



Ameren Missouri's Demand Response Program

Earn payments for reducing energy consumption

Ameren Missouri has partnered exclusively with Enel to offer commercial, institutional, and industrial customers incentive payments for participating in a demand response program to maintain a reliable and cost-effective electric grid. Energy consumers can earn payments for committing to reduce their energy consumption temporarily in response to periods of peak demand on the grid. Your participation helps support the reliability of the local electric grid and help maintain affordable electricity across the Ameren Missouri region.

Program overview

Program period	June 1 – May 31
Program hours	5 AM – 8 PM CT
Advanced notification	1 – 6 hours
Event duration	1 – 4 hours



What is demand response?

Demand response programs provide an opportunity for commercial, institutional, and industrial organizations to earn money and drive energy savings while helping maintain reliable electricity throughout Ameren Missouri's service territory. When the demand for electricity approaches critical peak levels, Ameren Missouri dispatches Enel's demand response network, which is made up of local organizations that have agreed to reduce energy usage during times of high demand. Program participants earn recurring capacity payments for agreeing to be on standby to curtail electricity consumption in response to abnormally high electricity demand. Enel manages your participation from start to finish.

What are the benefits?

Maximize payments to your bottom line: Enel manages your participation from start to finish, ensuring you earn the highest possible financial reward. Since 2011, our customers have earned more than \$1.9 billion in payments.

Improve your facilities' resilience: In addition to the payments, demand response participants also receive advanced notification of grid stability issues, enabling them to prepare proactively and protect their facilities from potential power outages.

Reduce energy costs: Avoid costly peak demand spikes, track energy usage trends over time, and spot opportunities to better manage energy costs with our demand response application.

Support your community: Your participation helps maintain reliable electricity in your community and can help mitigate the impact of increasing prices on your energy bill.



Jefferson City Missouri

How do we participate?

Enel makes participation easy. We take care of the complex details so you can stay focused on running your business.

1. Our expert team will work with you to identify your energy reduction potential and create a strategy that delivers maximum value with minimum impact on your operations. We outline these measures in a detailed energy reduction plan.
2. In some cases, we install necessary metering devices at your facility to establish communication with our Network Operations Center (NOC), so we can monitor your energy consumption levels in real-time.
3. Your site is then enrolled and ready to respond when a dispatch begins.
4. Throughout the process, we fully manage enrollment, measurement, verification and payments on your behalf.

What can we expect during a demand response dispatch?

Notification: When Ameren Missouri anticipates the need for support, they dispatch the Enel network into action. Enel will notify you via email, phone or SMS, depending on your preferences, informing you when the dispatch will begin.

Response: At the start of the dispatch, your facility will reduce its electricity usage according to your predetermined energy reduction plan – either manually, or automatically through the NOC.

Support: Before, during and after a dispatch, the NOC remains in communication with your facility. Our staff is available 24x7x365, supporting you to ensure that you achieve the highest possible levels of performance and payments.

What types of energy reductions can we make?

Enel has extensive experience creating reduction strategies that work within the operational limitations of a wide variety

of facilities, including cold storage, manufacturing, food processing, schools and universities, malls, retail, office buildings and more.

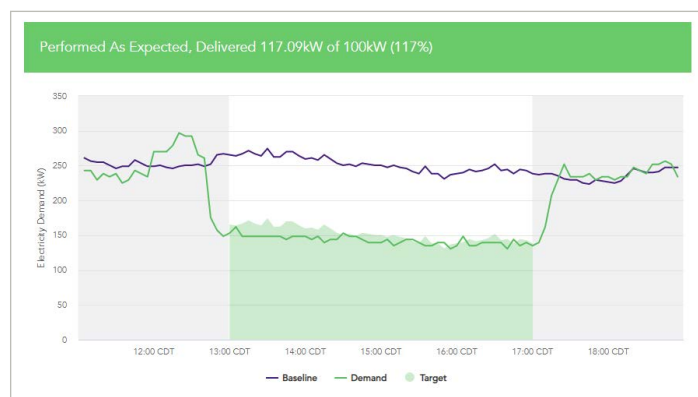
Common reduction examples include:

- Reduce non-essential lighting
- Adjust HVAC equipment
- Dial back pumps
- Change settings in industrial freezers or other refrigeration
- Modify manufacturing processes
- Start up properly-permitted back-up generation

Customers often facilitate dispatch participation by simply shifting many of their energy-intensive processes by a few hours. Ask us about our experience working with customers like you.

How do we sign up?

Our experts are standing by to speak with you about your organization's demand response opportunity. Submit your information [here](#) to get started.



Enel provides on-demand access to your real-time energy data – giving you the information you need to perform your best during demand response events and to better manage overall energy costs.