

AN ENERGY BILL FROM THE COMPANY THAT ACTUALLY SUPPLIES THE ENERGY

– WHY IT MATTERS



**CHOOSE
WHO YOU USE
PENNSYLVANIA**

SUPPLIER CONSOLIDATED BILLING

- ✓ Allows direct relationships between consumers and energy suppliers through the only thing that matters – their bills
- ✓ A single bill that includes all energy related charges (supply & delivery)
- ✓ Accountability from **retail energy supplier** to its customers
- ✓ Consumers pay the supplier they choose, directly
- ✓ Consumers have direct access for complaints/outages

SCB IS A LONG OVERDUE, CRITICAL CONSUMER PROTECTION

SCB brings transparency to customers who are currently billed by state utility monopolies, not their chosen supplier. With SCB, customers know exactly who is supplying their energy and who to call if they are unhappy. It allows customers to hold their suppliers accountable for the quality of service they provide and the prices they charge. It also offers protection from bad actors – if a customer gets an unanticipated bill from a completely new entity, it's a red flag that something changed. When a single line item on page 4 of the utility bill changes, it can go unnoticed and leaves control in the hands of the supplier, not the consumer. SCB empowers consumers to choose who they use.

SCB will chase the bad actors out of the market. SCB requires a larger financial commitment from suppliers who bear a much larger burden of risk to manage billing and collections. Suppliers who can take on this responsibility have a strong incentive to be more disciplined about the prices they charge and the level of service they provide. They know their customers can fire them at any time, and their customers know they are in control of their choices.



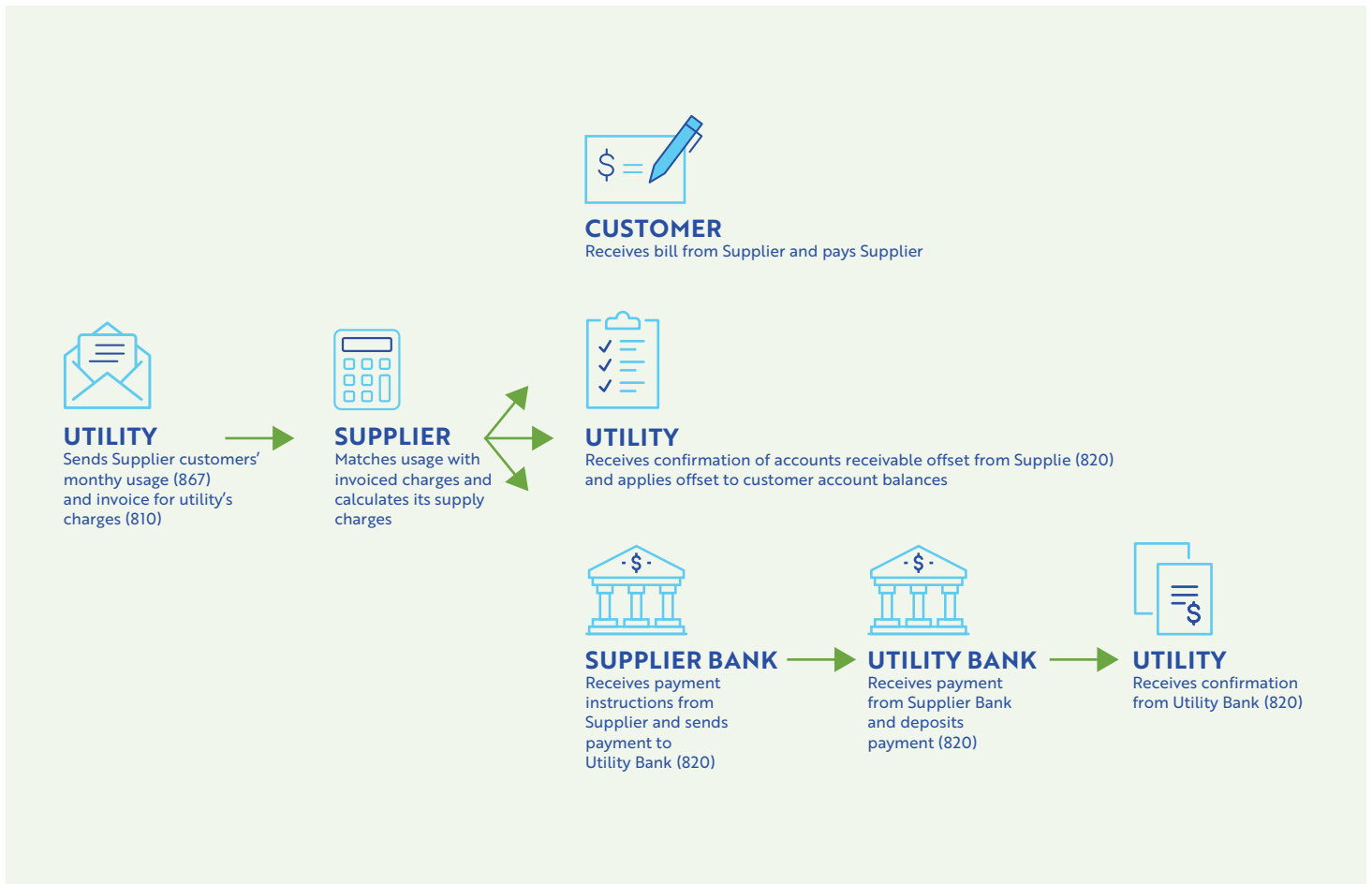
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SCB IS ESSENTIAL TO DRIVING COMPETITION AND INNOVATION

Competition relies on customers who know they have the power to shop and who are aware of who is supplying their energy. The impetus for shopping is diminished when the act of shopping leads to no perceptible change in a customer's bill. With SCB, suppliers demonstrate their proficiency at meeting customers' needs in a way that is tangible to the customer, which enables them to build and maintain relationships with their customers. It incents suppliers to invest in their businesses and product offerings and to grow. Suppliers have no way to market their innovative pricing plans when the utility controls the bill and customers cannot readily see how a shift in when they use energy impacts their bottom line.

SCB MEETS CUSTOMER EXPECTATIONS

Customers demand simplicity – they want a single bill for all their energy services. Like all other consumer interactions, Americans expect to be billed by, and pay, the provider they pay. They also want access to innovative services that make their lives easier. SCB enables competitors that are eager to meet these needs to deliver on the promises of competition.

