

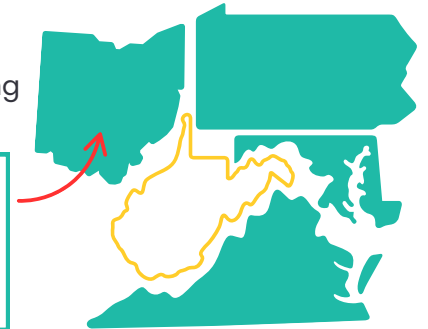
WEST VIRGINIA DEMANDS AFFORDABLE ENERGY

PROTECT OUR BUSINESSES: ALLOW LARGE ENERGY USERS TO SHOP

Captive electric utility customers in West Virginia have the second worst price performance nationally since 2008. Large energy consumers are finding better opportunities in neighboring states that allow commercial and industrial businesses to access electricity markets for better pricing.

West Virginia can't compete with neighboring states

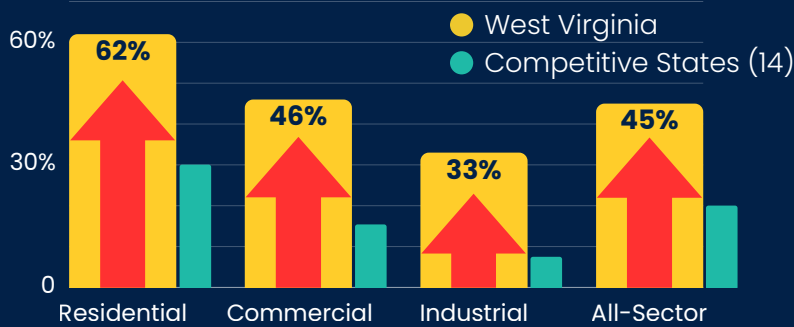
Businesses – existing and new – are finding other states more favorable for their energy-intensive operations. Some West Virginia businesses are signaling they are ready to relocate to competitive states.



\$1.17 Billion
ANNUALLY

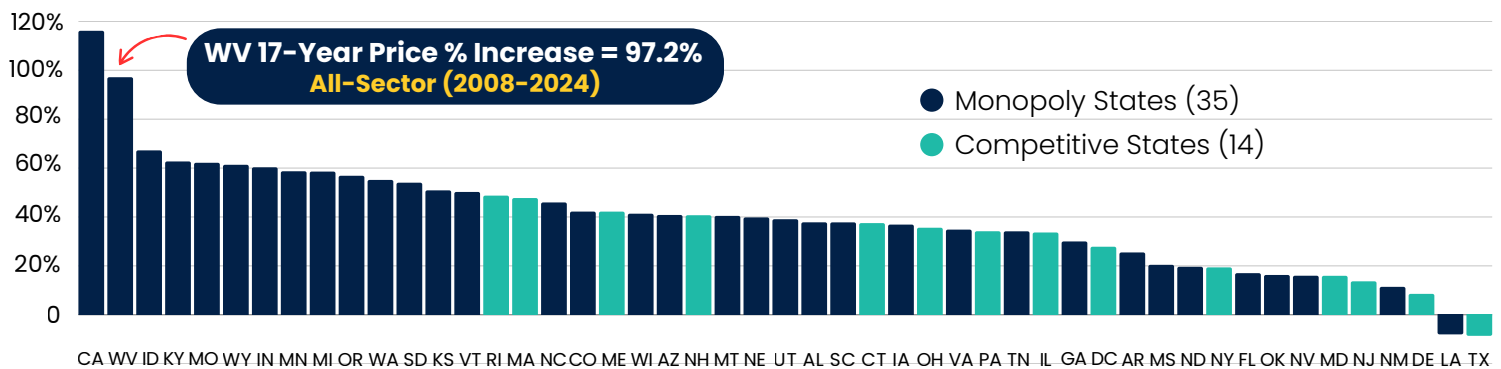
Source: Cleveland State University

How much commercial and industrial energy customers are collectively saving, on average, in **Ohio** because they have an energy marketplace.



WV Electricity Cost Increases

Between 2014 and 2024, all electric customer classes saw costs climb, averaging a **45% difference** in rates during an 11-year span.



CUSTOMER CHOICE ALLOWS NEW INVESTMENT AND PROTECTS CONSUMERS

Governor Morrisey's Goal: 50 GW of Power by 2050

Allowing utilities to exclusively build 35 GW of new power generation will cost Mountaineers tens of billions of dollars.



A Solution:

By granting access to customer load, competitive power producers can justify new private investment in West Virginia. This investment in new generation **protects consumers** by shifting the financial risk from ratepayers to private investors.

SOURCES

Governor Patrick Morrisey's "50 by 50" generation plan

Lazards 2025 Levelized Cost of Energy

U.S. Energy Information Administration Form 861M; Retail Energy Supply Association data analysis

2024 Update on Electricity Customer Choice in Ohio: Deregulated Markets Continue to Save Ohio Ratepayers Nearly \$3 Billion per Year

ENERGY FREEDOM & FAIRNESS ACT

EMPOWERING INDUSTRY. PROTECTING HOUSEHOLDS. ENSURING RELIABILITY.

Utilities face serious generation shortfalls as demand grows and plants retire. Building enough new power for every large customer would raise costs for everyone.

The Energy Freedom & Fairness Act offers a targeted fix — letting select large users procure their own power without shifting costs to others. It's not deregulation, but a practical reform that strengthens utilities, empowers customers, and protects ratepayers.

REDUCE RATE INCREASES

- **Eases pressure on rising rates:** Allowing some large users to procure their own power reduces how much new generation utilities must build—and the guaranteed profits ratepayers would fund.
- **Delivers savings and stability:** Limits costly short-term purchases. Since 2008, rates in monopoly states have risen 47%, compared to 14% in states that give customers options.

SPEED TO BUILD GENERATION

- **Faster, privately funded projects:** Independent producers can add generation quickly using private capital—no ratepayer approvals or cost recovery from captive ratepayers required.
- **Adds capacity without new rate hikes:** Expands supply sooner while shielding families from construction costs and utility markups.

SUPPORTS UTILITY RELIABILITY AND PLANNING

- **Strengthens grid reliability:** Large users who self-supply free up generation capacity and help utilities manage power plant retirements responsibly.
- **Keeps utilities focused:** Enables focus on transmission, distribution, and reliability instead of costly overbuilding.

SUPPORTS ECONOMIC DEVELOPMENT

- **Attracts jobs and investment:** Energy flexibility and cost certainty draw manufacturers and new business while protecting existing ratepayers.
- **Drives private-sector growth:** Developers build new generation, creating jobs and tax revenue—no ratepayer funding required.

MARKET-BASED INNOVATION

- **Encourages innovation:** Promotes demand response and energy management driven by market demand and competition, not regulation.