

Tendril At A Glance and the Tendril End-To-End Solution



TENDRIL™
The Power is Yours

Tendril Corporate Overview

- HQ in Boulder, CO
- Venture Backed
- Experienced Leadership Team
- 90+ Employees
- Recognized and Award Winning Company
 - “Going Green” Winner
 - “Always On Global 250” Winner
 - Ranked in Global Clean Tech 100



A Simple, Yet Powerful Value Proposition

Tendril provides an **open, scalable, secure energy management platform** for the **Smart Grid** enabling a dialogue between energy providers and their customers



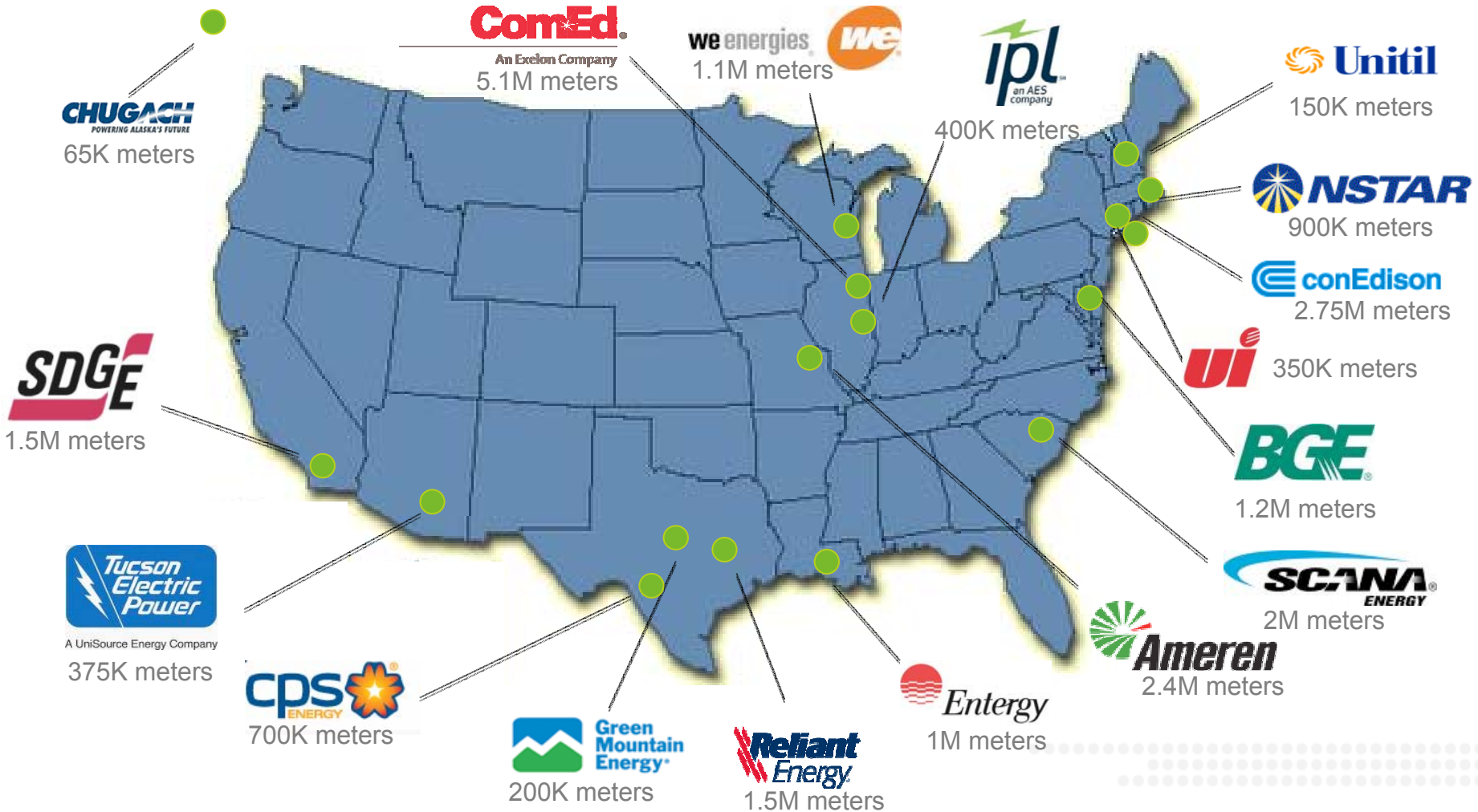
← TENDRIL →



Providers gain real-time information and control to **manage and optimize grid loads.**

Customers get **powerful insight** into their consumption and have the **power to control** their utility spending and environmental impact.

Customers: Delivering the Smart Grid Today



Strong Partnerships

SI/Consultant

AMI/AMR
Systems

Back-Office
Systems

Smart Grid

Smart
Ecosystem

UISOL



Itron



accenture

Itron

ORACLE®

current



Capgemini
CONSULTING. TECHNOLOGY. OUTSOURCING



SIEMENS

ember

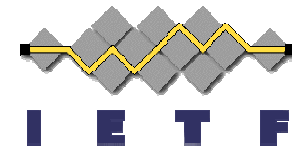
IBM®



Whirlpool



- Interoperability and Standards
 - NIST Smart Grid Panel
 - Open ADR Standards
 - Common Information Model (CIM)
- Security
 - Cyber Security Coordination Task Group
 - UCA International Users Group Smart Grid Security
 - Automated Data Exchange Team
- Alliances
 - Gridwise Alliance
 - ZigBee Alliance



Solving Challenges Today & In the Future

Today

Improve Operational Efficiency

- Peak Load Reduction
- Energy Efficiency Programs

Meet Regulatory Requirements

- Emissions Compliance
- Energy Efficiency Programs

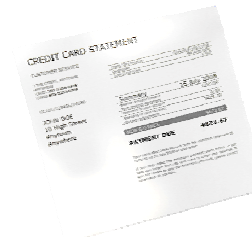
Improve Customer Experience

- Enhanced Services
- Engaged and Empowered Consumers
- Lower Bills

Additional Revenue

- Customer Acquisition and Retention in Competitive Markets
- Hardware Upsell
- Service and Advertising Revenue

Tomorrow



Market Based Pricing



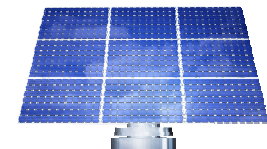
HAN Expansion



Pay-for-Performance Programs

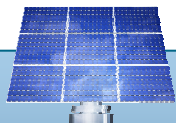


EV Management



Renewables Integration

Unprecedented Challenges



New Technologies

- Home Area Networking & Devices
- Integration of Renewables
- Integration of Electric Vehicles



Consumer Demands

- Improved Reliability
- Greater Choice & Control
- Greener & Less Expensive
- Enhanced Consumer Services



Regulatory Pressures

- No New Power Plants or Transmission Lines
- Emissions Compliance
- Improved Reliability & Energy Efficiency
- More Consumer Choice