



# POWERFUL SOLUTIONS

**AFFILIATED POWER PURCHASERS INTERNATIONAL, (APPI)** provides business consulting services that reduce operating costs. APPI's mission and operating model are based on one premise: provide superior, independent consulting services that decrease energy expenses. This includes ongoing client education and advice that make clients aware of opportunities in the dynamic energy utility markets. APPI's dedicated staff of experienced professionals works exclusively for business consumers of energy services.

1. APPI has deep and broad experience and expertise in the deregulated energy markets across the United States. APPI has worked in and has clients in every state that has deregulated its electricity market and natural gas markets.
2. APPI is an independent energy consulting firm. APPI is not affiliated with any energy supplier or other company that provides energy products. APPI is owned and operated by its founders who comprise its senior management team.
3. APPI has direct access to energy suppliers in the states where its clients operate. APPI performs initial and ongoing due diligence of vendors to determine which ones can and will provide reliable energy services to APPI's clients, as well as excellent customer service.
4. To serve its clients, APPI's staff draws upon its cutting-edge market research capabilities, knowledge of suppliers' contract terms and conditions, and its vast database of energy information. For large, industrial clients, APPI can utilize the reverse auction platform for greater efficiency and price discovery.
5. Each APPI client has a dedicated, experienced consultant that is supported by a staff of business professionals including energy and tariff analysts, and legal, financial, and technology experts.
6. APPI is continually monitored by the American Society of Association Executives (ASAE) and 130 trade associations and affinity groups for its commitment to the energy industries and its position in those markets.
7. APPI works exclusively for businesses that use energy services. APPI is only compensated when it delivers value and benefits to its business clients. APPI provides ongoing education and service to its clients as it builds and fosters its client relationships.

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