

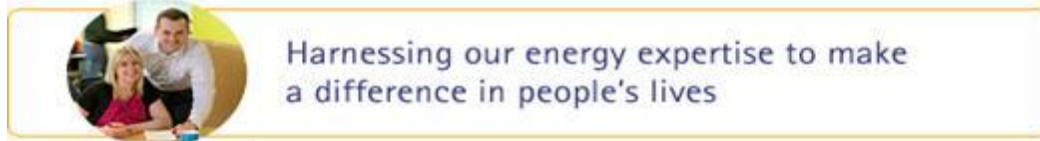
Direct Energy is one of the largest providers of electricity, natural gas and related services in North America. Based on the number of customers, we are the largest competitive retail energy supplier.

Our involvement covers every link in the energy chain. We look for it. We produce it. We store it. We trade it. We actively promote its responsible and efficient consumption. We innovate, continually looking for new ways to make it go further than ever.

Our operations consist of Direct Energy Business, Direct Energy Residential, Direct Energy Services, Direct Energy Upstream & Trading/Alberta Upstream Gas, and Direct Energy Upstream & Trading/Texas Power Generation.

Unlike any other company, we're in a position to help our customers manage the pricing and use of energy to their advantage. Really, our name says it all. We are all things Energy. And we are Direct in how we relate to those we serve and to each other.

## Our Vision



## Our Values

We are straight-forward and single-minded about customers' needs.

We are warm and approachable, we stand by each other and do the right thing.

We are honest and transparent and ready to take ownership of the end result.

## Our Goals

- Be the most recommended energy and services provider
- Be recognized as a great place to work
- Significantly grow our business