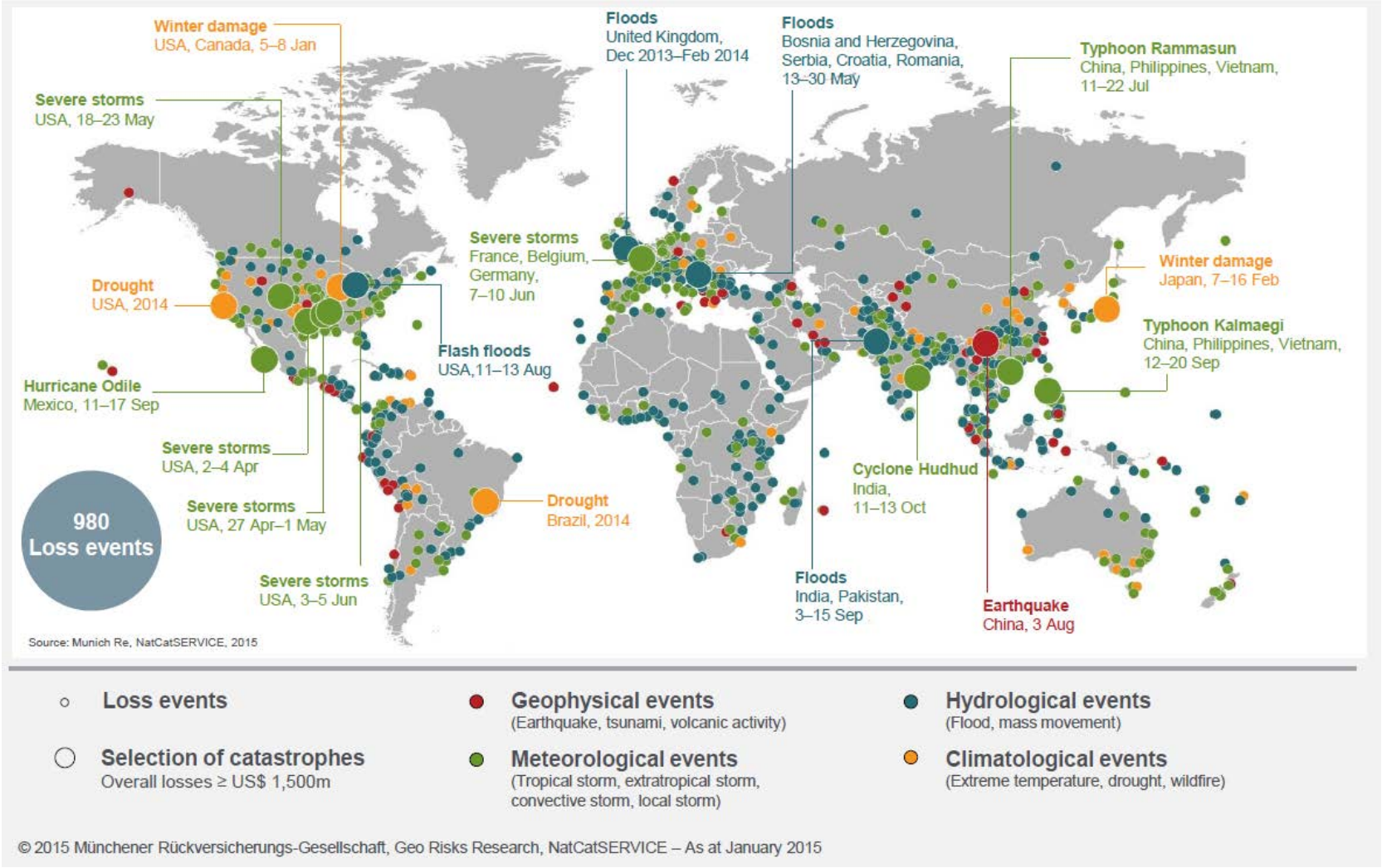
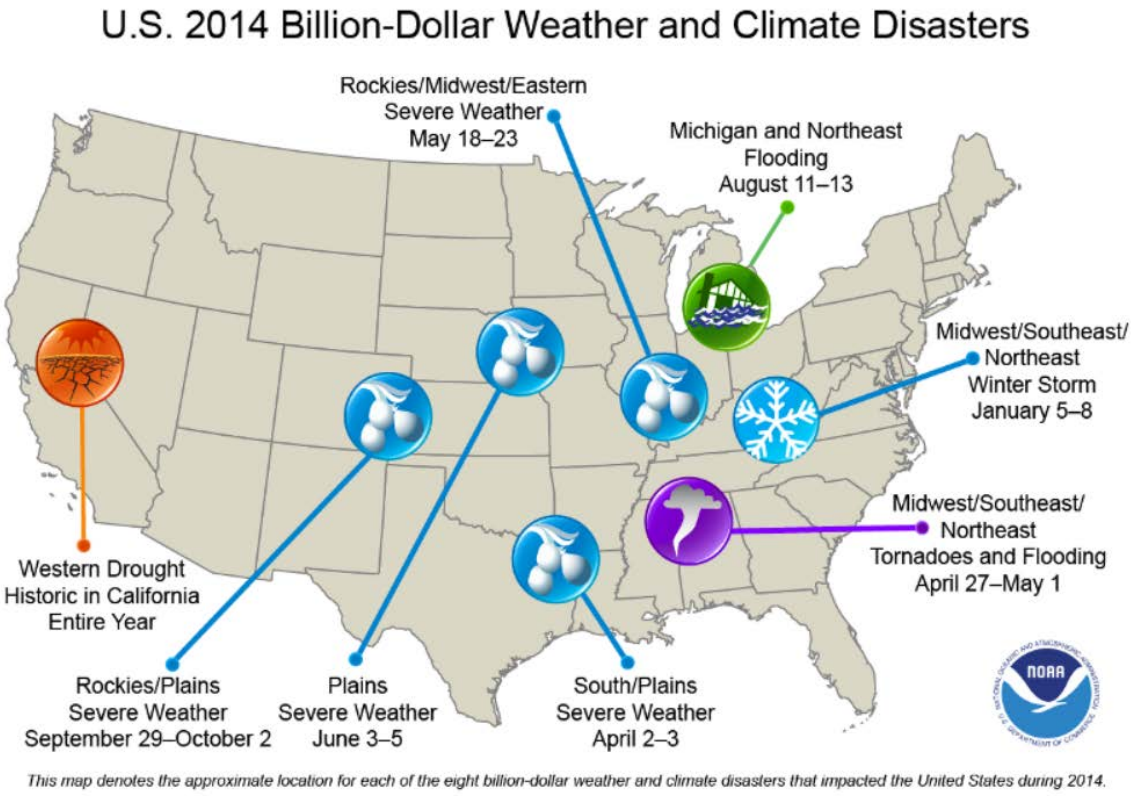
Earth Networks℠

WeatherBug® Home

Climate Change Loss Impacts Worldwide 2014

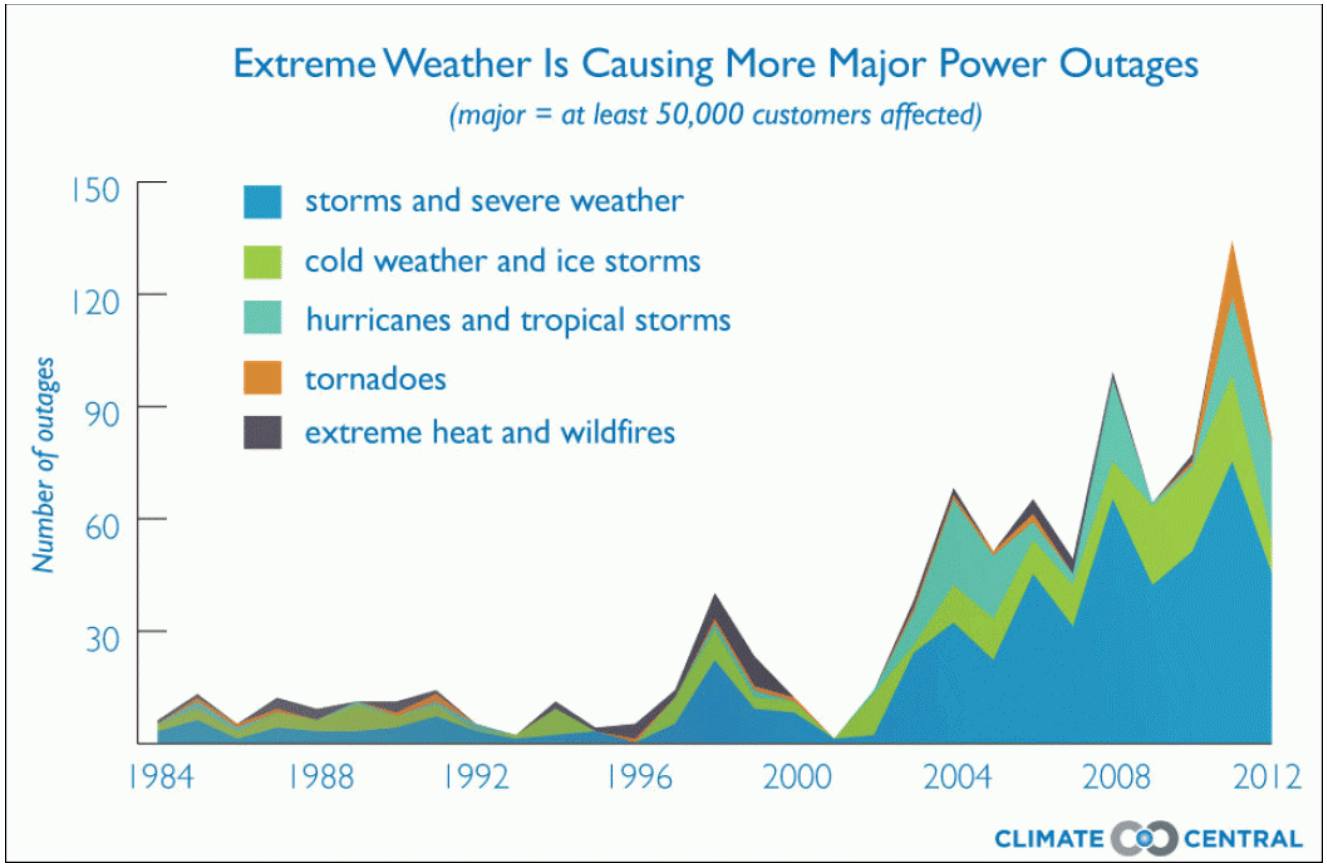


U.S. 2014 Billion-Dollar Weather & Climate Disasters



In 2014, there were 8 weather and climate disaster events with losses exceeding $1 billion each across the US. (1 drought event; 5 severe storms; and 1 winter storm event)

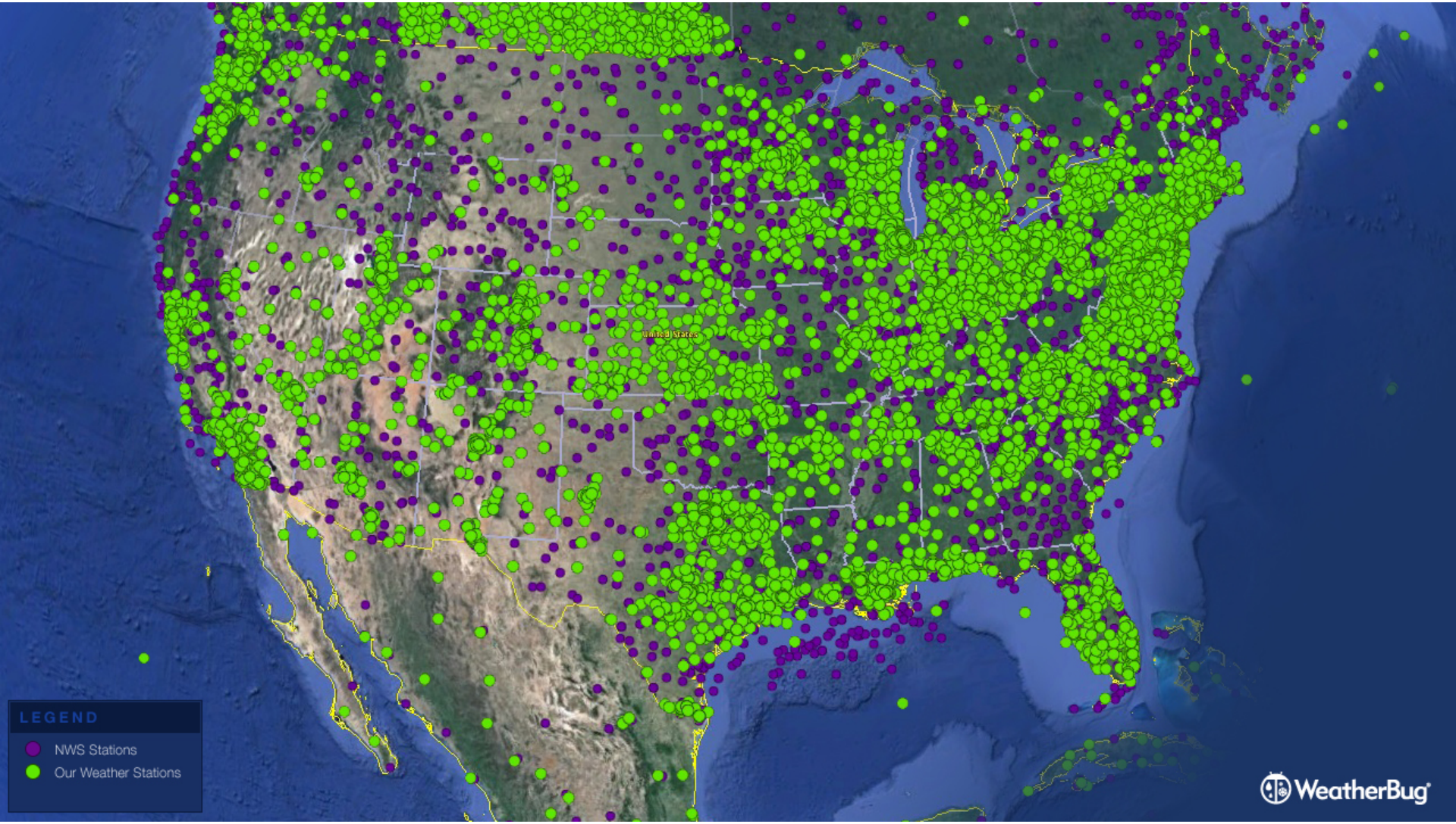
Weather-Related Blackouts Doubled Since 2003



- Power outages have increased ten times over since the early 1980s.
- Weather drove 80% of all outages between 2003 and 2012.
- 59% of outages due to storm and extreme weather; 19% due to severe cold/ice storms; 18% due to hurricanes; 3% tornados; 2% extreme heat/wildfires

Better Data, Better Analytics

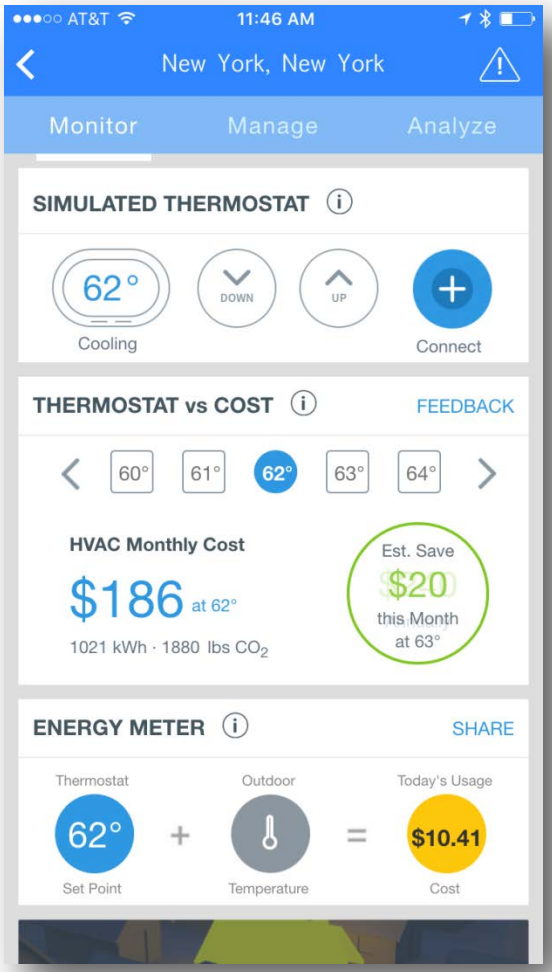
WeatherBug Network: 5x the Stations of NWS!



Earth Networks™ **With Only Source of Large Scale Solar Data** WeatherBug® Home

3.6M Consumers Engaged with WeatherBug Home

(through 10/4/15)



Energy Meter (engaged users)

- ~7.6M page views to date
- 74% new user vs. 26% returning user
- Returning users account for 43% of all Energy Meter page views!
- Average time on page: 1 mins, 47 secs

Energy Meter Settings (most engaged users)

- ~282K users went into settings to customize home attributes to date
- ~402K page views to date
- 54% new user vs. 46% returning user
- Returning users account for 53% of all Energy Meter page views!
- Average time on page: 1 mins, 47 secs

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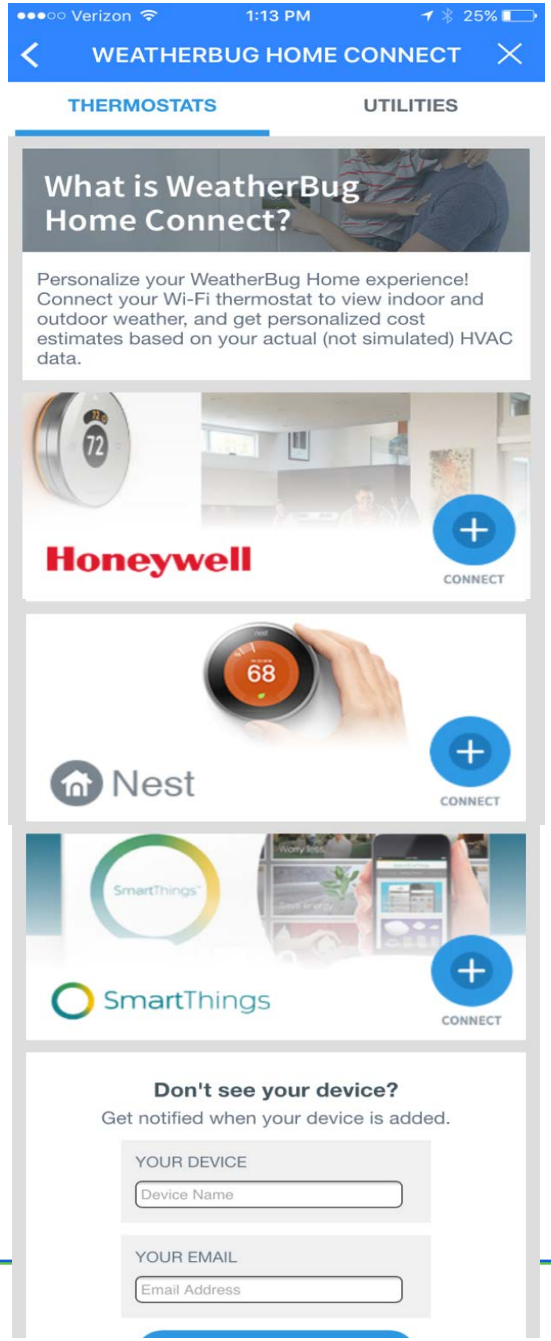
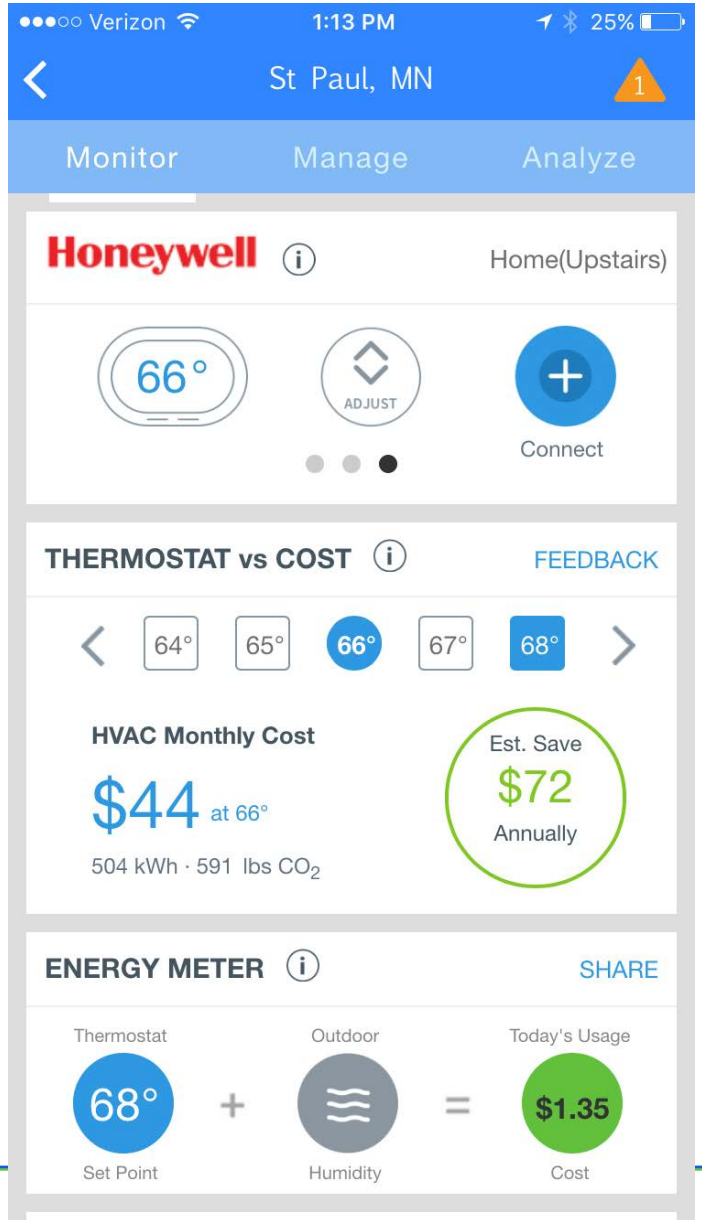
Weather matters: Weather is the biggest driver of home energy use





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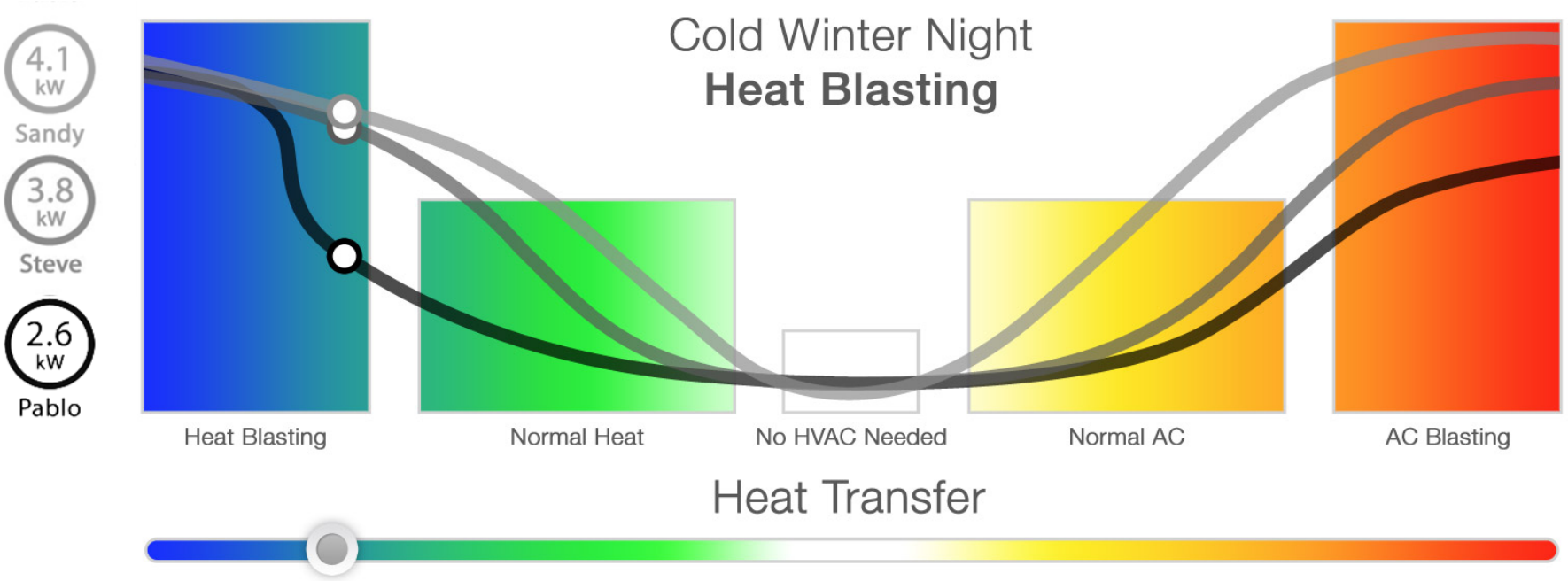
WBH Models Each Home - Winter



Temperature °	10	100	28°
Sun W/m²	0	1200	0 W/m²
Wind mph	0	50	18 mph
Humidity RH	30	100	37% RH

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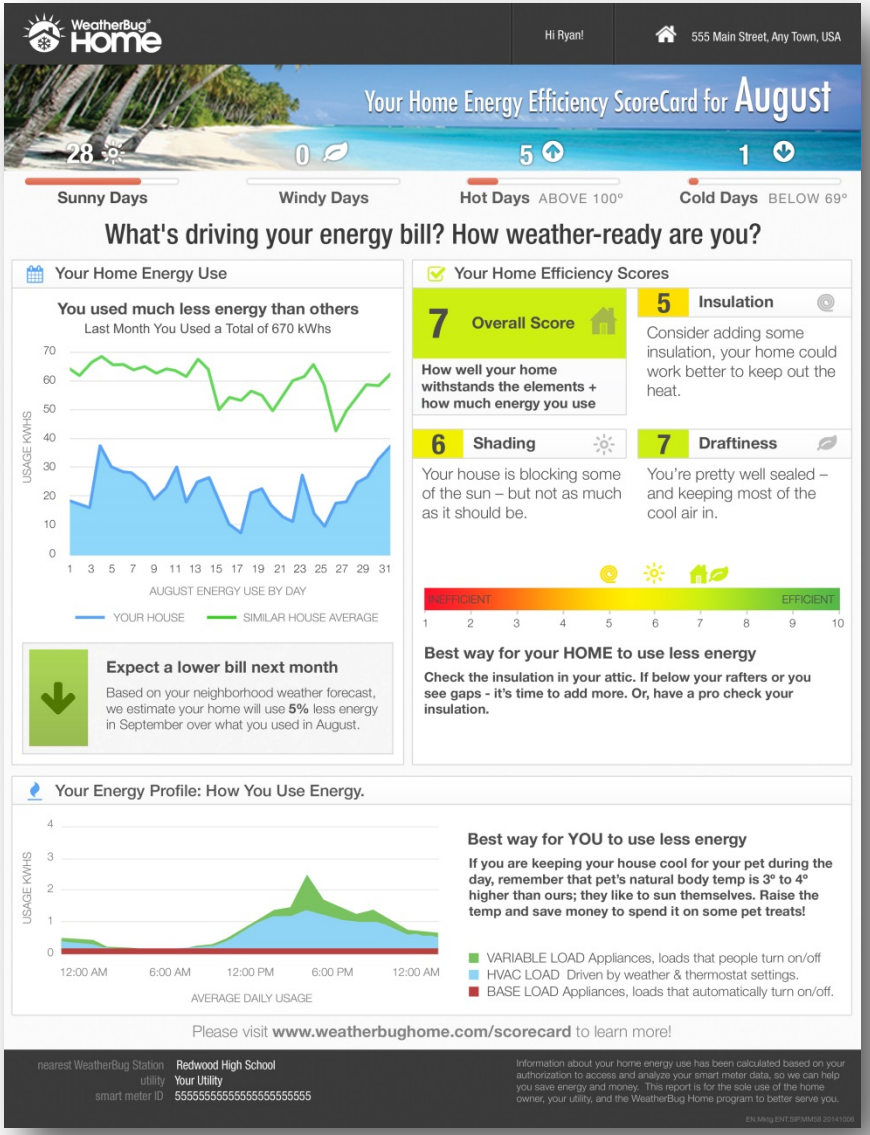
Home Energy Insight for Consumers



The WeatherBug Home ScoreCard is a Virtual Energy Audit that educates the Consumer on:

HOW weather impacts their energy use

WHY they are using more energy than peer houses

WHAT they can do with home specific tips to reduce their energy consumption

Energy Efficiency: Data Driven Approach to Combat “Simple Setback”

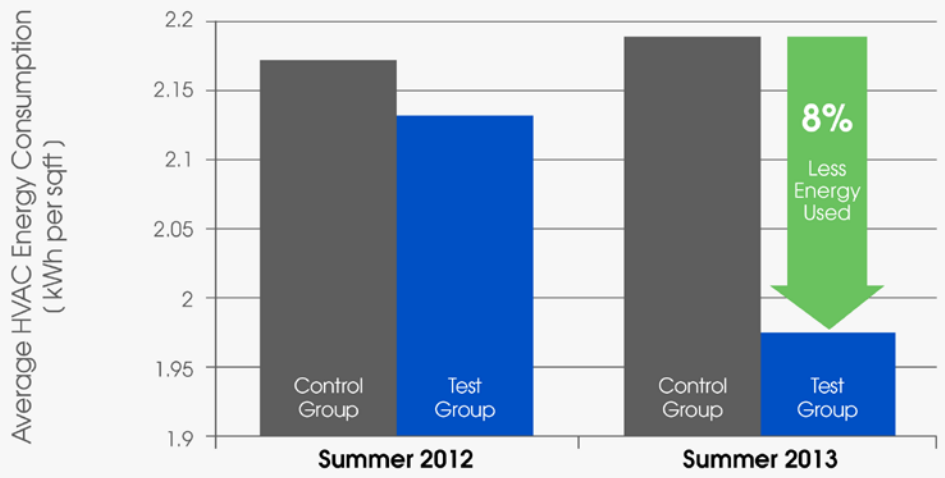
WeatherBug Home Optimization

WeatherBug Home Optimization Precisely Changes the Timing of the Thermostat Setpoints Everyday Based on the Weather to Ensure Comfort and Minimize Energy Use

Saved avg. $100/yr from our EE

Energy Efficiency: 2013 Pilot Results

Weather Optimization Reduced HVAC Energy Use by 8%



8% energy reduction directly attributable to thermostat optimization

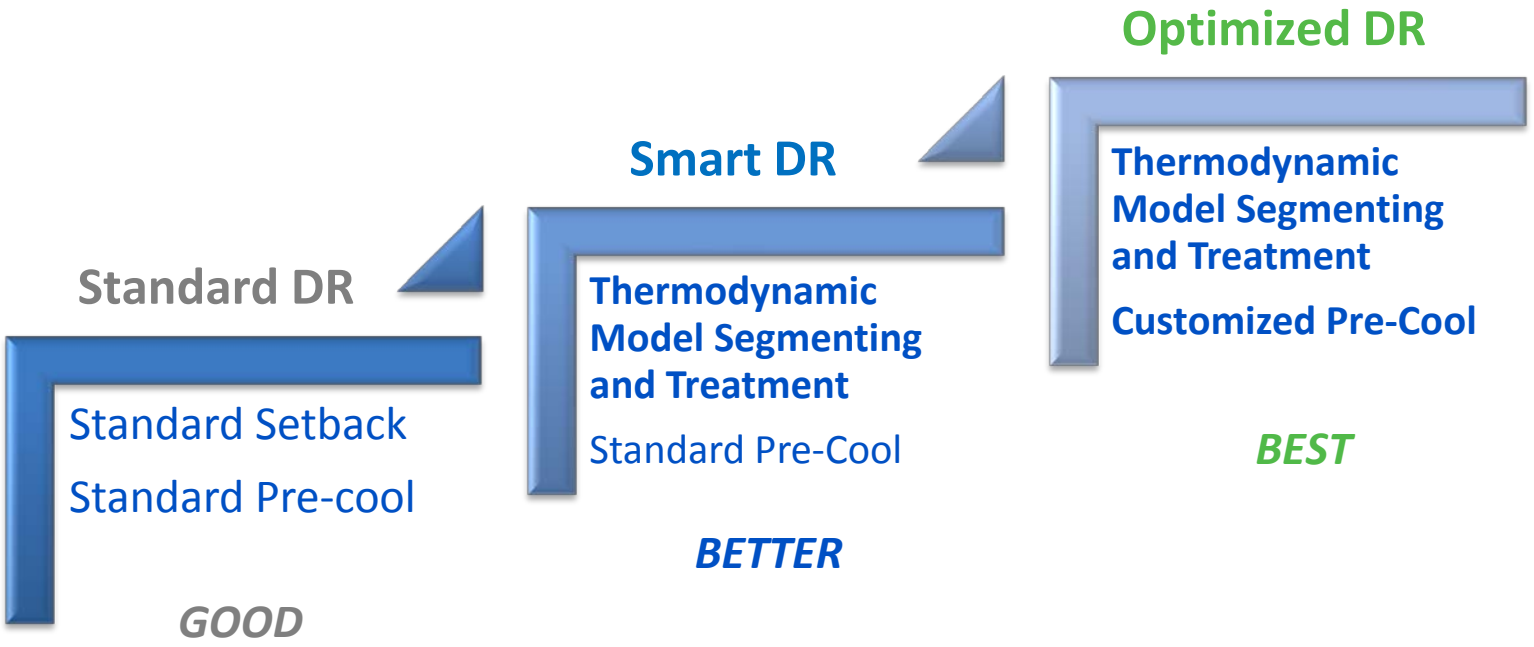
Control Group: 2-way thermostats; ScoreCards delivered; No optimization

Test Group: 2-way thermostats; ScoreCards delivered; Optimized with precise weather analytics

- **Approximately 8% of savings with WeatherBug Home Optimization:** set points were not changed, timing of the set points were modified daily based on weather and consumption correlation in summer
- Thermostat-agnostic analytics layer combining big weather data with home-specific analytics engine

WeatherBug Home Intelligent DR

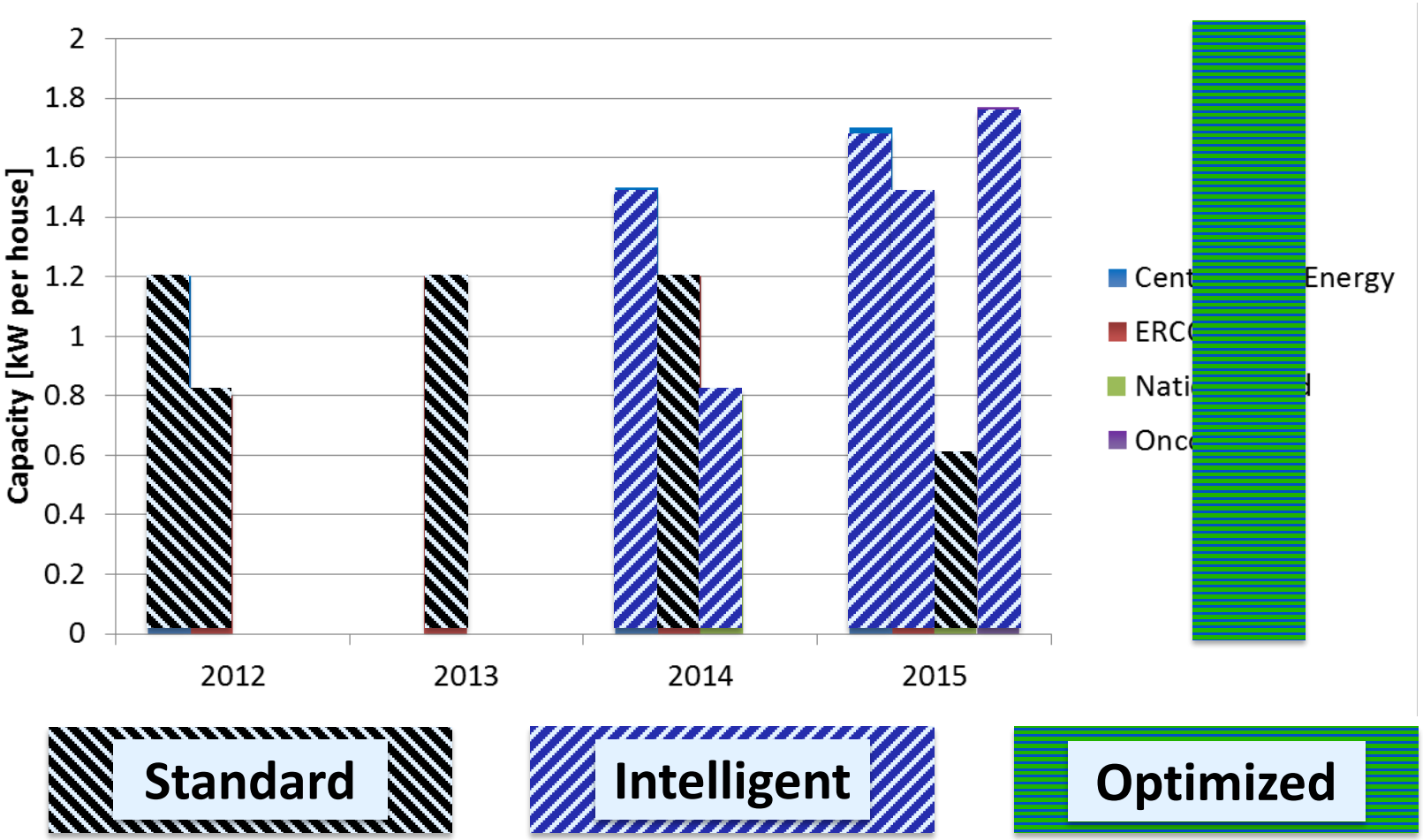
Automated Demand Response Strategies



+ Behavioral Demand Response Strategies through WeatherBug App

- Consumers spend average of 40-100 minutes per month engaged on our app, higher when weather is extreme

Average Load Reduction Per House



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Thank You!

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