

# NRG eVgo

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# eVgo: Why?

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Electric Vehicles  
are here  
to stay

Auto OEMs have  
embraced embedded  
charging subscriptions  
as necessary to sell EVs

eVgo will be the  
national, inter-  
operable, EV  
charging network

eVgo value will  
multiply exponentially

# eVgo: A Distinct Business With Strong NRG Linkages



**nrg.**  
Business

**Incremental  
Load Growth**

Strong off-peak load  
growth reduces plant  
cycling

**nrg.**  
Home

**New Category of  
Energy Spend**

NRG retail brand  
extended into market for  
transportation fuel

**nrg.**  
Renew

**Cleantech  
Innovation**

EVs as resource for  
distributed storage and  
smart grid deployment  
(V2G)

ENHANCES THE NRG BRAND

ENHANCES THE CUSTOMER RELATIONSHIP

INTEGRATES WITH SOLAR AND  
OTHER DISTRIBUTED ENERGY OFFERINGS

EXPANDS DISTINCT  
CUSTOMER BASE



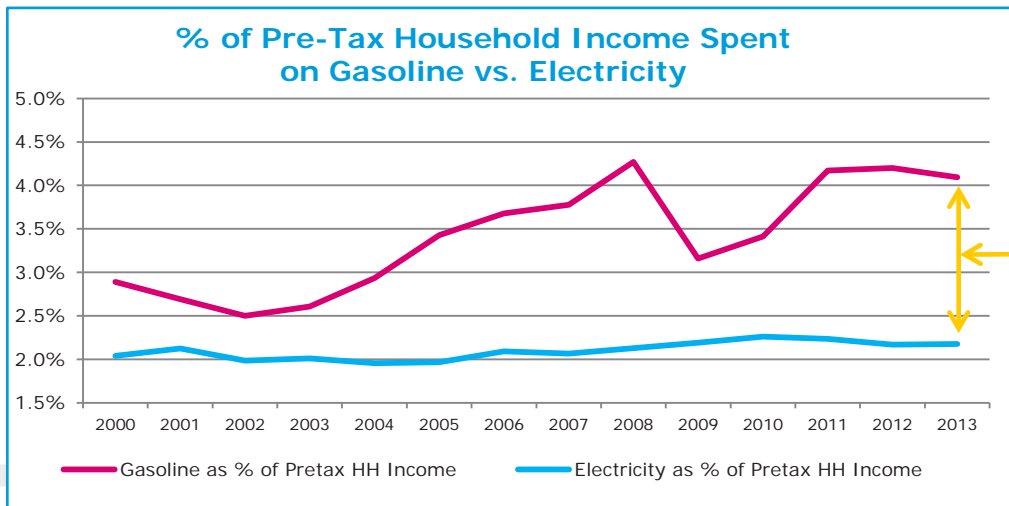


# Market Opportunity

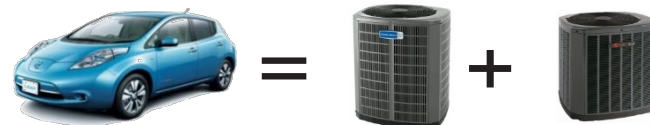
Americans already spend **\$1 billion per day** on electricity (*2.1% of household income*)



Americans spend another **\$2 billion per day** on petroleum (*4.4% of household income*)



Significant upside potential to capture greater share of American consumer energy spend



Source: BLS Consumer Expenditure Survey census data

eVgo allows NRG to capture a significant portion of consumers' total energy spend



# Market Drivers for EV Adoption

## SUPPLY PUSHED; DEMAND PULLED

### Driver Satisfaction

- ✦ *"The Nissan Leaf has the highest customer-satisfaction rating of any vehicle Nissan has ever produced, by far."* -Carlos Ghosn, CEO of Nissan-Renault

### Industry Investment

- ✦ Over \$50 billion already invested in EV space primarily by Auto and Battery OEMs
- ✦ 300,000+ EVs on the roads today, with 20+ models from 13 Auto OEMs
- ✦ EVs growing at 85% CAGR

### Incentives & Regulation

- ✦ Federal mandates/incentives
  - \$7,500 tax credit
  - CAFE standards
- ✦ California: Gov. Brown announcement to reduce petroleum use by 50%
  - Potential 7 million EVs by 2030
- ✦ 36 states with additional mandates/incentives
  - \$1,000-\$6,000
  - HOV/HOT access
  - ZEV mandates: 3 million vehicles by 2025

Increased EV adoption has become inevitable



# Validation of eVgo Business Model



NRG has embedded subscriptions with Nissan and BMW, which currently represent ~30% of total EV sales



**“No Charge to Charge”**

2-year eVgo subscription embedded with every new EV sale

**2014:** Pilot program in California  
**2015-16:** Entry into Nissan-type services agreement with paid subscriptions

## Partner Validation (to date)

**48 Retail hosts**

**65 REV hosts**



**253 Auto dealers**

eVgo has established key partnerships across the value chain that have significantly expanded the customer base



# Competitive Landscape

## Strategic Features

		
Owner-operator / pricing & customer service control	Yes	Yes
Financial stability	Strong	Strong
Location strategy	Planned	Planned
Auto OEMs supported -- DC Fast Charging	<b>ALL Japanese, European, &amp; American Auto OEMs</b>	Tesla only
Subscription or pay-per-use (PPU)	Both	Subscription only
Multiple charger brands in network	✓	
Automaker relationship	Multi-OEM	Single-OEM network
Expansion prospects	Rapid	Rapid

*Points of  
eVgo  
Advantage*

eVgo is the only network supporting all American, European, and Japanese automakers



# National Expansion



eVgo is rapidly expanding its national presence in regions with the highest rates of EV adoption





# eVgo Growth Plan

Auto OEMs

Dealers

EV Drivers

Multifamily  
Workplace

	Actual		Breakeven	Market Potential Range	
	2013	2014		2017	2022
EV share of all Auto Sales	0.6%	0.8%	1.8%	3.5% ↔ 20%	
EVs sold per year (U.S.)	97,000	119,000	257,000	677,000 ↔ 3.9 million	
eVgo Market Share Capture	1%	10%	50%	50% ↔ 50%	
eVgo Cumulative Customer Count	550	~10,000	197,000	415,000 ↔ 2.2 million	
eVgo Markets	6	10	25	50+ ↔ 50+	
Est. EBITDA (\$ millions)	(\$12)	(\$17)	\$8	\$106 ↔ \$612	

With a multi-channel approach, eVgo is positioned to capture a substantial market share