

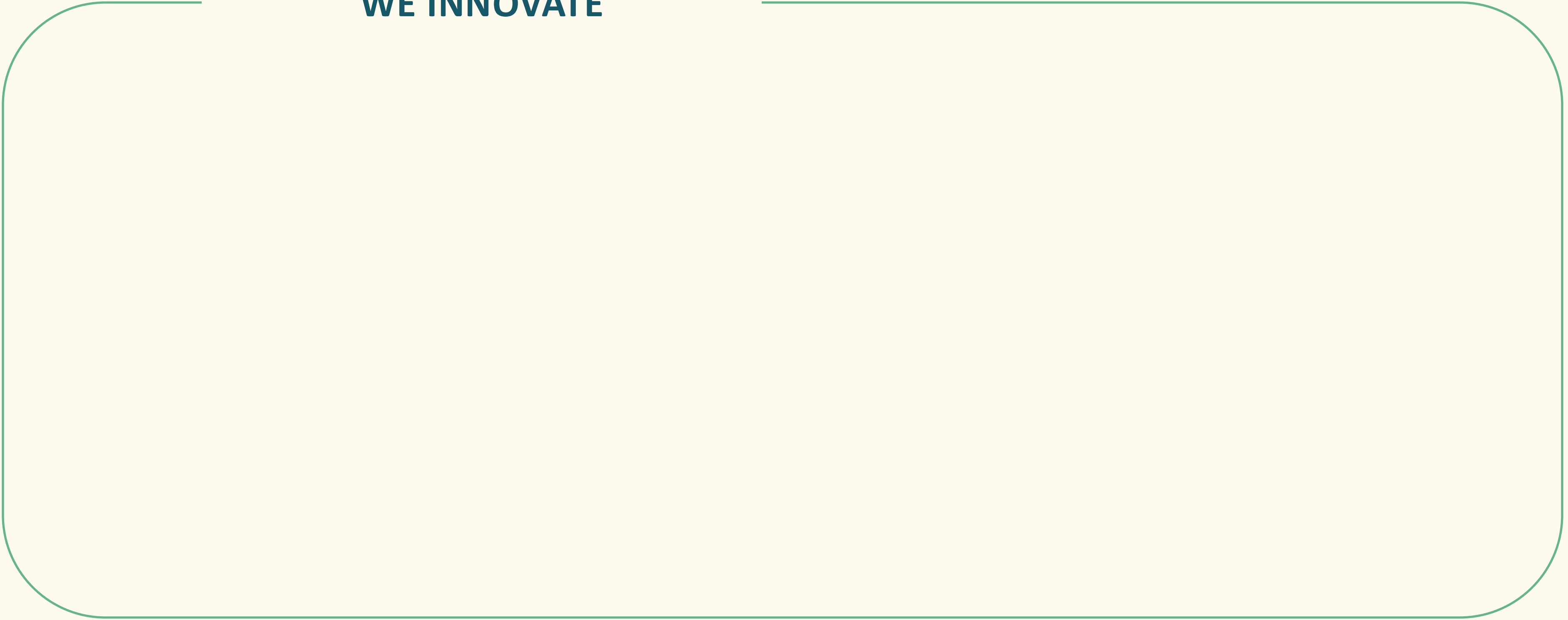


You're Invited: A Sneak Peek Behind the Product Development Process at AM Conservation

Tuesday, March 25TH

AM CONSERVATION

WE INNOVATE



AM CONSERVATION

WE INNOVATE

Products



+40 Patents

- Air Quality
- Thermostats
- Smart Home
- Lighting
- Power
- Weatherization
- Bath
- Kitchen
- Lawn & Garden
- Appliances
- Electrification
- Water Heating
- HVAC



AM CONSERVATION

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Products



+40 Patents

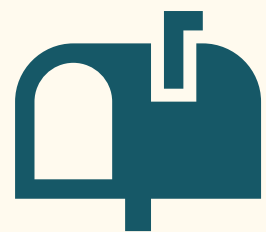
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evolve

SIMPLYCONSERVE®

Delivery Platforms



+32 Million Measures
Delivered Annually

- Efficiency Kits
- K-12 Education
- Marketplace
- FlashMarket
- Trade Ally Supply – Materials Portal
- Turnkey Air Source Heat Pump Platform
- Nationwide Warehousing & Delivery

AM CONSERVATION

WE INNOVATE

TO ENHANCE

Products

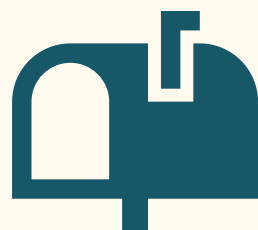


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Ease of Implementation

Cost-Effectiveness

Program Impact

01.

How We Innovate

A peek into our methodology

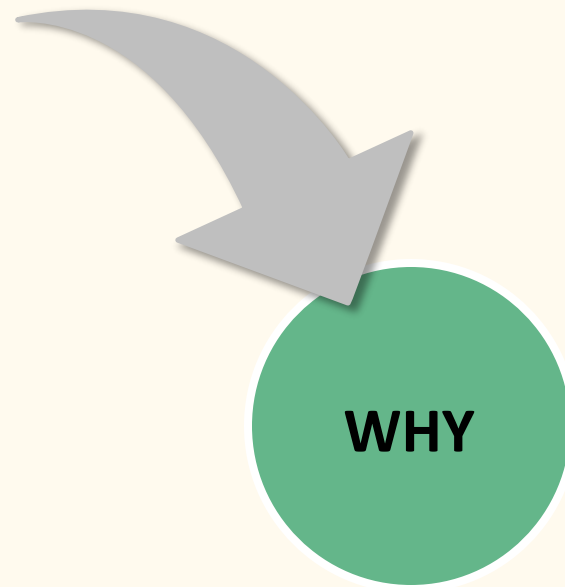


**“People will soon forget what you
said. They will never forget how
you made them feel...”**

– Maya Angelou

The Golden Circle – It Starts & Ends With Why

BOLDLY CHANGE
OUR ENERGY
FUTURE

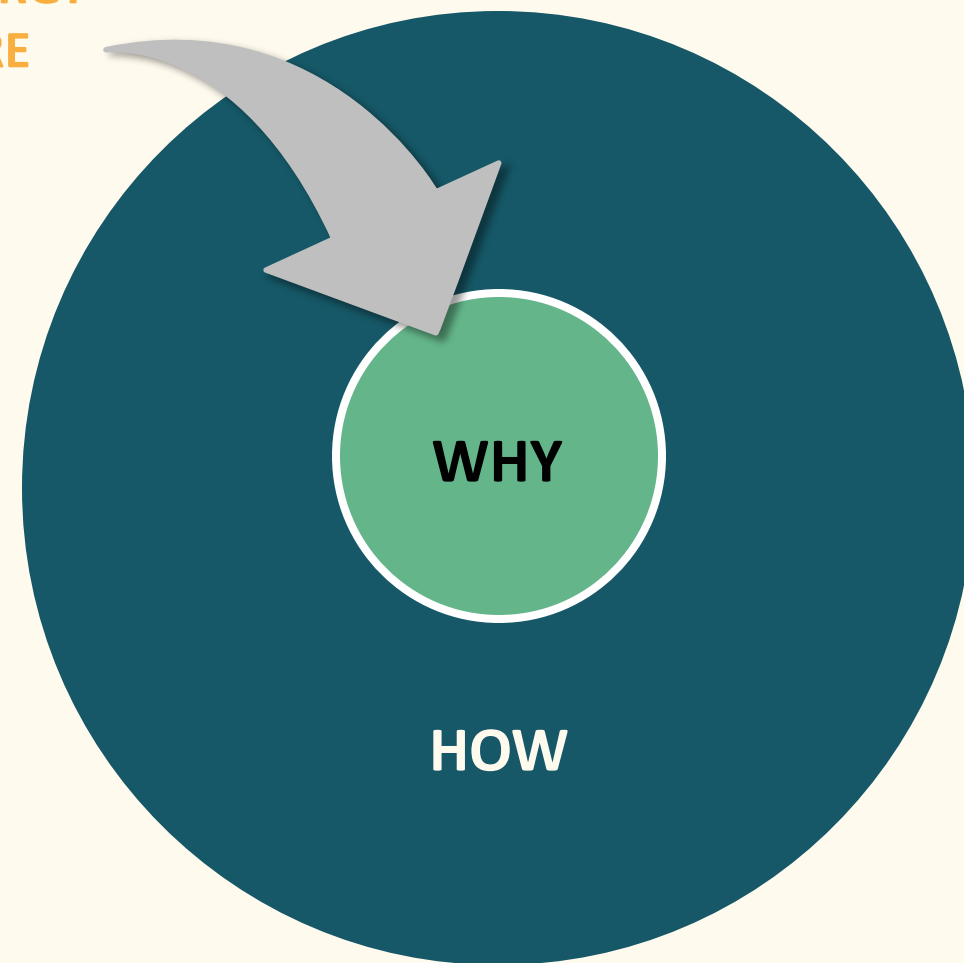


To **enhance** the **lives** of our customers and the communities they serve by **strengthening** their **businesses** and **improving** the **environments** in which **we all** live, work, and play.



The Golden Circle – It Starts & Ends With Why

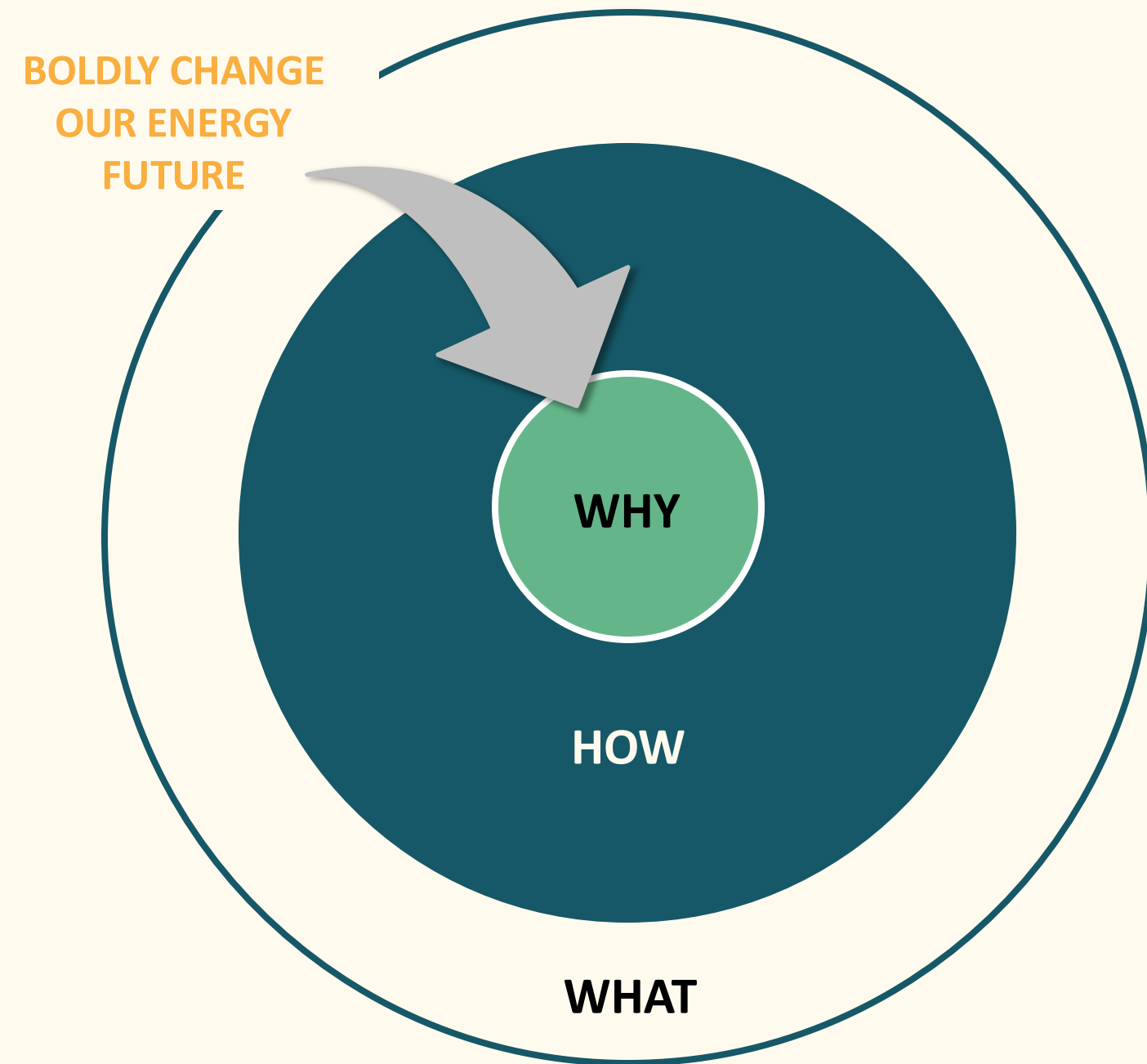
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By innovating products and their delivery platforms to enhance ease of implementation, cost-effectiveness, and program impact.

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OUR ENERGY
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Save water
Save energy
Reduce carbon emissions

PROBLEMS

Utilities report having **trouble** reaching and **appealing to customers** and face **challenges raising awareness** for energy efficiency incentives **and participation** opportunities.



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SOLUTIONS

Be sure to **emphasize experiences** the product delivers and how it **improves wellness, comfort,** or **convenience.** It's **more engaging** than focusing solely on efficiency.

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OUTCOMES



Increase Uptake

Increase installation rates and product persistence.



Enjoy Non-Energy Benefits

Your customers enjoy more convenience, comfort and wellness.



Builds Trust

Customers are more likely to participate in other programs.



Program Success

Higher participation rates year after year.

Our Innovation Process

HEARING

Our Innovation Process

HEARING



CONCEPT
GENERATION

idea solving
market needs

.5 months

Our Innovation Process

HEARING

CREATING

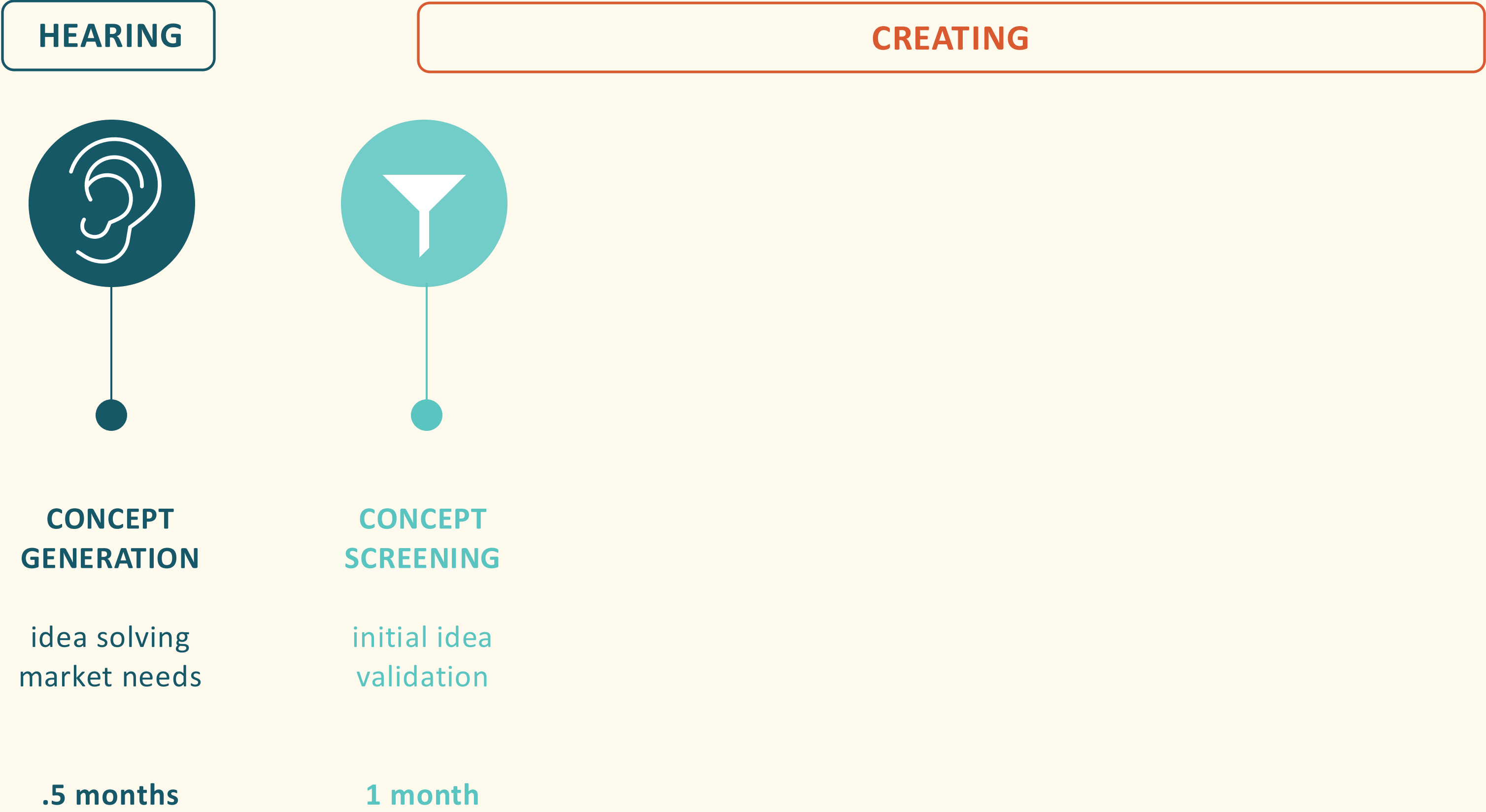


CONCEPT
GENERATION

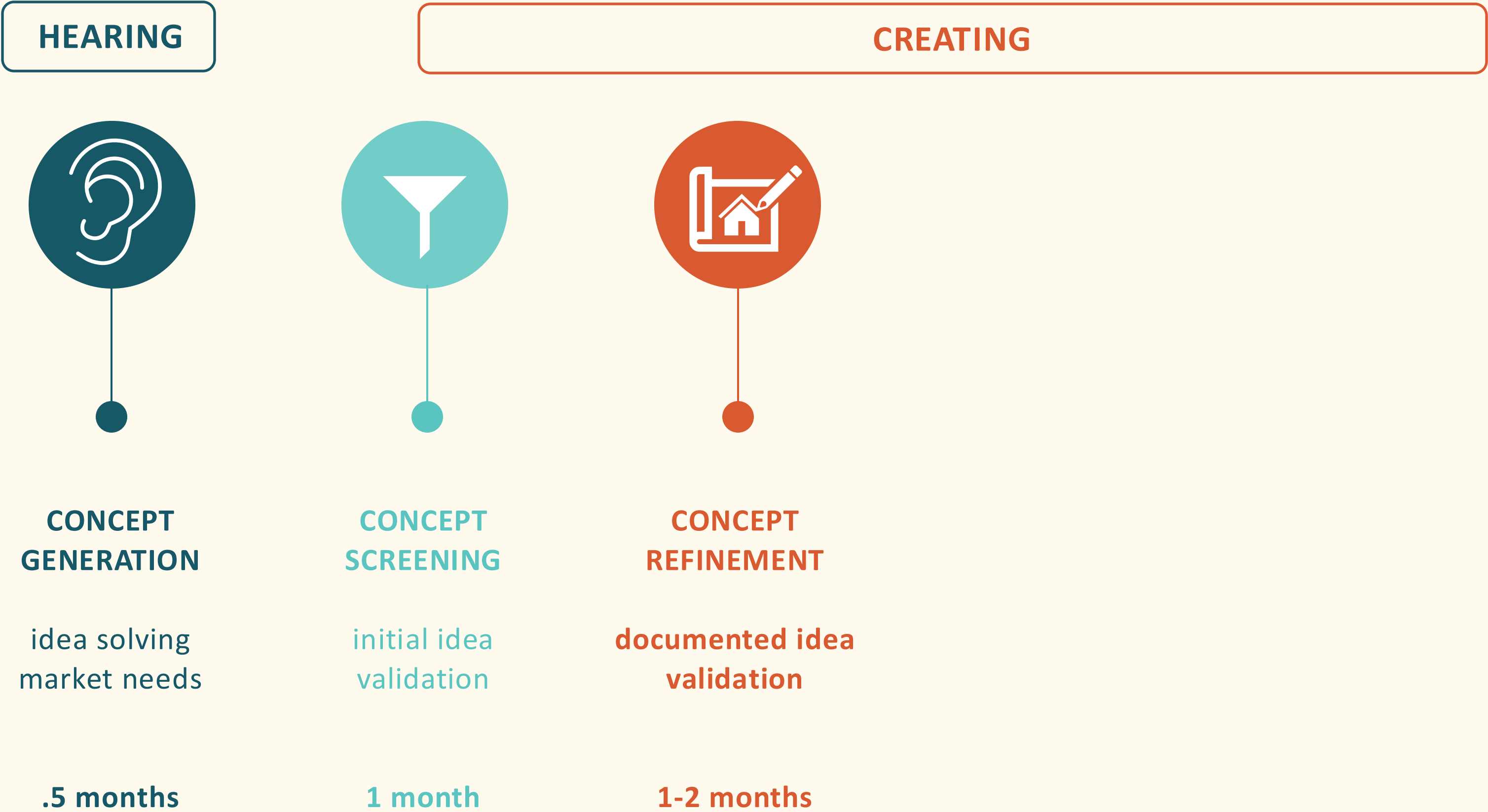
idea solving
market needs

.5 months

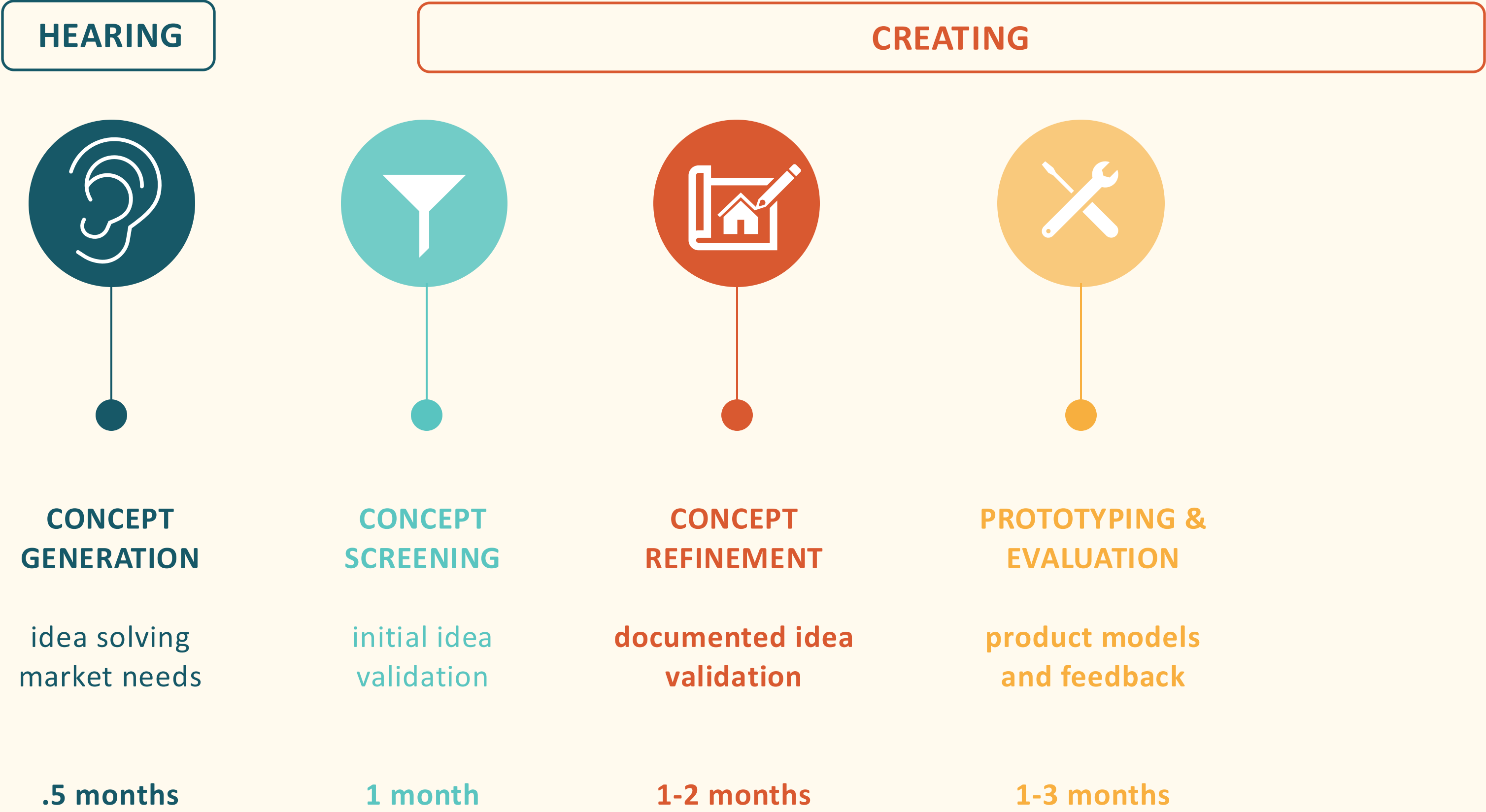
Our Innovation Process



Our Innovation Process



Our Innovation Process



Our Innovation Process

HEARING

CREATING



**CONCEPT
GENERATION**

idea solving
market needs

.5 months

**CONCEPT
SCREENING**

initial idea
validation

1 month

**CONCEPT
REFINEMENT**

documented idea
validation

1-2 months

**PROTOTYPING &
EVALUATION**

product models
and feedback

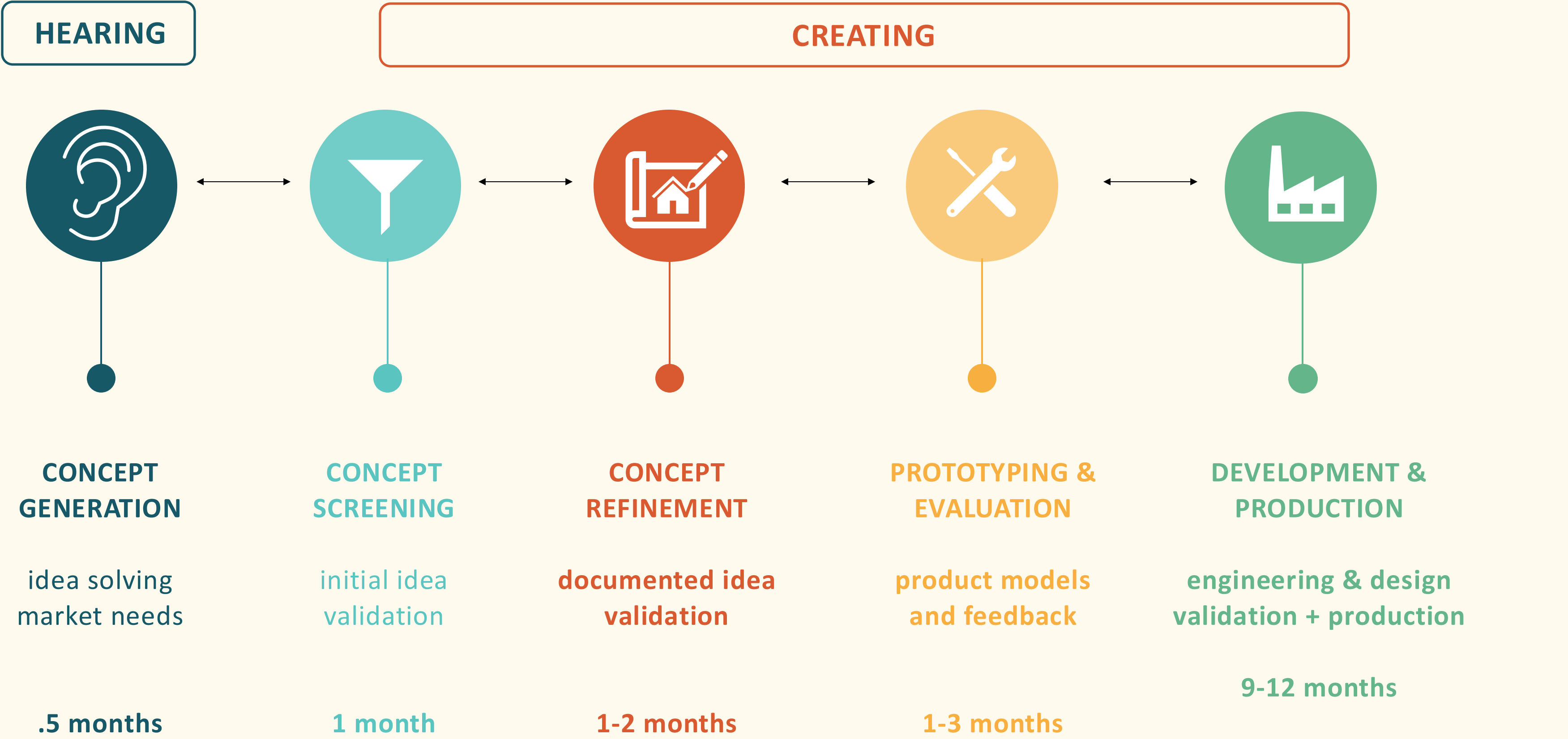
1-3 months

**DEVELOPMENT &
PRODUCTION**

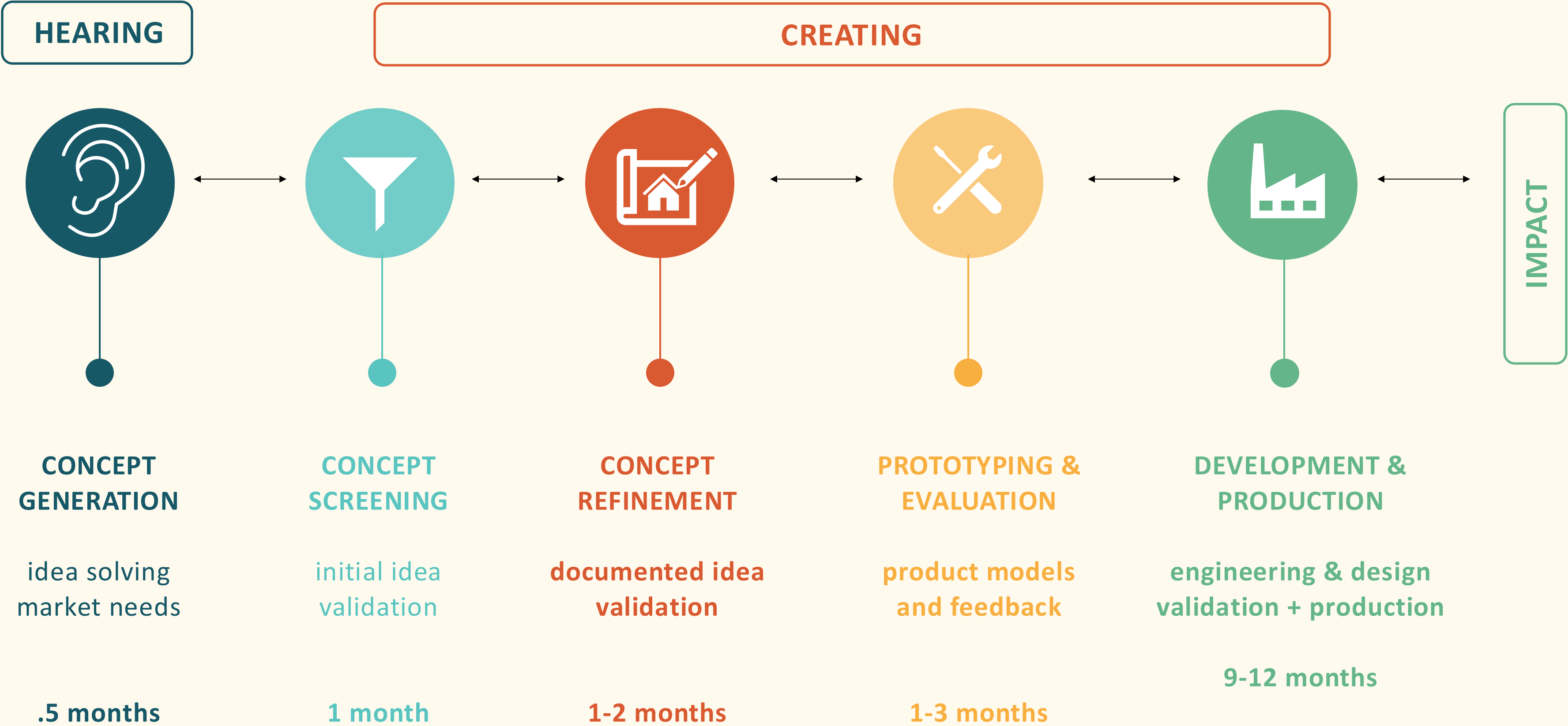
engineering & design
validation + production

9-12 months

Our Innovation Process



Our Innovation Process

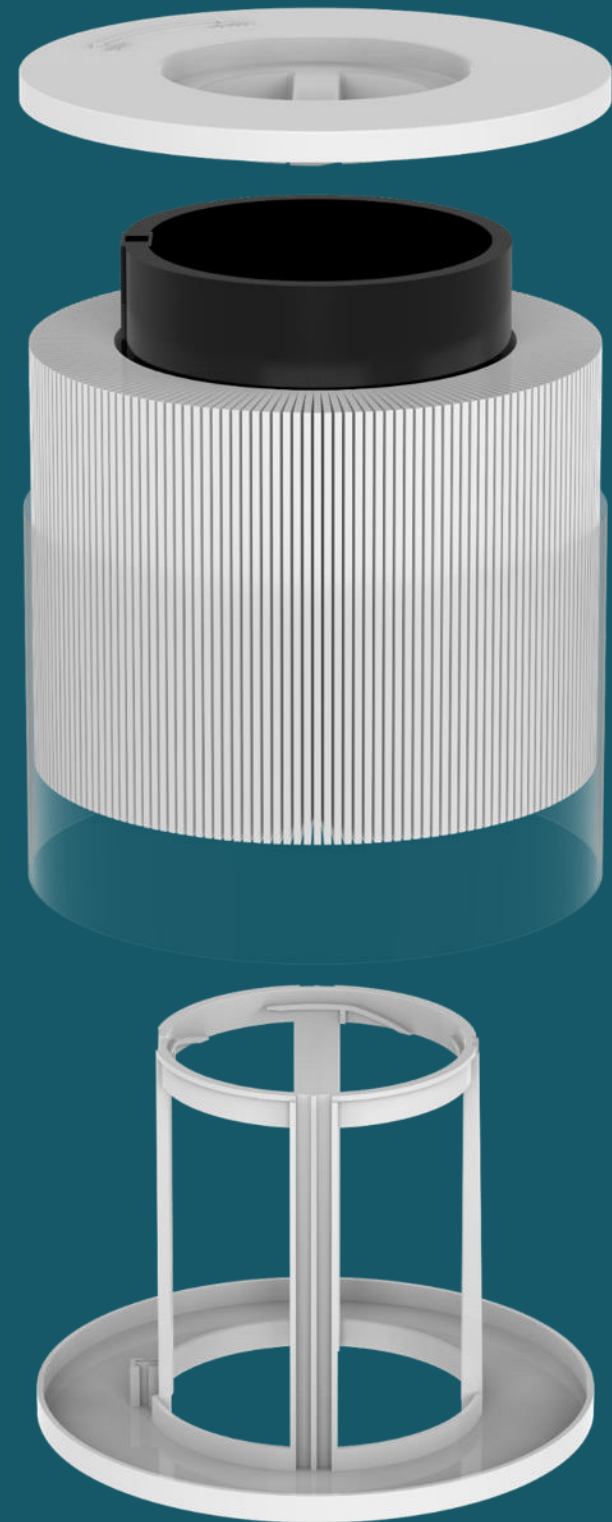


02.

Advanced Air Filter Cartridge & Air Purifier

Hearing, Creating, and Impact

Simply Conserve® Advanced Air Purifier Cartridge



Hearing

- Our Simply Conserve Tabletop Air Purifier didn't meet program requirements in CA.
- Meeting with RHA in Feb 2024.
 - Filter affordability key consideration for LMI
 - Air purifier filters must have a reusable prefilter that could be cleaned
 - More expensive air purifiers use individually replaceable filters



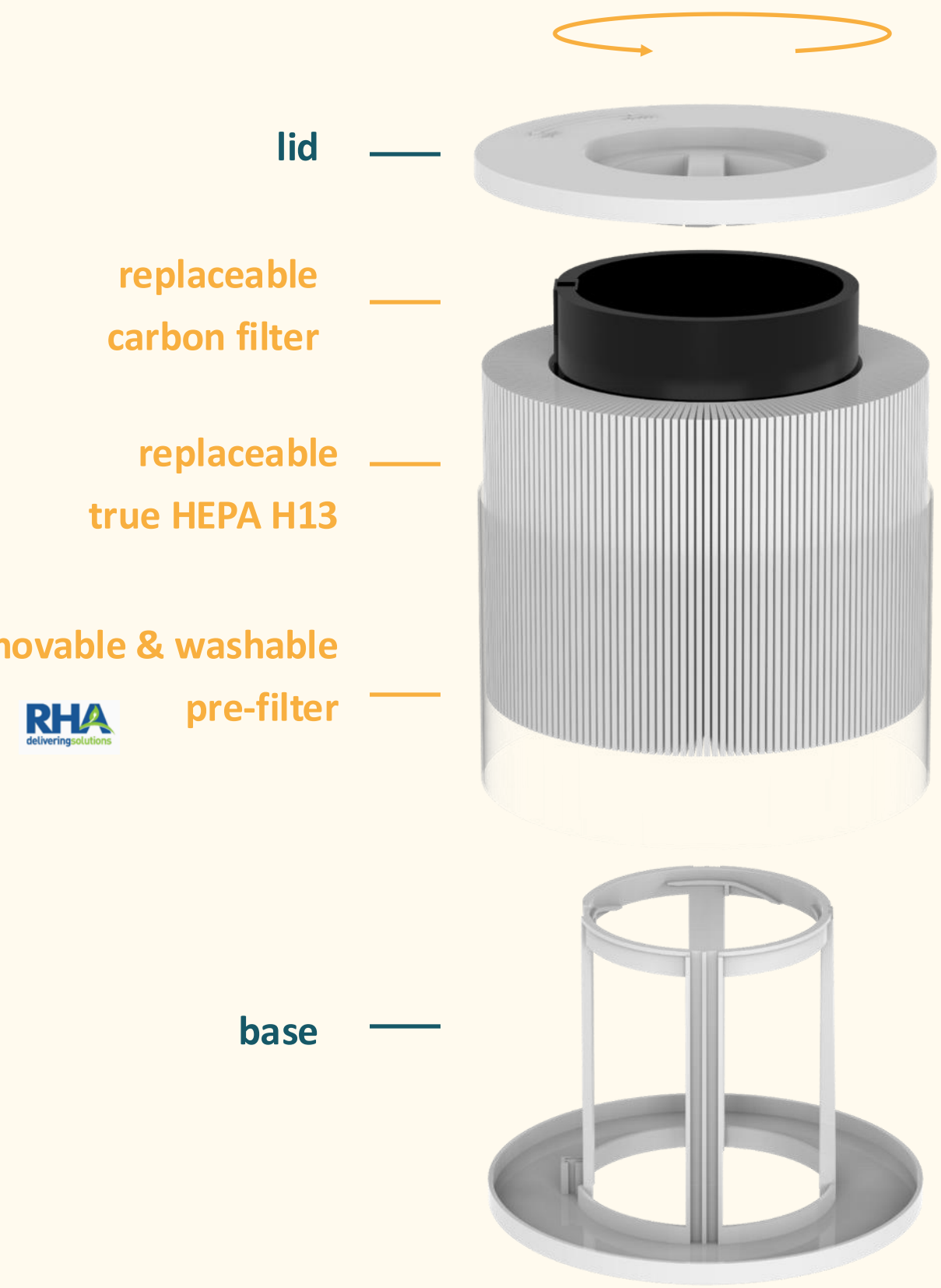
Idea – Concept Generation

Could we significantly **lower total cost of ownership** by designing a cartridge style system with individually replaceable filters?

Air Purifiers can't provide program benefits if they are too expensive to use. (health, wellness, energy savings)

Creating

Patent Pending Cartridge With Replaceable Filter Components



Why?

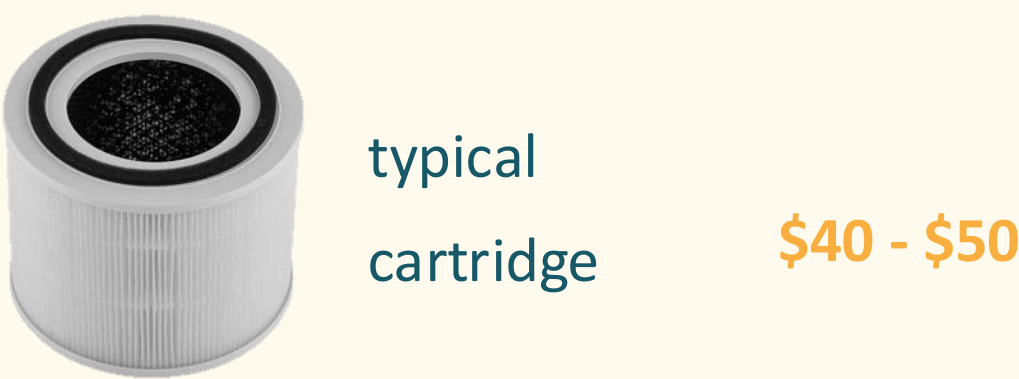
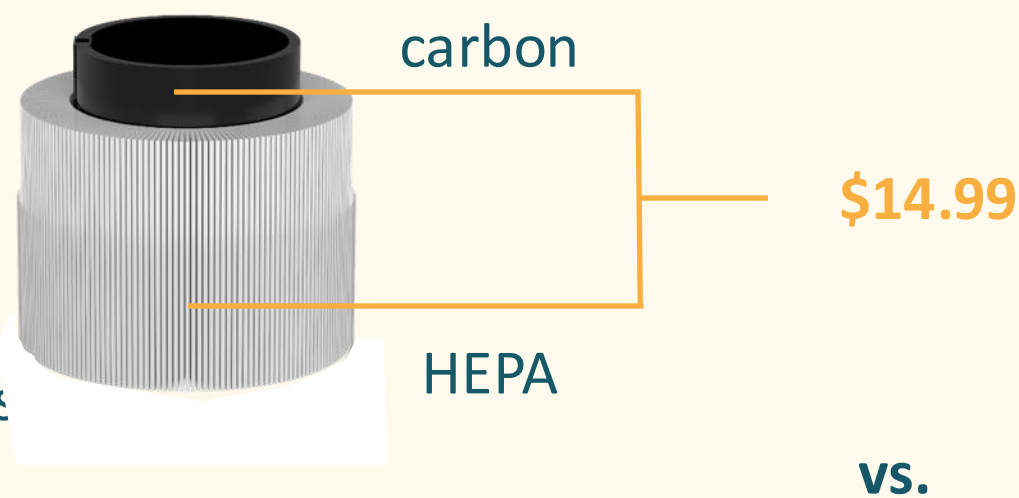
Superior Cost of Ownership

Easy To Maintain

- Program participants save \$75 - \$100 annually on filter replacements.
- + 60% savings vs. competitor cartridges

Simple To Sustain

- Lower CO2 emissions (plastic + shipping)
- Reduced landfill waste



Impact



Current Air Purifier Success



Fall 2025
Launch!

Residential LED Replacement

- Program @ **20% of goal** in June when LEDs phased-out
- Air purifier measure launched
- Promotion and viral growth surged in August '24 with **2,800 orders in 6 days**
- Program @ **80% of goal** by early September




The Simply Conserve Air Purifier offered **substantial non-energy benefits** focusing on health and wellness which **contributed to its viral success.**

Read More

Scan to read more about
this case study.





Energy Smart
A New Orleans Program


Energy Smart Program Accelerates Energy Efficiency Engagement

Simply Conserve Air Purifier Replaces LED Rebates To Boost Savings & Health For Entergy New Orleans Customers


THE STORY

As rebates on LED lighting were discontinued, Entergy New Orleans' Energy Smart program faced a serious challenge: finding a replacement product capable of cost-effectively driving significant customer interest and program savings. In their search for an innovative measure with strong customer appeal, Entergy turned to AM Conservation's Simply Conserve® Tabletop Air Purifier. It stood out not only for its efficiency, but also for resonance with customers by easily and conveniently enhancing their health and wellness.


Recognizing this potential, Entergy New Orleans launched the free air purifier promotion on their Energy Smart Marketplace in June 2024. This strategic move aimed to achieve multiple goals:




delivering substantial electric savings



enhancing indoor air quality



fostering new customer relationships



highlighting the importance of energy-efficient solutions throughout the home

THE GOAL




Entergy New Orleans' primary objective was achieving 229 kWh in energy savings per unit while maintaining the program's historical \$0.40/kWh savings target. Entergy knew the air purifier would be a more expensive offering, but they also believed overall budgets could be maintained by combining strong product uptake with reduced marketing expenses. To achieve these results, they chose to offer the Simply Conserve Tabletop Air Purifier at \$0 cost to customers— a \$99.99 value. It was a strategy balancing cost-effectiveness with impactful results to ensure the program met or surpassed savings targets within budget.

OUR INITIAL STRATEGY

The free air purifier launch was enacted through a series of strategic marketing tactics, delivering impressive outcomes:

- **Community Outreach:** In June 2024, Energy Smart shared handouts at community outreach events, promoting the air purifier offer and cross-promoting other Energy Smart programs aimed at improving indoor air quality. This initial effort led to the order of 60 units.
- **Email Marketing:** In July 2024, AM Conservation launched a targeted email marketing campaign, reaching segmented customer groups, resulting in an 8.5% conversion rate and an additional 800 units ordered.

AM CONSERVATION™

Contact us today to learn more. AMConservation.com / 843-971-1414 /   

002-0737-02-00

SALES AND IMPACT OVERVIEW

JUNE 2024:
60 ORDERS

JULY 2024:
800 ORDERS

AUGUST 2024:
2,800 ORDERS (WITHIN 6 DAYS)

TOTAL UNITS ORDERED: 3,980

GENERATED SAVINGS: 910,275 KWH

03.

ShowerStart[®] TSV³

Hearing, Creating, and Impact

Evolve ShowerStart® TSV³



Hearing

- Low-flow showerheads are prevalent in energy-efficiency programs
 - But people don't really want them – not even us
- 56% of bathers complain about how long their shower takes to warm up
- 75% of bathers turn-on the shower and leave to do something else.

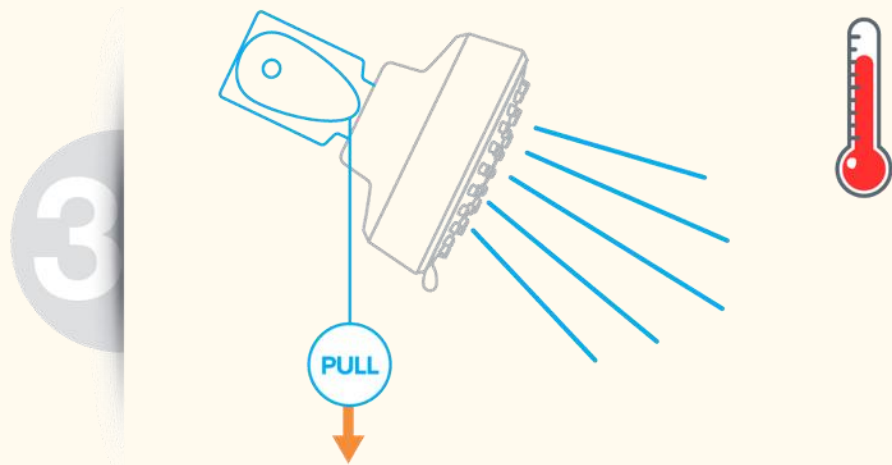
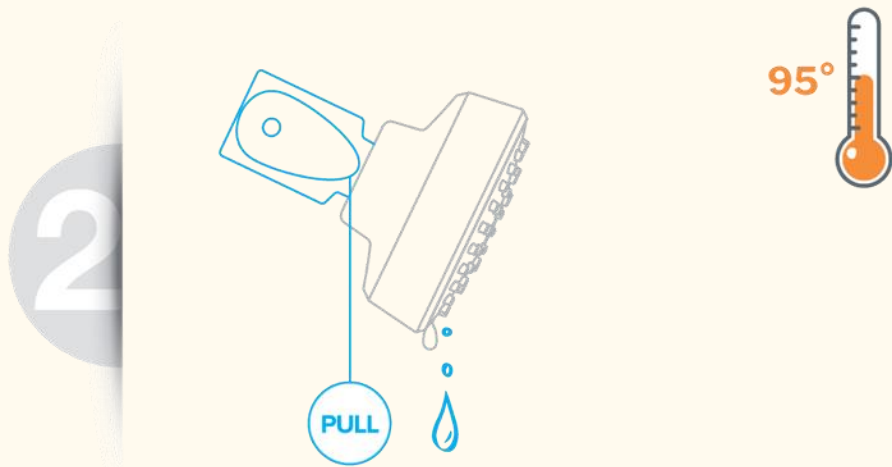
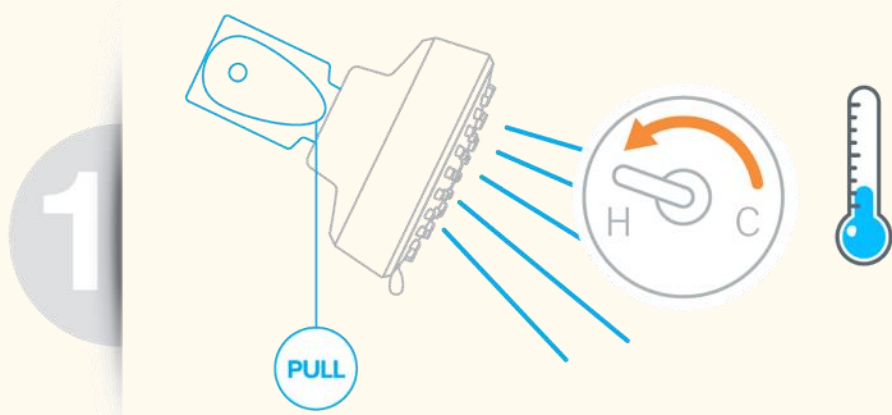


Idea – Concept Generation

Could we create an improved showering experience, that also saves energy and water without using low-flow showerheads?
(comfort, convenience, energy savings)

Creating

Thermostatic Technology to Save “Warm-Up Waste”



Why?

Boosting Efficiency with Comfort and Convenience

Does NOT Take Water Away During a Shower

- Savings occur before showering begins

No Routine Changes from Bather

- Saves 1.5 - 2.5 gallons per shower
- Compatible with existing showerhead

Easy to Use and Install

- Installation takes 5 minutes
- Automatically resets for the next shower

Impact



Over 4
Million
Installed!

Current TSV Adoption

Direct Install Programs

- Since 2011 in California's Energy Savings Assistance Program.
- Widely included in TRMs across the country.

eCommerce Programs

- Utilities such as Salt River Project and Entergy New Orleans offer the ShowerStart® TSV³ on their marketplaces.

Education Programs

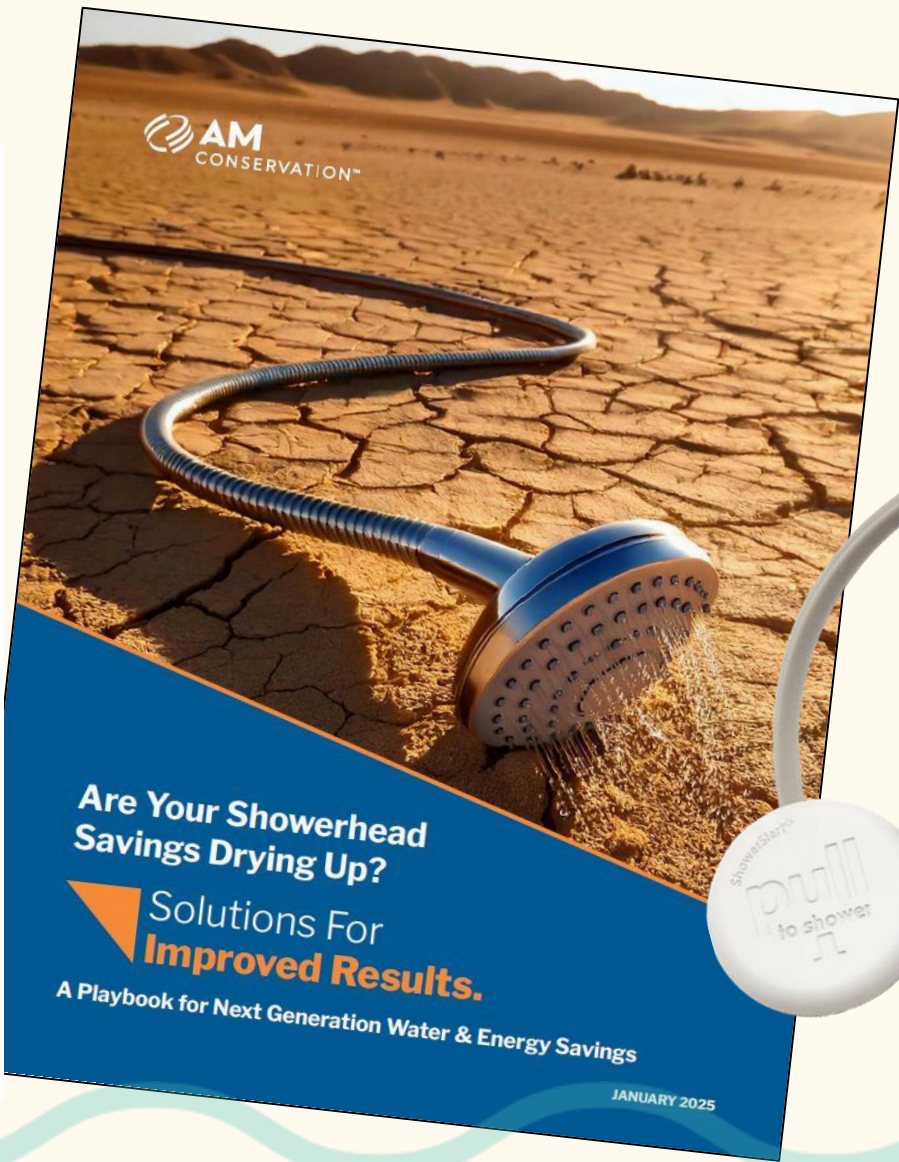
- Students can learn about thermostatic technology and unique methods for saving energy and water.



ShowerStart® TSV³ works by effortlessly saving the hot water that's wasted while waiting for the shower to get warm.

Free Samples

Receive free samples by
reading our latest guide.



04.

MADE IN THE USA DOOR SET WEATHERSTRIPPING

Hearing, Creating, and Impact

Simply Conserve Made In The USA Weatherstripping Door Sets



Hearing

- Build America Buy America enacted as part of 2021 Infrastructure Investment and Jobs Act.
- Renewed market interest for Made In USA weatherization products especially in WAP and LIHEAP programs.
- Customer disappointment over stock-outs for our premium door sets.
 - Our products contained significant American content but were not Made in the USA.



Idea – Concept Generation

We were sending high-quality USA Made seals overseas for assembly into carriers to remain cost competitive.

Could we design a **new product platform** to **reduce costs**, lead times and **repatriate product** to USA.

Creating

Standardized Platform Increases Simplicity & Reduces Costs

Specialized Gaskets

- Closed foam U
- Sub-zero TPR bulb
- Silicone wedge

Common Carrier

- Aluminum
- Screw-in
- Slotted adjust



Dual-Seal Technology

- Specialized gasket
- Carrier back-seal
- Caulk-free
- Pass blower test on 1st try
- Increased stability for sealing longevity

Why?

Cost Optimized Common Carrier To Enable Made In USA Viability

- Reduced development cost – single set of tooling
- Improved assembly cost - labor efficiency
- Lowered inventory cost – one part, many products
- Improved lead times – reducing supply chain costs



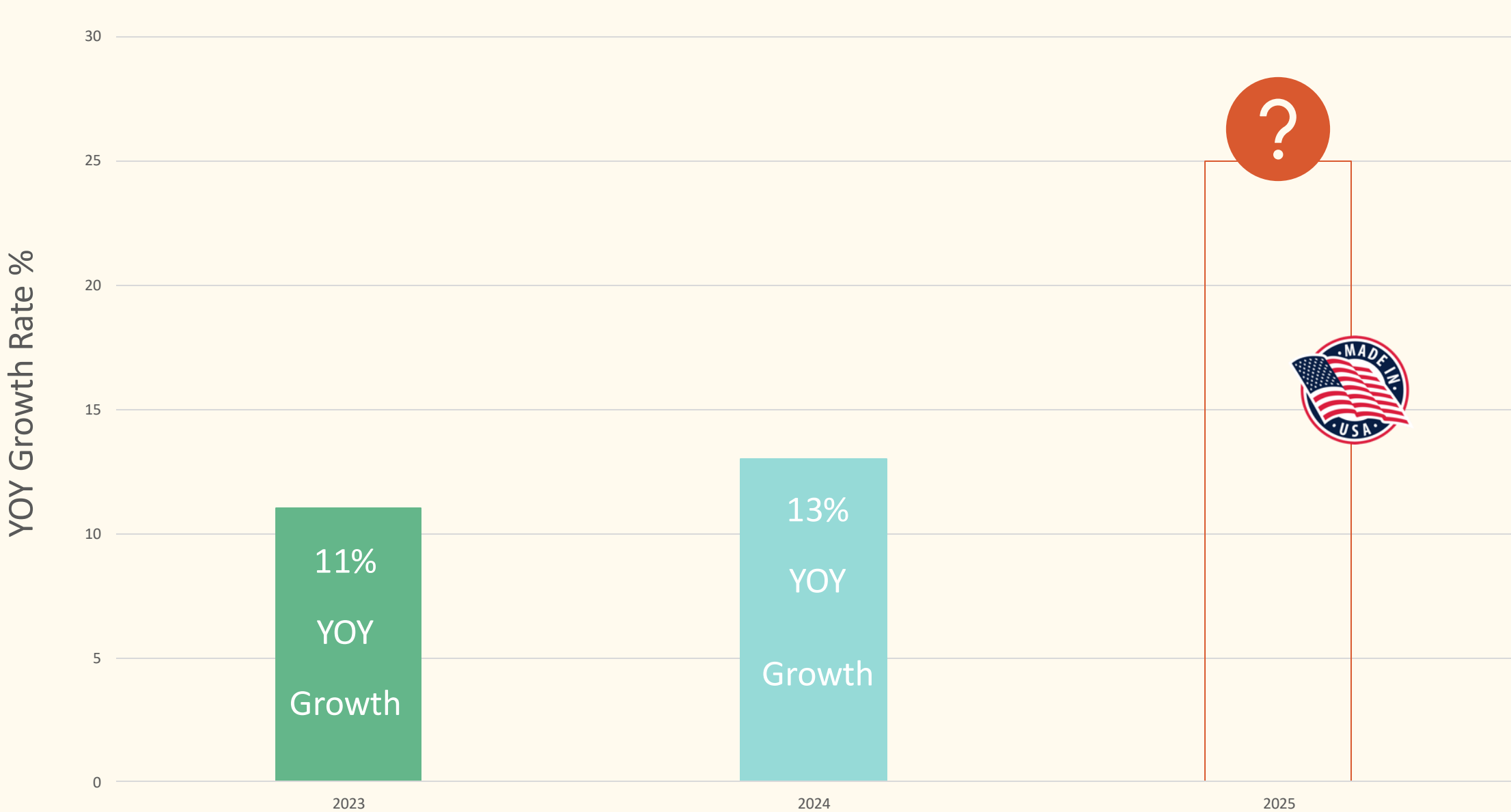
Impact



Fall 2025
Launch!

Poised To Accelerate Category Growth

MADE IN USA will improve things even more!



Learn More



Learn more about our
weatherization products.



05.

Let's Wrap Up

What we covered



**“In general, it’s best if you’re
building something
that you yourself need.”**

– Sam Altman



Do you hear that?



Do you hear that?
It's your ideas...



Do you hear that?

It's your ideas...

We're excited to hear them



QUESTIONS?

Come find us later! We're happy to chat through any questions or ideas that you have. Looking forward to hearing from you!

THANK YOU

