



# JUST ENERGY 2017 FACT SHEET

(IN CANADIAN DOLLARS)

Innovative retailer of electricity, natural gas and green energy products

Established in 1997, Just Energy (NYSE, TSX: JE) is an energy management solutions provider specializing in electricity, natural gas, solar and green energy for residential and commercial customers. With its large customer base, diverse geographic and product mixes, and leadership positions in green energy sales and product innovation, Just Energy offers investors a compelling blend of income and growth potential.

## Investment Highlights

- Stable margins with upside from growing margin per customer
- Superior competitive supplier pool providing top-tier margin stability with no direct commodity price exposure
- Strong growth channels
- Significant barriers to competition
- Cash flows diversified by geography, segment and contract type
- Solid free cash flow generation through strong margin, low capital business with low leverage
- Proven management team dedicated to delivering new strategic initiatives

## 2018 Outlook

Continued, sustainable growth driven by:

- Geographic expansion
- New sales channels
- New and innovative products
- Strategic acquisitions
- Enhanced customer experience

Base EBITDA guidance: \$210 million to \$220 million, reflecting continued solid performance in the base business, offset by significant investment in international growth.

1 TSX market capitalization based on \$8.35 and \$25.00 per common and preferred share, respectively, as of March 31, 2017; 147.0 million basic common shares; and 4.0 million preferred shares outstanding.

2 "RCE" means residential customer equivalent, which is a unit of measurement based on the average annual natural gas or electricity consumption of a typical household in Ontario, Canada.

3 Includes \$11.3 million of additional prepaid commission expense. Excluding this additional expense item, Base EBITDA increased by 14% to \$235.8 million compared to fiscal 2016.



## As of March 31, 2017:

- Market capitalization<sup>1</sup>: **\$1.3 billion**
- Average daily trading volume: **~300,000 shares (TSX and NYSE)**
- Annual dividend per common share: **\$0.50**
- Annual dividend per preferred share: **US\$1.25**
- Number of customers: **2 million**
- Number of RCEs<sup>2</sup>: **4.2 million**
- Number of employees: **2,100**



## 2017 Growth in Key Metrics

(Fiscal year ending March 31, 2017)

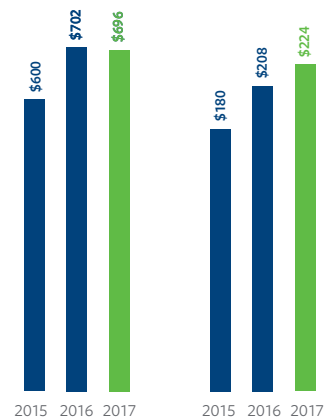
**\$3,757 MILLION**  
in sales

**\$696 MILLION**  
in gross margin

**\$224 MILLION**  
Base EBITDA improved by  
8% year over year<sup>3</sup>

GROSS MARGIN  
(C\$ MILLIONS)

BASE EBITDA  
(C\$ MILLIONS)





## Our Business

Just Energy provides a wide range of energy products and home energy management services, including long-term fixed-price, variable-price and flat-bill programs and smart thermostats to customers in the United States, Canada, the United Kingdom and Germany. Products are marketed under the Amigo Energy, Green Star Energy, Hudson Energy, Tara Energy and TerraPass brands.



In 2017, we expanded into Germany, moving to establish Just Energy as the world's leading global energy management solutions provider and bringing new high-margin growth opportunities.



### Customer Base

The Consumer division targets residential and small commercial customers, while the Commercial division targets small to mid-size businesses and institutions. Most customers (52% in fiscal 2017) opt for fixed-price contracts to lock in their energy supply rates for up to five years.



- Commercial 57%
- Consumer 43%



### Segment Gross Margin

Electricity is sold in Canada (two provinces), the U.S. (11 states) and the U.K. Natural gas is sold in Canada (six provinces), the U.S. (10 states) and the U.K.



- Electricity 72%
- Natural gas 28%



### Geographies

Since entering the U.K. in 2012, Just Energy has achieved a 198% compound annual growth rate in that market.



- U.S. 71%
- Canada 21%
- U.K. 8%

## Market Position

ACTIVE IN **19** deregulated utility commodity **MARKETS** in North America

**3<sup>rd</sup>** LARGEST North American **RESIDENTIAL RETAILER\***

**11<sup>th</sup>** LARGEST Commercial retailer **IN THE U.S.\***

\* DNV Kema Market Report, June 2015 and April 2016