



Heron's Nest in Shallotte, the state's first residential microgrid

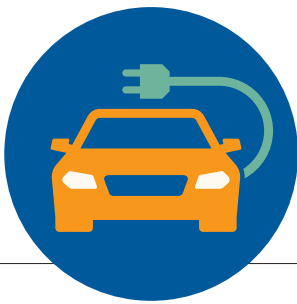
Creating Brighter Opportunities for Co-ops, Members & Communities

Business development is a key process in the transition to becoming the utility of the future for North Carolina's electric cooperatives. Rooted in emerging cooperative business needs, this process identifies ways to expand strategic product and service offerings that enable grid management and optimization, all done through the **lens of the members' growing needs** and expectations.

In this effort, we are identifying strategies that support our efforts to build a **brighter energy future** for cooperatives, members and communities.

| Cooperatives | Members | Communities |
|--|--|---|
| <ul style="list-style-type: none"> ▪ Increased member engagement ▪ Increased kWh sales and decreased peaks ▪ Reduced wholesale power costs ▪ Improved coordination and control of assets on grid ▪ Greater grid flexibility | <ul style="list-style-type: none"> ▪ Increased reliability ▪ Lower cost ▪ Greater options for convenience/control ▪ A shared focus on sustainability ▪ Strengthened relationship with co-op | <ul style="list-style-type: none"> ▪ Improved quality of life ▪ Economic development ▪ Job creation ▪ Improved environmental health ▪ Better grid resiliency |

The efficiency of the overall energy sector is improved by **beneficial electrification**, the conversion to electricity of things conventionally powered by other sources. This process creates a cleaner, cheaper and more energy efficient operating environment and offers tremendous opportunity for addressing, member, community and economic development needs, particularly in the areas of:



Electric Transportation

- Development of a strategically deployed EV charging network
- Education, awareness and targeted marketing efforts
- Cooperative programs and incentives to drive electric



Agribusiness

- High-efficiency irrigation systems
- Electric tractors and farm equipment
- Electric heating technologies for livestock and waste-heat recovery



Industry

- Radio frequency drying
- Ultraviolet cleansing technologies rather than chemicals
- Induction heating