



World-class Performance Delivering Hometown Service

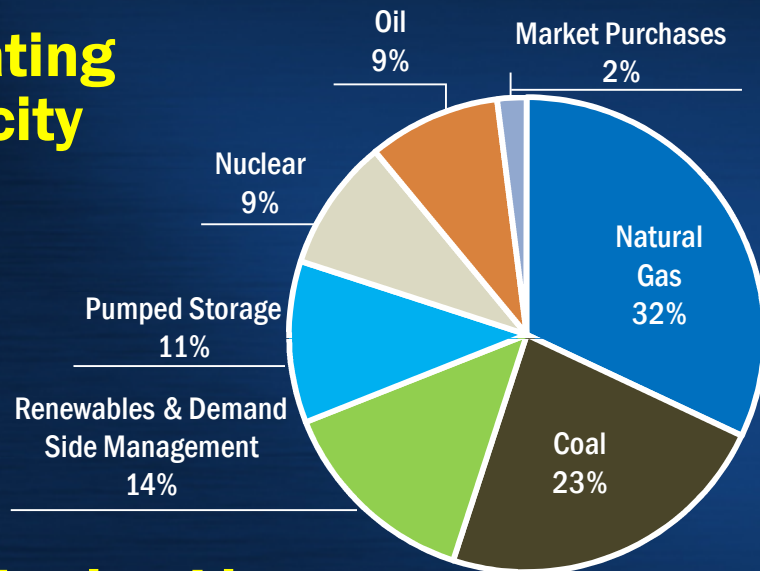
Consumers Energy

Count on Us®

Deanna Anchors – Director of Commercial & Industrial Sales

Our Michigan Footprint

Operating Capacity



Distribution Lines

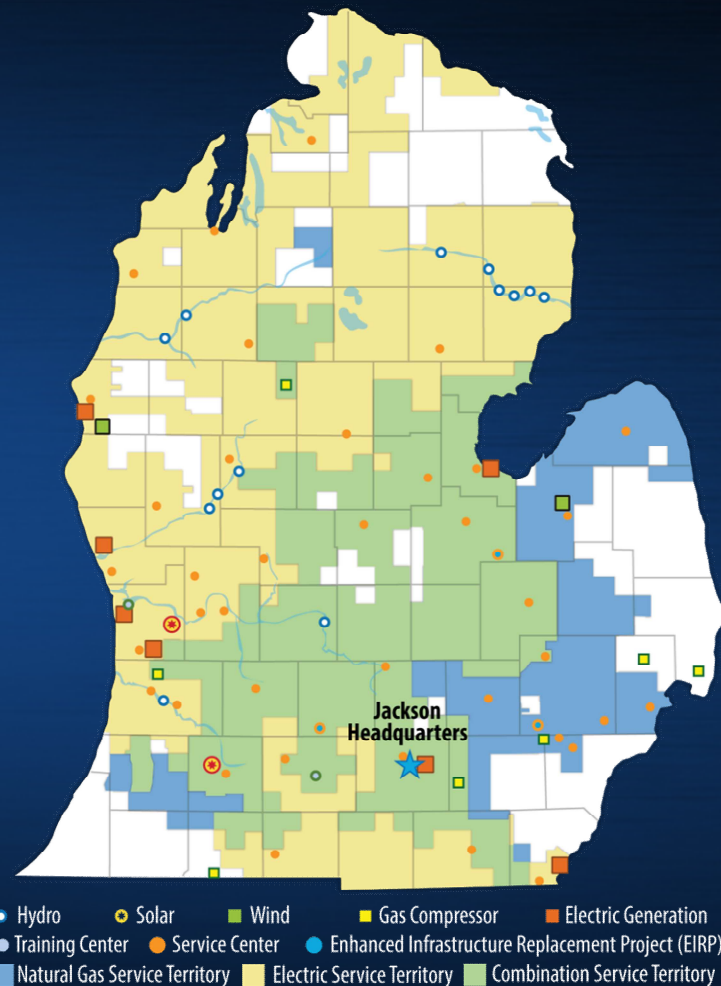
Electric

66,000 miles

Natural gas

27,500 miles

15 natural gas storage sites



Michigan-First Energy Policy

RELIABLE
AFFORDABLE
CLEAN

...through the 2016 Energy Law.

RELIABLE



Requires all energy providers to prove they have the energy needed to serve their customers



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AFFORDABLE



Promotes energy efficiency and ensures all new generation investments fit “most reasonable and prudent” standards



CLEAN



Encourages investment in renewable energy and energy efficiency programs



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Programs for Business Customers



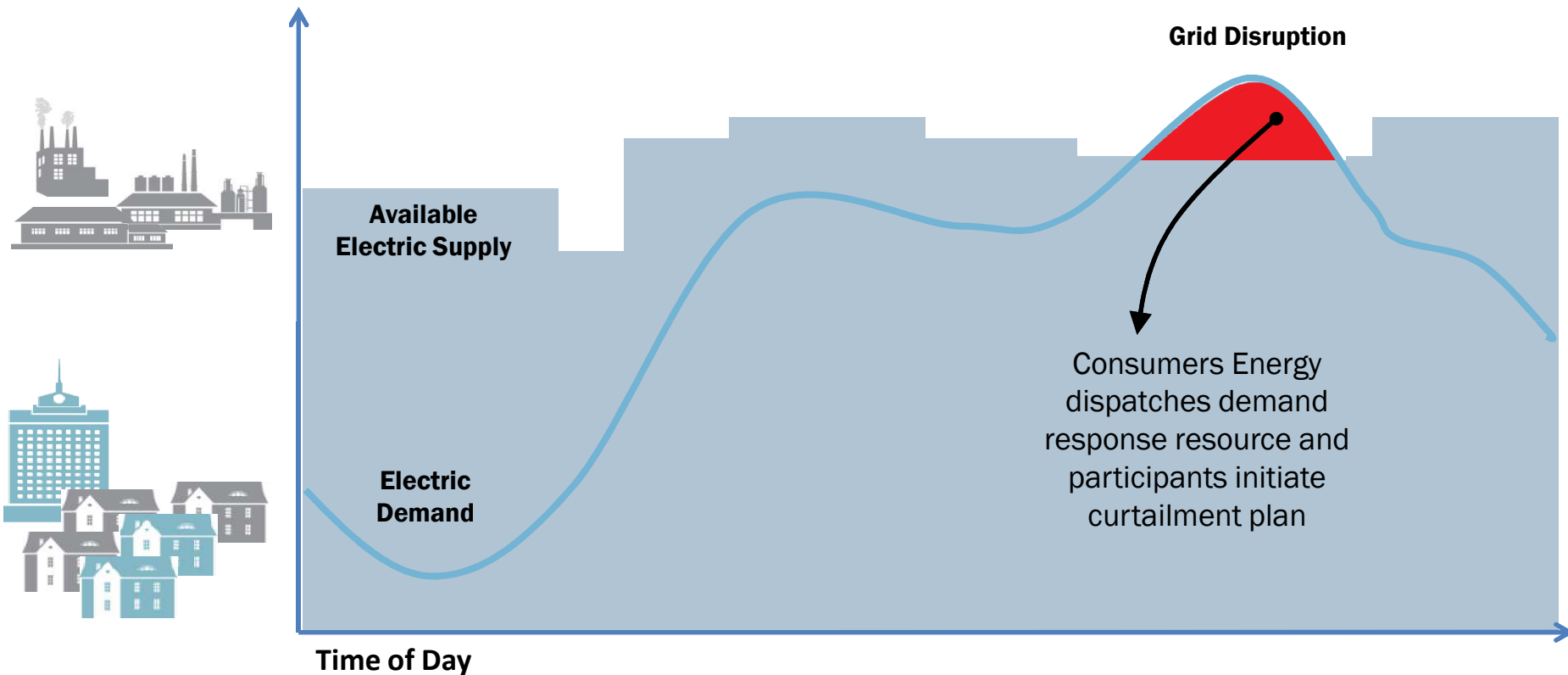
Use Less Power on Summer's Hottest Days

“Demand Response has made our team more aware of our energy usage. We work together to meet our goals, watching our energy reduction in real-time. It’s a great program!”

- Jim Cornell, wastewater division manager for the Kalamazoo Water Reclamation Plant

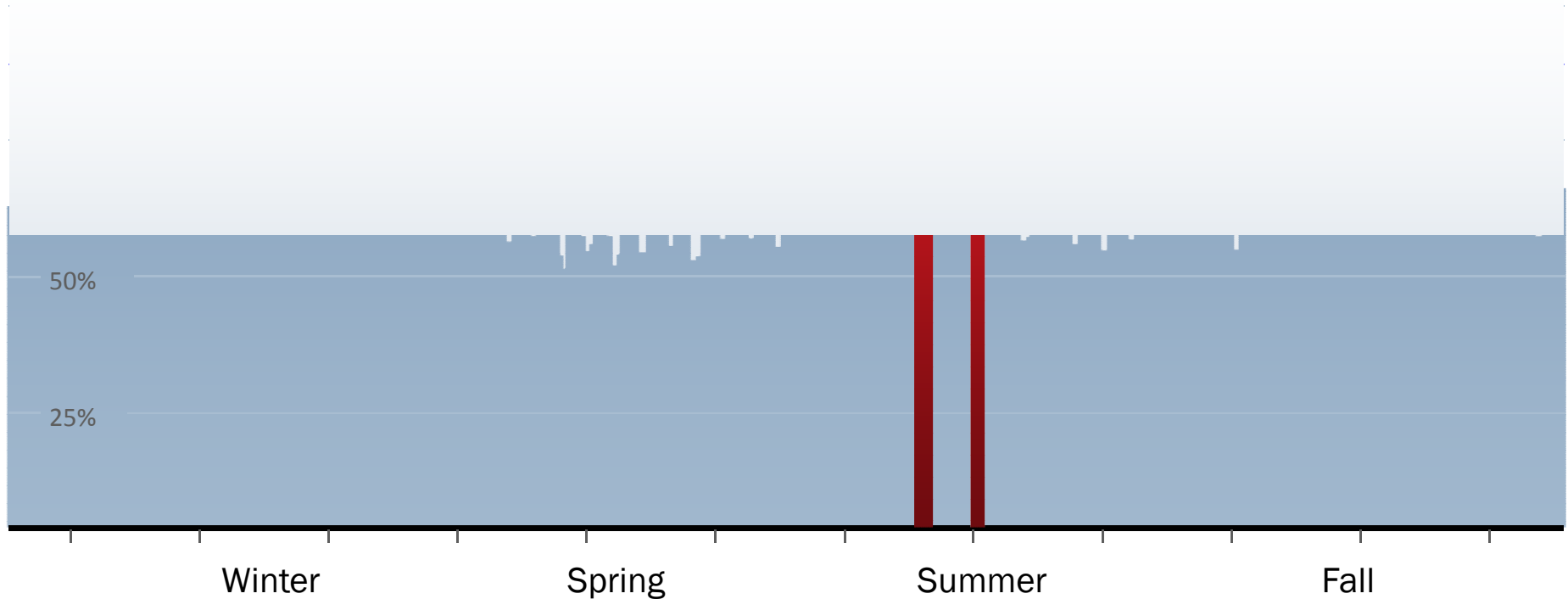
What is Demand Response?

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What is Demand Response?

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How Does Demand Response Work?

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1. Consumers Energy/MISO* anticipates a supply shortfall
2. Consumers Energy contacts its portfolio of customers to curtail energy use
3. Customers initiate energy reduction plan
4. Load reduction is achieved across the grid
5. Customers receive payment for verifiable load reduction

*MISO – Midcontinent Independent System Operator

Why Consider Demand Response?

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Financial incentives for participation

- Consumers Energy will pay you to not use electricity!



Better insight into energy use and understanding of how operational decisions impact costs and waste

How your business can participate

- 2017 season is sold out!
- 2018 season is now open for enrollment!
- Participants must curtail 100kW or more
- Is your business interested? Hurry! Enrollment is filling quickly!



VIRTUAL ENERGY ENGINEER

Bringing Value to Our Customers

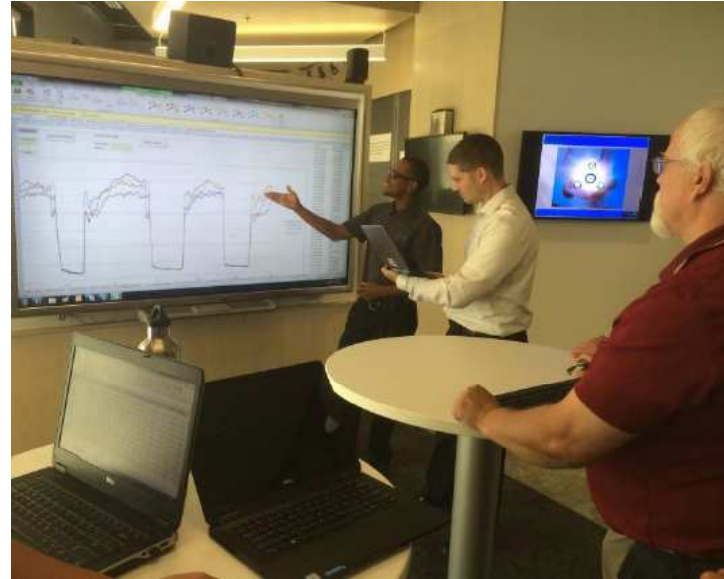
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Virtual Energy Engineer

Our Virtual Energy Engineer service builds upon many years of our engineering and data analytics expertise in energy management and provides custom solutions that offer repeatable and sustainable costs savings for our customers.



Virtual Energy Engineer brings order to information and turns it into actionable insights that make your business more profitable.

What is most important to your business?

- What are the most critical energy-related factors in order to operate your business successfully?
 - Better understanding of your electricity bill
 - Knowing more about your consumption
 - Sustainability goals
 - Continuous improvement
 - Operational efficiency
 - Waste reduction goals



What is Virtual Energy Engineer?



World Class Performance Delivering Hometown Service

Customer Value

“Virtual Energy Engineer has given us insight to help determine if it is more cost effective to buy a new press or do maintenance and repairs on old equipment. The insight has **increased our competitiveness.**”

- Automotive manufacturing customer; Grand Rapids

“Virtual Energy Engineer has given our company a better understanding on how much energy each of our buildings is using. Our energy engineer developed a plan and after implementation we **reduced waste** which helped improve our **operational efficiencies!**”

- Speedway Racetrack customer; Brooklyn

“Virtual Energy Engineer has helped **grow our business** by determining the cost of renting out different facilities during off-season time. The insights on the seasonal cost difference helped **reduce waste.**”

- College campus customer; Saginaw

Want to learn more?

- For Residential Programs please visit:
 - ConsumersEnergy.com/save
- For Business Programs please visit:
 - ConsumersEnergy.com/business
 - Deanna.Anchors@cmsenergy.com