



**AEP
ENERGY**

An **AEP** Company



REDEFINING THE FUTURE OF ENERGY

The energy industry is always evolving, just like the needs of your business. While many businesses are seeking smart energy supply solutions, they're also looking for innovative ways to meet their renewable and sustainability business goals in an ever-changing energy industry.

The American Electric Power (AEP) family of companies offers a comprehensive suite of products and services designed to exercise control over your energy, manage risk, maximize savings and increase profitability.

Our solutions offer you a new way to select the best energy plan for your business by combining years of industry experience with innovative technologies.



THE AEP ENERGY DIFFERENCE

We collaborate with our customers to understand specific operational needs and develop customized services and solutions using our market knowledge, technical expertise and investment capital.

1 We'll get to know your business

At AEP Energy, we know that every business is unique, which is why we create an energy strategy that's tailored to your specific business needs. There are a variety of factors that affect which products, services and technologies are right for your business, **including:**



Type of business

Different types of organizations have different energy needs, for example a steel mill will require quite a different plan than a commercial office space.

Energy usage

We'll take a look at your existing assets and how much energy your business uses and when. These factors, in combination with your goals, will influence what products and service offerings we recommend for your business.

Analysis

In addition to your business' usage, we'll analyze a variety of factors beyond your control, including market prices, utility tariffs and weather, to better understand market impact on your business and allow you to plan ahead.

Renewable energy

Looking to go green or enhance your business' current green initiatives? You could benefit from our variety of renewable offerings, from purchasing Renewable Energy Certificates (RECs) to on-site solar.

Energy management

We can be as involved or as hands-off with your energy solutions as you'd like. We offer solutions ranging from simple to complex, based on your level of comfort.

2 We'll work together to create a customized plan based on your business needs

Our energy experts partner with businesses every day to build smart and successful energy strategies. With a combination of experience, insightful energy resources and innovation, our team helps businesses navigate through a complex and rapidly-changing energy industry. Together, our family of companies offers a turn-key approach with solutions that are sure to meet the needs of your organization.

Benefits include:

- Guidance from energy management experts who can develop a strategic plan for your business' energy.
- Access to complimentary programs that allow you to control your energy usage and realize savings through capacity and transmission peak load management.
- Budget stability from a variety of plans, including electricity and natural gas supply at market-based prices rather than rates offered by the utility.
- Technical expertise and market knowledge for a diverse array of behind-the-meter systems and technologies, including solar, combined heat and power, energy storage and more.



3 Our advanced renewable offerings

We provide technical expertise, market knowledge and investment capital for energy projects including solar, combined heat and power, energy storage, electrical substations, fuel cells, waste heat recovery, and peaking generation resources throughout the U.S.

We also develop, own and operate large wind and solar energy generation projects throughout the United States. The renewable energy produced by our facilities is contracted to utilities, electric cooperatives, municipalities or corporate customers. We own and operate over 1,419 megawatts of renewable energy across several projects.

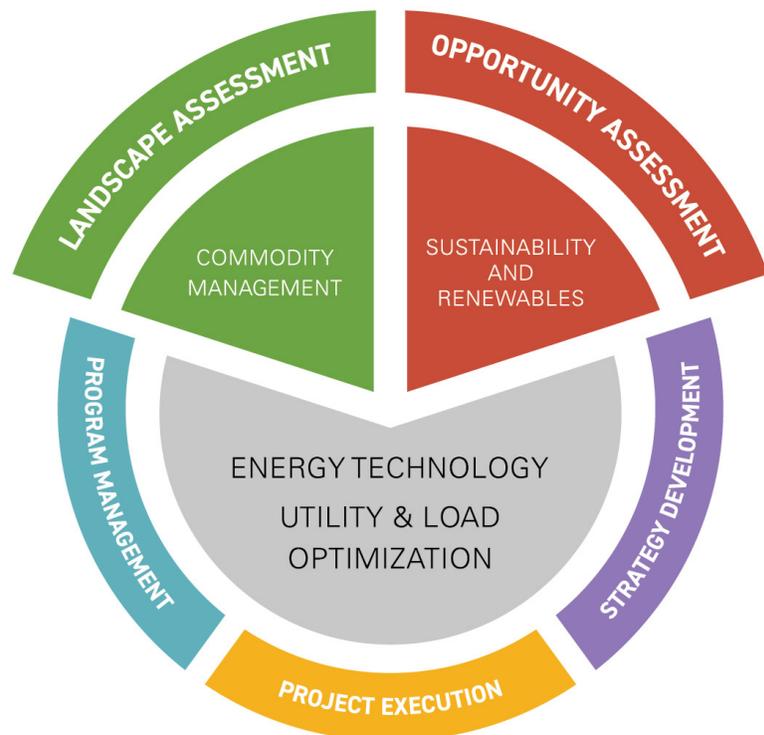


4 Our integrated, holistic approach addresses new needs for customers

At AEP Energy, we think there's a better way to look at procuring energy for your business. Our integrated energy services solutions are poised to address emerging commercial and industrial customer needs by evaluating and assessing opportunities in different domains through a total energy management approach. This approach ensures actions you take are well coordinated to achieve the most for your energy procurement goals.

Benefits include:

- Sophisticated sourcing and management of power and gas commodity supply in competitive markets
- Establishment and optimized fulfillment of sustainability, renewable energy procurement, plus greenhouse gas goals and objectives
- Value capture through integrated energy efficiency and behind-the-meter power supply opportunities through usage data analytics and load control plus much more
- Utility rate analytics and optimization, utility services and data management, utility bill management and payment services
- Thoroughly map your property portfolio-wide landscape to understand options and opportunities across the spectrum of total energy management solutions



5 Experience savings

Our suite of products and services are designed with your business in mind. We'll help you accomplish your business objectives at the lowest possible costs while managing energy-related risks. Whether it's our electricity and natural gas energy supply at wholesale prices, demand response programs designed to help you reduce your energy load or our energy efficiency programs, our turn-key offerings will help you realize potential savings when it comes to your energy.

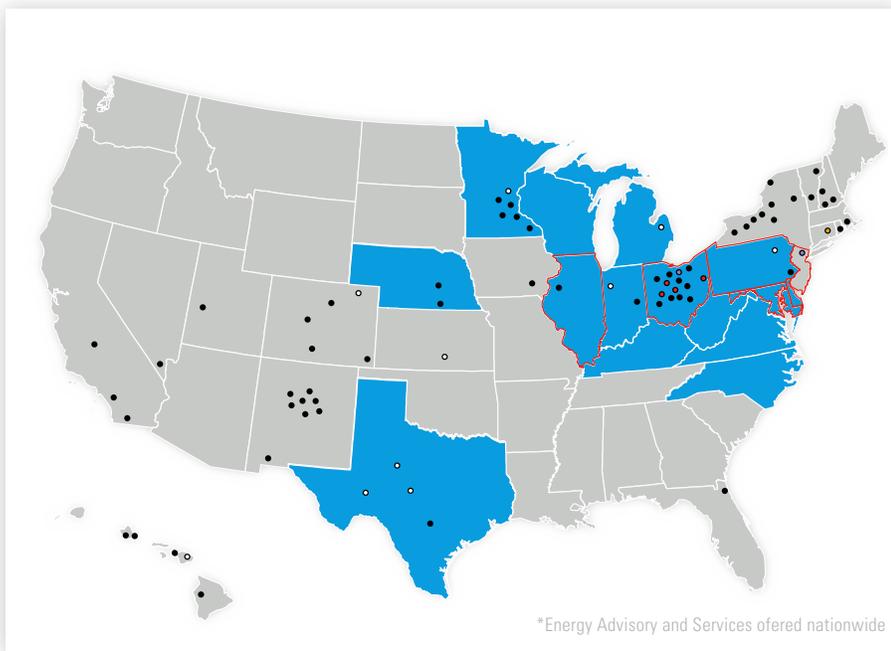


WHO WE ARE

As a wholly-owned subsidiary of American Electric Power (AEP), our family of companies has over 100 years of industry experience with backing from our parent company, AEP, one of the largest electric utilities in the United States and ranked 185 of the Fortune 500.

Together with our customers, we are redefining the future of energy and developing innovative solutions that power communities and improve lives.

OUR NATIONAL FOOTPRINT



AEP

Established 1906
 Customers 5.4 Million
 Market Cap \$48.0 Billion
 Revenue \$16.2 Billion
 Assets \$68.8 Billion

AEP Energy

Established 2002
 Customers Approx. 460,000

- Wholesale Energy
- Deregulated Supply
- Solar
- Fuel Cell
- Wind
- Engine
- Station

For more information on how we can help you with energy for your business, please visit AEPenergy.com/commercial/request-a-quote.



An Accredited Member Since 2009



91% Overall Customer Satisfaction Rating



Over 100 Years of Industry Experience

BOUNDLESS ENERGYSM

AEP Energy is a competitive retail electric generation supplier and natural gas service supplier and an affiliate of Ohio Power Company (AEP Ohio). AEP Energy is not soliciting on behalf of, endorsed by, acting on behalf of, and is not an agent of AEP Ohio, your electric or gas distribution company, any governmental body, or consumer group.

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