

Why a Marketplace?



Objectives of Marketplace:

- **Intersect** the customer during the research phase of their shopping journey.
- **Decrease** rebate rejections due to wrong model purchase.
- **Identify** and develop a new methodology for claiming energy savings.
- **Inspire** more energy efficient product purchases in the absence of product rebates.
- Position PG&E as the **trusted** Energy Advisor



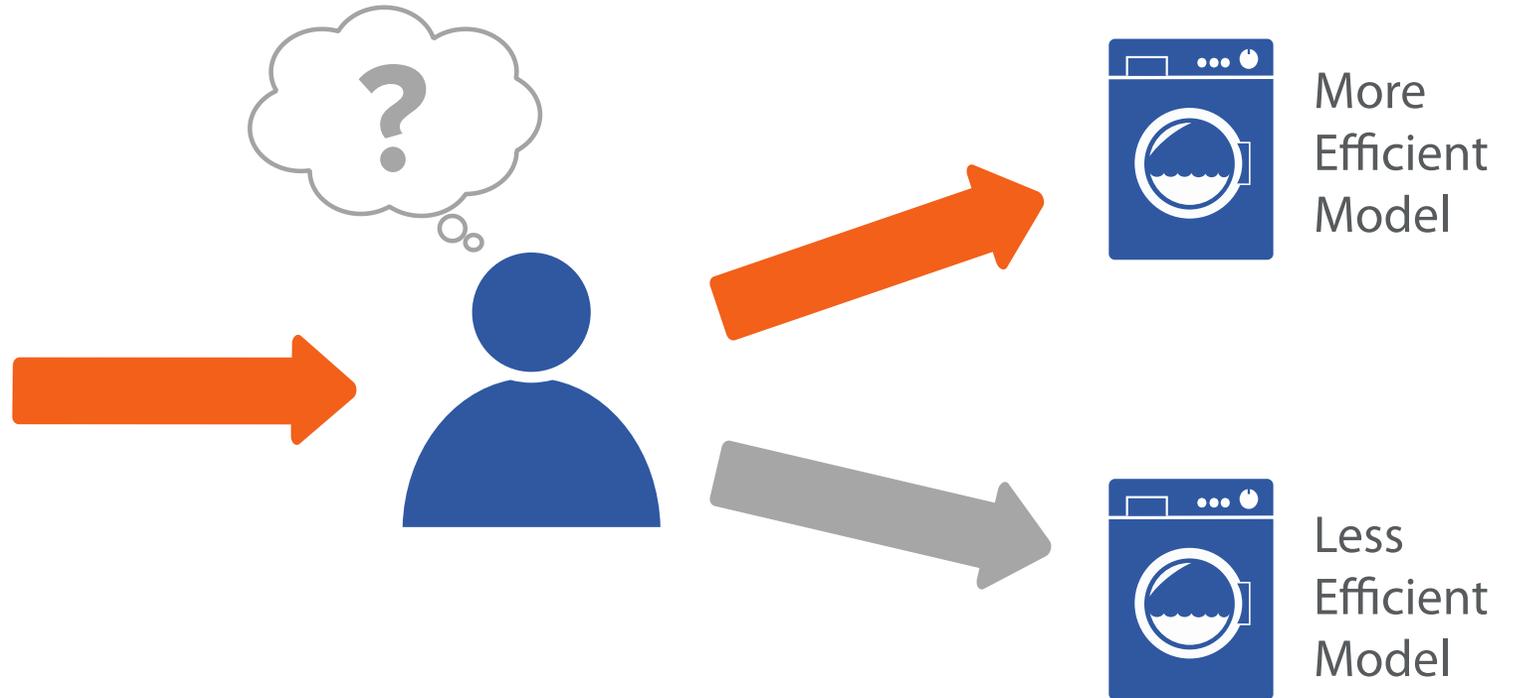
Energy Savings Potential

Marketplace

277 Washers Sort by relevance
Get notified of new products and the largest price drops

\$252 - \$1,999 Q Type Refine Search

Product	Energy Rating	Price
Samsung WF45N300AW Samsung - 4.5 Cu. Ft. 8-Cycle Front-Loading Washer - White	95	\$696
Samsung WF45N300AW Samsung - 4.5 Cu. Ft. 8-Cycle Front-Loading Washer - Black	95	\$744
LG WM3770HWA LG - TurboWash 4.5 Cu. Ft. 12-Cycle Front-Loading Washer	93	\$695
Whirlpool WFW75HEFW Whirlpool - 4.5 cu. ft. 8-Cycle High-Efficiency Front Load	93	\$574



Link to report: <https://www.etcc-ca.com/reports/assessment-pge%E2%80%99s-online-marketplace>

Pacific Gas and Electric



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Company Facts

- Fortune 200 company located in San Francisco
- 21,000 employees
- 5.3 Million Residential Customers

Energy Supply

- Services to 15 million people
- Over 50% of PG&E's electric supply comes from non greenhouse gas emitting facilities

Service Territory

- 70,000 square miles with diverse topography and climate zones

