July 2017 Retail Energy Market Intelligence Summary

ERCG continues its ABC leadership interview series with Huston Able, Executive Vice President at Choice Energy Services. We sat down with Huston and discussed several topics, including --

- the secret of his success in the broker business
- empowering clients to be price setters, and the amount of savings using this approach
- keeping an eye on Mexico

Retail expansion is the recurring theme this month. For Huston Able, finding new clients in Texas was easier in his early years with the company, but now the majority of C&I customers have broker relationships in place. Hence, Choice Energy Services is looking for expansion opportunities in Mexico.

Ambit is now officially selling in Japan to go after the roughly 80 million customers, and their troops are fired up over the $70 billion revenue opportunity. XOOM has expanded into nearby Georgia to tap the vibrant and competitive gas retail market. In terms of customers served by competitive suppliers, Georgia's Atlanta Gas Light territory is the single largest gas utility in the country, with over 1.5 million customers. Genie Energy has plans to enter the UK retail energy market, and they've already invested £1 million in a joint venture with Energy Global Company, with the potential to invest up to £6 million for expansion funding.

Perhaps most interestingly, NRG Energy announced that they will double down on retail after coming out of their soul-searching process. In their Transition Plan, NRG is looking to lower risk and increase margin, and that means focusing on retail and expanding their retail operations. In their investor presentation, they've identified $215 million in margin enhancement potential (see below).

$215 MM Margin Enhancement Plan

The plan includes investing in strategies and technology to enhance and grow the NRG Retail business:

- Driving investment in the Retail business to increase margins (e.g., enhanced analytics systems, expanded sales channels)
- Expanding strategic customer and product lines (e.g., natural gas, security)
- Further integration of the NRG wholesale – retail platform and increasing commercial optimization

The plan includes strategies to enhance generation through further: dispatch optimization, heat rate improvements, and capacity up rates

Source: NRG investor presentation, July 12, 2017

All the retail companies mentioned above are not struggling. Retail margins have been healthy in recent years, but market saturation has become an issue. So, there is now investor appetite in funding successful retail business models into new geographies and business lines.

Below is a summary of articles based on common themes. See table of contents on the following page for links to articles in chronological order.

Significant retail transactions

- Genie Energy enters JV with Energy Global Company to expand into UK retail energy market
- Dynegy reaches agreement to sell three gas fired generation plants in PJM and ISO-NE for $300 million to fulfill FERC mitigation plan following purchase of ENGIE's US-based asset portfolio
- Mercuria Energy America acquires Noble Group's North American Gas and Power trading business in a stock purchase agreement, currently estimated $248 million
- CPower acquires eCap Network, a provider of energy efficiency measurement and verification services in the PJM market to help customers monetize EE projects

Retail energy deal news

- TXU wins 6-year deal with Galveston County to supply all county facilities without using an aggregator; TXU's bid was $90,000 lower than aggregator's bid, and TXU offered $35,000 in energy saving rebates

Retail energy announcements, new offers, and partnerships

- NRG Energy launches Transformation Plan to simplify their business, right-size their portfolio, and strengthen their balance sheet; includes $855 million cost and margin enhancement with investments in strategies and technology to grow retail

- Direct Energy Business selected as Financial Ally with the Department of Energy's Better Buildings Initiative to help organizations identify financing options for energy efficiency projects; rolls out Hive Active Thermostat 24-month plan to their remaining US residential markets
- Ambit formally announces Japan expansion; forms Ambit Cares, a 501(c)(3) charity to help employees and Ambit consultants fight hunger in their communities
- Stream announces new Vice President and General Manager of Energy Services Leticia Castellanos, formerly of TXU
- XOOM Energy expands into Georgia gas market; announces partnership with Corpus Christi Hooks, minor league baseball team of Houston Astros
- Discount Power (TX) announces former Houston Rockets star Mario Elie as brand ambassador
- Broker Pyxis Energy launches Alternate Market Power (AMP), a mass market backup power solution in partnership with Generac Power Systems; Pyxis requires AMP customers to pay a monthly fee and an electric and gas broker relationship, and Pyxis owns and maintains the generator and associated micro-grid hardware; Pyxis may occasionally remotely dispatch the generator for grid reliability purposes (Pyxis founders were formerly at Constellation's Load Response division, which became CPower)
- Online shopping portal Texas Electricity Ratings announces top 5 Texas REPs: Champion Energy, Gexa Energy, StarTex Power, Green Mountain Energy, and Direct Energy

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Interview with Huston Able, Executive Vice President at Choice Energy Services

ERCG: You've spent your entire professional career with Choice Energy Services (CES), beginning as an intern in 2003 to currently serving as your company's Executive Vice President. How did you choose CES, and more importantly what about the company made you want to stay and grow with it?

Huston Able: In 2003, I was offered an internship with the wholesale side of CES to be the first board boy for the NG and wholesale power brokers. During the internship, I was inquisitive about the newly formed company, Choice Energy Services, and as I learned and grew with the company I realized there could be a permanent opportunity for me. Over the last few weeks of my internship, I began to connect with people in my network who could benefit from CES services and set up meetings, which led to a full-time position as an account manager.

The initial appeal of CES was the people I was surrounded by who taught me the business. I also was drawn to the dynamic, competitive atmosphere. I've stayed over the years because I've been given all the tools necessary to excel in my position. CES has a lot of recognizable clients, especially in and around the Houston area, which makes engaging new clients easy. My focus now is to help the growth and advancement of our business.

ERCG: What do you think you personally bring to the success of Choice?

HA: I obviously have a long history with the company, so aside from providing continuity from the standpoint of business operation, I am able to share insights into what works and what doesn't in the ABC space. I have developed strong relationships on the client side and can now leverage those to enhance the company value.

ERCG: CES is part of a family of companies that includes Choice Energy Group (gas brokerage established in 1994) and OTC Global Holdings (interdealer broker established in 2007). What competitive advantage do these sister companies confer on your business?

HA: Choice leverages its access to wholesale markets through OTC Global Holdings, one of the largest liquidity providers to the NYMEX. OTCGH brokers around 50% of the NG options traded on the NYMEX giving them largest market share of any firm. Since we share common ownership, the relationship offers us valuable market knowledge around future prices for NG and wholesale power. This gives our clients access to the widest variety of products and lowest prices available for active management of energy costs and real time basis. There are only a handful of firms in our space that have this kind of visibility into the commodities markets that drive retail power prices.

ERCG: On a related note, you have observed a trend in the ABC industry of brokers moving to the consulting side. Please explain the distinction and why you think this is happening, and why CES is well-positioned to move in this direction.

HA: I think CES is experiencing a classic industry maturity transformation. When deregulation was a brand new concept and customers were unaware they could "shop for power," the broker was responsible for finding better prices than what the incumbent suppliers were offering. When the market slightly matured and customers became aware they could shop, the role of the broker changed and the end goal was to find the lowest price.

The business model is still strictly transactional. However, with growing market and consumer maturity, all of the players in the energy space have to figure out where they can create lasting, long-term value if they, in fact, want to stay in the business long term. With established relationships in place, it has become increasingly difficult to get in front of clients.

As mentioned above, OTC Global Holdings brokers around 50% of the NG options traded on the NYMEX. Utilizing our unique market position and relationship with OTCGH, CES is able to empower clients to be price setters by ensuring price transparency into each market. This unique market advantage ensures our clients are aligned with the best retail supplier at the best price for their business, which sets us apart from our competitors.

ERCG: The idea of a customer being a price-setter is really interesting. Please explain what you mean by that, and how would you quantify the benefit?

HA: Being a price setter is the opposite of being a price taker, meaning we encourage our clients to actively manage their supply positions. Leveraging our visibility into the wholesale markets, we strategically identify forward buying opportunities based on the client's risk profile and business objectives. Ultimately, it is up to the client to decide, but we have observed that this approach yields about 20% improvement over passively buying at contract expiration.

ERCG: What qualities do you look for in an ideal supplier partner?

HA: There are a few things I look for when looking for an ideal supplier partner. First, the supplier is financially sound and able to offer competitive rates. Second, I look for one point of contact for all matters pertaining to my accounts. This allows for a rapport to be built between myself and the representative for easier negotiations around customer rates and agreements. Third, it's important to consider the turnaround time for pricing requests and customer issues that need to be addressed.

ERCG: Lastly, what are your views on Mexico?

HA: CES is very interested in the Mexico market. Since we are headquartered in Houston, we have several contacts interested in the Mexico market, as well. We are currently monitoring progress toward procurement opportunity and have found the following through research:

- **Wholesale entities and financial counterparties have established business with CFE [Mexico's state-owned electric utility, Comisión Federal de Electricidad] and/or load size are contracting under the new market structure both from an options and PPA standpoint. This is likely due to some of the "pre-deregulation" structures in place, such as previously assigned transmission costs, etc.**

- **CFE has not re-calibrated tariff rates to reflect the new market structure. This makes them somewhat competitive versus the new spot market. There also isn't a true cost structure built to the "retail" level where distribution and transmission-related costs were isolated.**

ERCG thanks Huston Able for his time and insights. Please stay tuned for the August newsletter where we will interview another leader in the ABC community. A copy of this interview transcript will be available online at www.ercg-us.com.

TXU Energy Wins 6-Year Supply Deal with Galveston's County Facilities; Direct Deal without Aggregator

June 27, 2017

County saves taxpayers $1.5 million on new electric deal

County Judge's Office

The Galveston County Commissioners Court has approved a six year agreement with TXU Energy to provide electricity to all county facilities saving taxpayers about $250,000 a year, or $1.5 million over the term of the contract.

"We conducted an exhaustive review of our electric needs and what suppliers were offering, and TXU Energy was by far the most compelling and allowed us to lock-in historic low rates" County Judge Mark Henry said. "We will continue to do our due diligence on every contract to make sure that, on behalf of taxpayers, we are getting the best possible deal and being treated fairly and honestly by service providers."

TXU Energy's bid came in at $90,000 below the current aggregators bid. In addition to the cost savings, TXU Energy pledged to plant trees in Galveston County and offered $35,000 in energy saving rebates. The rebates can be used to purchase items such as new LED lighting, saving taxpayers even more on electric costs.

"We are grateful and excited that TXU Energy has been chosen by Galveston County to provide its power through this multiyear plan that uniquely meets the county's specific needs and saves taxpayers' money," said Gabe Castro, vice president of business markets at TXU Energy. "We look forward to not only serving the county as a customer for many years to come, but also as a committed corporate citizen dedicated to helping all the people of Galveston County."

Commissioners unanimously approved the new agreement during their Tuesday meeting on June 20. With this electric deal Galveston County joined other local governments, like the cities of Dallas and Arlington, which have left aggregators to get better pricing on their own.

https://www.galvconews.com/single-post/2017/06/27/County-saves-taxpayers-15-million-on-new-electric-deal

Direct Energy Business Selected as Financial Ally by Department of Energy Better Business Initiative

July 10, 2017

U.S. Department of Energy Better Buildings® Initiative Names Direct Energy Business as a Financial Ally

Houston, TX — July 10, 2017 - Centrica plc, parent company of Direct Energy®, one of North America's largest retail providers of electricity, natural gas, and home and business energy-related services, today announced Direct Energy Business has been selected as a Financial Ally with the Department of Energy's (DoE) Better Business Initiative, established to help public and private organizations find financing for energy efficiency and renewable projects.

Working in partnership with Centrica's Distributed Energy & Power business, Direct Energy Business offers businesses and other large energy users the latest distributed energy solutions, designed to help customers manage energy costs, boost site resilience and reduce carbon emissions.

"Our vision is to deliver comprehensive energy solutions that will help customers turn energy from a cost into a source of sustainable competitive advantage," said Todd Sandford, Centrica Senior Vice President of North America Distributed Energy. "We're proud to provide customers with end-to-end services – from insight to optimization and solutions – delivering the right energy solution, to the right place, in the right way, to power business advantage. These solutions can be delivered as part of a tailored finance package through the Better Buildings Initiative."

Direct Energy Business and ENER-G Rudox, a leading supplier of onsite power and energy solutions acquired by Centrica's Distributed Energy & Power business in 2016, will now be featured on the DoE Financial Navigator online search tool. The site launched in January this year to help businesses explore a wide array of financing choices and identify relevant financing options for their energy efficiency projects. Other notable Financial Allies include Bank of America, Citi, PACE financiers, Green Banks, innovative finance startups and think-tank coalitions.

To find out more, please visit: https://betterbuildingssolutioncenter.energy.gov/partners/direct-energy-business.

https://www.directenergy.com/newsroom/press-releases/2017/direct-energy-business-better-business-initiative

XOOM Energy Announces Entry in Georgia Gas Market

July 10, 2017

Charlotte, NC (July 10th, 2017) - The XOOM Energy family of energy retail companies, that provides natural gas and electricity services to homes and businesses across North America, announces they will begin offering natural gas service to residential and small business customers in Georgia. XOOM Energy now offers service to U.S. customers in 19 deregulated states and the District of Columbia.

With the entry into the Georgia energy market, XOOM Energy has continued to build on what is already an expansive consumer footprint, establishing one of the largest of any energy retailers in North America. XOOM Energy has the potential to service Atlanta Gas Light's 1.3 million available customers, allowing these customers to take advantage of the products and services offered through XOOM Energy.

"We pride ourselves on serving consumers in more markets than any other supplier, which is why launching Georgia was a great way to expand our diverse portfolio. We are excited about the vast potential customer base and are ready to introduce XOOM Energy's innovative products and plans to the residents of Georgia," states Chris Phillips, Chief Operating Officer of XOOM Energy.

https://xoomenergy.com/en/news/xoom-energy-llc-begins-offering-natural-gas-service-in-georgia

CPower Acquires PJM Energy Efficiency M&V Firm eCap

July 11, 2017

CPower Acquires Leading Energy Efficiency Measurement Firm

BALTIMORE, July 11, 2017 /PRNewswire/ -- CPower announced today that it has acquired eCap Network, a leading provider of energy efficiency measurement and verification services in the PJM market. The purchase is part of CPower's ongoing efforts to expand its demand-side management services nationwide.

Already one of the largest providers of demand response to commercial and industrial organizations in the US, CPower is deepening its commitment to energy management capabilities by enhancing its energy efficiency expertise through the acquisition of eCap.

eCap has a strong reputation for helping customers monetize their energy efficiency projects in PJM and was an early market entrant in the energy efficiency measurement and verification niche.

John Horton, CPower's President and CEO, believes the acquisition will help CPower provide its customers with an opportunity to create more value from their energy efficiency projects as the PJM market evolves to meet the grid's reliability needs of the future.

"eCap specializes in qualifying and capitalizing energy efficiency projects in PJM's complex markets," Mr. Horton said. "eCap's team has years of experience and, like CPower, is committed to helping customers achieve and exceed their energy management goals. We're thrilled to have their expertise in-house to complement our extensive demand-side management product offering."

The changing nature of PJM's Reliability Pricing Model favors capacity offerings from both demand response and energy efficiency resources. With the acquisition of eCap, CPower is in prime strategic position to help their customers earn revenue with both.

Learn more about CPower's enhanced energy efficiency offerings HERE.

About CPower:
CPower is a demand-side energy management company with 25+ years of knowledge and experience in helping customers implement intelligent energy management programs in each of the country's open energy markets. A pioneer of Demand Response, CPower creates optimized energy management strategies that help businesses streamline their energy usage, offset costs through Demand Response participation and reach their sustainability goals. Today, CPower serves more than 1,500 commercial and industrial customers at thousands of sites within the U.S. For more information please visit CPowerEnergyManagement.com.

http://www.prnewswire.com/news-releases/cpower-acquires-leading-energy-efficiency-measurement-firm-300485377.html

Discount Power (TX) Announces NBA Champion Mario Elie as Brand Ambassador

July 11, 2017

DISCOUNT POWER (TEXAS) ANNOUNCES PARTNERSHIP WITH MARIO ELIE
Houston (July 11,2017) – Discount Power today announced that Mario Elie, former Houston Rockets star and three-time National Basketball Association (NBA) champion, has been named the company’s first brand ambassador.

“We are thrilled to partner with Mario, and are confident his roots in the community and his NBA record will resonate with our customers,” said Neville Ravji, Chief Executive Officer of Discount Power. “Mario is the perfect fit to represent our brand and showcase our competitive rates, quality customer service and commitment to the community."

Throughout the endorsement deal, Elie will make regular personal appearances serving as a spokesperson at community and charity initiatives in which the company is involved. He will also be featured on Discount Power's marketing campaigns and promotions.

"Basketball brought me to Houston, and I developed a sincere appreciation for the city, the community and the businesses that not only supported the local teams, but provided services to improve the community," said Elie. "Discount Power does just that. I look forward to being a brand ambassador for Discount Power, a respected veteran in the industry."

About Mario Elie

Mario Elie is a former National Basketball Association (NBA) player and assistant coach, with more than 20 years with the NBA. Elie won three NBA Championships with Houston (1994 & 1995) and San Antonio (1999). In 1998, Elie was named to the Rockets 30-Year Team, making him one of the top ten players in club history. Elie retired from the league in 2001, and he began his coaching career in 2003. Elie worked as an assistant coach for multiple NBA teams, and also served as a pre- and post-game host for the Houston Rockets' FOX Sports Network telecasts. Most recently, Elie was an assistant coach for the Orlando Magic during the 2015 – 2016 season.

http://discountpowertx.com/discount-power-texas-announces-partnership-with-mario-elie/

Dynegy Sells Three Power Plants in PJM and New England to Meet FERC Mitigation Plan After ENGIE Portfolio Acquisition

July 11, 2017

Dynegy Reaches Agreement to Sell Three Power Generating Assets

HOUSTON--(BUSINESS WIRE)--Dynegy Inc. (NYSE: DYN) has reached agreement to sell three of its generating plants for approximately $300 million. Combined with the previously announced LS Power transaction, a total of approximately $780 million in aggregate sales proceeds will be used primarily for debt reduction.

Lee Energy Facility

Dynegy reached an agreement to sell its Lee Energy Facility, a 625 MW (summer capacity rating) gas-fueled peaking asset in the PJM ComEd region to an affiliate of Rockland Capital.

Dynegy will receive $180 million in cash and avoid the incremental capital investment necessary to convert the plant to dual fuel status in order to meet PJM capacity performance obligations. The sale allows the Company to crystallize value in the ComEd region and generate additional cash proceeds for debt repayment.

Dighton and Milford Energy Facilities

Dynegy has also signed a purchase and sales agreement with Starwood Energy Group Global for two assets totaling $119 million. The combined 310 MW (summer rating) of assets to be sold include two intermediate gas-fueled plants located in Dighton and Milford, Massachusetts. The Company anticipates allocating the cash proceeds to debt reduction.

The agreement fulfills the mitigation plan approved by the Federal Energy Regulatory Commission (FERC) regarding the Company's purchase of ENGIE's US-based asset portfolio. In its December 22, 2016 order, FERC found competitive concerns with respect to the capacity markets in the ComEd Locational Delivery Area (LDA) in PJM and the Southeastern New England (SENE) capacity zone in ISO-NE. Dynegy submitted a mitigation plan to address FERC's concerns that called for an agreement to sell capacity in SENE within six months of closing.

Barclays served as lead financial advisor and Deutsche Bank served as advisor on the Dighton and Milford transactions. The transactions are subject to customary regulatory approvals.

http://www.businesswire.com/news/home/20170711006624/en/Dynegy-Reaches-Agreement-Sell-Power-Generating-Assets

NRG Energy Launches Transformation Plan; Includes Investing in Strategies and Technologies for NRG Retail

July 12, 2017

NRG Energy Launches Transformation Plan

PRINCETON, N.J.--(BUSINESS WIRE)--NRG Energy, Inc. (NYSE: NRG) today announced its "Transformation Plan."

The Transformation Plan Targets:

- $1.065 Billion Recurring Cost and Margin Improvements, including:
- $855 Million Recurring Annual Free Cash Flow before Growth (FCFbG) Accretive Improvements
- $210 Million Permanent SG&A Reduction from Asset Sales and Divestments
- $2.5-$4.0 Billion Targeted Asset Sale Net Cash Proceeds, plus
- Removal of $13 Billion Total Debt From Balance Sheet

Pro Forma Effect of Transformation Plan[1]:

- Pro Forma Annual Adjusted EBITDA: $1.845 Billion
- Pro Forma Annual FCFbG: $1.230 Billion
- Pro Forma Net Debt: $6 Billion or 3.0x Net Debt / Adj EBITDA
- Excess Cash to Deploy: Up to approximately $6.3 Billion through 2020 ($20/share[2]), including $4 Billion by end of 2018 ($12.5/share[3])

The Business Review Committee (BRC) unanimously recommended the Transformation Plan and it received the unanimous support and approval by the NRG Board of Directors and management.

Mauricio Gutierrez, President and CEO, NRG: “The transformation plan announced today demonstrates our commitment to simplify and strengthen the company to thrive through any market cycle. This plan is the result of a comprehensive review of our entire business by the board and management to simplify our business, right-size our portfolio and strengthen our balance sheet to create significant value for all our stakeholders.”

Larry Coben, Chairman of the NRG Board of Directors: “By establishing the BRC, the Board kick-started an exhaustive four-month review where nothing was sacred. The Board and management scrutinized and challenged every available opportunity that could create value for our shareholders - and embraced the plan being announced today. The Board unanimously and enthusiastically supports this transformational plan.”

John Wilder, Chairman of the NRG Business Review Committee: “The BRC, composed of five experienced and skillful directors and supported by two exceptionally qualified independent advisors, worked continuously for four months on a comprehensive review of NRG’s operations and cost structure to dramatically improve NRG’s financial performance and competitiveness. We developed an extremely detailed transformation plan that was unanimously approved by the BRC and the board. We targeted divesting businesses that represent over 60% of NRG’s EBITDA to generate $2.5-4.0 billion of net proceeds and facilitate $13 billion of debt reduction. We targeted rapidly executing annual improvements with 72% of run rate annual benefits of $1.07 billion achieved in 2018, 92% in 2019, and 100% achieved in 2020. Finally, we established a rigorous capital allocation process to ensure NRG is financially flexible for years to come and to ensure NRG wisely allocates its expected 2017-2020 $6 billion of excess cash flow in 12-15% or better unlevered internal rate of return investments, or distributes the excess cash to our shareholders.”

Jeff Rosenbaum, Portfolio Manager at Elliott Management: "NRG's management and Board deserve substantial praise for the hard work and clear thinking reflected in their truly transformational plan announced today. This new business rightsizing strategy, recommended by CEO Mauricio Gutierrez and Business Review Committee Chair John Wilder and backed unanimously by the Board, will focus NRG on substantial cost cuts, portfolio streamlining, balance sheet deleveraging and a strong capital investment / shareholder return program. All of the stated objectives have transparent and achievable targets. We are pleased that this process has delivered such a strong plan for shareholders.”

The Transformation Plan

The Transformation Plan is designed to significantly strengthen earnings and cost competitiveness, lower risk and volatility, and create significant shareholder value. The three-part, three-year plan is comprised of targets in the areas of operational and cost excellence, portfolio optimization, and capital structure and allocation enhancement. Importantly, the majority of targets and results are achievable by the end of 2018, providing investors and the company with clear line of sight to results. This plan is the product of a comprehensive, "blank slate" evaluation of all NRG businesses, assets, and functions, collectively conducted by the BRC, NRG management, and independent consultants and advisors to the BRC. The Transformation Plan's components consist of:

1. **Operations and cost excellence**:

$1.065 billion total annual cost and margin enhancement (approximately 70% expected to be achieved by year-end 2018), including $855 million recurring, annual FCFbG accretive cost and margin enhancement that consist of: $590 million Adj. EBITDA-accretive cost savings[4] (approximately 85% expected to be achieved by year-end 2018), $215 million Adj. EBITDA-accretive margin enhancement program (net of recurring costs), and $50 million maintenance capex reduction. The total cost reduction also targets $210 million in permanent SG&A reduction associated with asset sales and divestments (run rate realized in 2018).

The plan also expects to realize (i) $370 million non-recurring working capital improvements through 2020 and (ii) approximately $290 million in one-time costs to achieve.

$640 MM Cost Savings and Capex Plan: Sample Levers

O&M	SG&A	Maintenance Capex
• Sourcing optimization • Increasing retail e-bill adoption • Prioritize IT to lean operations • Streamline C&I back-office support • Procurement savings	• Headcount reductions • Upgrade IT systems • Increase outsourcing • More efficient vendor management • Reduce off-site expenses • Increased cross-training • Corp non-labor savings (travel, software, etc.)	• Maintenance schedule optimization • Bundling procurement • Design standardization across plants • Best-cost sourcing analysis

$215 MM Margin Enhancement Plan

The plan includes investing in strategies and technology to enhance and grow the NRG Retail business:

- Driving investment in the Retail business to increase margins (e.g., enhanced analytics systems, expanded sales channels)
- Expanding strategic customer and product lines (e.g., natural gas, security)
- Further integration of the NRG wholesale – retail platform and increasing commercial optimization

The plan includes strategies to enhance generation through further: dispatch optimization, heat rate improvements, and capacity up rates

2. **Portfolio optimization**:

Targeting $2.5-$4.0 billion of asset sale net cash proceeds[5], including divestitures of 6 gigawatts (GWs) of conventional generation and businesses[6] and 50-100% of NRG's interest in NRG Yield and its leading renewables platform.

NRG is well underway in a process to explore strategic alternatives for its interest in NRG Yield and the renewables platform. The strategic alternatives span a variety of ownership structures and partnership types, including the potential partial or full monetization of the renewables platform and NRG's interest in NRG Yield with a goal to optimize how NRG participates in renewables and to deconsolidate the associated debt. Beyond creating value, NRG seeks to simplify its corporate and business structure while preserving the ability to provide comprehensive energy solutions to customers.

In addition, as previously disclosed, NRG has entered into a restructuring support agreement to restructure and divest its ownership interest in GenOn Energy, Inc. (approximately 15 GW). On June 14, 2017, GenOn filed for a pre-arranged Chapter 11 bankruptcy with 93% noteholders' support and expects emergence before year-end 2017.

With respect to asset sales and the strategic alternatives process, NRG expects to announce signed agreements during the fourth quarter of 2017. NRG has engaged Citi, Goldman Sachs and Morgan Stanley for certain asset sale processes that are well underway.

3. **Capital structure and allocation enhancements**:

A clearly prioritized capital allocation strategy that targets a reduction in consolidated net debt from approximately $18 billion to approximately $6 billion of consolidated net debt / Adj. EBITDA from 6.4x[7] to 3.0x by year-end 2018. In addition to achieving the 3.0x target leverage ratio, the plan expects to provide up to $6.3 billion of excess cash for allocation through 2020, including up to $4 billion of excess cash by year-end 2018. NRG expects to deploy this excess cash in either projects or investments with at least 12-15% unlevered pre-tax returns or shareholder return programs.

The full Board of Directors will maintain oversight of the execution of the Transformation Plan with monthly updates provided to the Board's Finance and Risk Management Committee. A score card will be provided to the investment community and will be updated on future quarterly earnings calls.

[1] Pro Forma results assume the 100% sale of NRG's interest in NYLD and Renewables platform.
[2] Based on 4/30/2017 shares outstanding of 316,082,221.
[3] Based on 4/30/2017 shares outstanding of 316,082,221.
[4] Excludes recurring costs to support margin enhancement activities.
[5] In addition to consolidated net debt reduction of $8.5 billion related to these assets.
[6] Excluding the disposition of GenOn Energy, Inc. and its subsidiaries.
[7] Based on consolidated net debt as of March 31, 2017 and midpoint of 2017 Adjusted EBITDA guidance.

http://www.businesswire.com/news/home/20170712005570/en/NRG-Energy-Launches-Transformation-Plan

XOOM Energy Announces Partnership with Houston Astros' Minor League Baseball Team, Corpus Christi Hooks

July 12, 2017

CHARLOTTE, NC – (July 12, 2017) - The XOOM Energy family of energy retail companies announced a new partnership with the Corpus Christi Hooks, minor league baseball team of the Texas League and the Double-A affiliate of Major League Baseball's Houston Astros. With this partnership, XOOM Energy will enjoy extensive branding and visibility throughout the Hooks home stadium, Whataburger Field. In addition, XOOM Energy will sponsor a variety of Hooks related media, including radio, social media and in-field stadium signage.

"For over a decade, the Hooks have been a sports institution in the Corpus Christi community, offering an exciting and family friendly environment and we are looking forward to our partnership with them," stated Chris Phillips, Chief Operating Officer of XOOM Energy. "Teaming up with the Hooks allows XOOM Energy an opportunity to introduce ourselves to fans who may not be familiar with XOOM Energy and the products and services we offer."

"Great partnerships evolve from like values, and XOOM Energy enjoys a reputation for excellent customer service. We are excited about our new strategic partnership, and look forward to helping XOOM Energy connect its products, plans, and services to both homes and businesses," said Andy Steavens, Vice President of Sales and Marketing of the Corpus Christi Hooks Baseball Club.

Hooks fans will get an opportunity to learn more about XOOM Energy and participate in giveaways, as representatives from the company will have an activation booth in the concourse of Whataburger Field during home games on Tuesday, July 25th through Friday, July 28th, 2017.

https://xoomenergy.com/en/news/xoom-energy-llc-and-the-corpus-christi-hooks-announce-partnership-for-the-2017-baseball-season

Ambit Energy Announces Formation of Ambit Cares, a 501(c)(3) Charity to Fight Hunger

July 18, 2017

Ambit Energy Forms 501(c)(3) to Fight Hunger

(DALLAS) – Ambit Energy, the world's largest direct seller of energy and a leading national retail energy provider, today announced the company's corporate social responsibility initiative, Ambit Cares, has been granted 501(c)(3) status.

In 2016, the first full year of the program, 557 Ambit Cares participants volunteered 3,292 hours at hunger relief organizations in the U.S., and donated 218,474 pounds of food and $65,495 in monetary contributions.

Ambit Cares was formed to provide an opportunity for employees and Consultants to help fight hunger in their communities. The company organizes corporate volunteer opportunities every quarter and encourages Consultants to participate in local efforts that work toward ending hunger, which affects 1 in 8 Americans.

Ambit Cares has also launched an online donation page for Consultants, Customers, employees and friends of Ambit at AmbitCares.org. Feeding America, a nationwide network of food banks and the nation's leading domestic hunger relief charity, is Ambit Cares' primary beneficiary. Ambit Cares distributes donations received in the areas from which they came, so contributors know they are giving back locally.

"We are proud to officially launch Ambit Cares as a national nonprofit dedicated to fighting an issue that affects far too many of the communities we serve, including our home here in Dallas," said Jere Thompson, Jr., co-founder and CEO of Ambit Energy. "The Ambit community has a unique opportunity to have a positive impact with a national reach, and what our team has accomplished in a short time is a testament to our commitment to this cause."

Ambit Cares also advocates for hunger relief awareness and promotes volunteerism. By tracking volunteer hours, pounds of food donated and monetary contributions, Ambit Cares is able to recognize volunteers, including the Volunteer of the Year who's announced at Ambit Energy's annual conference, AMBITION, each year.

"The immediate enthusiasm and commitment to Ambit Cares by our Consultants, employees and Customers has been incredibly inspiring," said Anna Batman, Director of Programming for Ambit Cares. "We look forward to building on this momentum as we grow our programs and extend the reach of Ambit Cares."

http://ww2.ambitenergy.com/about-ambit-energy/press-releases/ambit-energy-forms-501c3-to-fight-hunger

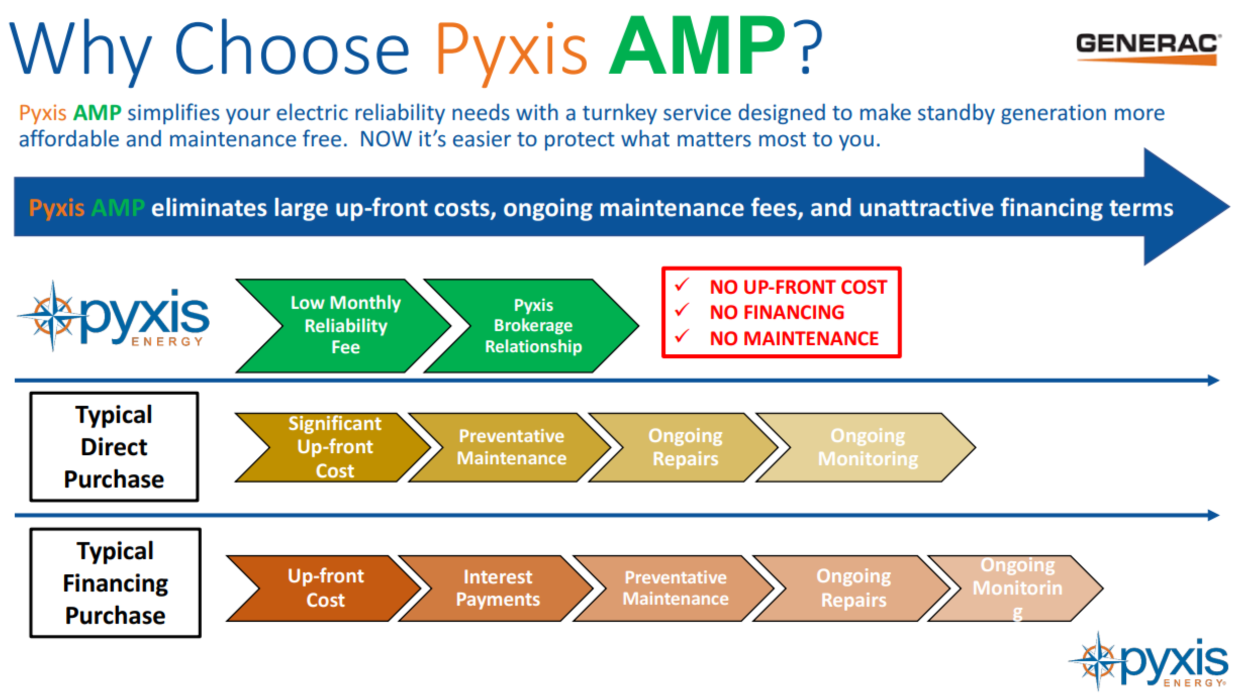
Broker Pyxis Energy Launches Fee-Based Backup Power Solution

July 25, 2017

Pyxis Energy Launches New Energy Reliability Service, Alternative Market Power

Pyxis Energy is an industry leader in electric reliability and energy brokerage for homes and businesses.

BALTIMORE, July 25, 2017 /PRNewswire/ -- Pyxis Energy has partnered with Generac Power Systems Inc. to bring environmentally friendly, automated generator solutions to homes and businesses. The company has launched their new product Alternative Market Power or AMP, an innovative reliability service that aims to keep their customers' energy grid independent. No longer will homeowners and businesses have to worry about failing utility infrastructure, the increasing number of natural disasters or the threat of cyber terrorism shutting down the power grid.



"With AMP, our customers are protected from power outages 24 hours a day, seven days a week," says Del Hilber, Founder and Managing Partner of Pyxis Energy. "Better still, homeowners and small businesses can have the reliability of a Generac generator for little to no upfront cost, no hassle, and no maintenance responsibilities."

All that's required for AMP customers is a low monthly reliability fee and an electric and gas broker relationship with Pyxis Energy. AMP generators are environmentally friendly and EPA-certified for non-emergency use due to advancements in engine technology. The generators, fueled by natural gas or liquid propane, can run without restriction and will start automatically to provide backup power during power outages. Occasionally, Pyxis Energy will remotely dispatch the generator to protect against electrical grid instability or to offset extreme market conditions.

Pyxis Energy retains ownership of generator and associated micro-grid hardware for the term of the customer agreement. AMP generators are engineered and built in the USA and installed by locally owned and licensed Generac dealers. Generators are monitored in real-time, and should any issue occur, a local Generac dealer is dispatched. All generators are maintained and serviced according to Generac guidelines or better, which maximizes the useful life of the hardware and its availability.

Pyxis Energy is led by Del Hilber and Christopher Patino. Together they have nearly 40 years of combined experience in the energy industry including in energy procurement, energy business consulting, demand response, and distributed generation. Pyxis Energy serves customers in Maryland, Pennsylvania, New Jersey, New York, and Texas. To learn more about the company and their new product Alternative Market Power, visit pyxisenergy.com.

About Pyxis Energy
Founded in 2014, Pyxis Energy in an industry innovator in energy reliability solutions for homes and small businesses. The company is headquartered in Baltimore, Maryland. For more information, visit PyxisEnergy.com.

Related Files
PyxisAMP_Customer Introduction_20170717_PROOFED.pdf
Resi Slick AMP - Final.pdf

Related Video
http://www.youtube.com/watch?v=Clc-J52LHSc

http://www.prnewswire.com/news-releases/pyxis-energy-launches-new-energy-reliability-service-alternative-market-power-300493477.html

Ambit Energy Announces Japan Expansion

July 25, 2017

Ambit Energy Expands to Japan

DALLAS, TX – July 25, 2017 – Ambit Energy, the world's largest direct seller of energy and a leading U.S. retail energy provider, today announced that it has expanded into Japan, the company's first international market.

The Japanese retail electricity market was fully deregulated on April 1, 2016. Its 84 million residential and small commercial customers represent a more than $70 billion annual revenue opportunity for Ambit and is the largest single electricity market deregulation in history.

"Our expansion into Japan represents an unprecedented growth opportunity for Ambit. We are excited to introduce millions of new customers to our quality electricity services at attractive prices," said Jere Thompson, Jr., Co-Founder and CEO of Ambit Energy.

Chris Chambless, Co-Founder and CMO of Ambit Energy and President of Ambit Energy Japan said, "When we founded Ambit more than a decade ago, we set out to become the finest and most-respected retail energy provider in America, and we are thrilled to bring that same commitment to excellence and customer service to Japan."

Ambit will offer services in nine utility areas throughout Japan, including Tokyo, Kansai, Chugoku, Chubu, Kyushu, Shikoku, Tohoku, Hokkaido and Hokuriku.

http://ww2.ambitenergy.com/about-ambit-energy/press-releases/ambit-energy-expands-to-japan

Mercuria Energy America Acquires Noble Group's North American Gas and Power Trading Business for $248 Million

July 26, 2017

Sale of Noble Americas Gas & Power Corp[3] : the Group today has separately announced that it has entered into a binding stock purchase agreement for the sale of its wholly-owned subsidiary Noble Americas Gas & Power Corp to Mercuria Energy America, Inc. for a total consideration of US$248 million4 . The sale is subject to, amongst others, approval by Group shareholders, expiration of the Hart Scott-Rodino waiting period, approvals under the Federal Power Act and the Canadian Competition Act, and lender approval under the NAC BBF. The sale is expected to close before the end of 2017. Further information is available in the Group's announcement "Proposed Disposal of Noble Group's Remaining North American Gas and Power Business" released concurrently with this announcement.

[3] The North American Gas & Power business (which is conducted through Noble Americas Gas & Power Corp) trades and provides supply chain management services in gas and power in North America and is included in the Group's Energy segment for reporting purposes.
[4] Purely for illustrative purposes, based on the latest announced unaudited consolidated financial statements of the Group for the three months ended 31 March 2017, and assuming the closing date was 1 April 2017.

http://www.thisisnoble.com/images/documents/announcements/20170726/Noble20170726.pdf

Stream Announces New VP and GM of Energy Services Leticia Castellanos

July 26, 2017

Stream Announces Leticia Castellanos as Vice President and General Manager of Energy Services

Castellanos' role will focus on innovating and expanding Stream's Energy Services

DALLAS--(BUSINESS WIRE)--Stream (formerly Stream Energy), a leading direct selling company and provider of connected life services, announces Leticia Castellanos as its Vice President and General Manager of Energy Services. Castellanos will be responsible for Stream's Energy Services development and growth. Leticia brings with her an extensive background in product development, management and innovation across multiple industries, including energy, health care, pharmaceuticals and beauty.

"We are thrilled to welcome Leticia to our corporate family. We are certain her commitment to product excellence, her strategic eye for business development and her ability to lead cross-functional teams will make her an invaluable asset to our team. We are confident she will help Stream provide the best services for our customers and Associates," said Larry Mondry, President and CEO, Stream.

As Vice President and General Manager of Energy Services, Castellanos is responsible for developing and driving forward Stream's Energy products, objectives and expansion. She specializes in product evolution and profitability using sharp strategic development.

"I have long admired Stream's ability to innovate and am excited to be welcomed on to such an amazing team," said Castellanos. "I hope to help grow our energy department and make a difference in the lives of our customers."

Castellanos' previous experience includes serving as vice president of product management for a national health care company and a marketing and product management consultant for several B2B and B2C firms. She also served as manager of innovation and product management at a leading Texas energy company, where she built a portfolio of energy management solutions and developed an enterprise-wide mobile strategy. Castellanos holds a bachelor's degree in marketing from ITESM in Mexico City and an MBA from the University of Texas at Austin.

http://www.businesswire.com/news/home/20170726005292/en/Stream-Announces-Leticia-Castellanos-Vice-President-General

Direct Energy Rolls Out Hive Active Thermostat to All Remaining Open U.S. Markets

July 27, 2017

Direct Energy Brings the Connect to Comfort 24 Plan with Hive Active Thermostat to All U.S. Markets

Direct Energy teams up with its sister company Centrica Connected Home to deliver the Hive connected home experience and help customers manage home energy usage

Houston, TX (July 27, 2017) – Direct Energy®, one of North America's largest retail providers of electricity, natural gas, and home and business energy-related services, today announced that it will be extending its Connect to Comfort 24 Plan to both natural gas and power customers in Connecticut, Maine, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Rhode Island and the District of Columbia.

With Connect to Comfort 24, customers will receive the Hive Heating & Cooling plan with the Hive Active Thermostat, enabling them to get clever heating and cooling control anytime, anywhere. Simple and easy to use, customers can control their energy usage and manage their homes more effectively from their smartphone, whether they are at home or on-the-go. With the ability to remotely adjust heating and cooling, coming home to a welcoming environment is ensured.

"Direct Energy's vision is to connect people with their devices, so they can know more to make informed decisions around their energy usage," said Dung Tran, Head of Retail Energy, Home Protection and Solar at Direct Energy. "Through the Hive connected home experience, our customers will have more insights, choices and control than ever before."

Connected Home is a key area for growth for parent company Centrica plc, with a £500m investment to take the Hive brand multi-market. With over 500,000 customers in the UK, the Hive experience is a leading smart home solution, with more than half of customers using their Hive Active Thermostat at least once daily in the winter, and 75 percent of customers recommended it to others.

In April, Direct Energy first announced its Connect to Comfort 24 Plan, providing price stability for customers and the energy-saving benefits of the Hive Heating and Cooling plan. The Direct Energy Connect to Comfort 24 Plan was initially launched with offers for residential customers across Delaware, Illinois, Maryland, Ohio, Pennsylvania, and Texas.

To learn more about this offer, please call: 1-855-461-1926 or visit: directenergy.com

https://www.directenergy.com/newsroom/press-releases/2017/direct-energy-extends-hive-thermostat-united-states

Texas Electricity Ratings Announces Top 5 Residential Electricity Providers in Texas

July 31, 2017

Texas Electricity Ratings Announces Top 5 Best Electricity Providers in Texas

HOUSTON, Texas, July 31, 2017 (Newswire.com) - A day ahead of August 1 and the hottest month of the summer, Texas Electricity Ratings is announcing their latest rankings of all the major Retail Electricity Providers in the state of Texas. Number one ranked Champion Energy edged out Gexa Energy, Startex Power, Green Mountain Energy, and Direct Energy followed in that order to round out the top 5 retail electricity providers in Texas.

Champion out-scored over 40 retail electricity providers with very strong scores across multiple ratings categories, including: Basic Services, Innovation, Customer Care, Customer Communication, and Affordability.

Gexa Energy finished second in the top five with straightforward competitive pricing and outstanding customer outreach programs. StarTex Power's jump to the number three position was powered by affordability, including several straightforward low-rate plans and their customer communications. In the number four position, Green Mountain Energy's vision for green, renewable energy, plan innovation, and solar options resonated. Direct Energy's move into smart home technology, great customer communication, and social media outreach propelled them into 5th place overall. Every single electricity provider in the top five ranked well in "The Basics," which includes customer order experience, dependable billing practices, and simple, straightforward plans.

"Texas Electricity Ratings strives to bring transparency to the retail electricity market in Texas, and our rating process is designed to help consumers make an informed choice. All five of these companies represent an excellent choice and great value for consumers, and reflect the improving quality of electricity products available in deregulated markets," states Energy Ratings CEO, Karl Trollinger.

The new and improved ranking process from Texas Electricity Ratings has been a year in the making and sought to differentiate the companies in Texas by a number of factors in an evolving marketplace. For example, taking into account a company's online order experience, as well as innovative plans and products such as smart meters and home energy efficiency. Among many metrics applied, a new metric considered the existence of a mobile friendly website in the light of the increasing role of mobile-based management in our lives. Other metrics evaluated Social Media presence and engagement, customer service and call center availability, as well as customer-friendly deposit options.

Texas Electricity Ratings advocates for consumers and evaluates providers in the Texas electricity market for features and characteristics that typical energy customers may miss, such as high deposits, variable rates, incentives, "free" plans, and minimum usage plans. These new rankings are designed to help consumers find the best electricity providers to fit their individual needs, as well as educate customers about potential marketplace pitfalls.

About TexasElectricityRatings.com
TexasElectricityRatings.com offers daily updated information about electricity rates in Houston, Dallas, Fort Worth, Arlington, and hundreds of other cities in Texas. Since 2009, Texas Electricity Ratings has helped over 1.5 million Texans make better energy choices. TexasElectricityRatings.com is the destination web site for Texas residents and business owners to share their opinions and have a voice in the Texas Deregulated Energy market. Electricity Ratings, LLC helps people make informed buying decisions through its consumer reviews platform and is a reliable source for valuable consumer insight, advice, in-depth energy company service evaluations, and personalized recommendations. Our mission is to help consumers harness the power of information to find, compare, and buy electricity and energy services from the best providers.

https://www.newswire.com/news/texas-electricity-ratings-announces-top-5-best-electricity-providers-19810347

Genie Energy Announces JV with Energy Global Company to Expand into UK

August 2, 2017

Genie Energy Launches JV to Pursue UK Retail Energy Market

NEWARK, N.J., Aug. 2, 2017 /PRNewswire/ -- Genie Energy Ltd (NYSE: GNE, GNEPRA), today announced a joint venture with Energy Global Company (EGC) to offer electricity and natural gas service to residential and small business customers in the United Kingdom's (UK's) deregulated retail energy market.

"The addressable electricity and natural gas market in the UK is large, with approximately 50 million customers, and very dynamic. This is a very exciting opportunity for Genie Energy," said Michael Stein, Chief Operating Officer of Genie Energy.

The JV with EGC, a market entry specialist organization, provides Genie Energy with an accelerated path to the UK's market. The JV launch will be led by EGC's principals - Timothy Szakacs and Tom Gilpin.

"Tim Szakacs and Tom Gilpin have launched multiple energy start-ups and bring substantial global expertise to the JV. With their leadership and Genie Energy's longstanding history in energy supply, we are well positioned to hit the ground running," Stein added.

Customer acquisition in the UK could begin as early as the fourth quarter of this year.

http://www.prnewswire.com/news-releases/genie-energy-launches-jv-to-pursue-uk-retail-energy-market-300498478.html