

RE: Media Release for Stem

From: Utilia Amaral <utilia.amaral@gmail.com>
To: "Berry, James (ENERGY)" <james.berry5@ontario.ca>
Cc: "Whittington, Matt (ENERGY)" <matt.whittington@ontario.ca>, "Feenstra, Mike (ENERGY)" <mike.feenstra@ontario.ca>
Date: Mon, 26 Feb 2018 19:04:39 -0500
Attachments: Stem Ontario INOAC_022618 FINAL.docx (25.58 kB)

Hi James,

Here is the final version of the release. It will be posted on the Business Wire tomorrow morning (9 am EST).

The Stem team thanks you for your support on this. We'll keep you in the loop if we generate any media interest.

Best regards,

Utilia

Sent from [Mail](#) for Windows 10

From: [Berry, James \(ENERGY\)](#)
Sent: Monday, February 26, 2018 4:48 PM
To: [Utilia Amaral](#)
Cc: [Whittington, Matt \(ENERGY\)](#); [Feenstra, Mike \(ENERGY\)](#)
Subject: RE: Media Release for Stem

Hi Utilia, please see below Minister Thibeault's approved quote. Let us know if the quote is okay and what time the release will be issued, including whether it will be issued via CNW or another similar service.

And relatedly, we wanted to see if Stem/INOAC would consider removing the mention of "fees" highlighted in the paragraph copied and pasted from the news release subsequent to the Minister's quote below. It's our perspective that the word fee isn't a fitting way to describe GA costs, as it covers the costs of investments in building new electricity infrastructure/delivering conservation programs. Can you check to see if that's okay to be removed?

Thank you,
James

"Unleashing the benefits of energy storage technology is a key focus of Ontario's 2017 Long-Term Energy Plan and an important part of our continued commitment to improve energy affordability for our province's job creators. Through our Industrial Conservation Initiative (ICI) program we're also providing incentives for large electricity consumers, like INOAC Interior Systems, to reduce their consumption during peak hours and lower their

electricity costs. This program is benefiting both families and businesses, and the electricity system as a whole by deferring the longer-term need for investments in new peaking generation."

Each year, the Independent Electricity System Operator (IESO) determines Ontario's five highest hours of net energy demand for the previous 12 months. Class A eligible customers that participate in the Industrial Conservation Initiative pay **Global Adjustment fees based on their percentage** contribution to the top five peak demand hours. **Athena™**. Stem's proprietary artificial intelligence for energy storage-based virtual power plants, enables **Ontario businesses to reduce Global Adjustment fees automatically and without** interruption to operations by anticipating likely peak hours, adapting in real-time to optimize the timing of energy use and then using stored energy to reduce their facility's demand on the grid during those peak periods.

From: Utilia Amaral [mailto:utilia.amaral@gmail.com]
Sent: February 26, 2018 10:22 AM
To: Berry, James (ENERGY) <James.Berry5@ontario.ca>
Cc: Whittington, Matt (ENERGY) <Matt.Whittington@ontario.ca>; Feenstra, Mike (ENERGY) <Mike.Feenstra@ontario.ca>
Subject: Re: Media Release for Stem

Hi James,

Here it is.

Please let me know.

Regards,

Utilia

On 25 February 2018 at 23:23, Berry, James (ENERGY) <James.Berry5@ontario.ca> wrote:

Could someone flip through the release? At first blush, I don't see it being a problem adding a Minister's quote.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Whittington, Matt (ENERGY)

Sent: Sunday, February 25, 2018 10:45 PM

To: Utilia Amaral; Feenstra, Mike (ENERGY)

Cc: Berry, James (ENERGY)

Subject: RE: Media Release for Stem

Hi Utilia

Adding James who can advise if it's possible to include a Minister's quote in the release.

Thanks for the heads up!

Matt

From: Utilia Amaral [utilia.amaral@gmail.com]

Sent: Friday, February 23, 2018 7:11 PM

To: Whittington, Matt (ENERGY); Feenstra, Mike (ENERGY)

Subject: Re: Media Release for Stem

I just got approval to share the draft media release on a confidential basis.

Let me know what you think.

Regards,

Utilia

On 23 February 2018 at 16:34, Utilia Amaral
<utilia.amaral@gmail.com<mailto:utilia.amaral@gmail.com>> wrote:
Hi there,

I thought I would bounce this idea off of you.

Stem is announcing by media release on Tuesday that they have been chosen by an Ontario (St. Mary's, Ontario) manufacturer of auto parts to do a behind-the-meter 2.5 MWh of AI-powered energy storage system.

Wondering if you think this would be an opportunity to include a quote from the Minister or someone else in the system. If not something you do, no worries. If this is of interest to you, but can't do anything right now and want to know about future opportunities, we can make something happen.

Please let me know.

Mike, it was great to meet with you yesterday. The group was thrilled to meet with you.

Utilia

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