

Not Just an Electronics Store





About Best Buy

- **Founded** in 1966; based in Minneapolis, Minnesota
- An **innovative**, nearly \$50 billion, *Fortune 100* growth company
- North America's #1 CE retailer
- **4000 stores*** in Americas, Europe, China, Canada, & Mexico
- **187,000 Employees**
- **2439 Carphone Warehouse Stores**

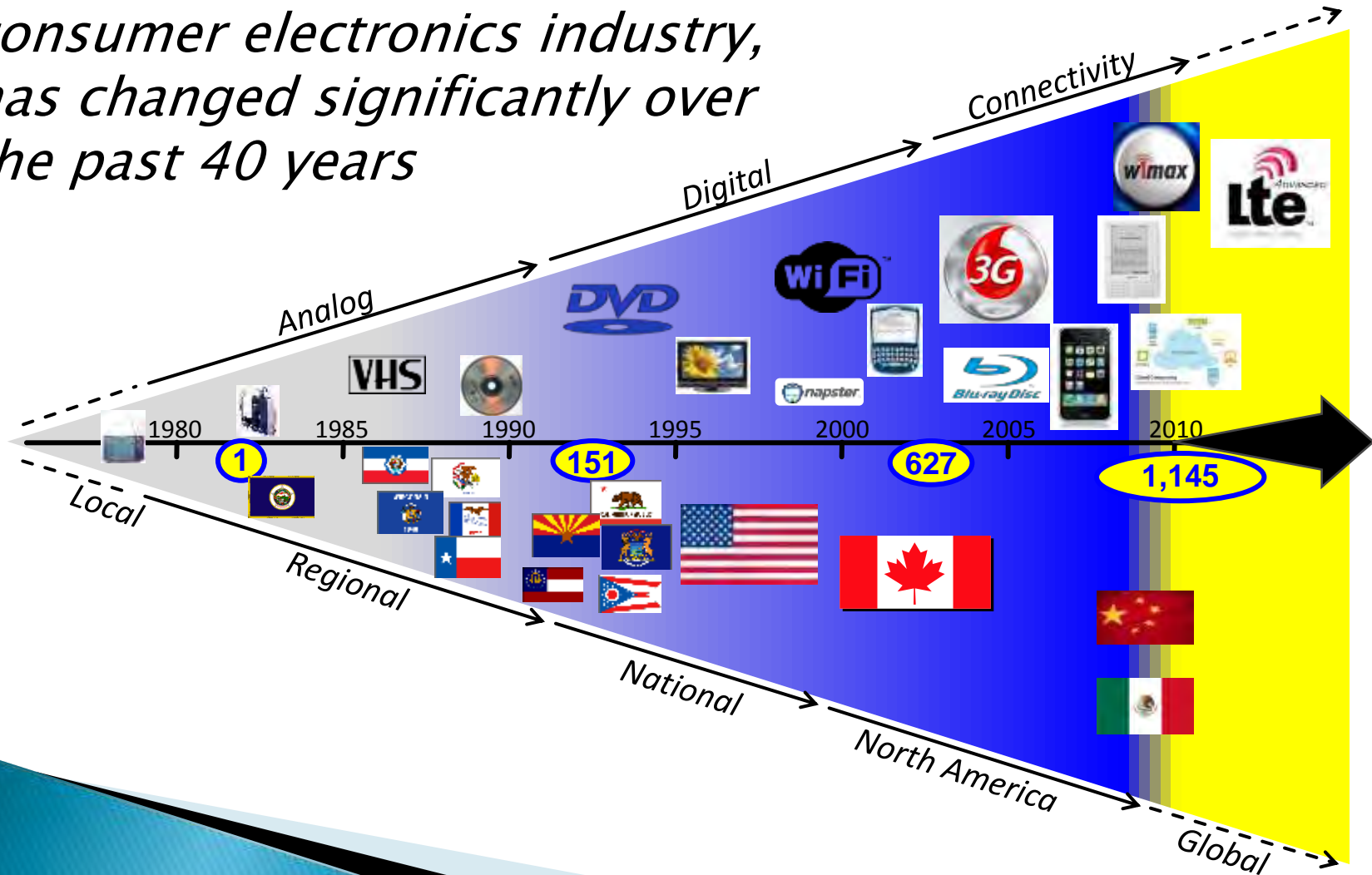


MAGNOLIA



Evolution of Best Buy

Best Buy, along with the consumer electronics industry, has changed significantly over the past 40 years



Environmental Sustainability Around Best Buy



Environmental
Sustainability Team

**More
than Just
a Buzz
Word**


Consumer
Electronics
Recycling

Trade In Program

Break room
Recycling

Environmental
Affairs

Best Buy is Energy Conscious

- We manage and optimize our energy use by way of our networked Energy Management System (EMS).
 - We have had an EMS in place since 1992, but only recently upgraded to a networked platform that allows us greater flexibility and control.
 - The EMS manages lighting as well as HVAC for all of our Best Buy U.S. stores.
 - Many of our Stores participate in Load Control Events
 - We are testing solar solutions at a number of stores in the US to determine the best “sustainable” approach to using renewable on-site energy generation.
 - We recycle steel, cardboard, and Styrofoam from our business operations.
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Best Buy is Helping Others Go Green

- We operate the nation's largest consumer electronics and recycling program.
- **Being the nation's largest consumer electronics retailer, we sold almost *23 million ENERGY STAR® qualified products in 2010***
 - This saved our customers a collective \$120 million off their utility bills
 - It also prevented 1.7 billion pounds of CO₂ from entering the atmosphere
 - Which is equivalent to removing 150,000 cars off the road for an entire year, or
 - The carbon sequestration ability of over 167,000 forested acres of trees
- **We Have Launched Home Energy Services to help our customers manage their energy, security, and entertainment.**
 - Our Geek Squad service brand can be Building Performance Institute (BPI) certified when needed to deliver in-home energy surveys or audits
 - We are bringing new energy management and control products to the market to help our customers save energy. This can be customized by market.

Whether you Bought it at Best Buy or Not



Recycling Map



Greener Together™


Utility Recycle Rebate Program at Best Buy

- ▶ Partnership between Best Buy, JACO Environmental and utility companies
- ▶ Allows joint customers (of participating utility companies) to easily sign-up for recycling incentives
- ▶ All units collected through this program are processed according to the U.S. EPA Responsible Appliance Disposal (RAD) standards



J A C O
Environmental

Benefits of Partnering with Best Buy

- ▶ Build awareness of your program with thousands of customers that shop at Best Buy every day
 - ▶ We can Influence the customer's decision to recycle when purchasing new
 - ▶ Ability to qualify and sign up customers in store using JACO's Quick Link
 - ▶ Increase customer satisfaction – one convenient appointment for customers
 - ▶ Units consolidated at Best Buy facilities and picked up JACO Environmental
 - ▶ Ensures all units are taken off the grid and recycled according to the U.S. EPA RAD standards
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How it Works

- ▶ Come Visit us at our Booth and see our Recycle Video

YouTube video plays in slide show mode. Must be connected to internet to view.

[Optional: Click HERE for Video](#)

Savings from Best Buy's 2010 ENERGY STAR® National Sales



Energy Savings

1,126,354,297 kWh/year



Money Savings

\$120,405,730



Greenhouse Gas Savings


1,729,772,899 lbs. CO₂

Equivalent to the annual electricity use of 98,114 typical households

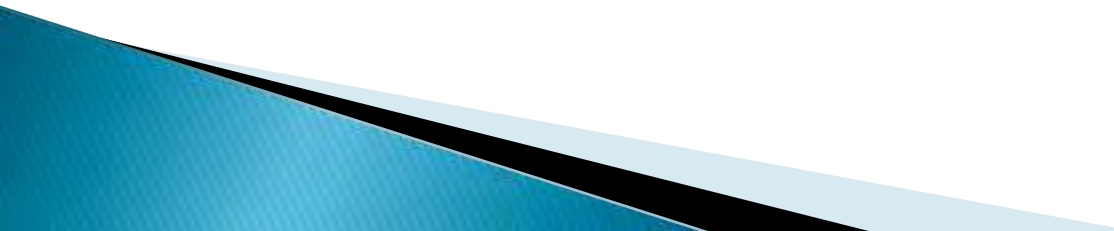
Equivalent to 150,089 cars removed from the road for a year

Equivalent to the annual CO₂ sequestered by 167,176 forested acres of trees

Mid Stream Programs

- Utility companies offer mid-stream incentive programs for assorting and selling energy efficient products.
 - These programs give Best Buy tremendous influence over our Manufactures when we ask them to build more energy efficient products.
 - We take the hassle out of mail in rebates for the consumer.
 - We reduce your cost in rebate processing that can be as high as \$ 26.00 per rebate to process.
 - Make your money go farther and do more programs
 - Improve your Customer Satisfaction Index
- 

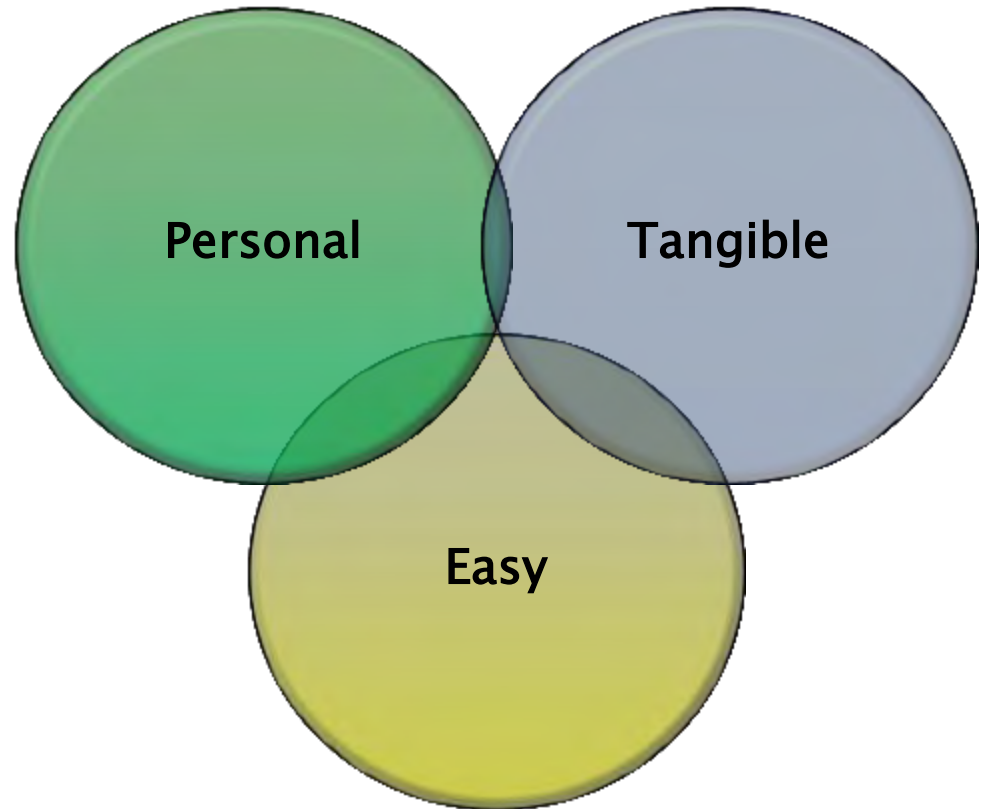
Mid Stream Continued

- ▶ We already have great relationships with most of the key implementation contractors
 - ▶ We have the ability to do direct electronic billing if necessary
 - ▶ We can share Data with you
 - ▶ We can customize any program
 - ▶ We can give you HUGE Brand Presence in our Retail Stores > with thousands of Views to 10's of thousands Weekly >
 - ▶ We can change the behaviors of the customer
- 



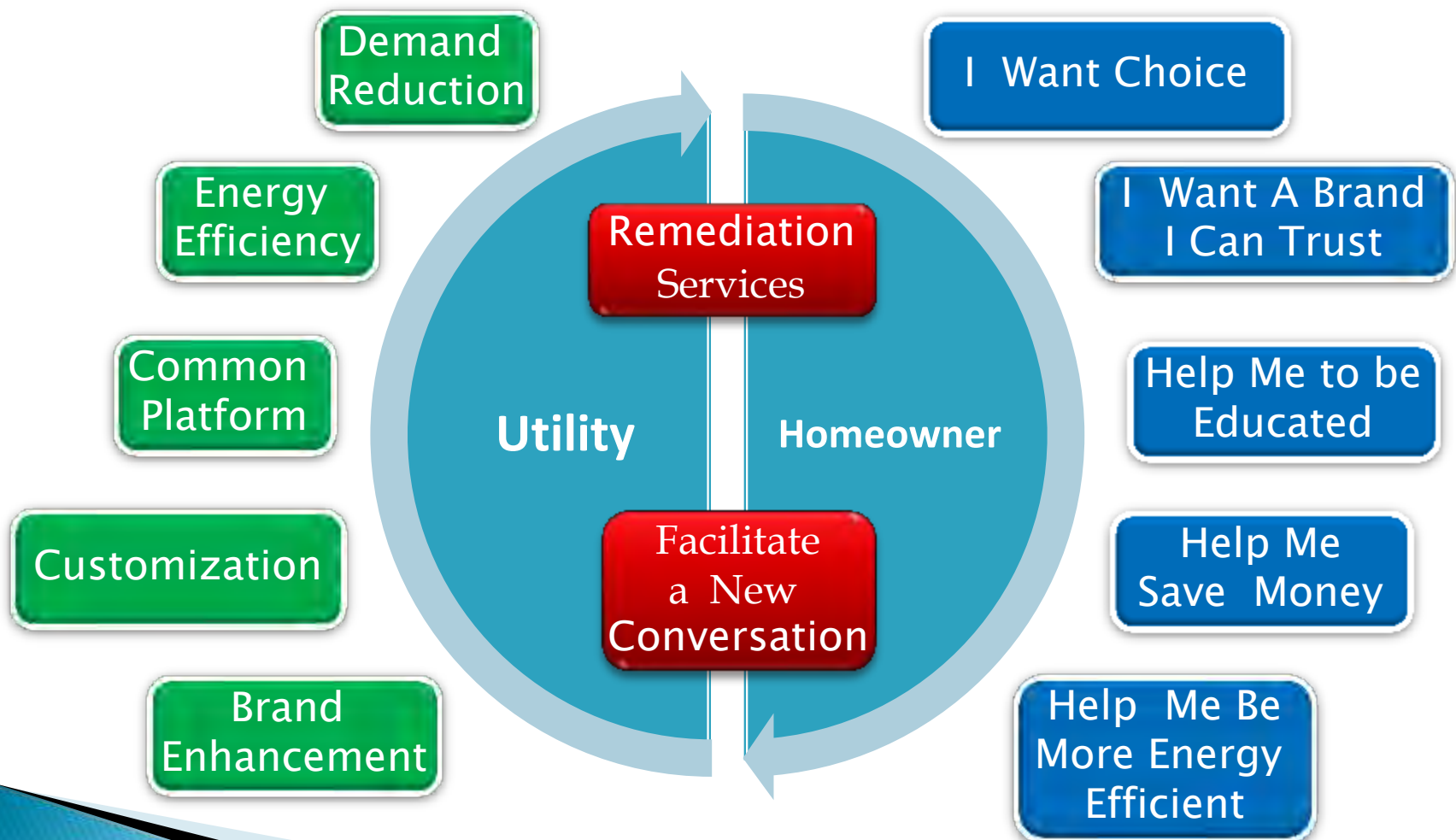
We are Having a New and Different Conversation with the Consumer

A New Age of Energy Literacy




We bring together the needs of the home owner and Utility

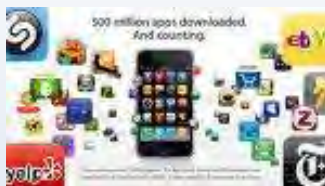
We view the Utility Company as our customer as much as, the end-user



What We Are Seeing

- ▶ ***There is a wide gap between*** consumer interest in ***doing the right thing and knowing how to do the right thing*** in energy management.
 - ▶ ***“Energy Management” must integrate itself*** into consumers everyday lives and present a value proposition ***beyond simply saving money to “enhancing” their lifestyle.***
 - ▶ We must recognize that the solutions we develop cannot be “one size fits all.” ***Each consumer and their motivations are both similar and unique.***
 - ▶ **Capability does not always translate to Use!**
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Technology Is Becoming A Critical Dependency In Consumers' Lifestyles



1. More “content” supporting my lifestyle interests and needs

2. Utilization of multiple “Screens” as access points

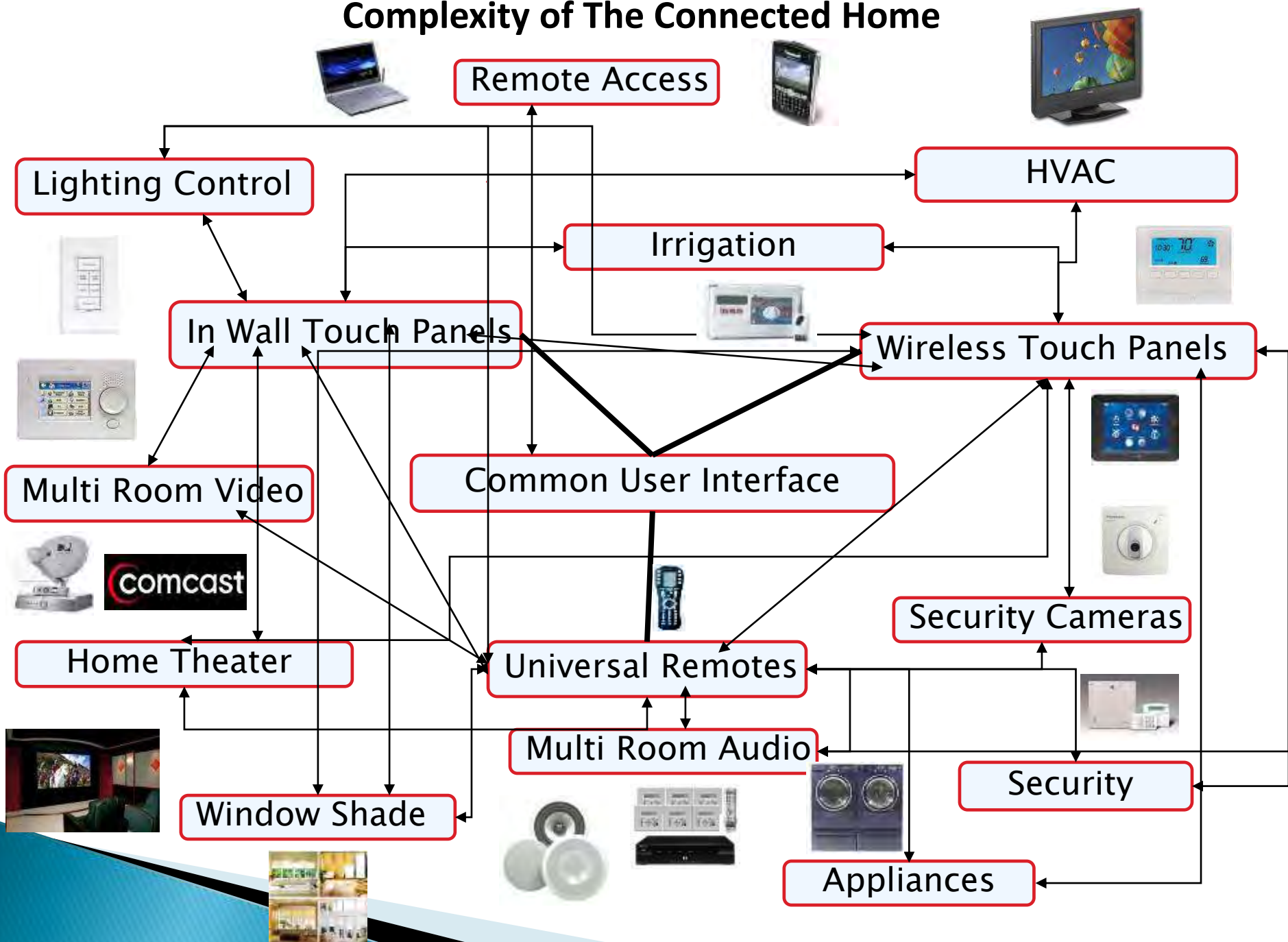
3. Higher device penetration drives eco-system complexity

4. Increased expectations for interoperability

5. Connecting NEW with OLD creates consumer frustration

6. Lack of education & know-how to WEAVE solutions together seamlessly

Complexity of The Connected Home



Helping Consumers Understand How Energy Management Becomes A Relevant Part of Their Home System

TRANSLATE THE COMPLEX



INTO THE DESIRED AND SIMPLE

"What I want to do"



Control my lights remotely

Get alerts on my phone when my power goes off

Manage my thermostat remotely



"How I can make it happen"



Best Buy's Residential Energy Management Consumer Study

What we heard

*“Save Money
for Sure,
But Make it
Relevant to
My Life”*

- Get text alerts when my child is home
 - Comfort with the push of a button

Educate me on how I can save

- Fight “Vampire power”

- “Did I remember to lock the door?”
- Energy efficient bulbs
- Monitor aging parents at home

We've Identified Three Key *Lifestyle Drivers* For Acceptance Of Smart Energy Programs

There is wide-spread desire to *financially and physically protect the home*. This desire drives consumer demand for products and services that help reduce energy consumption through information and automated control features.

*Home
Safeguarding*

A modest number of consumers (the young & wealthy in particular) are motivated by a *desire to have a more comfortable & convenient lifestyle*. This desire drives demand for remote management features. It also drives demand for home upgrade.

Life Maximizing

Is not a particularly strong factor in most cases but does make a minor contribution towards the demand for smart energy programs.

Of the three, *this is the least compelling driver* for energy efficiency programs

*Environ-
mentalism*

Consumers Desire Different Features in Smart Energy Programs Based On Their Lifestyle Driver And Energy Attitudes

Consumers are seeking two primary capabilities in a system or method *to help them manage the security, comfort, and energy use of their home.*

Automation / Information

Information that helps manage energy consumption and automatic controlled thermostat, hot water heater, lighting, etc. that help with the task.

Remote Management

The ability to monitor and manage the home while away from home.

HOME SAFEGUARDING

I Should **FAMILY**

security

savings

PROTECT

home

LIFE MAXIMIZING

I can **technology**

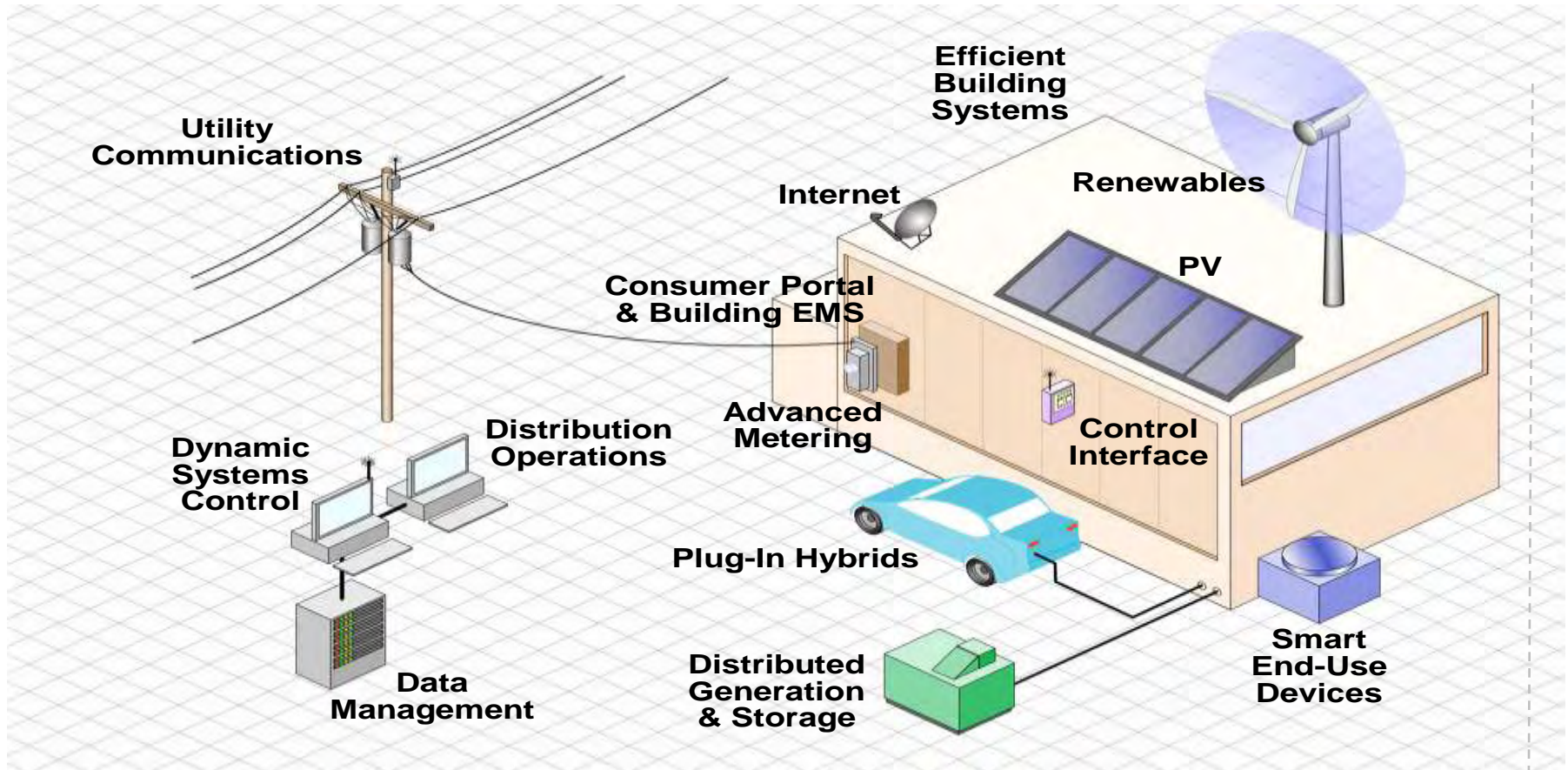
GADGETS

life management

investment

comfort

Bringing It All Together With Geek Squad



Energy
Efficiency
Programs

Home
Energy
& EV
Audits

Home Energy
Management
Devices
(HAN)

Home
Power
Generation

Electric
Vehicle
Charging

Geek Squad Delivers Efficiency & Education



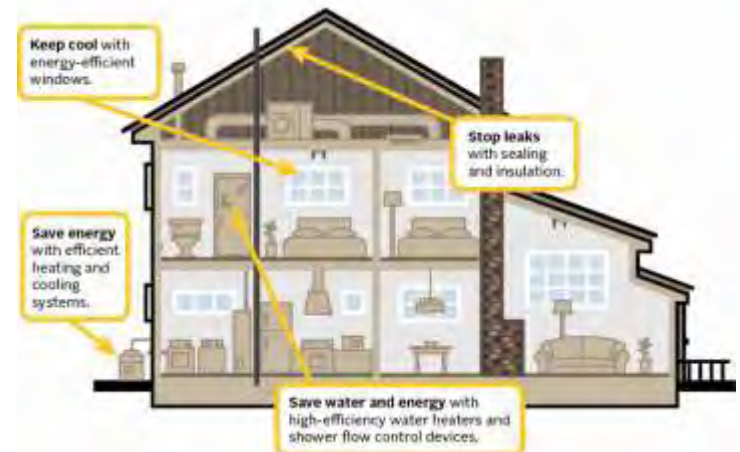
Best Buy & California Center For Sustainable Energy Geek Squad Pilot Program

Reduce energy use. Save money. Create jobs.



Best Buy & California Center for Sustainable Energy

- Statewide Initiative
 - Collaboration is Key
 - 100,000 Properties
 - 12,000 Jobs
- Approach
 - Whole House
 - Up to \$4000 in Rebates
 - Qualified Contractors



Best Buy & California Center for Sustainable Energy

- **San Diego County Pilot Program**
 - Drive Demand through Geek Squad
 - Home Performance Survey by Trained & Qualified Geek Squad
- **Launching in May**
 - Marketing Plans
 - Quick Learning Curve



energy upgrade
CALIFORNIA
INSAN DIEGO COUNTY
www.EnergyUpgradeCA.org

Want a home energy survey?

Make an appointment today for a specially trained Geek Squad member to visit your home.

Take action today:

- ➔ Set up an appointment at the Geek Squad counter in store
- ➔ Take a brochure
- ➔ Learn more about Energy Upgrade California at www.EnergyUpgradeCA.org.



Best Buy's Home Energy Survey is an analysis of the electronics, appliances, lighting and building shell of a home. A Survey includes:

- Walkthrough of your home with a Geek Squad Home Performance Specialist
- Energy Saving Facts and Tips
- Report of findings and recommendations customized to your home provided
- Referral to a qualified Energy Upgrade California Contractor to complete your home performance upgrade
- Access to rebates, incentives and additional sponsored energy savings programs

Schedule a Home Energy Survey to find the right efficiency or comfort solution for your home today.

BEST BUY **Geek Squad**

888-555-6789
BestBuyEUC@bestbuy.com

Home Energy Survey - \$150
Applicable Rebates May Apply



Upon completion of your Home Energy Survey, we will refer you to the program that best meets your needs. Rebates available for:

- Comprehensive energy audit with blower door & infrared testing
- Attic and wall insulation and air sealing
- HVAC system diagnosis, tune-ups and replacement to high-efficiency units
- Hot water heater, pipe insulation and duct sealing
- Residential solar panel installation
- High-efficiency appliance upgrades: dishwashers, dryers and refrigerators

Leveraging the Geek Squad Brand

A network of certified agents - Best Buy has the unique ability to deliver a comprehensive, scalable suite of in-home energy efficiency services.

Currently Delivering to Customers

- 1. Surveys and Audits (Basic and Advanced)**
 - Customized to Utility Partner (or other)
- 2. Instant Savings Measures Installed by Geek Squad Agents (I.S.M.)**
 - Pipe Wrap
 - Hot Water Heater Blanket
 - CFL Program
- 3. Attachment (Appliance/CE Upgrade, Accessories) 78% Attach of EE products and services**

Key Take a Ways

- ▶ Come Visit us at our Booth
- ▶ We are Very Customizable
- ▶ Contact us for the following
 - Appliance Recycling
 - CE Recycling
 - H.A.N. Support
 - Device Install
 - Auditing Support
 - Whole Home Connection and Control
 - Home Energy Services
 - Test or Pilot Programs of any Size
 - We can be your Partner in Many Ways
 - Leverage our Foot Steps

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