

PGE 3rd Quarter Supplementary Information

Reported churn does not include moved customers that are reenrolled

YTD:

- 2% churn year to date
- Reconnected product to 1,637 through movers process
- True Churn is closer to 1% at **3,854** drops to date
- ~65% of those lost are moving outside the service territory



PGE 3rd Quarter Supplementary Information

- > Sales strong start to 4th quarter:
 - o Oct-Nov: 2,690 sales - 155% of forecast
 - o Strong direct mail/bangtail combination
 - o Increased output from face to face channels – 89% of Courtesy Knock enrollments since June have come from suburban areas

- > Projected End of Year Served: 39,500

