



# NRG ENERGY

NRG Energy, Inc.

- Houston, Texas
- CEO: Mauricio Gutierrez
- Number of employees: 6635
- Market cap: \$8.0B
- EV: \$16B
- LTM revenue: \$31.5B



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## **H I S T O R Y :**

- Established in 1989 as a subsidiary of NSP
- Launched an acquisition campaign in the late 1990s
- Bankruptcy and Restructuring
- Underwent leadership changes in 2015, focusing on debt reduction
- Sold stake in NRG Yield and Louisiana assets in 2018

# PRODUCTS, SERVICES & DIVISIONS:

- Operations & Management (O&M)-

- Aspen Power biomass plant
- 2.4 GW of renewable power
- Antelope Elk Energy Center
- Sold to global infrastructure partners for \$1.375B

- Retail electricity-

- Dominion Resources & Cirro Energy
  - Power services - 3M customers
- Cirro Energy, Reliant Energy, Green Mountain & Pennywise Power

- Industrial backup generators-

- Cummins- natural gas backup generators

- SpaceTag-

- Internal data analytics engine

- Energy production

- Retail services

- Renewable energy

- Home services

- Clean energy project

- EVgo network

- Solar initiatives

- Corporate partnerships

- Solar initiatives

## PERFORMANCE:

- **Earnings Decline:**
  - Negative earnings trend, declining at an average annual rate of - 12.9%
  - The Electric Utilities industry has seen positive earnings growth at a rate of 6.1% annually
- **Revenue Growth:**
  - NRG Energy has shown strong revenue growth, averaging 31% per year
- **Profitability Concerns:**
  - NRG Energy has been consistently unprofitable

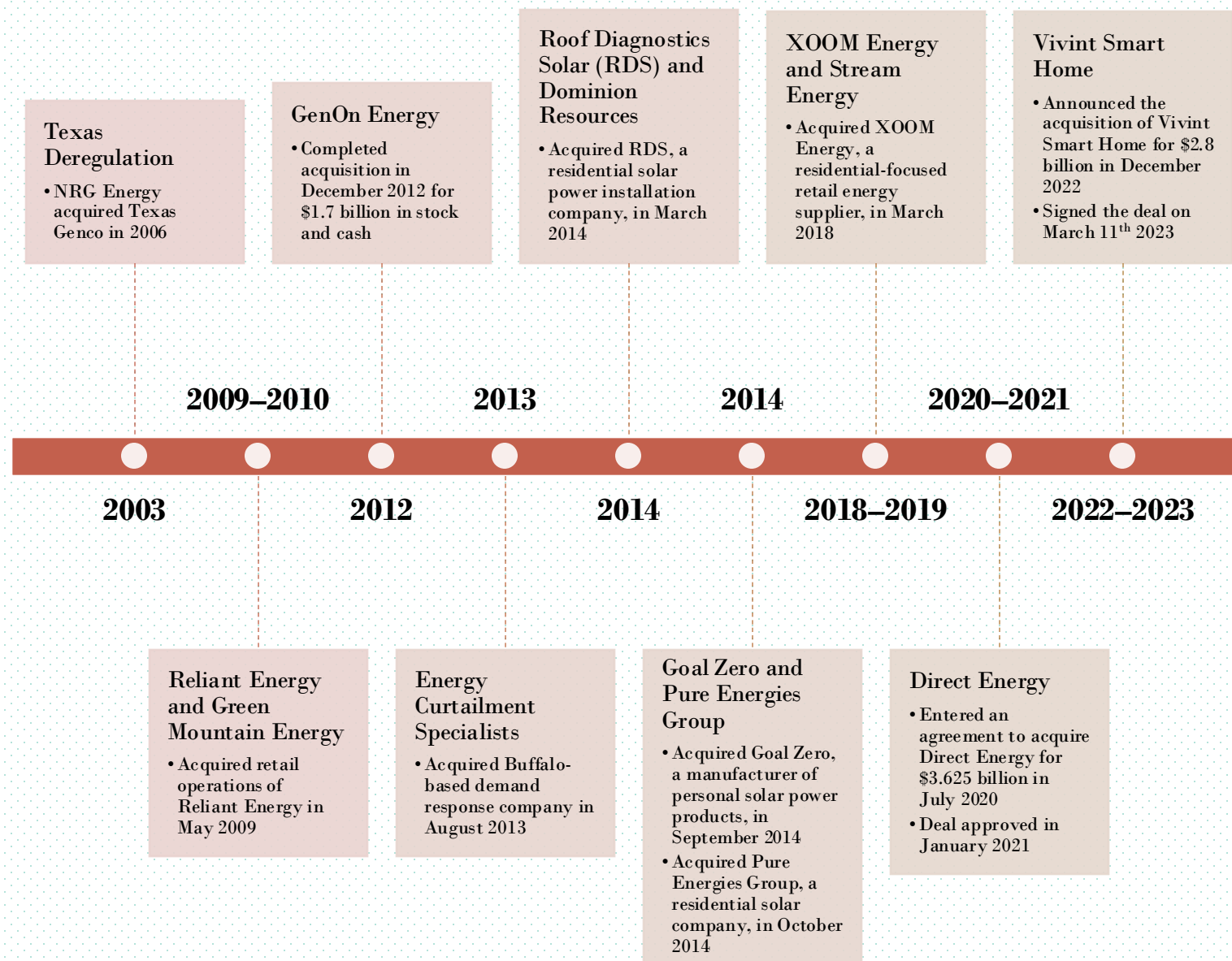


# COMPETITORS:

- **NRG Energy:**
  - Engaged in producing and selling energy and related products and services
- **Calpine:**
  - Generates electricity from natural gas and geothermal resources
- **NextEra Energy (NEE):**
  - Formerly known as FPL Group
  - An electric power and energy infrastructure company
- **Ormat Technologies:**
  - Engaged in geothermal and recovered energy generation (REG)
- **Southern Company:**
  - Engaged in the generation, transmission, and distribution of electricity
  - Operates in natural gas distribution and electric utilities

	Country	Founded year	Funding	Valuation	Revenue
NRG energy	USA	1989	\$1.7M	\$10.8B	\$31.5B
Calpine	USA	1984	\$1.3B		\$10.1B
NextEra energy	USA	1984		\$100	\$21B
Ormat technologies	USA	1965	\$627M	\$4.1B	\$734.2M
Southern company	USA	1945		\$77.4B	\$29.3B

# ACQUISITIONS:



# TRENDS:



**Renewable Energy  
Growth**



**Decentralization**



**Electrification and  
Energy Storage**



**Digitalization and  
Smart Technologies**

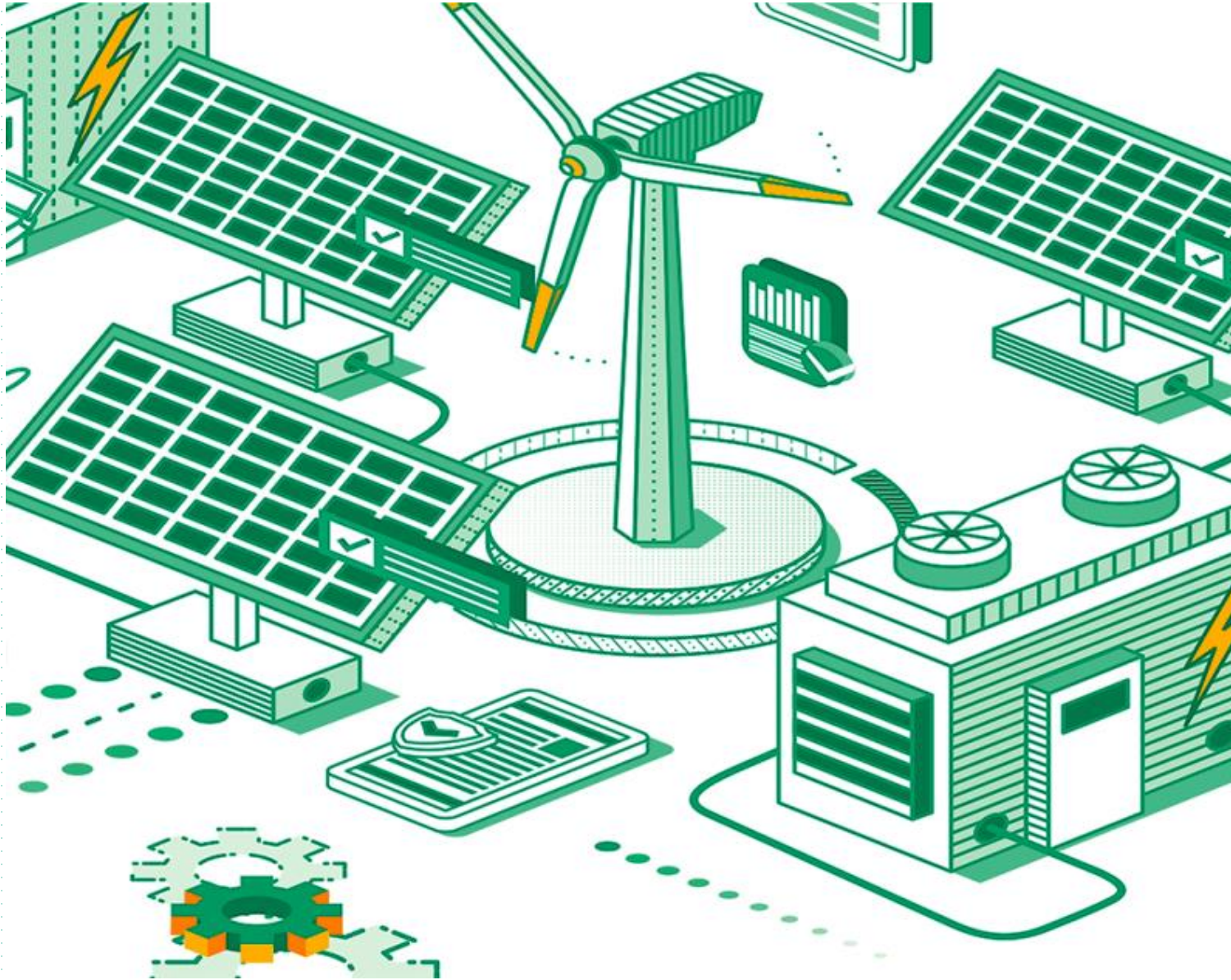


**Energy Efficiency**



**Electrification of  
Transportation**





# INDUSTRY RESPONSE:

Renewable Energy Investments

Decentralized Energy Initiatives

Energy Storage Solutions

Digital Transformation

Energy Efficiency Programs

EV Infrastructure Development

# VIVINT SMART HOME

Vivint Smart Home, Inc.

- Provo, Utah, US
- CEO: David Bywater
- Number of employees: 11,000
- Market Cap: \$2.6bn EV: \$5.0bn
- LTM Revenue: \$1.6bn





## PRODUCTS, SERVICES & DIVISIONS:

- Vivint offers a variety of home security products
- Doorbell cameras, smart thermostats, indoor cameras, and lighting integrations
- 2017 - A partnership between Vivint and Airbnb, allowing hosts to integrate their Airbnb accounts with Vivint products
- 2018 - Vivint collaborated with Google, incorporating two Google Home Mini devices into their starter kits
- 2019 - Car security and outdoor home security cameras

# PERFORMANCE:

- Estimated annual revenue of \$1.4 billion
- Estimated revenue per employee stands at \$377,158
- Vivint Smart Home has secured a total funding of \$1.3 billion
- As of January 2022, the company is valued at \$1.6 billion
- Vivint, Inc. is a major home automation company in North America
- Operates across the United States and Canada
- 500,000 customers
- Recognized for customer satisfaction in the 2017 J.D. Power Home Security Satisfaction Study
- Ranked 2<sup>nd</sup> in the 2020 Home Security Satisfaction Study



# COMPETITORS:

- **Tado:**
  - Founded in 2011, based in Munich, Germany
  - Provides smartphone-controlled heating and cooling units for climate control
- **SimpliSafe:**
  - Founded in 2006, based in Boston, Massachusetts
  - Home security company offering self-installed security systems
  - Produces outdoor cameras, video doorbells, indoor cameras, and smart locks
- **Ecobee:**
  - Home automation platform focusing on energy conservation
  - Features an intelligent programmable thermostat with advanced control algorithms
- **Brilliant:**
  - Founded in 2015, based in San Mateo, California
  - Specializes in smart home automation

	COUNTRY	FOUNDED YEAR	FUNDING RAISED	VALUATION	REVENUE
VIVANT	USA	1997	\$1.597B	\$5.0B (20)	\$1.68B
TADO	GERMANY	2011	\$214.38M	\$514M (22)	\$34.5M
SIMPLISAFE	USA	2006	\$387M	\$1B (18)	\$382.9M
ECOBEE	CANADA	2007	\$192.25M	\$650M-\$770M	\$188.6M
BRILLIANT	USA	2015	\$61M	\$50M-\$100M	\$10M



# ACQUISITIONS:

- Rebranded as Vivint in February 2011
- Acquired by The Blackstone Group in November 2012 for over \$2 billion
- Completed a merger with Mosaic Acquisition Corp. in January 2020
- Launched Vivint Solar, a solar energy company, in 2011
- Vivint Solar went public in October 2014 and was later acquired by Sunrun
- Acquired naming rights to the Utah Jazz's home arena in 2015, renaming it Vivint Arena



# NRG ENERGY ACQUIRES VIVINT SMART HOME:



- Cash purchase, amounting to \$2.8 billion.
- Acquirer: NRG energy
- Target: Vivint smart home
- Equity value: \$2.8B
- Total transaction size: \$5.2B
- Date closed: December 5<sup>th</sup> 2022

# INTEGRATION PLANS:

Plans	Short term	Long term
Consumer base	Cross-selling energy	Engagement with advanced smart home solutions
Technology integration	Combine platforms	Develop unified tech ecosystem
Operational streamlining	Optimize functions	Centralize and share services
Employee integration	Benefits and concerns	Provide ongoing training
Brand consolidation	Maintain separate brand identities	Unified branding based on market response
Financial integration	Align financial reporting	Unified financial strategy



# THE DECISION: GOOD OR BAD?

## Positive aspects:

1. **Strategic Vision Alignment:** Aligns with NRG Energy's strategic vision, enhancing its position in the essential home services platform
2. **Immediate Synergies:** Provides immediate access to Vivint's 1.9 million subscribers
3. **Diversification and Financial Improvement:** Expected to improve and diversify NRG's financial profile
4. **Successful Precedent:** NRG's track record of successfully integrating companies like Direct Energy, Xoom, and Stream suggests a capability for realizing synergies from acquisitions

## Negative aspects:

1. **Market Reaction:** The significant decline in NRG's market capitalization after the Vivint announcement, considered one of the worst in the power and utilities sector, indicates a negative market perception
2. **Debt Funding Concerns:** The use of a substantial amount of debt (\$2.8 billion) for the acquisition has raised concerns about NRG's credit rating
3. **Execution Risk:** The execution risk of the transaction, with uncertainties around NRG's ability to successfully cross-sell and bundle energy and home products



# STOCK MARKET REACTION:

- **Nature of Reaction:** Highly negative and significant
- **Magnitude of Decline:** Approximately 20% in NRG's market capitalization
- **Monetary Loss:** Nearly \$2 billion lost in market value
- **Consistency of Reaction:** Share price decline persisted over the first week
- **Comparison to Sector:** Ranked as the worst deal in the power and utilities sector in the past decade
- **Investor Sentiment:** Near-universal skepticism among investors and sell-side analysts
- **Rationale for Skepticism:** Perceived as a poorly conceived and high-risk pivot into the home security business
- **Historical Context:** Reflects NRG's previous struggles in entering home services, raising concerns about strategic direction

# RECOMMENDATIONS:

- **Prudent financial management:**  
NRG Energy should carefully manage its financials, considering the debt-funded nature of the acquisition and potential impact on credit rating. Prudent execution and monitoring of financial health are crucial
- **Focus on cross-selling strategies:**  
Given the emphasis on cross-selling and bundling energy and home products, NRG should carefully strategize and execute its plans to ensure the success of this aspect of the acquisition
- **Leverage data for insights:**  
The combined entity can leverage the data from NRG and Vivint to gain enhanced insights into consumer experience, allowing for data-driven decision-making and adjustments when necessary
- **Communication and transparency:**  
Addressing investor concerns and maintaining transparent communication about the execution of the acquisition, especially regarding credit rating and integration strategies, is crucial for maintaining investor confidence



**THANK YOU!**

