

What Customers Wanted in 2017

The Year in Commercial and Industrial Power Product Preferences



Introduction and Insights

The retail electricity market in the US is designed to stimulate innovation and empower consumers to seek market-based commodity supply and additional products and services including renewable-only electricity, time-of-use pricing, energy storage and demand response programs. ENGIE has completed a review of the most popular power products as requested by commercial and industrial customers across eleven states in 2017. The data reflects a period of relative price stability over these regions as the average commercial retail price (cents/kWh) changed by less than 1% from 2016 to 2017* with a range from a 3.65% increase to a 2.80% decrease. The volumes displayed represent total customer requests regardless of which retail marketer was awarded the contract.

Product Category Definitions

Green: Any of the products below with participation in a voluntary program of renewable energy through the procurement of renewable energy certificates (RECs).

Flex: Products that allow customers to lock in a fixed price for energy in incremental portions of metered load with an unlocked portion of energy to be charged at day ahead or real-time prices.

Fixed: Electric service provided at a fixed price over a given period of time, may include everything except utility related charges and taxes, or energy only with a pass-through of other components.

Index: Electric service provided at an index price over a given contract term where the customer is fully exposed to either day ahead or real-time spot energy prices.



	FIXED (a)	FIXED (pt)	INDEX	FLEX	GREEN
ILLINOIS	↑	↓	↓	↑	↑
2017 MWh**	2,709,237	8,313,110	1,745,776	4,808,087	334,307

Illinois Y-O-Y Average Commercial Retail Price Trend (cents/kWh): +3.65%



	FIXED (a)	FIXED (pt)	INDEX	FLEX	GREEN
OHIO	↑	↑	↓	↑	↓
2017 MWh**	2,555,461	2,092,648	815,395	558,445	24,049

Ohio Y-O-Y Average Commercial Retail Price Trend (cents/kWh): +0.61%



	FIXED (a)	FIXED (pt)	INDEX	FLEX	GREEN
TEXAS	↑	↓	↑	↓	↑
2017 MWh**	35,289,200	33,172,913	46,701,523	82,302,962	1,010,822

Texas Y-O-Y Average Commercial Retail Price Trend (cents/kWh): +1.57%



	FIXED (a)	FIXED (pt)	INDEX	FLEX	GREEN
MAINE	↓	↓	↑	↑	↑
2017 MWh**	1,285,729	756,019	1,067,665	1,195,340	9,351

Maine Y-O-Y Average Commercial Retail Price Trend (cents/kWh): +1.32%

*ElectricChoice.com

**Represents total volume that ENGIE Resources was asked to price on behalf of end-use customers in 2017

(a) all in (pt) pass through

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	FIXED (a)	FIXED (pt)	INDEX	FLEX	GREEN
MASSACHUSETTS	↓	↑	↑	↑	↑
2017 MWh**	53,946,128	29,487,338	19,782,659	271,861	11,617,914



Massachusetts Y-O-Y Average Commercial Retail Price Trend (cents/kWh): -0.06%

	FIXED (a)	FIXED (pt)	INDEX	FLEX	GREEN
NEW JERSEY	↓	↑	↑	↑	↑
2017 MWh**	2,875,543	1,214,477	726,710	452,098	10,149



New Jersey Y-O-Y Average Commercial Retail Price Trend (cents/kWh): +0.80%

	FIXED (a)	FIXED (pt)	INDEX	FLEX	GREEN
NEW YORK	↓	↑	↑	↑	↓
2017 MWh**	20,257,689	11,792,219	12,111,652	7,245,030	13,197



New York Y-O-Y Average Commercial Retail Price Trend (cents/kWh): +1.80%

	FIXED (a)	FIXED (pt)	INDEX	FLEX	GREEN
PENNSYLVANIA	↓	↑	↑	↓	↓
2017 MWh**	13,399,111	9,168,951	4,319,264	7,869,888	142,974



Pennsylvania Y-O-Y Average Commercial Retail Price Trend (cents/kWh): -2.80%

	FIXED (a)	FIXED (pt)	INDEX	FLEX	GREEN
CONNECTICUT	↓	↑	↑	↑	↑
2017 MWh**	15,698,088	6,006,939	5,063,631	1,033,314	4,120,187

Connecticut Y-O-Y Average Commercial Retail Price Trend (cents/kWh): +1.21%



What Does it Take to Offer a Robust Retail Product Suite?

	Balance Sheet 	Ability to Warehouse Risk 	Systems 	Scope and Scale 	Expertise
Fixed	HIGH	HIGH	HIGH	LOW	HIGH
Index	LOW	LOW	HIGH	MED	MED
Flex	HIGH	MED	HIGH	HIGH	HIGH
Green	MED	LOW	MED	MED	HIGH