

Redefining the Future of Energy Management and Procurement



Natural Gas, Electricity, Demand Response, Green

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Electricity



Natural Gas



Green



Solutions

www.energyby5.com



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Mission

To help people

Core Values

We take our core values very seriously — they form the foundation on which we perform our work and conduct ourselves.

In an ever-changing world, our **core values** are constant:

- Communicate openly and honestly
- Define excellence
- Do the right thing
- Have fun

“Business success is just the result of making peoples’ lives better. We started 5 because it’s simply the best platform from which to help people.”

Brian Hayduk, CEO

About Us

5 is a unique energy advisory and brokerage firm created by senior executives from the deregulated energy sector. We are committed to helping businesses better manage costs. With extensive industry knowledge spanning every aspect of the energy industry and a passion for helping people, 5's goal is to challenge conventional norms and redefine what's possible.

Our proprietary approach to energy purchasing strategies and managing energy risk sets us apart. Our people and our culture will change the way you think about the energy business. We are here to help you, the client, and we look forward to earning your trust while we navigate the world of deregulated energy as your partner.

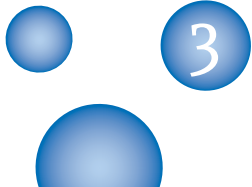
Why The Name 5?

We get this question a lot! For organizations and individuals that have achieved great success, the number 5 often signifies "best in class," whether referring to culture, leadership, customer service, innovation, or the organization as a whole.

The name 5 is a constant reminder of our relentless pursuit to be better. "Have we done everything possible for our clients, suppliers, vendors and each other today?" We are committed to delivering level 5 in all that we do.

"By focusing on our mission and adhering to our core values we are redefining the future of energy management and procurement."

Jeff Schiefelbein, Sales and Culture



Our Service Offerings

Electric & Natural Gas Procurement and Risk Management

- Procurement and risk management strategy
- Energy pricing, structuring, and contracting

Market Advice and Analytical Support

- Dedicated Energy Advisor
- Electric and Natural Gas market updates
- Energy budgeting and benchmarking
- Bill audits and rate/tariff analysis
- Predominant use studies to support sales tax exemption

Infrastructure Improvements

- Demand Response programs
- On-site generation installations
- Energy efficiency improvements
- Power Factor correction

Sustainability

- Sustainability strategy
- Renewable energy procurement
- On-site solar

Industries We Serve Include

- Manufacturing
- Commercial Real Estate
- Financial Institutions
- Technology & Data Centers
- Faith-based Organizations
- Hospitality
- Food & Beverage
- Government
- Healthcare
- Education

AND MORE

*“The conversation around how energy is bought and consumed can be complex.
At 5, everything we do is focused on optimizing our clients’ energy decisions.”*

Josh Coleman, Operations & Energy Services

Why Choose 5?

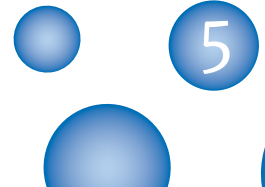
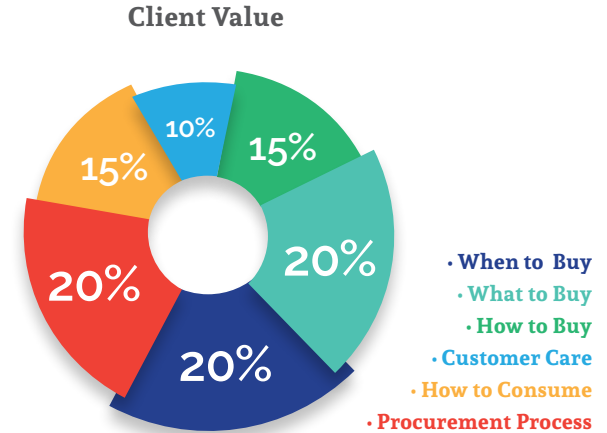
The deregulated Electricity & Natural Gas markets are complicated. The selection of the right electric/natural gas supplier, product, price, term and contract is complex. 5's entire focus is to help clients navigate these complicated markets and decisions. The founders of 5 have extensive backgrounds in energy that address the entire spectrum of how energy is procured and consumed. We utilize that experience to deliver Fortune 100 energy expertise to businesses and government entities of all sizes.

There are few, if any, of our competitors that can match the depth of our experience. In fact, most "energy brokers" rush to get a contract signed and then you never hear from them until your contract is up for renewal. 5's value proposition includes much more and delivers real value to our clients.

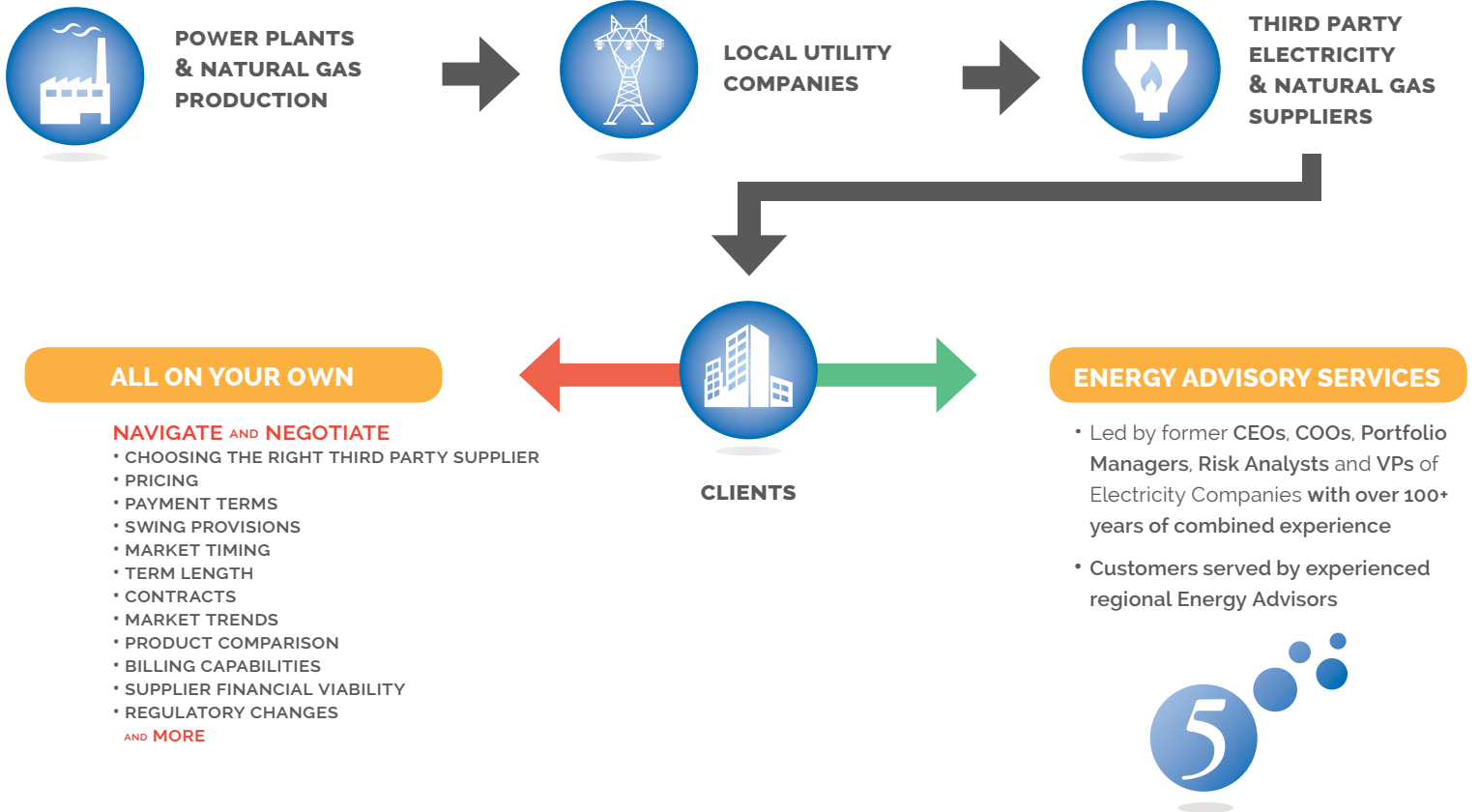
While many clients and their brokers focus on just picking the lowest rate on a given day (procurement process), the above chart demonstrates that additional strategies are necessary in order to maximize the value to the client.

"Our clients continue to choose us as their outsourced energy expert because we do all the heavy lifting, leaving them free to make more money by doing what they do best; running their business."

Eric Plateis, Commodity and Risk Management



Deregulation Road Map

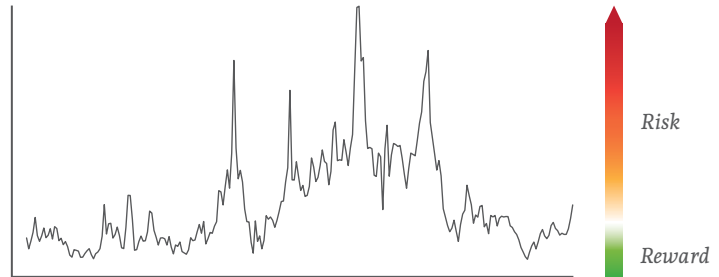


Energy Markets Will Not Wait Until Your Current Contract Expires...and Neither Should You

- 1 Buying opportunities for both Natural Gas & Electricity may occur anytime during the year. The day you sign an energy contract is the same day you should start thinking about the next buying opportunity. Any client can sign a contract months or even years in advance of their current contract expiration without impacting the current contract. Waiting until your current contract ends leaves you with little to no buying choices.
- 2 Taking control of your energy costs allows your business to become more competitive.

- 3 5's extensive industry knowledge demonstrates ongoing value to help clients reduce their exposure to volatile natural gas and electricity prices. Our proprietary purchasing strategies are custom tailored to each client's specific energy usage profile.
- 4 Let the energy professionals at 5 help you to be proactive in managing your energy costs. Contact your dedicated Energy Advisor at 5 to get started.

20 Yr. Historical Wholesale Power & Natural Gas Prices



“At 5, we want to make consumers smarter about energy - because in this market, knowledge is power.”

Jon Moore, Strategy & Legal

Industry Leading Management

Brian Hayduk - CEO

**Former President, First Choice Power and Juice Energy
Sr. VP, Constellation NewEnergy**

Worked with over 70 of the Fortune 100

17 years in the deregulated market

Graduate of Lehigh University

Josh Coleman - Operations & Energy Services

Former VP Operations, First Choice Power

Dir. Product development, TXU Energy

Energy Manager, Texas Instruments and Invensys

30 years in the energy industry


Graduate of Texas A&M

Eric Plateis - Commodity & Risk Management

**Former Board Member, NYMEX & Commodity Exchange
Trader, Constellation & Bank of Montreal**

30 years in commodity trading and risk management

Graduate of Boston University

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Jeff Schiefelbein - Sales & Culture

Former VP Commercial Sales, First Choice Power

Record growth through innovation

10 years in the deregulated market

Graduate of Texas A&M

Jon Moore - Strategy & Legal

Former EVP, Beowulf Energy

COO, Constellation NewEnergy

CEO, Juice Energy

15 years in the deregulated market

Graduate of Yale Law and Princeton

