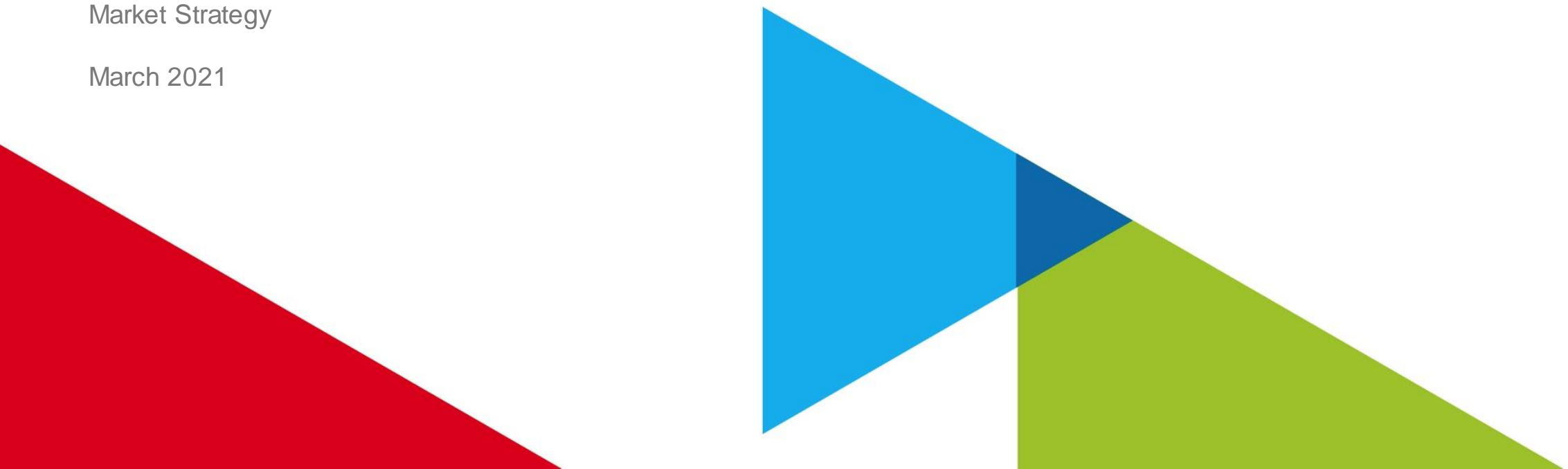


Introduction: New product launch efforts

Generator

Market Strategy

March 2021





Safety & DI

minute

Product overview



Goal

Launch partnership with marketers to promote generators in GA and refer customers to Canter Power System (Generac Distributor)

Vision

- Drive growth
 - New type of revenue – current and future efforts
 - Potential to sell to non-customers
- Increase customer retention (additional burner tip)
- Address the wants and needs of all current and potential customers

Product sales approach



Generac
70% generator
market share

Key partners

**Canter
Power Systems**

Call center & top
distributor
recommended by
Generac

Great customer
service

Description

AGL will work with
marketers to promote
generator offer and
will lead customers to
Canter. Canter sells
and installs product.

AGL will not be
involved outside of
marketing and gas-
metering needs during
installation.

Launch targets

Q2 2021
pilot GA launch
(if pilot successful,
no end date)

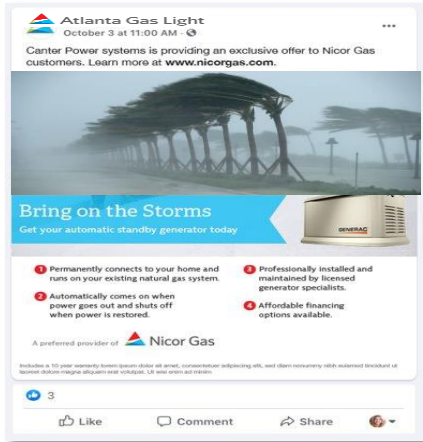
TBD
TN, VA, IL launch

Financials

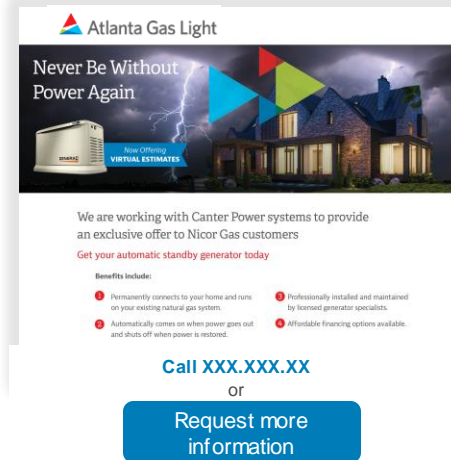
Revenue model:
% share of
product
installations

**Revenue is
applied above
the line and
returned to
customers**

Marketing and sales journey



AGL/Marketers* promote products
(Phase 1: via email, bill insert, website, paid digital)



Customer is directed to contact partner via phone or webform



Partner takes the lead (owns customer relationship) explains that they are offering promotions to AGL customers



Partner sells and installs product sends revenue.** Then sends revenue share based on sales conversions



Revenue is applied above the line and used to put downward pressure on rate increases

*AGL is working with the Georgia Marketers on partnership

**Sales to launch process is ~45 days



Partnership structure

- AGL will require marketers to send a set number of bill inserts and email to customers promoting the generator program
- Each marketer will receive the designed bill insert (with the marketer brand) have their own 1800 number to lead customers to Canter
- Customers should not be calling AGL for information, but we would still want to inform the call center team and rebates team about the efforts and provide the right 1800 to direct customers to canter (AGL will have its own 1800 to track transfers to Canter)

Benefits to marketers:

- Natural Gas industry protection
- Free branded marketing materials
- Increase customer retention (additional burner tip)
- Address the wants and needs of all current and potential customers
- Potential to sell to non-customers

Marketing tactics



Target market	<ul style="list-style-type: none">• Homeowner, middle age, affluent living in areas prone to bad weather
Marketing strategy	<ul style="list-style-type: none">• Start small and focus on costal region. Increase promotional efforts once success with smaller/targeted tactics has been achieved• Focus on heavy messaging during storm/hurricane season.• Rely on direct mail and digital tactics• Partner with marketers to send bill inserts and email messages
Tactic	<ul style="list-style-type: none">• Website, Bill inserts, Digital advertising
Messaging around partnership	<ul style="list-style-type: none">• “Exclusive offer for customers”• “We are working with Canter Power Systems to provide an exclusive offer to our customers”
Call to action	<ul style="list-style-type: none">• Call partner toll-free number• Visit partner landing page
Internal AGL support: Call-center	<ul style="list-style-type: none">• General awareness of programs• Transfer any calls requesting product info (minimal) or partnership complaints

Generac generator: sale and installation



Branding option 1

Marketer
logo

Find your calm in the
middle of the storm

Storm season is coming, be prepared
with a natural gas standby generator

 Atlanta Gas Light



\$10-14k
average cost of
installation

Temporary offers (still finalizing details)

- Financing as low as \$125/mo
- 0% financing for 5 years
- Free in-home or virtual estimates
- Free 10-year warranty (\$995 value)
- Mention this ad and receive \$500 off
- Employees receive 15% off

Branding option 2



HURRICANE SEASON IS HERE
GET YOUR AUTOMATIC STANDBY GENERATOR TODAY

Marketer logo

Now offering
VIRTUAL ESTIMATES



Get \$500 towards your generator when you trade in your portable generator for a standby generator!

Call now to schedule a demo
866.555.3366
www.gensync.com/generators

Marketer logo

BENEFITS INCLUDE:

- 1. Permanently eliminates the need for fuel that will never be used for anything else.
- 2. Permanently eliminates the need for power goes out and shuts off when power is restored.
- 3. Permanently eliminates the need for a generator that is not used for anything else.
- 4. Permanently eliminates the need for a generator that is not used for anything else.

DON'T GET LEFT IN THE COLD
GET YOUR AUTOMATIC STANDBY GENERATOR TODAY

Marketer logo

Now offering
VIRTUAL ESTIMATES



NEVER BE WITHOUT POWER AGAIN
GET YOUR AUTOMATIC STANDBY GENERATOR TODAY

Marketer logo

Now offering
VIRTUAL ESTIMATES



New product launch: our approach



Coordination group



Regulatory	Billy Horne April Zoebisch
Accounting & Finance	Gregory MacLeod Michael Campbell Matthew Kim Brad Jones Ron Foster
Engineering & Construction	Ashley DeLoney Jacob Ziliak
Corporate Communications	Robin Gray Tiffany Gilstrap Rebecca Reese Isaac Turner Bianca Bailey
Customer Experience / Contact Centers	Louise Scott Lisa Williams Marta Rodrigues DeLoach Ebony Roberts Patrick Bradshaw Tangela Mosely Terrell Kelly Johnson

Legal	Elizabeth Wade Kathryn Spencer Bill Mayer
Regulatory Acctg. & Reporting	Mike Morley Matthew Kim
Resource Management	Roy Chapman
Sales: Growth & Retention Organization (AGL & CGC)	Carl Garofalo Marcie Shields Corey Minshew Marcia Brownridge
Training & Business Intelligence & Analysis	Monica Goodson Sharlotte Walker
TO / IT	Opal Reed Stephanie Hull Beth Ann Hendrix Lorraine Ruth Eaton



TENTATIVE - Timeline

March 25: Introduce efforts to marketers Marketer decision makers

April 5 (week of): Marketer decision-maker meeting

April 12 (week of): Get participation decision from marketers

May/June: Launch

- Post information on AGL website
- Communication to AGL employees
- Offer for AGL employees

Timeline tentative – dates dependent on coordination with:

- New business teams (Coordinate with Corey's team on added load requests/capacity)
- Customer Experience
- Marketer engagement



Southern Company Gas