



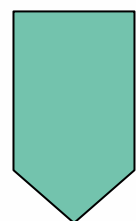
**Essent; balancing People, Planet,  
Profit and Power**

Michiel Boersma, CEO  
23<sup>rd</sup> World Gas Conference  
June 7<sup>th</sup> 2006

## **Essent is a leading Dutch utility with the ambition to excel in the generation, trade & supply of sustainable energy**

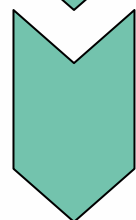
- 5.000 MW conventional generation capacity (23 % total capacity NL)
- 500 MW sustainable generation capacity; 3.750 GWh 2005 (45 % total production NL)
- 36,0 TWh Electricity and 7,6 Bln m<sup>3</sup> Gas total sales to end users 2005
- 2,5 million customers E & 1,9 million customers G in 2005
- Largest grid operator with on average 28 minutes outage (per connection low, medium and high voltage networks, 2005)
- 10.900 employees

## Essent is a vertically integrated company, and thus well positioned to build a sustainable supply chain



### **Biomass sourcing**

- Upstream activities in the biomass supply chain, to guarantee sustainability of biomass from source to customer



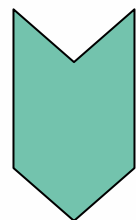
### **Trading**

- Market maker in:
  - Biomass (solid and liquid)
  - Green certificates
  - CO<sub>2</sub> allowances, Joint Implementation (JI), Clean Development Mechanism (CDM) credits



### **Generation**

- Focus on wind, biomass co-firing
- Growth in sustainable generation capacity (2004-2005) +80%



### **Supply**

- Sustainable energy products for business & consumer market

## Essent is market leader in Green Power

Essent is Inventor of the green energy product 'Groene Stroom' (1995)

Long term strategic partnership with WWF Netherlands



Market penetration green power in Dutch consumer market: 38%

Market share Essent in Dutch green power consumer market: 40%

Essent's proposition: green power for the same price as conventional power (guarantee 2006-2007)

Brand value

The effect of the sustainable activities on Essent's brand value is a significant increase of customer satisfaction and loyalty of the Essent customers

## **New *star* in the product portfolio: climate compensated gas**

Climate compensated gas: standard natural gas for households + 100% compensation of the CO<sub>2</sub> emission

Customers pay an additional fee for the CO<sub>2</sub> compensation of the used gas volume

Essent is responsible to arrange the CO<sub>2</sub> compensation

- CO<sub>2</sub> reduction through forestry and Verified Emission Reduction (VER)
- All projects meet the WWF Gold Standard and the Forest Stewardship Council (FSC) quality standard

The new product is invented in cooperation with WWF

- Quality monitoring of the compensation
- Public recommendation



## Climate compensated gas

Marketing proposition "Groen voor Gas" ("Green Gas"):

- 100% compensation of the caused CO<sub>2</sub> emission
- Easy way to take responsibility in climate change
- Only a small extra fee per m<sup>3</sup>

Marketing Challenge:

- Customer knowledge of climate compensation mechanism is low
- Lifecycle of the carbon retailing market in the early adapter stage
- Willingness to pay an extra fee for the environment

Product development 2006:

- The introduction of climate compensated gas for business customers



**Example of a recent  
customer retention  
campaign  
sustainable energy:**

**"Nature thanks you  
in her own way..."**



### **De natuur bedankt u op haar eigen manier**

Als eerste energiebedrijf heeft Essent 10 jaar geleden Groene Stroom ontwikkeld. Inmiddels leveren we samen met meer dan 800.000 klanten een enorme bijdrage aan het terugdringen van de CO<sub>2</sub>-uitstoot. Zo helpen we samen met u klimaatverandering tegen te gaan. En dat blijven we doen. De natuur bedankt u daarvoor... op haar eigen mooie manier. Wilt u meer informatie? Bel 0800 03 30 of kijk op [www.essent.nl](http://www.essent.nl). **10 jaar Groene Stroom.**

