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Market Profile | August 2024



AMBITENERGY®



A BRIEF PROFILE OF AMBIT ENERGY



AMBIT ENERGY

- Is a core transport agent (CTA), a company that buys natural gas from producers and sells that natural gas to the end-use consumer.
- Began serving California Customers in 2012. 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.
- 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 CTA 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 utility is the entity that operates the local natural gas distribution system.
- Regardless of which CTA provides the energy service, the utility delivers it to the home or business.

Responsibilities of the utility:

- » Delivers gas.
- » Maintains the gas pipelines and facilities.
- » Maintains the reliability of the system.
- » Maintains and reads all meters.
- » Provides 24-hour emergency service.
- Customers served by Pacific Gas and Electric (PG&E) are eligible to enroll with Ambit Energy.

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KEY ACRONYMS AND DEFINITIONS



CCPA – California Consumer Privacy Act

CPUC – California Public Utilities Commission, the regulatory agency in California

CTA – Core Transport Agent

FERC – Federal Energy Regulatory Commission

LIHEAP – Low Income Home Energy Assistance Program

REACH – Relief for Energy Assistance through Community Help

Terms of Service (TOS) – aka “Contract”

Thm/Therm – Unit for measuring gas consumption

UCC – Uniform Commercial Code

Utility – Local Distribution Utility Company

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REGULATORY



WHO CAN ENROLL AN ACCOUNT?

- Only the authorized person on the account for a home or business can switch 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 GAS 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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CUSTOMER ENROLLMENTS



CALIFORNIA RULE

- PG&E requires that all Customers who switch to a CTA remain with that CTA for at least 12 months.
 - » If a Customer is with a CTA for less than 12 months and signs up for service with a competitor, the switch will only occur after the Customer completes 12 months of service with their current CTA.
 - » If the accepted switch date is more than 60 days out, Ambit Energy will send a drop request to cancel the future-dated switch.
- If the Customer wishes to switch to Ambit Energy earlier, the Customer must first contact their current CTA (or PG&E) and request to be dropped back to PG&E.
 - » Once the Customer has requested the drop back to PG&E, they must wait five business days, and then contact Ambit Energy Customer Care (877) 282-6248 to request that we resend their switch request.

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CUSTOMER ENROLLMENTS



- » Ambit Energy will only re-send the switch up to 30 days after the enrollment date. After this timeframe has passed, the account has to be re-enrolled.
- It is the responsibility of the Customer to confirm whether or not an early termination fee would be applied to their account as a result of their request to cancel.

Example: John signed up for a variable plan two months ago with California Birkenstock Energy (CTA). He then enrolls in an Ambit Energy product. His Ambit service will not start for another 10 months. He is asked to cancel his account with California Birkenstock so that he can start enjoying the benefits of being an Ambit Energy Customer much earlier. John should check to see if Birkenstock will charge him an early termination fee if he cancels his contract early to switch to Ambit now.

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CUSTOMER ENROLLMENTS



Ambit Energy Consultants will encounter potential Customers in three likely scenarios. To maximize Customer satisfaction, it's important to know what to advise the Customer to do based on their specific scenario.

**With current provider
LESS than 12 months**



THE FOLLOWING RULE APPLIES

Customer Actions:

1. The Customer must contact PG&E and request PG&E to become their provider.
2. Wait five calendar days to i) enroll or ii) call Ambit to resubmit the Customer's recently rejected enrollment.

Message to Customer:

Tell the Customer that once they request to switch back to PG&E they will need to wait five days and then contact Ambit so that we can resubmit their enrollment under the same A#.

**With current provider
MORE than 12 months**



NO RULE APPLIES

Customer Actions:

1. Sign up with Ambit.

**PG&E
CURRENT**



NO RULE APPLIES

Customer Actions:

1. Sign up with Ambit.

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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.
- 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.

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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.

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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 local utility.
 - » 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."

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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 California.
- Consultants who engage in deceptive business practices are subject to termination.

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FIXED VS VARIABLE PRODUCTS



FIXED RATE PRODUCT OFFERED

- A contract term of 12 months.
- With a price* that remains the same for the contract term.

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, nonsupply Customers are also responsible for all charges billed by their local utility for 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.*



CERTIFICATION REQUIREMENT



WHAT IS IT?

- A program 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 California 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 Profiles 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 a CTA will not affect the Customer's distribution service and such service will continue to be provided by the Customer's utility.
- 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, any state governing body or its program, but are an Independent Consultant representing 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 Ambit Consultant Support for resolution.
- The best advice is when in doubt, contact Consultant Support.

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CALIFORNIA CONSUMER PRIVACY ACT (CCPA)



This Act imposes obligations related to consent and disclosure on businesses handling the personal information (PI) of California consumers. This Act is the first of its kind in the United States and went into effect on January 1, 2020.

HOW THE CCPA DEFINES PERSONAL INFORMATION (PI)

- The CCPA defines PI very broadly. PI means information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.

EXAMPLES OF PI

- PI includes names, mailing addresses, email addresses and social security numbers. PI also includes employment information, internet activity, geolocation data and purchasing history. The CCPA provides many other examples of PI.

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CALIFORNIA CONSUMER PRIVACY ACT (CCPA)



AMBIT IS SUBJECT TO THE CCPA

- The Act applies to any business that collects the PI of California consumers, determines the purpose and means of processing that PI, and satisfies threshold conditions relating to gross revenue and number of consumers. Ambit qualifies as a business that must comply with the CCPA's requirements.

AMBIT'S MAIN OBLIGATIONS OF THE CCPA

- Under the CCPA, we must guarantee the following rights to California consumers: The right –
 - » To know what PI is being collected about them.
 - » To know whether their PI is sold or disclosed and to whom.
 - » To say no to the sale of PI.
 - » To access their PI.
 - » To request the deletion of their PI.
 - » And the right to equal service and price, even if they exercise their privacy rights.
- The CCPA also requires us to use reasonable methods to secure and protect consumer PI from unauthorized access and disclosure.

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CALIFORNIA CONSUMER PRIVACY ACT (CCPA)



AMBIT INDEPENDENT CONSULTANTS ARE SUBJECT TO THE CCPA

- Because you are an Ambit Independent Consultant (IC) representing Ambit and marketing our products and services directly to California consumers, you must also have a general understanding of what the CCPA requires and how PI must be handled. As a California resident, you also have rights under the CCPA yourself as a consumer and independent contractor with Ambit.

AMBIT INDEPENDENT CONSULTANT'S MAIN OBLIGATIONS OF THE CCPA

- You should not collect, share, record, or maintain Customer PI in any way.
- You may inform Customers what items of PI they must provide to complete their own enrollment with Ambit, either online or via Customer Care.
- Customer Care is trained to handle consumer PI in a way that is compliant and protects the Customer, Ambit and you.
- If an IC violates the CCPA or discloses or shares Customer PI without authorization, Ambit will no longer do business with the IC and may pursue legal remedies, depending on the nature of the violation.

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CALIFORNIA CONSUMER PRIVACY ACT (CCPA)



ENFORCEMENT OF THE CCPA

- The CCPA gives the California Attorney General (AG) primary responsibility for enforcing it. Under the CCPA, businesses are subject to civil action by the California AG and can face penalties of up to \$7,500 per consumer violation. The CCPA also provides a private right of action to Californians if there is a data breach. In a private action, businesses can face paying between \$100 to \$750 per incident, even if there are no actual damages.

CUSTOMER QUESTIONS ABOUT THE CCPA

- Ambit Customers in California may ask you questions about the CCPA and how we comply with the Act. They may also ask you how they can find out what personal information Ambit maintains about them. Please be sure to refer them to Ambit's Customer Care team who are trained on the CCPA. Please leave it to them to address the Customers' questions and requests.

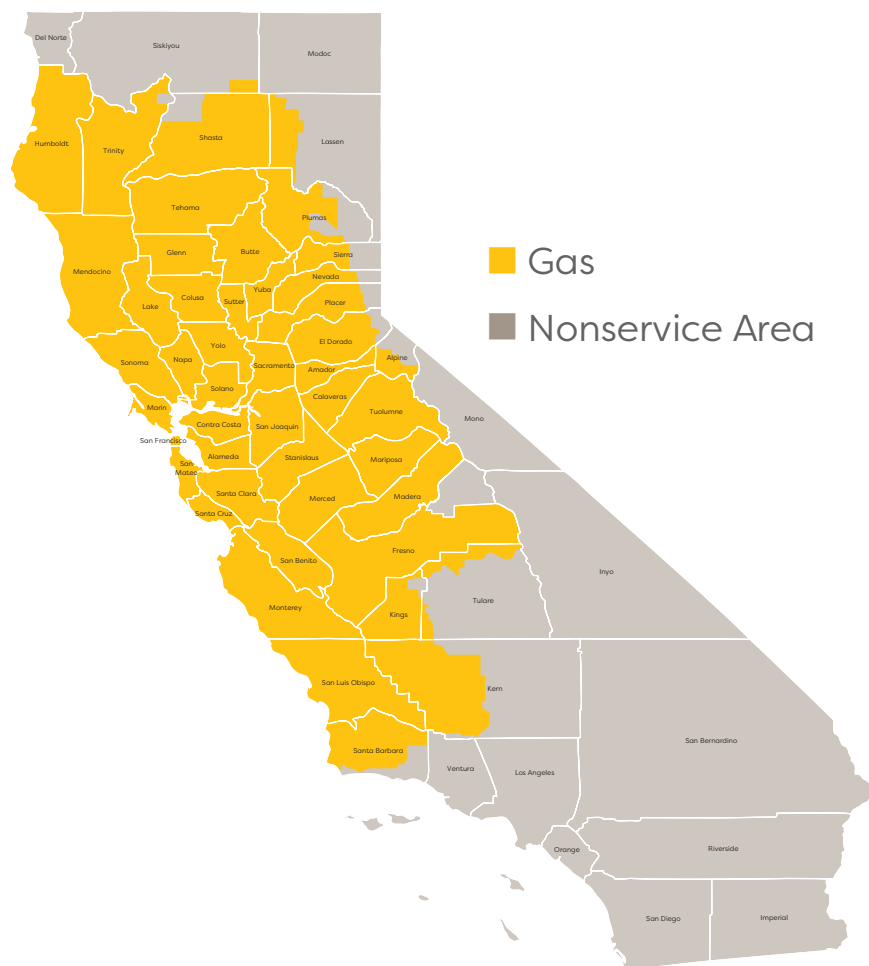
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MARKET SUMMARY



4.3 MILLION POTENTIAL CUSTOMERS



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MARKET SUMMARY



Market	PG&E
Phone Number	Customer Service: (800) 743-5000 Outage: (800) 743-5000
Account # used for enrollment	10 Digit Service Agreement ID
Electric/Gas	Gas
Residential/Commercial	Both
Switch Timeframe	1-2 Billing Cycles
How is Free Energy Paid?	Check
Enrollment Requirements	If the Customer is currently with another Core Transit Agent (CTA), they must first call PG&E and request that they be dropped back to PG&E. Five calendar days after making this request, the Customer should contact Ambit Energy so that we can resubmit their enrollment.

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MARKET SUMMARY



PG&E

- In the event of an emergency, such as gas leaks, etc., or for inquiries regarding the delivery portion of the Customer's invoice, Customers should contact PG&E at (800) 743-5000.
- For more information online, go to www.pge.com.

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

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MARKET SUMMARY



Ambit Energy is known as a core transport agent (CTA).

INVOICING

- Ambit Energy does not generate the invoice.
- The Customer will continue to receive their invoice from their utility.
- There will be no changes to the Customer's regular billing cycle.
- Upon enrollment, Ambit Energy will be responsible for gas 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 bill over the year to avoid high bills during peak usage months
- Ambit Energy does not offer Budget Billing in California. 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



California	PG&E	
GAS PRODUCT PLAN(S)	RATE	ETF**
Golden State Select 12 Natural Gas*	Term	No
Golden State Select Natural Gas	Variable	No
Ultimate Perks 12	Term	No

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

*For Customers on a term plan, the energy rate will remain the same throughout the term selected. A term expiration notice is mailed out at least 30 days prior to the term expiration date. Unless a new plan is selected within 10 calendar days prior to the term plan expiring, Customers will roll to a variable plan.

**ETF refers to Early Termination Fee.



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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COMMERCIAL PRODUCTS



California	PG&E	
GAS PRODUCT PLAN(S)	RATE	ETF**
Golden State Select 12 Natural Gas*	Term	No
Golden State Select Natural Gas	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 at least 30 days prior to the term expiration date. Unless a new plan is selected within 10 calendar days prior to the term plan expiring, Customers will roll to a variable plan.

**ETF refers to Early Termination Fee.

Non-residential Service Classes currently accepted for enrollment are listed below (subject to change):

Market Area	Description	LDC Rate Class	Load Profile
PG&E - GAS	Small Commercial	GNR1	N/A
		HGNGV1	N/A
		HGNR1	N/A



PRODUCT RENEWAL REQUIREMENTS



For Customers on a term plan, the energy rate will remain the same throughout the term selected.

- A term expiration notice is sent to the Customer's mailing address 60 days prior to their term expiration date.
 - » Once this notice is mailed, it will also be visible through the message center on the Customer's MAA (MyAmbit Account) online.
- Unless a new plan is selected at least 37 calendar days prior to the term expiration date, Customers will roll to a four month term plan that will auto renew until a different product plan is selected.
 - » Commercial Customers who do not select a new product at least 37 calendar days prior to the term expiration date will roll to a month-to-month variable rate product.
- Customers can renew their product plan by:
 - » Logging in to their online account through www.ambitenergy.com.
 - » Calling Customer Care at (877) 282-6248.
 - » Faxing a written request to (877) 805-5606.
 - The fax must include the Customer's account number, product plan, request to renew and signature.

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ENROLLMENTS



PG&E

- The “Service Agreement ID” is required to enroll a new PG&E Customer. It is 10 digits long and can be found on Page 3 (on gas-only invoices) or Page 4 (on electric/gas combined invoices).

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](#).

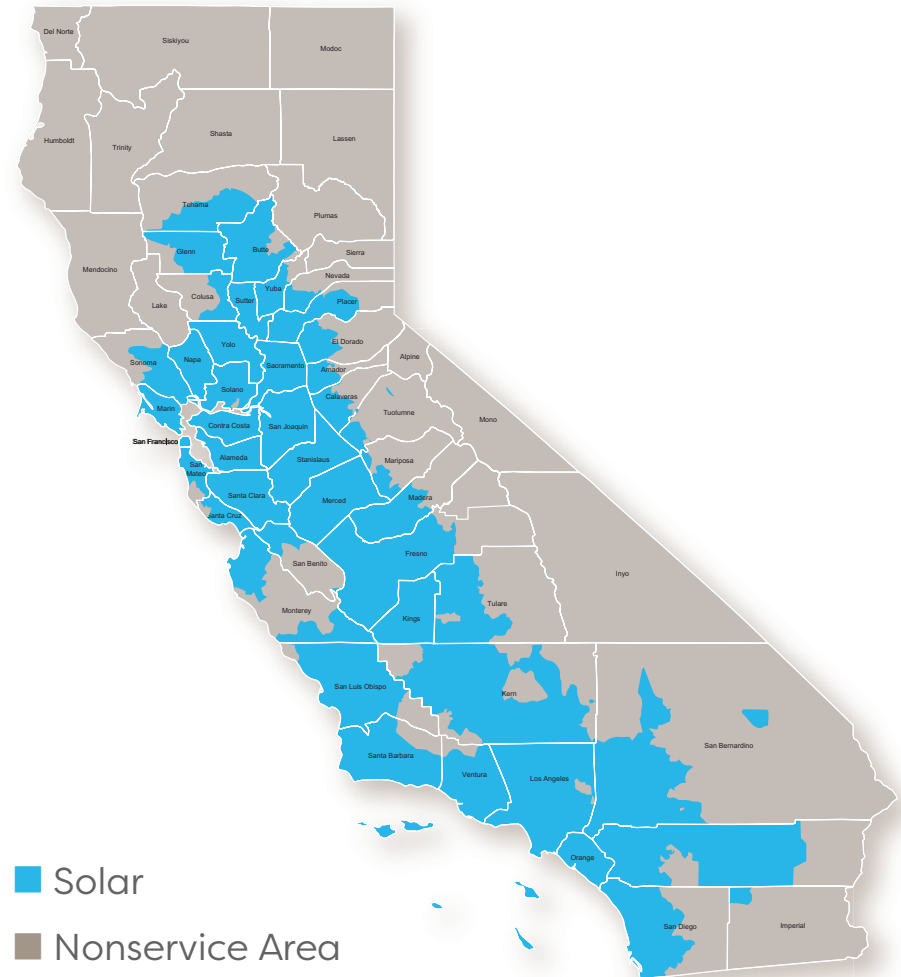
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SUNRUN SOLAR



- Ambit Energy has joined forces with Sunrun, a leading solar provider, to offer affordable solar options to residential Customers.
- Ambit Energy works with Sunrun solely as a lead generator or lead qualifier.
- Once a Customer signs up for solar service, Sunrun will contact your Customer within three business days to discuss the options available for their home.
- California Customers may not live in a Sunrun service area. Please refer to the map to see if solar is an option for the Customer.





DIGITAL VERIFICATION (DV)



DIGITAL VERIFICATION

California Customers are required to successfully complete digital verification before an Ambit account will be created. On the final screen of the enrollment process, the Customer will be asked to check a box accepting the digital verification process.

- Only the authorized account holder may complete digital verification.
- A Consultant may never act on behalf of or in place of the authorized account holder.

RESCISSION

Commercial Customers have the right to cancel their agreement within three business days upon receipt of the Terms of Service. Residential Customers have 30 days following the date of the first bill with Ambit charges to cancel their agreement. 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.*



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
California Market!**

