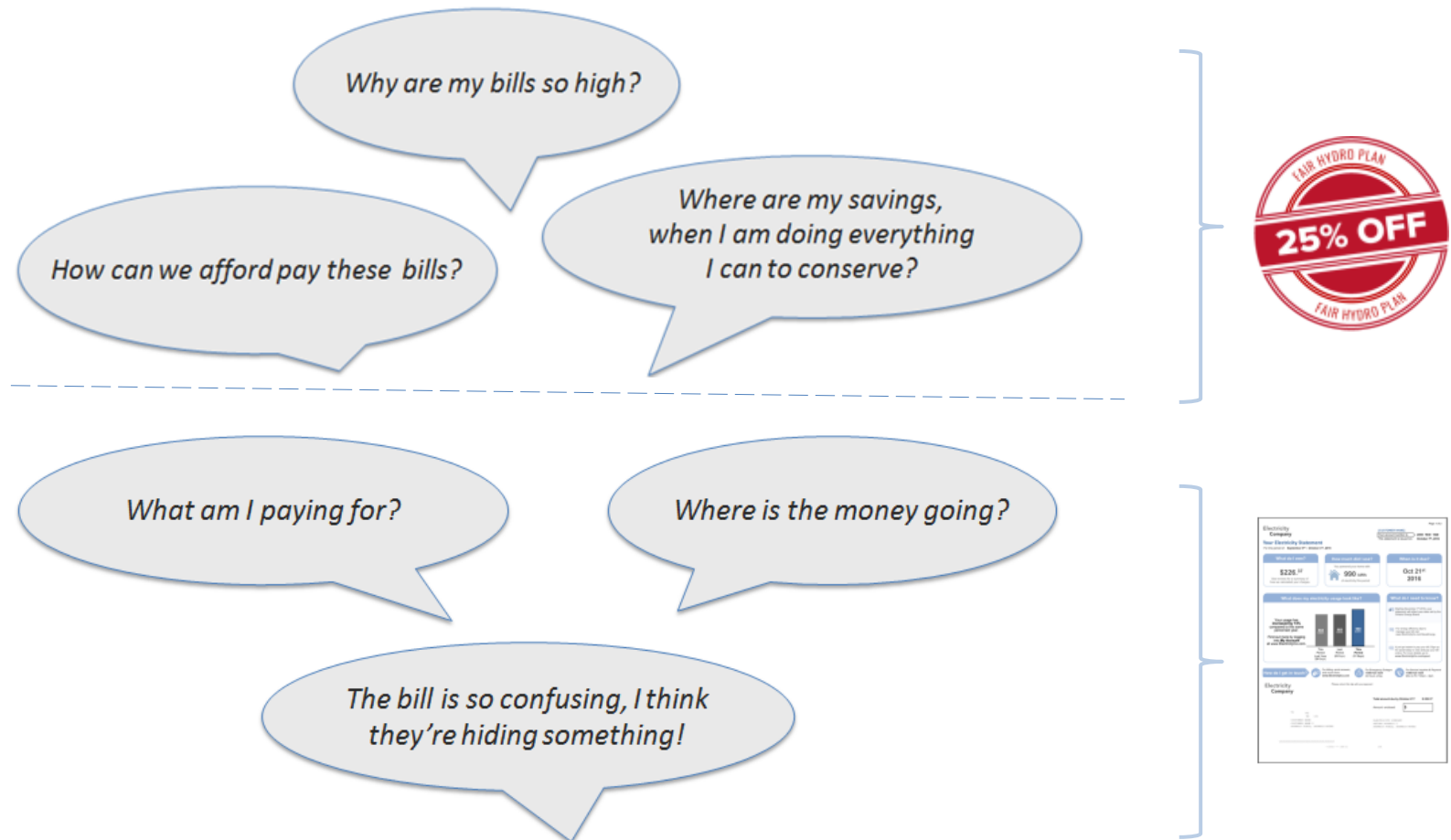

The *NEW* Redesigned Bill

Date: April 11, 2017

Today's CONVERSATION

Today, we are experiencing a new level of anger, as customers ask difficult questions. The Ontario Fair Hydro Plan and the NEW redesigned bill will help address these concerns.



ISSUES with the CURRENT BILL

Our current bill has remained unchanged for over a decade. As prices continue to rise, more and more customers are scrutinizing their bills – and they are getting more confused.

The image shows a Hydro One electricity bill. The top section includes the Hydro One logo and service address information. Below this, there's a section titled 'Here's what you owe' which lists various charges and the total amount due. A table titled 'Compare the electricity you are using' provides data on electricity usage over different periods. The bottom section includes a payment stub with a line for 'Amount enclosed' and a space for a signature. The bill is filled with small text and icons, contributing to a complex and confusing layout.

- ✗ Lack of transparency
- ✗ Over-complicated language
- ✗ Charges are not understood
- ✗ Too much text
- ✗ Lack of visuals
- ✗ Formal tone & manner

The NEW BILL

We worked with experts in the field of behavioural science to help us redesign our bill. Our new bill goes a long way to improve customer satisfaction and comprehension.

[illegible]

Page 2 of 2

What am I paying for?

Balance carried forward from previous statement

Amount due from your previous period

Amount received – Sep 20 – Thank you!

\$ 205.80

- \$ 205.80

Your Electricity Charges for 123 A Street

Total amount you owe by October 21st

\$ 0.00

\$ 226.37

\$ 226.37

This is a summary of how we calculated the amount you owe.

For more details on your electricity charges, see the following section.

Pay by October 21st 2016. To avoid a late payment charge of 1.5% compounded monthly.

Your Electricity Charges

123 A Street City, ON
Meter Number: 123456789

Electricity

Usage	Rate	Amount
On-Peak 274.2 kWh	18.0 ¢	\$ 49.36
Mid-Peak 189.4 kWh	13.2 ¢	\$ 25.00
Off-Peak 526.4 kWh	8.7 ¢	\$ 45.80

Delivery

\$ 73.53

Regulatory Charges

\$ 6.64

Debt Retirement Charge **

\$ 0.00

HST (12345-1234-RTY111)

\$ 26.04

Total of your electricity charges

\$ 226.37

++ Debt Retirement Charge exemption saved you \$6.76.

[Storyboard Placeholder]

What's Included in My Delivery Charge?

Category	Percentage
Building and maintaining lines, poles, stations, and transformers to ensure reliable energy for your home	41%
Contributes to a 24/7 power	42%
Cost of operating and maintaining the transmission system that delivers electricity from generating stations	17%

Building and maintaining lines, poles, stations, and transformers to ensure reliable energy for your home

Contributes to a 24/7 power

Cost of operating and maintaining the transmission system that delivers electricity from generating stations

Service Address

123 A Street

Service Type

Residential Medium Density

Meter Number

123456789

Date

Oct 3

Meter Reading

67386.2 kWh

Date

Sep 6

Meter Reading

3786.2 kWh

Multiplier Difference

1 993.00%

Your Glossary of Terms

Electricity: This is the cost of the electricity supplied to you during this billing period and is the part of the bill that is subject to competition.

Delivery: These are the costs of delivering electricity from generating stations across the province to Electricity Company Inc. to your home or business. This includes the costs to build and maintain the transmission and distribution lines, towers and poles and operate provincial and local electricity systems. A portion of these charges are fixed and do not change from month to month. The rest are variable and increase or decrease depending on the amount of electricity that you use.

The Delivery Charge also includes costs payable to electricity credit through distributing to your home or business. Electricity Company collects this money and pays this amount directly to our suppliers. Other electricity is delivered over a power line, it is normal for a small amount of power to be consumed or lost as heat. Equipment, such as wires and transformers consumes power before it gets to your home or business.

Regulatory Charge: Regulatory charges are the costs of administering the wholesale electricity system and ensuring the reliability of the provincial grid and include the costs associated with funding Ministry of Energy conservation and renewable energy programs.

Debt Retirement Charge: The debt retirement charge pays down the debt of the former Ontario Hydro. For a detailed explanation of electricity terms, please visit www.electricitycompany.com or www.ieso.gov.on.ca

Your Regulatory Messages

The Ontario Energy Board (OEB) has approved Delivery rates that apply to electricity usage starting February 1, 2016. The new rates are reflected in this bill.

++ The Regulatory Charge was revised for credit based on that consultation after December 31, 2015. Learn more at Ontario.ca/OEB.

Your Time Of Use Rate Schedule

Summer Weekdays

May 1st – Oct 31st

- On-Peak
- Mid-Peak
- Off-Peak

Weekends & Holidays are always Off-Peak

Category	Rate
On-Peak	15¢
Mid-Peak	8¢
Off-Peak	5¢

Testing

- 3,621 Ontario Electricity Bill payers participated in the test

- ✓ Higher ratings on **ease of understanding**
- ✓ **Higher satisfaction** with the amount of information on the bill
- ✓ **Improved comprehension** of complex billing issues
- ✓ **Improved attitudes** towards electricity company & the sector

But there is an opportunity to improve further...

A closer look at PAGE 2

Page 2 of 2

What am I paying for?

Balance carried forward that is past due	\$151.48
Amount due from your previous period	\$ 151.48
Amount received	- \$ 0.00
Your Electricity Charges for 12345 Anderson Island Rd	\$ 210.34
Total amount you owe by September 21st	\$ 361.82

This is a summary of how we calculated the amount you owe.

You have a past due balance. Please pay \$151.48 immediately.

Please pay \$210.34 by September 21st 2017, to avoid a late payment charge of 1.5% compounded monthly (19.56% / year).

Your Electricity Charges

12345 Anderson Island Road, Quinte West, ON
Meter Number: 123456789000 Residential Medium Density

Electricity	Usage	Rate	Amount
On-Peak	274.2102 kWh	18.0 ¢	\$ 49.36
Mid-Peak	189.4003 kWh	13.2 ¢	\$ 25.00
Off-Peak	526.4214 kWh	8.7 ¢	\$ 45.80
Delivery			\$ 73.53
Regulatory Charges			\$ 6.64
Debt Retirement Charge ++			\$ 0.00
HST (12345-1234-RT1111)			\$ 26.04
8% Provincial Rebate			- \$ 16.03
Total of your electricity charges			\$ 210.34

++ Debt Retirement Charge exemption saved you \$6.75

What makes up my Electricity Charges?

Electricity: Over half of the total paid goes towards the cost of generating the electricity you use. The Ontario Energy Board (OEB) sets electricity rates and the money collected is passed back to generators with no markup.

Delivery: Hydro One is responsible for distributing electricity. This is the amount allocated to build, maintain, and operate powerlines, steel towers and wood poles over a 640,000-square-kilometre service territory.

Regulatory Charges: These costs are paid to the IESO and include charges to fund electricity support programs.

What's Included in My Delivery Charge?

- 41% Building and maintaining lines, poles, stations, and transformers to ensure reliable energy for your home
- 42% Contributes to a 24-hr power restoration service, billing, meter reading, and customer service
- 17% Cost of operating and maintaining the transmission system that delivers electricity from generating stations

Property	Meter Number	Current Reading	Previous Reading	Difference	Usage in kWh
12345 Anderson Island Road, Quinte West, ON	123456789000	Sept 3/17 4736.2004	Aug 3/17 3746.2004 Estimate	990.000	(x1) = 990.0000

Your Glossary of Terms

Electricity: This is the cost of the electricity supplied to you during this billing period and is the part of the bill that is subject to competition.

Delivery: These are the costs of delivering electricity from generating stations across the province to Hydro One then to your home or business. This includes the costs to build and maintain the transmission and distribution lines, towers and poles and operate provincial and local electricity systems. A portion of these charges are fixed and do not change from month to month. The rest are variable and increase or decrease depending on the amount of electricity that you use.

The delivery charge also includes costs relating to electricity lost through distributing to your home or business. Hydro One collects this money and pays this amount directly to our suppliers.

*When electricity is delivered over a power line, it is normal for a small amount of power to be consumed or lost as heat. Equipment, such as wires and transformers consumes power before it gets to your home or business.

Regulatory Charge: Regulatory charges are the costs of administering the wholesale electricity system and maintaining the reliability of the provincial grid and include the costs associated with funding Ministry of Energy conservation and renewable energy programs.

Debt Retirement Charges: The debt retirement charge pays down the debt of the former Ontario Hydro.

NOTE: For a detailed explanation of electricity terms, please visit www.HydroOne.com or www.ontarioenergyboard.ca.

Your Regulatory Messages

The Ontario Energy Board (OEB) has approved distribution rates that will lower the Delivery charge for a typical customer using 750 kWh a month. The new rates are reflected in this bill and apply to usage starting January 1, 2017.

++ The Debt Retirement Charge was removed for certain residential consumption after December 31, 2015. Learn more at Ontario.ca/DRC.

Your Time of Use Rate Schedule

Summer Weekdays May 1st - Oct 31st

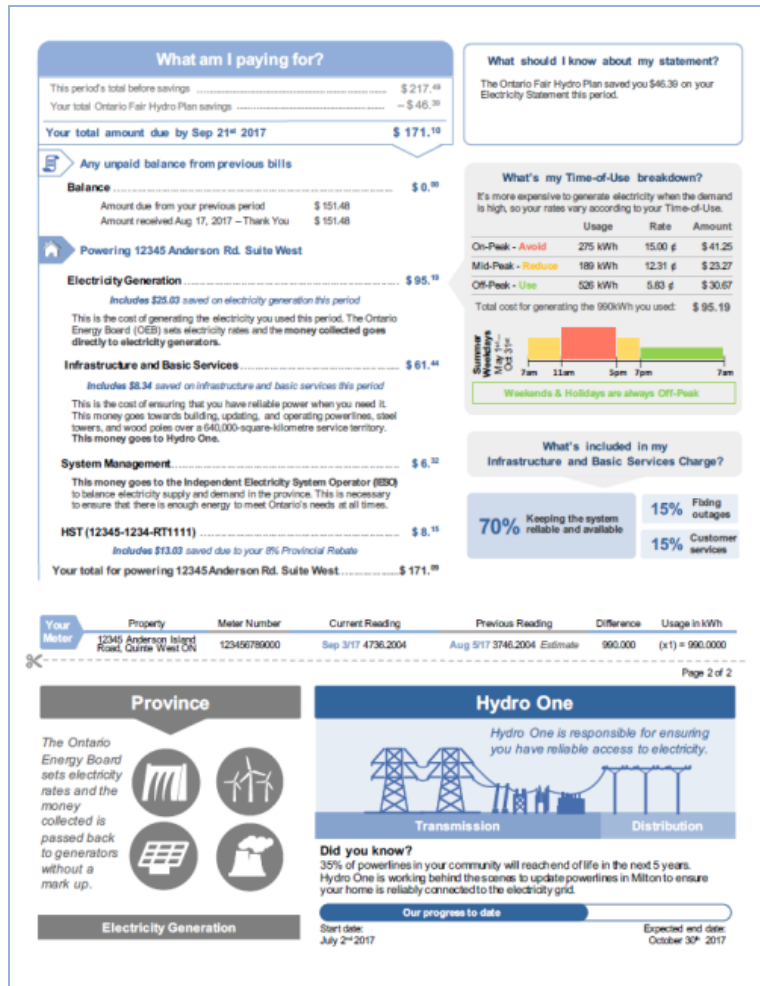
On-Peak: 12-2 PM, \$\$\$
Mid-Peak: 2-7 PM, \$\$
Off-Peak: 7-12 PM, \$
Weekends & Holidays are always Off-Peak.

Due to current regulatory requirements, the 2nd page of the redesigned bill suffers from information overload :

- ✗ Too much text
- ✗ Complicated language
- ✗ Unfamiliar terms
- ✗ Duplicate information

Going a STEP FURTHER

By relaxing the regulations we can go further to improve the design and help customers to better understand “**what they are paying for**” and “**where the money is going**”?



Operational Transparency

→ Go further to explain to customers **what they are paying for and where their money is going**

- Remove Debt Retirement Charge
- Remove Glossary of Terms
- Integrate line item definitions with the actual charges
- Use simple language that is easy to understand
- Highlight important info that customers look for