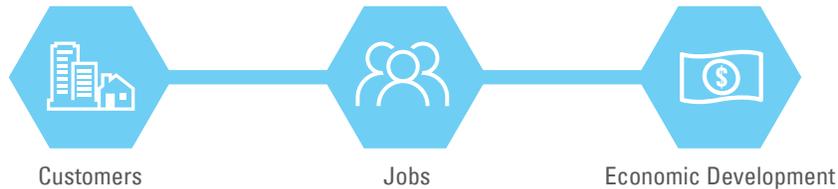


MARKET DEVELOPMENT INITIATIVE GOALS

The Market Development Initiative (MDI) is comprised of projects and partnerships all working together to engage customers and businesses who have not previously benefited from energy efficiency. MDI is delivering **Energy Efficiency for All**, and has three foundational goals:

1. Engage customers who have not previously benefited from energy efficiency
2. Increase number of energy efficiency jobs available to local and diverse candidates
3. Support new or growing energy efficiency businesses

Energy Efficiency for All is the recognition that energy efficiency services and the associated benefits can spur local economic development – especially in low-income communities and neighborhoods. All customers – regardless of income or socioeconomic status – should have access to incentives that help them overcome participation barriers, complete energy-saving upgrades, and increase their quality of life. Through its energy efficiency initiatives, Ameren Illinois is able to build greater community engagement, create energy industry jobs, and deliver cost savings to those that need it the most.



ENERGY EFFICIENCY FOR ALL

The award-winning Ameren Illinois Energy Efficiency Program encourages action through education and financial incentives that offset the cost of energy-saving upgrades. Since 2008, Ameren Illinois residential and business customers have achieved nearly \$1.25 billion in energy savings, reducing energy use by over 2.5 million MWh of electricity and over 51 million therms of natural gas.

Beginning in 2018, and in accordance with the Final Order of the Illinois Commerce Commission (ICC) issued Docket No. 17-0311, Ameren Illinois Company dedicated \$2.9 million for the Ameren Illinois Energy Efficiency Program Market Development Initiative (MDI). While MDI leverages a portfolio of over \$100 million annually, the mission is not only to meet key metrics, but to transform how the Energy Efficiency Program operates in every area. In order to realize these objectives, MDI closely integrates with both the business and residential portfolio on day-to-day operations and customer interactions, helping to identify more project opportunities, maximize customer touchpoints, and create a streamlined process for Program participation. MDI was created to cultivate new economic and energy efficiency opportunities for diverse individuals and communities residing in the Ameren Illinois service territory. Together, the Ameren Illinois Energy Efficiency Program and MDI will achieve **Energy Efficiency for All**.



BUSINESS

Since 2008, the Business Program has saved customers over 1.5 million MWh and over 26 million therms which is the equivalent of taking over 250,000 cars off the road for one year.



RESIDENTIAL

Since 2008, the Residential Program has saved customers over a million MWh and almost 25 million therms which is the equivalent of powering almost 100,000 homes for one year.



MDI

Since 2018, MDI has partnered with 24 Community Based Organizations, completed 64 energy efficiency projects, created 58 jobs, 54 scholarships, and 29 internships.