



Delaware

Market Profile | November 2023



AMBITENERGY[®]



A BRIEF PROFILE OF AMBIT ENERGY



AMBIT ENERGY

- Is an electric supplier (ES), a company that buys electricity from producers and sells that energy to the end-use consumer.
- Began serving Delaware Customers in 2013. Ambit is currently operating in 14 U.S. states and the District of Columbia.
- Is led by a management team with experience in multiple state deregulated markets.

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AMBIT BENEFITS



- A variety of fixed and variable rate plans.
- 100% Renewable Energy Plan available.
- Self-service options:
 - » Online and mobile account management (MyAmbit Account).
- Free Energy Program.
- The opportunity to give back through Ambit Cares, a 501(c)(3) nonprofit organization dedicated to fighting hunger in America.

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WHAT IS DEREGULATION?



- Before deregulation, large power companies held monopolies in every market.
 - » Customers had very few, if any, plans or companies in their region to choose from.
- After deregulation, multiple companies offer a variety of products.
 - » Customers can choose the electric provider they want.
 - » Competition gives companies the incentive to create more innovative products, offer more responsive service, compete on commodity price and come up with other ways to attract consumers.

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WHAT IS A DISTRIBUTION COMPANY?



- The electric distribution company (EDC) is the entity that operates the local electricity distribution system.
- Regardless of which electric supplier provides energy service, the EDC delivers it to the home or business.

Responsibilities of the EDC:

- » Delivers electricity.
- » Maintains the poles and wires.
- » Maintains the reliability of the system.
- » Maintains and reads all meters.
- » Provides 24-hour emergency service.
- Customers served by the following utilities are eligible to enroll with Ambit Energy:
 - » Delmarva Power Light.

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KEY ACRONYMS AND DEFINITIONS



DPSC – Delaware Public Service Commission, the regulatory agency in Delaware

Sales Agreement and Terms of Service (TOS) – aka “Contract”

EDC – Electric Distribution Company

ES – Electric Supplier

kWh/Kilowatt-Hours – Unit for measuring electricity consumption

UCC – Uniform Commercial Code

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REGULATORY



WHO CAN ENROLL AN ACCOUNT?

- Only the authorized person on the account for a home or business can decide to switch electricity/natural gas providers and enter into a contract.
- The authorized person on the account is:
 - » 18 years of age or older.
 - » Financially responsible for bill payments.
 - » The account holder listed on the utility bill or an individual on file with the utility as being authorized to transact on the account.

HOW CAN CUSTOMERS ENROLL?

- Online at www.ambitenergy.com.
- Enroll through a Consultant's referral site (www.webhandle.ambitenergy.com).
- Over the phone with a Customer Care agent at (877) 282-6248.



SLAMMING



SELLING ENERGY IN THIS MARKET

- Slamming is defined as the “transfer by a supplier of a Customer’s account without the Customer’s permission.”
- Slamming is prohibited and is a very serious offense.
 - » Continued slamming may result in the retail supplier’s banishment from the market.
 - » Slamming a Customer may result in a fine.
- Ambit Energy has a zero tolerance policy on slamming. Consultants will incur penalties up to and including termination as stated in the Policies and Procedures.
- Understand the regulatory rules and strictly follow them so Ambit is not fined.

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CONSULTANT DO'S



At Ambit, one of our core principles is that we never sacrifice integrity for growth. That idea defines the do's and don'ts of marketing to and referring Customers.

DO:

- Get certified and stay current on Ambit products and policies as well as federal, state and local regulations.
- Present the facts:
 - » Ambit's products and Customer Support.
 - » Free Energy Program.
 - » Renewable Energy.
- Be comprehensive.
 - » Make sure to inform the potential Customer that they should review all of the required documentation before they enroll.
- Follow-up.
 - » Make sure your Customer understands the enrollment and energizing processes.



CONSULTANT DO'S



DO:

- Identify yourself as an Ambit Independent Consultant who represents an independent seller of electric power and energy service.
- Provide your name and Consultant identification number.
 - » This is required when working your business in person, over the phone and online.
- Present the opportunity for a new Customer in either English or Spanish.
 - » Contract documents must be provided in the same language that the “pitch” was made. Contract documents are only available in English and Spanish.
- Ensure the Customer is the one completing the enrollment and consenting to the switch.
- Get approval on all marketing material by emailing marketingteam@ambitenergy.com.



CONSULTANT DON'TS



DON'T:

Engage in deceptive business practices such as:

- Mislead Customers.
 - » Don't provide inaccurate price information, fake promotions or empty promises.
 - » Falsely suggest, imply or otherwise lead someone to believe that a contract has benefits for a period of time longer than the initial contract term.
- Make false statements about our competition or claim to represent other companies, such as the EDC.
 - » Do not use the utility/distribution company name or logo.
- Misrepresent the product offering by using terms like:
 - » "Register for savings."
 - » "Savings entitled to by law."
 - » "Discount on your electric bill."
 - » "We're just sending you an information packet."
 - » "Guaranteed savings."



CONSULTANT DON'TS



DON'T:

- Discriminate.
 - » Discrimination against any Customer because of age, race, creed, color, national origin, ancestry, sex, gender identity or expression, marital status, sexual orientation, lawful source of income, disability or familial status is prohibited.
- Telemarketing campaigns are not permitted.
- Door to door sales is prohibited.

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IMPORTANCE OF FOLLOWING AMBIT'S "DO'S AND DON'TS"



- How you conduct your business directly affects Ambit's ability to do business.
- Regulatory agencies take marketing violations seriously and penalties can be assessed at a rate per day, per violation.
- If an Ambit Independent Consultant repeatedly violates the rules, regulators may revoke Ambit's certificate, which means Ambit can no longer conduct business in Delaware.
- Consultants who engage in deceptive business practices are subject to termination.

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FIXED VS VARIABLE PRODUCTS



FIXED RATE PRODUCT OFFERED

- A minimum contract term of 12 months.
- With a price* that remains the same for the contract term.
 - » Available to commercial Customers only.

VARIABLE RATE PRODUCT OFFERED

- The contract is limited to month-to-month term and can be cancelled at anytime without penalty.
- The price* may change month-to-month at the sole discretion of Ambit Energy.

Whether on a variable or fixed product, Customers are also responsible for all charges billed by their local utility for electricity/gas distribution, as well as all nonsupply services that their local utility provides, including taxes associated with its services.

**Ambit's Energy Rate: Ambit Energy's supply charges per kWh. Does not include utility charges or fees.*

NOTE: Guaranteed Savings Plan was discontinued on 6/30/2022 for electric.



CERTIFICATION REQUIREMENT



WHAT IS IT?

- Created by Ambit Energy to ensure our Consultants are aware of Ambit's policies and procedures as well as state regulatory requirements.
- Consultants must complete a U.S. certification covering Ambit Energy products, as well as policies and regulations of the Delaware market.
 - » Consultants are allowed to enroll themselves under their Customer enrollment website without being certified, however, any additional enrollment will be blocked until the U.S. certification is complete.
- An error message will display when attempting to enroll a new Customer through a noncertified Consultant's website.

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CERTIFICATION REQUIREMENT



HOW DO I GET CERTIFIED?

- Log in to PowerZone and follow the links to the certification page within Ambit University.
- Consultants may prepare for the U.S. Certification by:
 - » Reviewing the Market Profile for each market.
- Take the U.S. Certification.
- All questions must be answered correctly in order to receive the certification.
- U.S. certification allows Consultants to refer Customers in most markets:
 - » Some markets require a state-specific certification in order to refer Customers.
 - » All certifications can be found in [PowerZone > Ambit University > Business Basics > Certification](#).

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CERTIFICATION REQUIREMENT



Consultants interested in referring Customers in other U.S. markets must take the U.S. Certification, as well as the state specific certification (where applicable).

Note:

- To do business in Illinois, Massachusetts, and Ohio Consultants are required to take a state-specific certification.
 - » Please see each state's Market Profile for additional details.
- In order to refer any Customers in the state of Illinois, a confidential criminal background check is required.
 - » Please see the Illinois Market Profile for additional details.

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IMPORTANT THINGS TO KNOW



- As in all Ambit markets, telemarketing and door to door campaigning are prohibited.
- When speaking to a potential Customer, identify yourself as an Ambit Energy Independent Consultant and clearly indicate that switching service from an ES will not affect the Customer's distribution service and such service will continue to be provided by the Customer's EDC.
- If asked, Consultants should advise potential Customers that they are not affiliated with, endorsed by, or acting on behalf of, a utility or a utility program, a consumer group or its program, or any state governing body or its program, but are an Independent Consultant with Ambit Energy.
- When speaking to potential Customers, Consultants may only use Ambit Energy approved marketing materials.
- Under no circumstances should a Consultant contact the utility or state regulatory agencies for Consultant or Customer needs. Please direct your questions to Consultant Support for resolution.
- The best advice is when in doubt, contact Consultant Support.

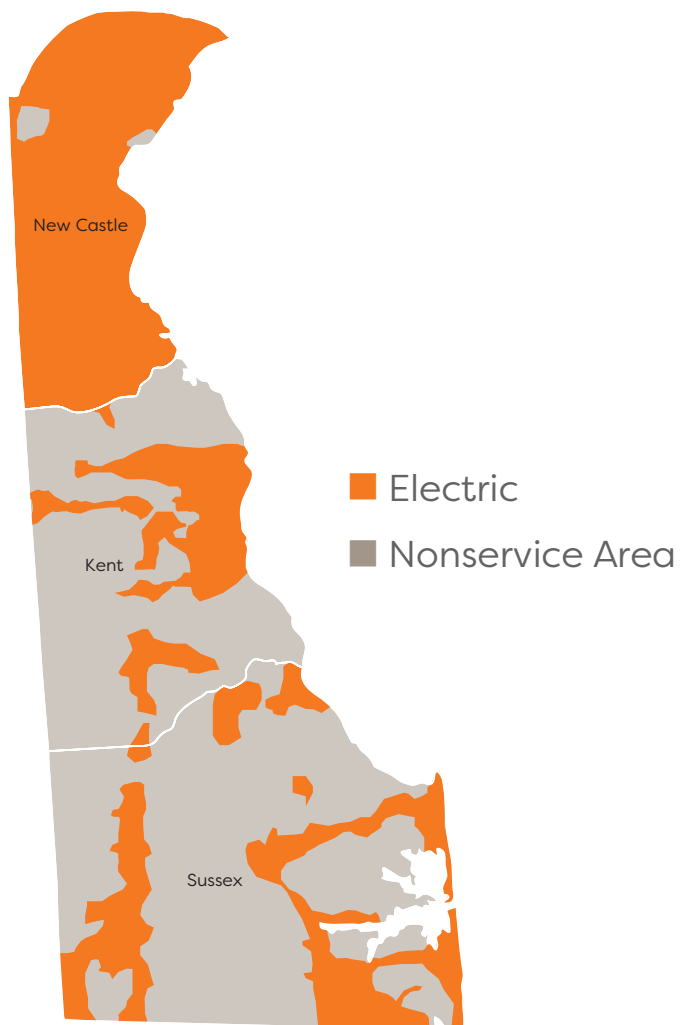
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MARKET SUMMARY



498,000 POTENTIAL CUSTOMERS





MARKET SUMMARY



Market	Delmarva Power
Phone Number	Customer Service: (800) 375-7117 Outage: (800) 898-8042
Account # used for enrollment	22 Digit Service ID Number
Electric/Gas	Electric
Residential/Commercial	Both
Switch Timeframe	1-2 Billing Cycles
How is Free Energy Paid?	Credit on Bill

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MARKET SUMMARY



DELMARVA POWER

- In the event of an emergency, such as power outages, meter issues, downed power lines, etc., Customers should contact Delmarva Power at (800) 898-8042.
- For inquiries regarding the delivery portion of their invoice, Customers should contact Delmarva Power at (800) 375-7117.
- For more information online, go to www.delmarva.com/home.

NOTE: For any inquiries regarding the supply portion of their invoice, please have the Customer contact Ambit Energy at (877) 282-6248.

DELMARVA



MARKET SUMMARY



Ambit Energy is known as an electricity supplier (ES).

INVOICING

- Ambit Energy does not generate the invoice.
- The Customer will continue to receive their invoice from their EDC.
- There will be no changes to the Customer's regular billing cycle.
- Upon enrollment Ambit Energy will be responsible for electric supply service.
- The invoice will be divided into two parts:
 - » Supply charge (Ambit Energy).
 - » Delivery charge (utility).

NO CREDIT CHECKS = NO DEPOSITS



MARKET SUMMARY



BUDGET BILLING

- Budget Billing helps to average a Customer's usage and monthly bills over the year to avoid high bills during peak usage months.
- Ambit Energy does not offer Budget Billing in Delaware. Please have the Customer contact the utility to inquire about their Budget Billing options for delivery and supply.

ENROLLMENT TIMEFRAME

- A switch takes approximately one to two billing cycles.
 - » We do not expedite move-ins.
 - » If a Customer needs service turned on immediately they should contact their utility, as they are able to discuss what options are available to have service turned on the same day.

ASSISTANCE PROGRAMS

- Customers enrolled in a utility bill assistance program will need to contact their utility to confirm whether or not they can switch to Ambit Energy and still receive the benefits associated with that assistance program.

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RESIDENTIAL PRODUCTS



DELAWARE		Delmarva Power
ELECTRIC PRODUCT PLAN(S)	RATE	ETF*
Delaware Select 12	Term	No
Ultimate Perks 12	Term	No
Winter Break 12, 24	Term	No

Residential Customer flyers are available in PowerZone located at [Ambit University > Sponsoring Consultants > Advertising > Print](#).

**ETF refers to Early Termination Fee.*

NOTE: Guaranteed Savings Plan was discontinued on 6/30/2022 for electric.

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RESIDENTIAL PRODUCTS



ULTIMATE PERKS

Ambit Ultimate Perks is our newest product plan that gives Customers valuable discounts and rewards on their favorite stores and restaurants.

- Every month, Ultimate Perks Customers automatically receive \$50 in “reward dollars” that can be redeemed for savings on products and services for both national and local brands.
- Customers have control over how to spend their reward dollars with a variety of options to suit any Customer’s needs.
- Customers can earn up to \$600 in reward dollars each year!
- Reward dollars do not have a cash value.



PLAN DETAILS

- Available for residential electric only.
- Term length / 12 month.
- A single fixed rate product plan.
- If a Customer leaves the plan, monthly rewards will stop accruing, but earned rewards never expire.
- Customers can access their reward dollars as well as review the terms and conditions at ambitultimateperks.com.

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RESIDENTIAL PRODUCTS



WINTER BREAK

Ambit's new Winter Break plan gives Customers a 50% discount on electricity charges for billing cycles beginning in November, December, January and February – the coldest months of the year.

- Customers will receive 50% off their electric supply for the months of November, December, January and February.
- For meter reads beginning in a non-discounted month, the Customer will pay the fixed plan price, and no discount will apply.



PLAN DETAILS

- Available for residential electric only.
- Term length / 12 or 24 months.
- A single fixed rate product plan.

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COMMERCIAL PRODUCTS



DELAWARE		Delmarva Power
ELECTRIC PRODUCT PLAN(S)	RATE	ETF**
Delaware Small Commercial 12*	Term	No
DE Small Commercial Variable Plan	Variable	No

**For Customers on a term plan, the energy rate will remain the same throughout the term selected. A term expiration notice is mailed out 45 days prior to the term expiration date. Unless a new plan is selected at least 10 calendar days prior to the term plan expiring, Customers will roll to a variable plan and will remain on the Variable plan until a different product is selected.*

***ETF refers to Early Termination Fee.*

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UNFORCED CAPACITY (UCAP)



UCAP stands for Unforced Capacity and is a tariff charge imposed by PJM*. All suppliers in PJM territory, including the utility, are required to pay this tariff charge. This fee is passed down to the Customer and appears on their invoice as part of the supply charge.

BUNDLED AND UNBUNDLED PRODUCT PLANS

- Bundled Products will have the UCAP charge rolled into Ambit Energy's rate.
- Unbundled Products will have the UCAP charge billed as a separate line item on the invoice.
 - » For commercial Customers with a capacity obligation quantity** greater than 25 kW, the UCAP charges are separated from the per kWh charge (unbundled) and are billed as an individual line item on the Customer's invoice.
 - » UCAP charges are bundled into the rate for all residential Customers as well as for all commercial Customers whose peak demand for the previous year was less than 25 kW.

**PJM is a regional transmission organization (RTO) that coordinates the movement of wholesale electricity in all or parts of 13 states and the District of Columbia.*

***Capacity obligation quantity measures the highest point of usage for a given time period. UCAP charges are reassessed annually on June 1 based on the peak demand for the previous 12 months.*



ENROLLMENTS



DELMARVA POWER

- A 22-digit numeric “Service Number” is required for a Customer to enroll; it can be found on Page 2 of their bill.

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ENROLLMENTS



COMMUNICATION PREFERENCE CENTER

- Residential Customers registered for MAA can opt in to receiving notifications from Ambit Energy via email in addition to standard postal mail.
- Customers can change their notification preferences through MAA once their account is created.
 - » Once on MAA, click on [My Profile > Launch the Customer Preference Center](#).

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CUSTOMER VERIFICATION



A verification call is a process that confirms the Customer's request to switch their service to Ambit Energy. A verification call is required for each service address enrolled and must be completed by the authorized account holder. Customers can wait to be contacted by an agent or they can call in to (866) 942-6248. A verification call must be completed in order for the switch request to generate.

- Only the authorized account holder may complete the verification call.
- At no point may a Consultant act on behalf of, or in place of, the authorized account holder.

CUSTOMERS ENROLLED ONLINE WILL BE REQUIRED TO VERIFY THE FOLLOWING:

- Customer name.
- Permission to record.
- Confirm they recently enrolled.
- Local time and date.
- Telephone number.
- Acknowledge Ambit will be the supplier.
- Service address.
- Billing address.
- Confirmation that links/documents to agreement were sent.
- Enrollment confirmed.



RESCISSION

Customers have the right to cancel their agreement within three business days after receipt of the Terms of Service. For this reason, the enrollment transaction is held until the rescission period has passed.

CUSTOMER CANCELLATION

If a Customer cancels service with Ambit Energy without choosing a new provider, the supply portion of the bill will revert back to the utility.

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FREE ENERGY PROGRAM



Our popular Free Energy Program can help residential Customers and Consultants reduce their energy bill.

CUSTOMERS

- Must maintain at least 15 energized referral Customers (per commodity) with Ambit who have received at least one invoice and are not in treatment*. Each Customer receives their own enrollment site where people they have referred can sign up with Ambit - A#.joinambit.com.

CONSULTANTS

- Must maintain at least 15 energized referral Customers (per commodity) with Ambit not including their own Ambit account, who have received at least one invoice and are not in treatment*. These Customers cannot be referrals of another Customer account.

**Treatment indicates that the Customer has a past due balance.*

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FREE ENERGY PROGRAM



GENERAL INFORMATION

- Free Energy calculations are based on the average daily energy cost of all referred Customers.
- The Free Energy referral credit is paid out in the form of a credit on the monthly invoice up to the amount of the Ambit Energy charges.
- Referral Customers will not contribute toward Free Energy if they have a past due balance on their account.
- For more information, please review the Free Energy FAQs at [PowerZone > Ambit University > Customer Gathering > Free Energy](#).

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**Thank you for your
help in building the
Delaware Market!**

