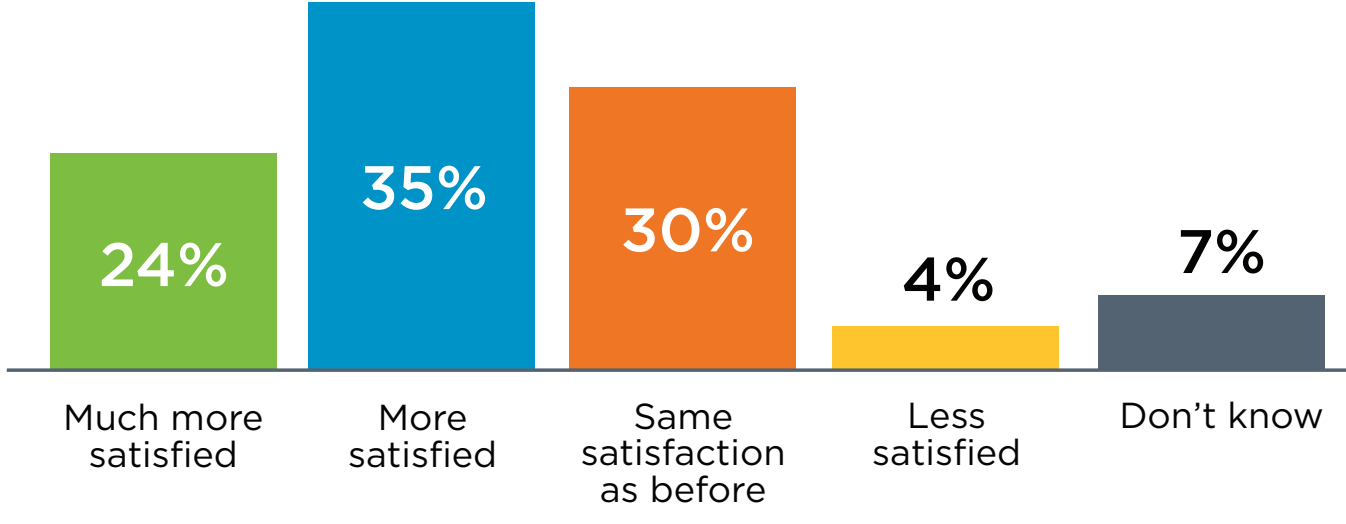


The Three Cs of Pre-Pay Value

Pre-Pay Leads to More Satisfaction

59% would be more satisfied with a prepaid option



Convenience

Making advance payments simplifies transactions and allows customers to set cost expectations.



“Ease and Convenience” Used Most To Describe a Preference for Pre-Pay

Ease and Convenience
(saves time)

41%

Purpose and Use
(bills paid on time)

25%

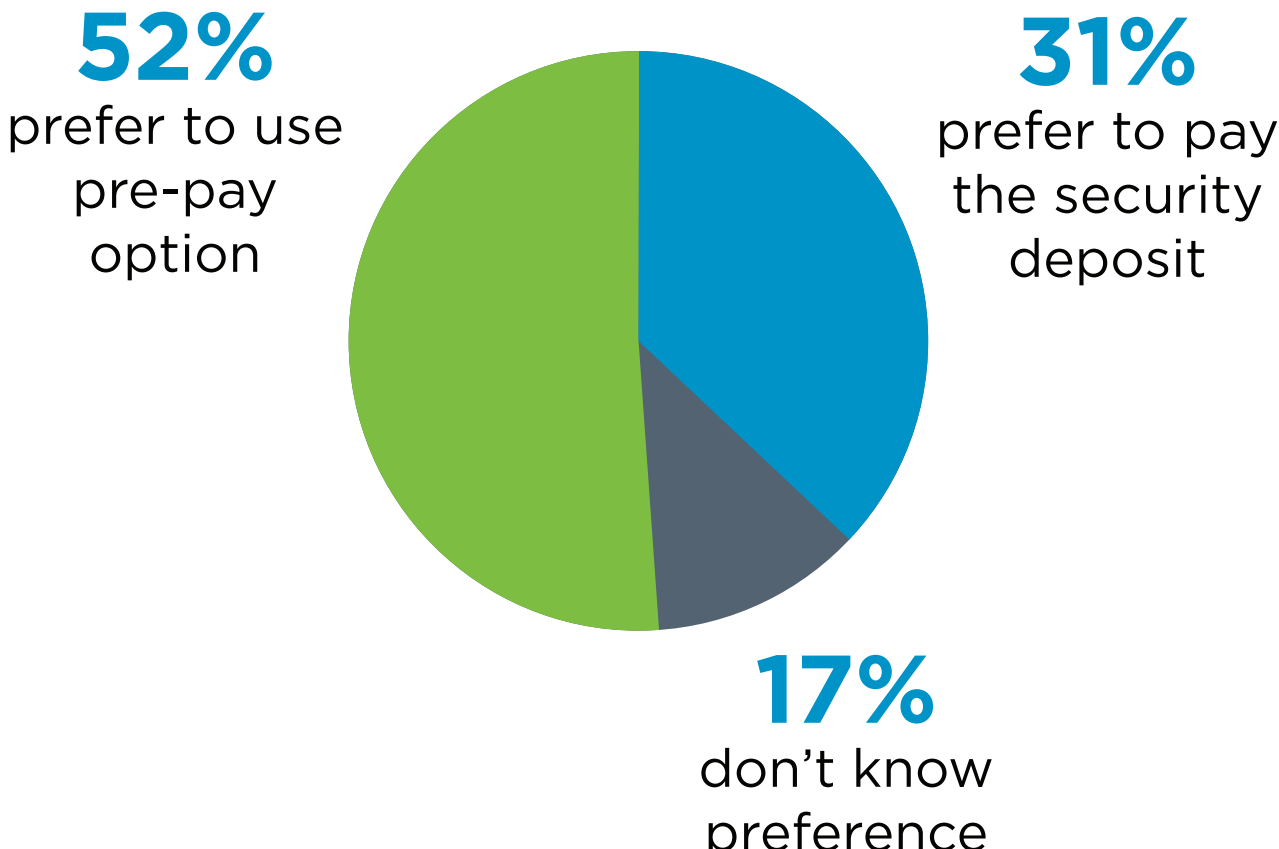
Budgeting/Control

9%

Choice

Customers enjoy being able to match their lifestyle to payment decisions. Paying in advance helps consumers avoid utility security deposits, debt, and surprise bills.

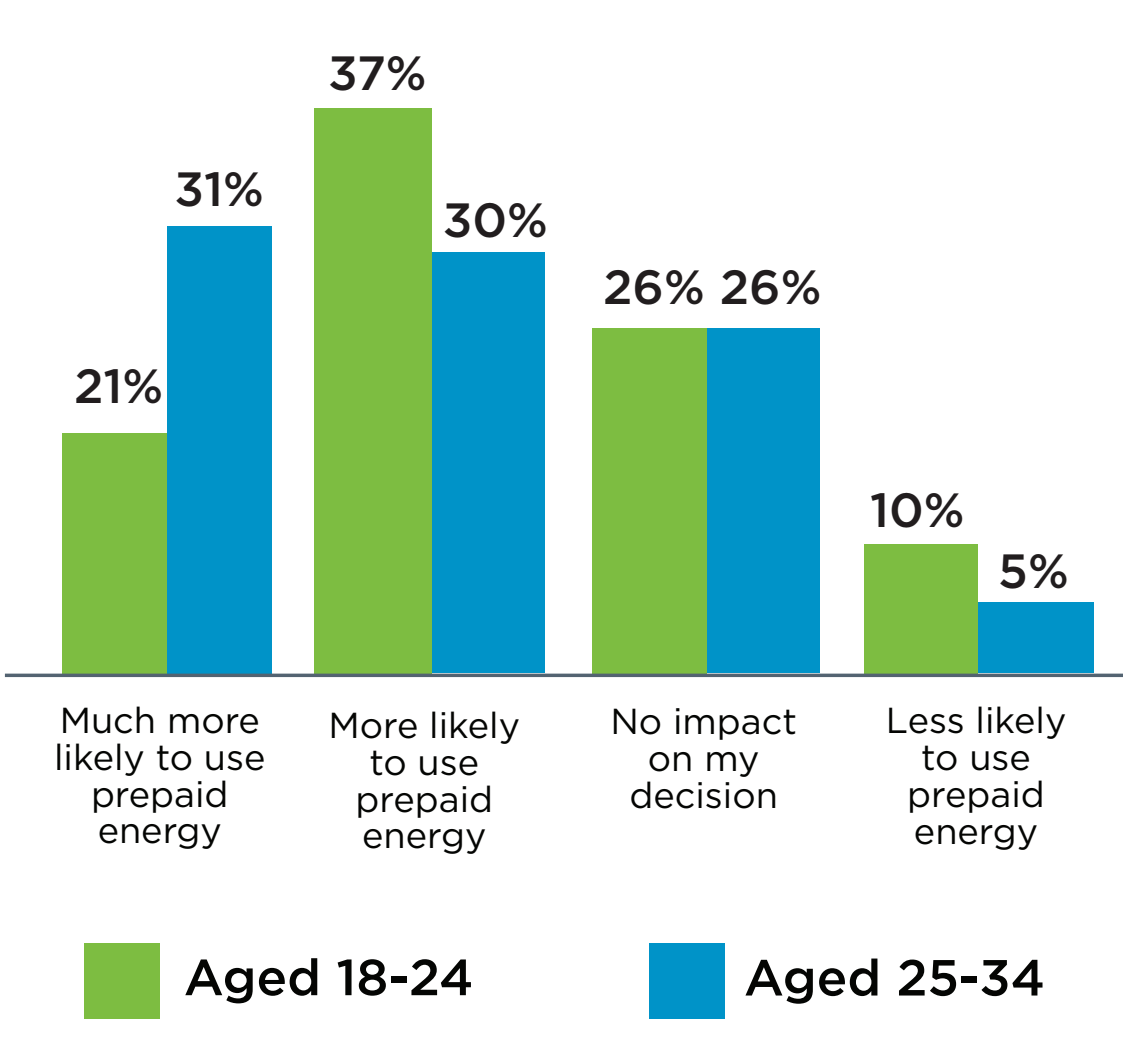
Prepayment Is Preferred Over Paying a Security Deposit



Conservation

Accurate, timely data helps to better understand cost factors and enables behavior adjustments to meet conservation goals.

Consumers Aged 18-34 Are Likely To Be Motivated by the Environmental Benefits of Prepaid Energy



What value can KUBRA PRE-PAY™ bring to your utility and customers?
Visit www.KUBRA.com to learn more.

