



# Four Paths to Prosperity: Growth Opportunities for Utilities

## Diversifying Utility and Industry Revenue Models

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# SATISFYING ENERGY CONSUMERS

Today, customers have new energy choices with greater control, comfort, convenience and customization



They might want to control their energy costs, improve comfort, or support environmental products



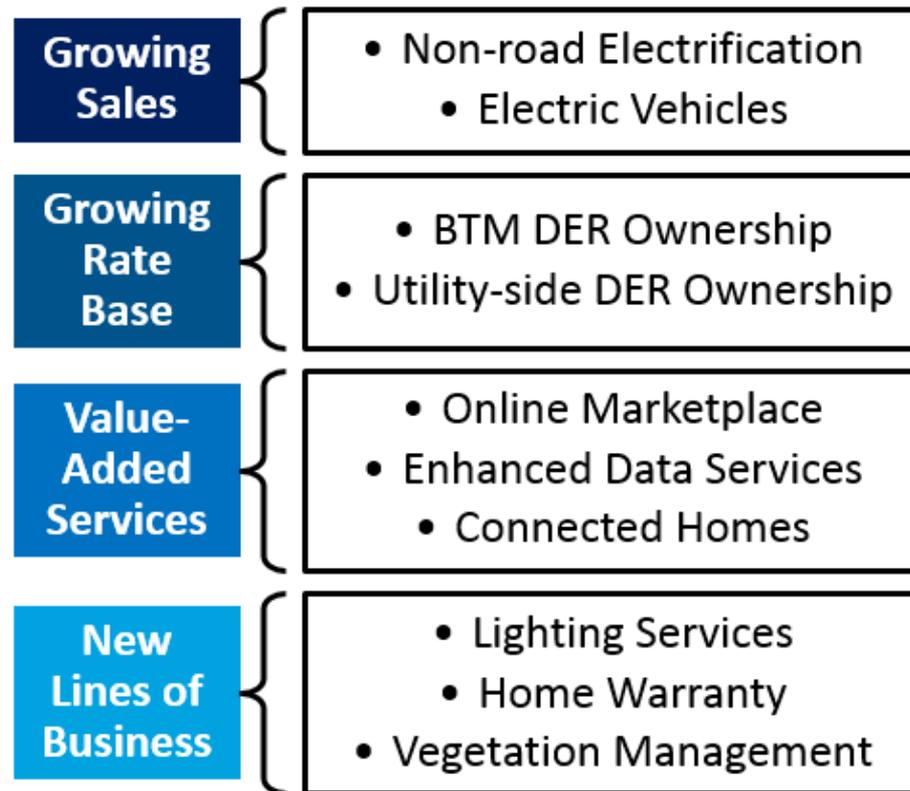
Utilities are well positioned to act as the trusted energy advisor and preferred providers of new products and services

Leading to new revenue and earnings opportunities



# FOUR PATHS TO PROSPERITY

Utilities can grow or diversify revenue by offering new products or services through these four different paths:



The revenue potential for each of the paths are linked to factors such as: market demographics, regulatory treatment, and capital availability.