



LEAFY SEMINARS

Three Reasons Why **When** You Use
Power Affects Your Bottom Line

#LeafySeminars

LEAFY SEMINARS

Real Estate

Sustainability

Building Security

Investment

Banking and Finance

Supply Chain Management

Packaging and Labeling

Workforce Development



LEAFY
SEMINARS

LEARN. GROW. FLOURISH.

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Energy Cost Reduction Webinar Series

➤ Session 1: April 6

Why Prices Are So Damn High and What Growers Can Do About It

➤ Session 2: May 18

Three Reasons Why *When* You Use Power Affects Your Bottom Line

➤ Session 3: June

Solar Power for Cannabis Cultivators

3

➤ Session 4: July

Grow Room Strategies to Save Energy



JOIN IN!

We encourage and welcome your robust participation in this conversation!

- 01** Say hello!
- 02** Submit your questions via the chat function below as they come to you
- 03** Evaluation survey at the end of the on the LI event page. Thank you for your feedback.



ENLIGHTEN YOUR GROW

Delivering profitability to indoor growers through energy and sustainability strategies

Utility Energy Efficiency Incentive Facilitation • Energy and Environmental Compliance • Grow Facility Energy Performance • Standard Operating Procedures for Energy and Sustainability



THEORY
WELLNESS



REVOLUTIONARY
CLINICS



H HOLISTIC
INDUSTRIES

CastleRock Agricultural

Demand = how much electricity your facility draws at a given time



ENERGY DEMAND AND YOUR GROW

6

1.



3.



2.



4.





The Smartest Way to Power your Grow

Presented by Diane Mero, SVP Energy Solutions

Presentation prepared for



LEARN. GROW. FLOURISH.

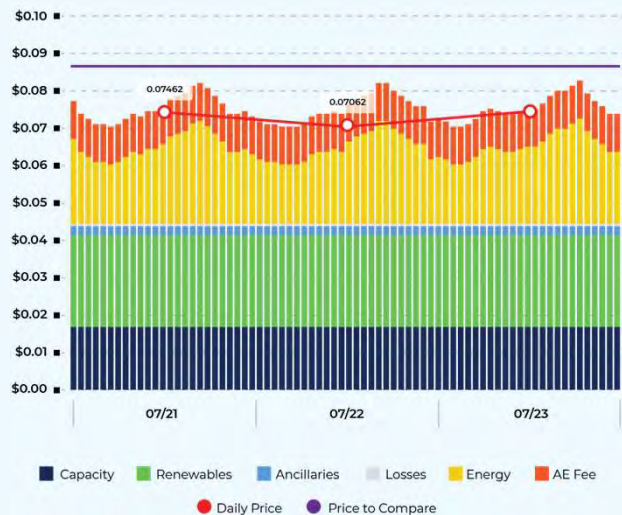
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The Actual Energy Advantage

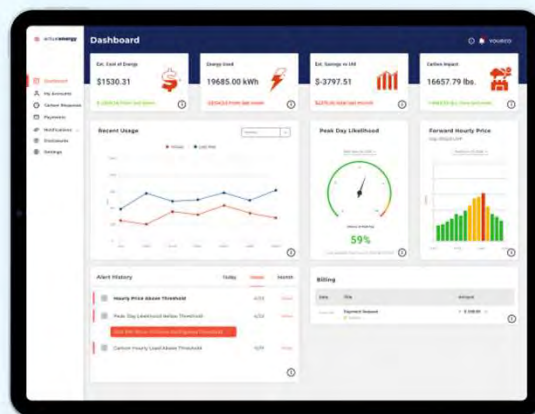
Dynamic Pricing

Direct access to wholesale electricity prices on an hourly basis with total transparency into the components that make up the cost of electricity supply



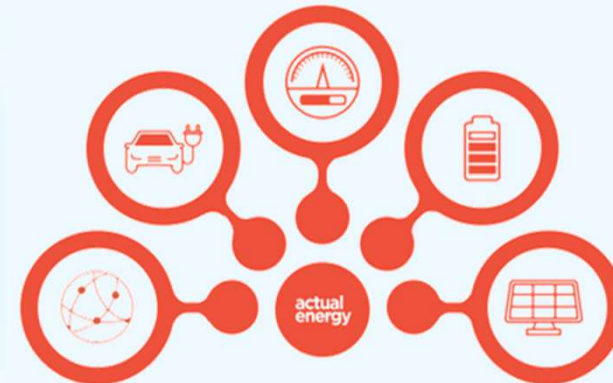
Intelligent Platform

Online portal with usage, market pricing and carbon emissions data with customizable alerts to help businesses target low energy costs and reduce environmental impact



Energy Solutions

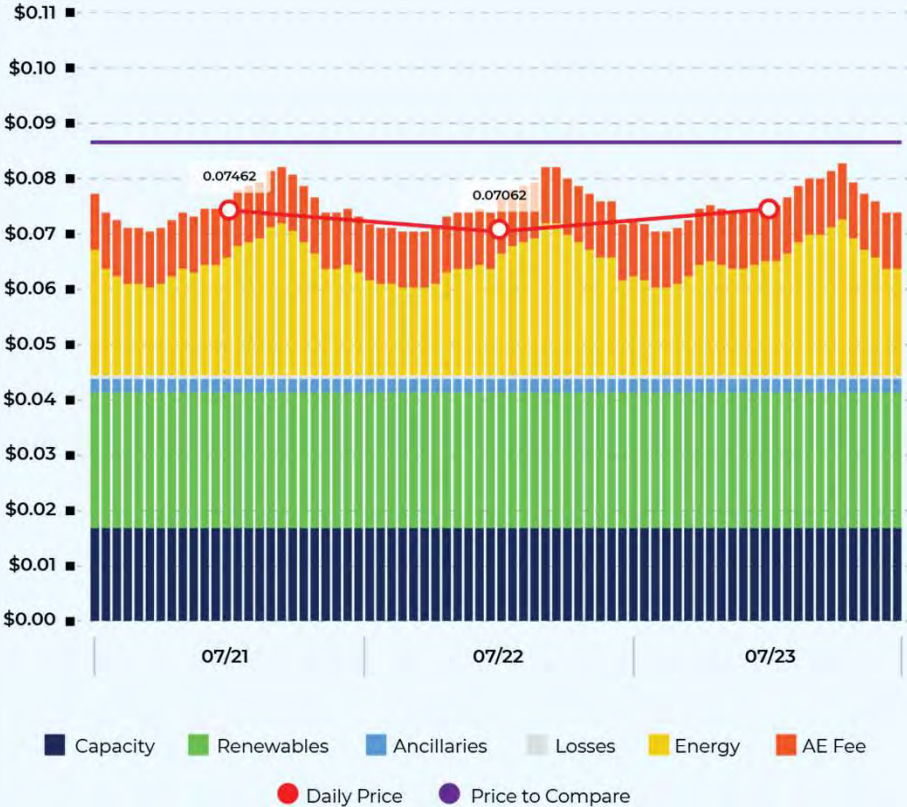
A suite of services to help clients employ energy efficiency and conservation measures, taking full advantage of new technology, incentive programs and utility rebates





Dynamic Pricing

Transparency informs everything we do.



We charge the **actual price** of electricity at the **actual time** it's used.

Our direct-to-grid model **eliminates substantial broker fees**.

Our hourly wholesale product **eliminates risk premiums and hedging costs** associated with fixed-price contracts.

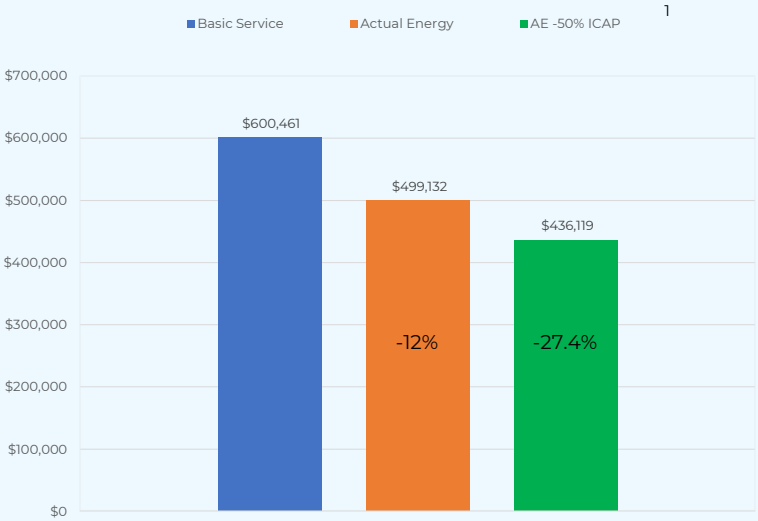
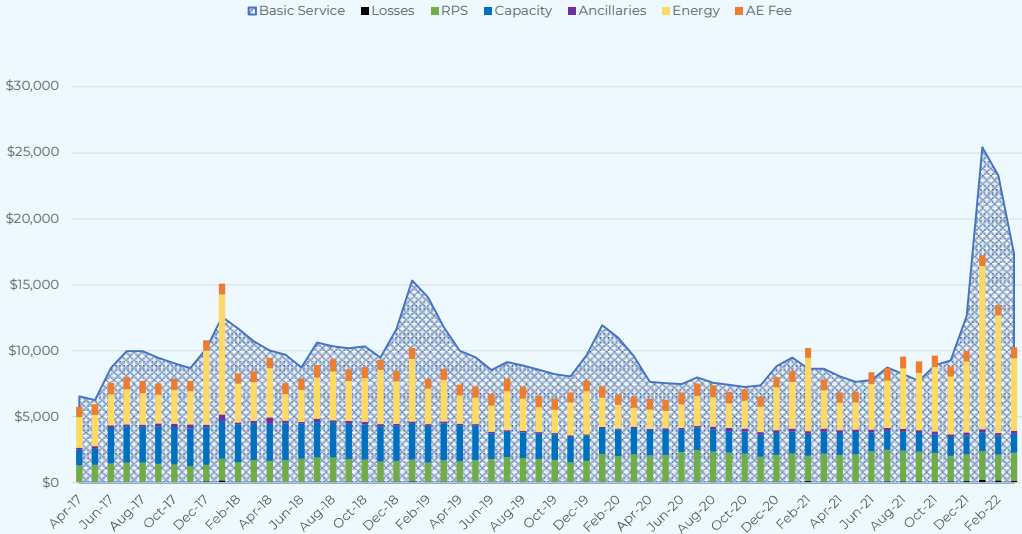
Our transparent offering is completely auditable and **free from hidden fees and embedded margin**.

We pass all these savings on to our clients, making our product the **most cost-effective** energy procurement strategy.

We believe so strongly in the power of our model that we offer **month-to-month contracts** with no long-term commitment or usage minimums.



MA 5-Year Lookback



Highlights:

For our research, we used an Eversource East, NEMA, G3 rate class with 1,000,000 annual kwh and 175 kw peak/cap tag (65% load factor).

Over the 5-Year period represented, Actual Energy would have saved the client **\$101,329**, a **12%** savings over the basic service rate.

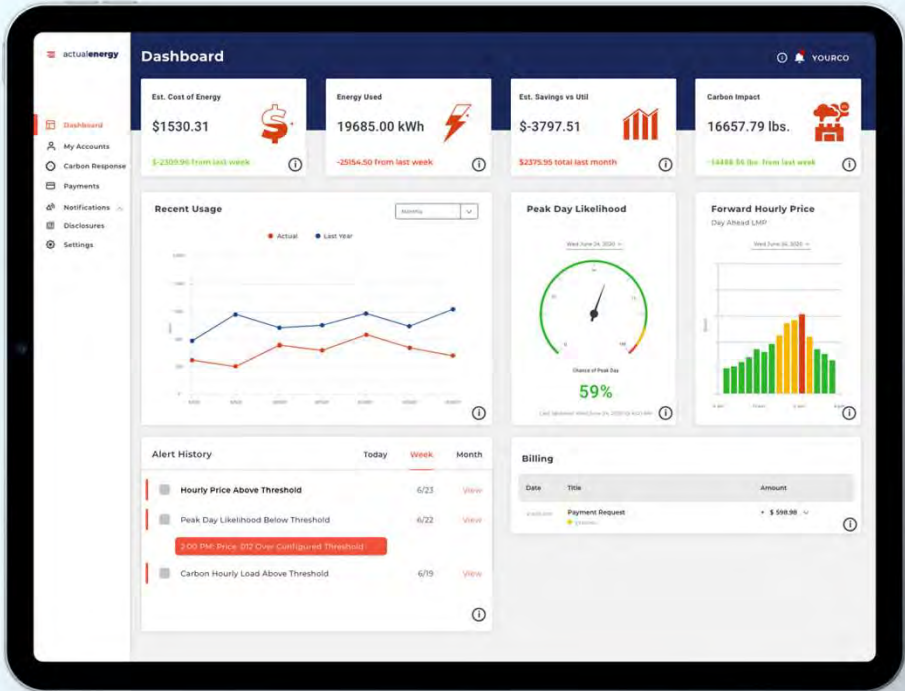
If the client utilized load management and load shifting techniques¹ during the annual peak demand hour, the client would have saved an additional **15.4%**.

1. Assumes load management results in reduction of ICAP charge by 50% from baseline.
 2. Data are not intended to be used to determine any individual user's market pricing, costs or carbon emissions.
 3. Potential savings amounts are for illustration purposes only and are not a promise or guarantee of savings on an individual user's energy bill.



Intelligent Platform

- Clients are given access to an **online portal** that consolidates data into a useable format that can **drive business decisions**.
- Our platform includes information about **electricity consumption, system demand, market pricing** and the **carbon emissions impact** of electricity used at different times.
- Clients can set **customizable alerts** to be notified of price and carbon-intensity thresholds and the probability of system peaks.
- Our intelligent platform allows business leaders to **simultaneously meet budgetary and sustainability goals**.





Energy Solutions

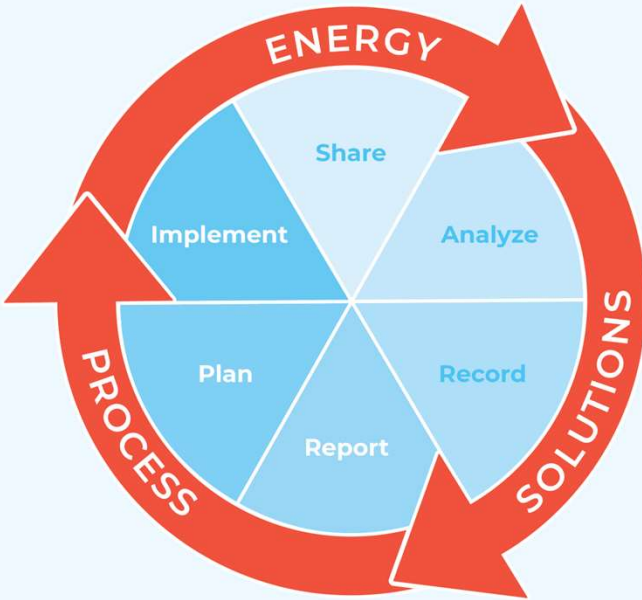
Actual Energy provides customized strategic planning, execution and support.

Our seasoned Energy Solutions team develops **long-term relationships** with clients, providing **holistic, customized advisory services** that fully optimize Actual Energy’s dynamic hourly wholesale electricity product, **accelerating cost savings and decarbonization.**

Our team seeks to **understand our clients’ unique stories and goals.**

By undertaking a sophisticated analytic process, we partner with our clients to develop a **Strategic Energy Management Plan**, including operational efficiencies, energy and sustainability education, incentive programs and capital investment projects with our best-in-class third-party partners.

We remain engaged with our clients in a **continuously evolving and improving** feedback process, **creating value and amplifying sustainability branding.**



We are your trusted partner.



Thank you!

Learn more at actualenergy.com

GET IN TOUCH

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