



An AEP Company

PEAKADVISORY® SERVICE

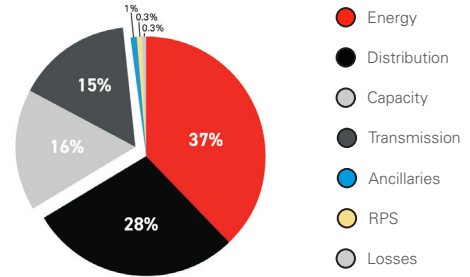
Take advantage of AEP Energy’s complimentary PeakAdvisory® Service to help manage and reduce your demand-based costs, such as capacity and transmission. Our PeakAdvisory Service has saved customers nearly \$35 million in demand-based costs over the past four planning years since 2016.

How Much Could You Save

Capacity and transmission demand-based costs account for 20 to 40 percent of your total electricity costs. By taking control of your demand-based costs, you can realize significant annual savings without big changes in your daily operations or equipment.

Take control of your demand-based costs by using less energy for just a few hours every year.

Your demand is measured as how much energy you are using when system demand is at its highest, which happens only a few hours a year. This value is used to determine your demand-based costs (shown below). By lowering your demand, you lower your costs, no matter what the market rate is.

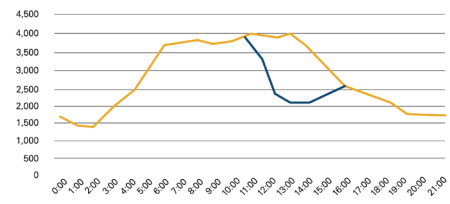


How to Enroll | Qualifications

- Hourly interval meter(s) required
- Elect a plan with capacity or transmission passed through

Our PeakAdvisory Service makes it easy to manage your demand when it counts. AEP Energy will send a PeakAdvisory Service notification to let you know that a high demand hour is likely in the next few days, allowing you to lower your energy use when it counts most.

Demand Costs + **Fixed Market Rates** = **Your Controllable Demand**



Typical Customer Demand Customer Demand Responding to PeakAdvisory

Three Easy Steps



Receive Alerts

AEP Energy will email a PeakAdvisory Service notification to you at least six hours prior to an expected event.



Reduce Demand

By turning off unused electric equipment or reducing lighting, you can decrease your energy use during these crucial peak hours.



Realize Savings

Reduced demand-based savings will be realized the following planning year. Receive a customized annual performance report showing your capacity savings.

QUESTIONS? | Contact your sales representative or call 866-258-3782 to discuss how your business might benefit from this plan. Enroll at AEPenergy.com/plc-management-alert

AEP Energy is a competitive retail electric service provider and an affiliate of Ohio Power Company (AEP Ohio). AEP Energy is not soliciting on behalf of and is not an agent of AEP Ohio.

Copyright © AEP Energy, Inc. All Rights Reserved.



An AEP Company

BOUNDLESS ENERGY™