

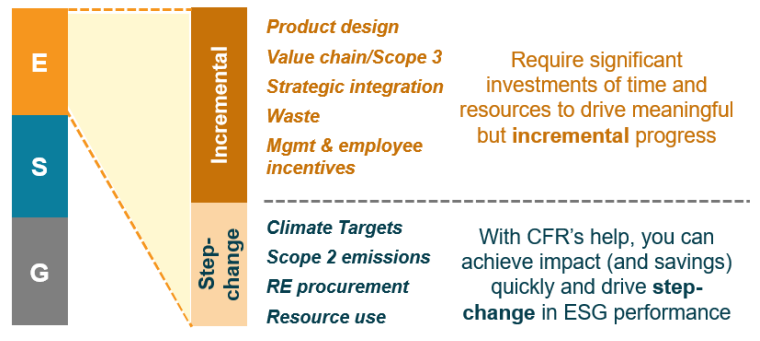
CustomerFirst Renewables (CFR) (www.customerfirstrenewables.com) helps impact-oriented businesses and institutions move confidently toward a renewable energy (RE) and resilient water future. We work with you to adopt a tailored approach to energy supply management and water resiliency. We sit on the same side of the table as our clients, remaining a trusted, objective, and transparent advisor throughout an engagement.

Organizations like yours can take the lead in climate action to **reduce urgent climate-related risks**. Customers, investors and other stakeholders expect your organization to adapt its business model on a path for a **net zero economy**¹.

As you intend to emphasize your impact, you face the complexities of environmental, social and governance (**ESG**) reporting on a variety of disclosure and rating platforms (CDP, GRI, S&P Global CSA, MSCI).

With the support of CFR, you can show leadership and **drive impact across as much as ~30% of your organization's 'Environmental' ESG score** by focusing first on climate-adjacent, cost effective RE, emission reduction and water reuse solutions.

Scope 2 Emissions, RE, and Water Use as Primary Levers in ESG Performance



With the support of CFR, up to ~30% of the 'Environmental' ESG score can be directly addressed by RE and water solutions when reporting to platforms such as the CDP.

Introduction to CustomerFirst Renewables (CFR)

CFR provides **industry-leading advisory services** on strategy development, procurement and organizational implementation:

Developing actionable strategies

- > Assessing carbon, energy and water resiliency situation and goals
- > Developing an integrated perspective of demand-side solutions, conventional & renewable power & thermal supply
- > Identifying and prioritizing strategic renewable energy (RE) opportunities across global markets
- > Identifying and delivering water reclamation & reuse solutions
- > Building stakeholder alignment and organizational buy-in

Implementing tailored solutions

- > Running competitive procurements
- > Providing technical, financial, accounting, and risk management support
- > Facilitating negotiations and contracting
- > Spearheading communication and PR opportunities

Optimizing performance over time

- > Monitoring and optimizing solution performance over time
- > Managing ongoing risk
- > Integrating RE and grid power procurement

Our client base includes **50+ global brands, universities, hospitals, and government agencies** (including Fortune 100 and RE100 companies). **In 2020, we facilitated 10% of the total renewable energy MWs procured** by large commercial and industrial (C&I) customers across the U.S. We have structured and implemented transactions across the full spectrum of RE contract types: offsite and onsite (V)PPAs, utility green tariffs, bilateral agreements, retail-delivered solutions, community solar, et al. CFR's experience **servicing American, Canadian and European-based multinationals** enables us to advise on renewables solutions in the context of the leading international accounting standards (IFRS, U.S. GAAP). Since 2014, CFR has pioneered RE aggregation of multiple buyers jointly purchasing renewables at scale.

As a **fully independent advisor**, CFR works solely on behalf of corporate, institutional and government clients, and provides unbiased and transparent analysis and guidance. We offer support that is not financially beholden to any project, product, developer or utility. This allows us to provide optimized advice and fully leverage competitive forces to our client’s benefit.

Since its inception in 2010, CFR has been a **mission-driven** organization. CFR’s team of **45 seasoned experts** offers end-to-end expertise in all dimensions of the energy and water value chain, from technical, financial and risk analysis, to management consulting and procurement know-how. Our diverse team – 39% women, 31% people of color or international staff, proficient in 10 languages – draws on professional experience with **+9 GW of renewable and conventional energy projects**.

From our long experience serving large institutions and businesses we know that rethinking your energy supply strategy with renewables creates a cross-functional change management challenge for most organizations. With our **deep management consulting experience and “co-piloting” mentality**, as well as our fact-based analyses, tools and support we will help educate, build confidence, overcome hurdles and challenges, and **align and build consensus** amongst various stakeholders. CFR **enables internal decision-makers** to be excited about the effort and act with confidence.

Select Clients



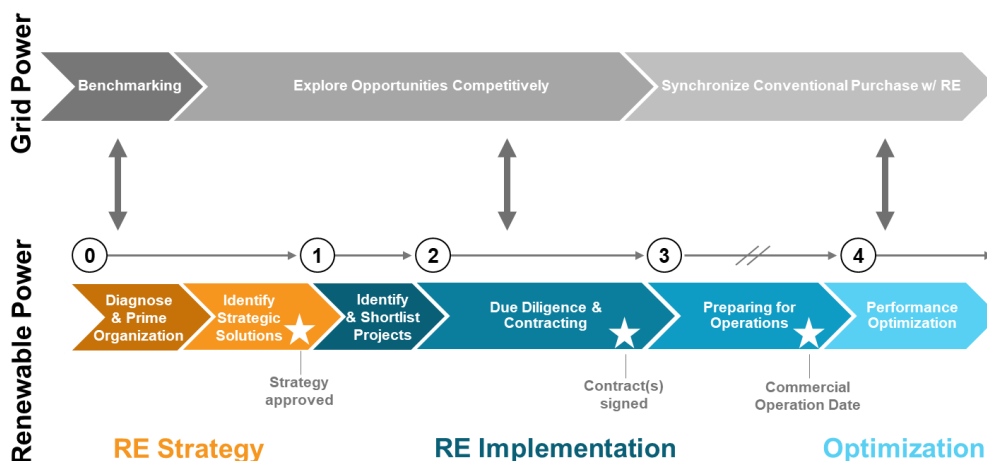
Integrated Service Approach

Significant value is at stake when transitioning towards decarbonizing your organization’s energy supply and pursuing sustainable water solutions.

Aligning and optimizing the portfolio of conventional and renewable energy (RE) creates significant opportunity to save cost and reduce commodity price risk and volatility.

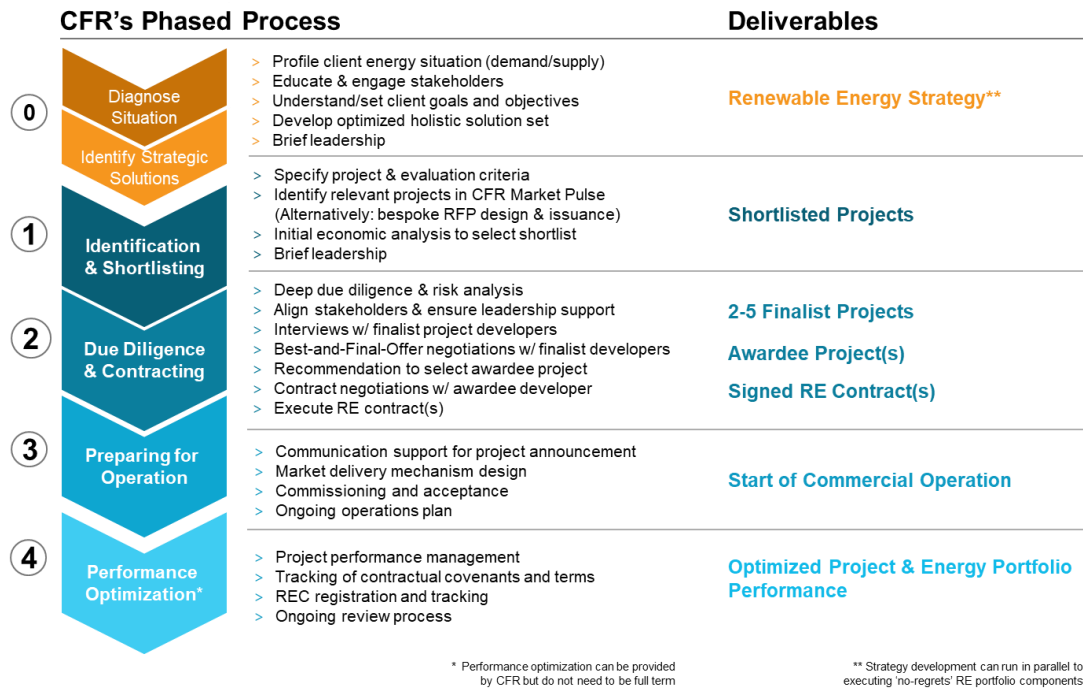
CFR **benchmarks** conventional energy (grid power, natural gas) and water purchasing strategies, **explores opportunities** competitively, and **synchronizes** conventional energy purchases with renewables.

The power of a well-aligned and integrated energy portfolio approach



Client Service Process

As a **trusted partner on their renewable energy and sustainable water journey**, CFR typically serves clients in an **integrated, end-to-end way** along an experience-based process with well-defined milestones and timelines, customized to each customer's situation.



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