

HomeServe®

An Introduction to HomeServe Water & Sewer Line Solutions for Severn Trent Services



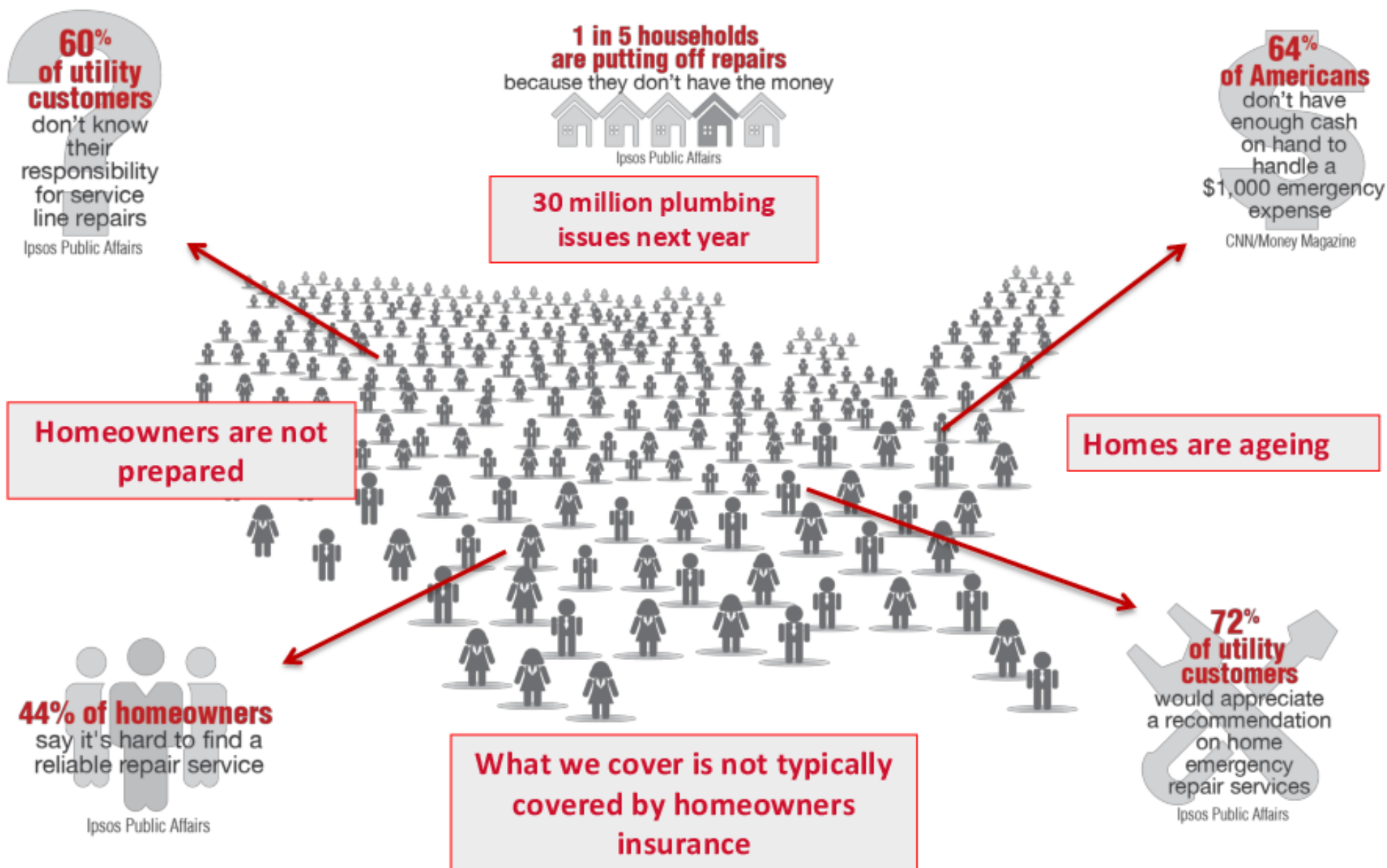
July, 2016



Why Warranty programs resonate with Homeowners:

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HomeServe



Homeowners expect solutions from their utility

50% of utility customers will call their utility when they don't know where to turn.

- Many consumers turn to their utility first, only to be turned away
- Utilities can offer consumers a solution
 - *Provide coverage not covered by standard homeowners insurance*
 - *Align with core utility values of reliability and service*
 - *Create a positive customer outcome from the utility interaction*

55% of utility customers think it's appropriate for their utility to offer the plans

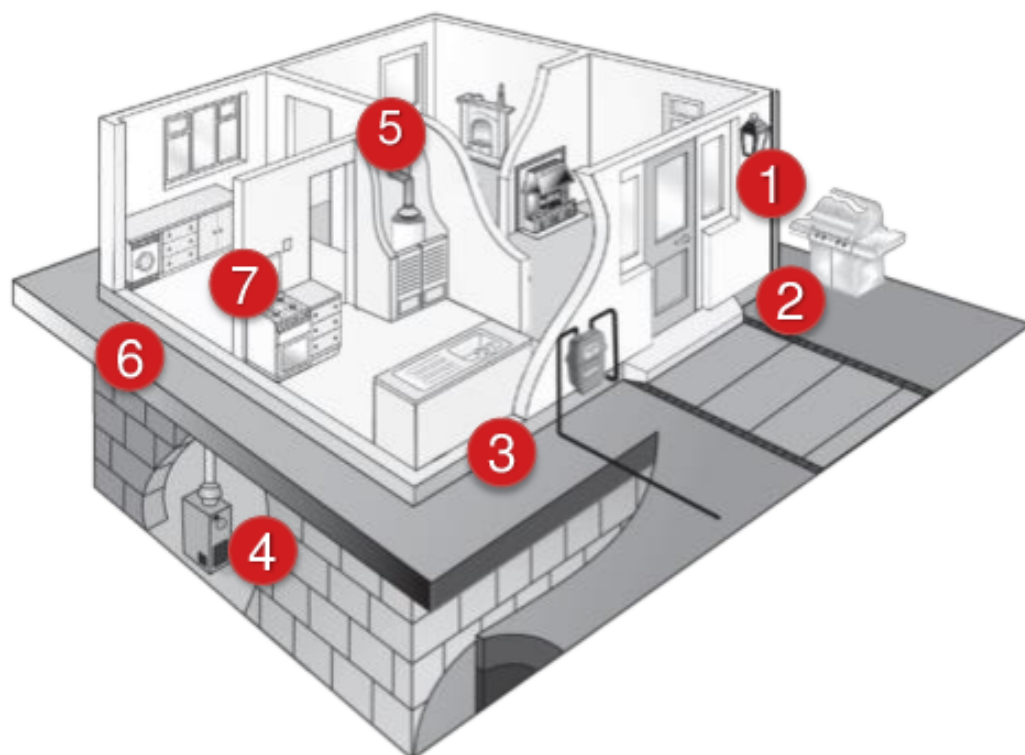


Your residential customers will have home emergencies—and we offer solutions

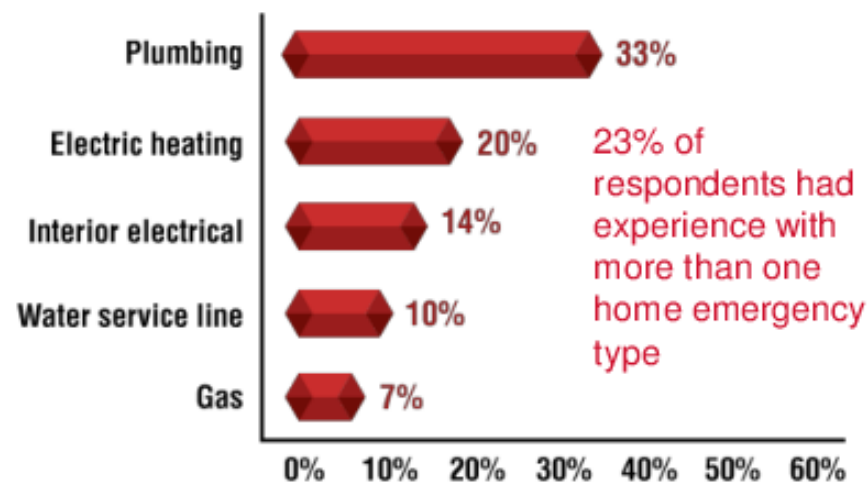
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Directly tied to services offered by utility



"Have you, or anyone you know, experienced this sort of problem in the past year?"



Ipsos Market Research, 2012, "Home Emergency Repair Market Research Findings"

HomeServe Plans

- | | |
|-------------------------------|-------------------------------|
| 1. Exterior Electrical Wiring | 5. Water Heater |
| 2. Gas Fuel Line | 6. Sewer Line |
| 3. Water Service Line | 7. Interior Electrical Wiring |
| 4. HVAC Equipment | |

HomeServe Plans range from \$5 - \$15 per month

Trusted by many leading utilities

- **Global experience with a local presence**
 - Founded in 1993, London Stock Exchange listed
 - World leader in emergency repair solutions
 - Operating in the US for over 12 years
 - Over 2.3 million customers and 3.3 million policies in N.A.
 - Over 425,000 service calls in 2015
- **Success in managing long-term partnerships**
 - Over 150 utility partners globally
 - Over 60 partnership programs in North America
 - Highest enrollment rates in the industry
- **Best-in-class service delivery**
 - Unique contractor network management
 - Servicing customers every 74 seconds including weekends/holidays
 - 98% customer satisfaction
 - Accredited and A+ rated by the BBB
- **Customized solutions**
 - Flexible product configurations
 - Fully underwritten policies by A rated insurer



UNITED WATER

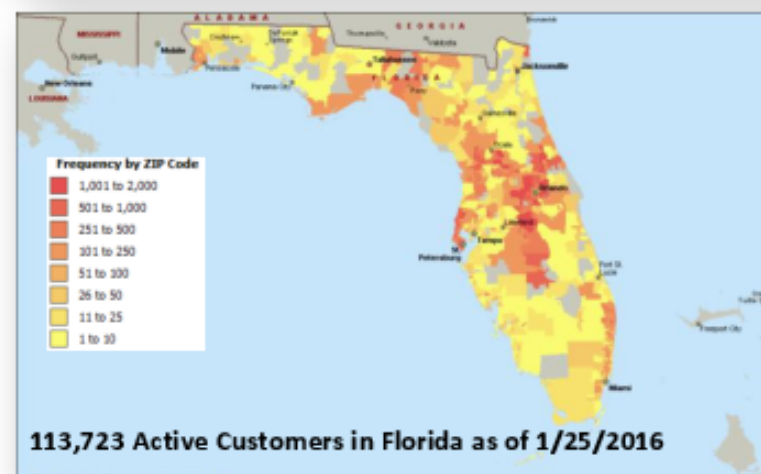
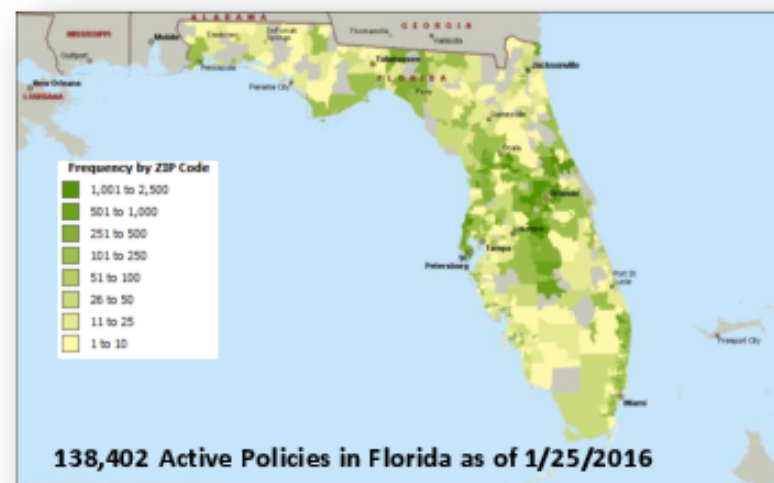


HomeServe is committed to Florida

FLORIDA PARTNERSHIPS

 <p>13K customers</p>	 <p>126 K customers</p>	 <p>15K customers</p>
In 2015 HomeServe saved Florida homeowners over \$3.4 million!		

- We have been operating in the state since December 2009
- In Florida, we have over 120,000 customers who have purchased over 150,000 policies.
- In the past 12 months, we performed over 9,500 repairs for Florida customers, saving them over \$3.4 million in out of pocket expense.
- We have an established network of veteran professional plumbing contractors, delivering a 98% CSAT rating.



Core product features



Toll-free emergency number members can call 24 hours a day, 365 days a year



Locally-based, fully-licensed, qualified and vetted contractors dispatched to the customer's emergency



No deductibles, no call-out fees or forms to fill in at the completion of the job



Quality control measures to ensure exceptional customer experience



Guaranteed repairs



No pre-inspection before joining

World-class customer service

In-house contact center

- Live Repair Management Specialist Support 24/7/365
- Flagship in-house call center in Chattanooga, TN with 400+ specialists
- Call handling capabilities in 300 languages
- Intensive new hire and ongoing training programs
- Comprehensive quality assurance program
- Customer Advocacy Team
- All employee bonuses tied to customer satisfaction scores



Exceptional contractor recruitment, vetting and management

50-person team manages the contractor network

- **Contractor Management**

- ✓ Area network managers operate locally to ensure work is performed to our high standards
- ✓ Conduct on site inspections as a quality assurance check
- ✓ Routine performance reviews utilizing Contractor Scorecard / KPI's – CSAT, Service Performance, Cost

- **Contractor Communication**

- ✓ Monthly newsletter highlighting top performing contractors based on CSAT surveys & letters
- ✓ Quarterly round table sessions with high volume contractors in each region



98% Contractor Satisfaction

- ✓ We pay fast – 15 days
- ✓ Local contact to quickly answer questions & resolve issues
- ✓ Multiple job deployment and invoicing options

Why HomeServe?

- HomeServe is the only provider with a full complement of water and energy products, offering homeowners coverage for a wide range of household repair emergencies.
- HomeServe delivers stellar participation results through expert marketing, resulting in non-core revenue
- HomeServe “WOWs” customers with exceptional service.
- HomeServe’s incomparable local contractor management results in consistently achieving 98% post-service satisfaction.
- HomeServe is dedicated to serving our partner communities.
- HomeServe programs are proven to dramatically increase customer satisfaction.
- **AND ALL AT NO COST TO THE UTILITY!**

Customer Promise

Before a Customer joins

We'll make it clear what they're buying and what it will do for them

When a Customer joins

We'll tell them how much they're paying, what that buys them and how to make a claim

When a Customer becomes a member

We'll make life easy for them

When a Customer makes a claim

We'll solve their problem quickly and easily-their emergency is our emergency

If a Customer's not happy

We'll listen, apologize and make things right wherever we can, as soon as we can

HomeServe®

Our Customers Speak For Us....

The contractor called and arrived within two hours and along with his worker did an outstanding job. He had a job in the same location and came back within two hours after the repair dried and backfilled where he had excavated.--- Rory Collins, Largo, FL

The worker was neat and polite and didn't take much time to do his job and was soon finished. Very pleased!. – Rutan Xuripha, St. Petersburg, FL

*It is very convenient and the service is very good. I did not have to wait two or three days because it was really an emergency. The contractor was experienced. The HomeServe operators that take your call understand your problems and get you service quickly.
Ruth Shaw, Inverness, FL*

I have been very pleased with the last 2 times you have provided service. I like the fact that I do not pay a deductible. I would recommend Homeserve to anyone that has plumbing needs" –Cynthia Williams, St. Petersburg, FL



Contact information

HomeServe

601 Merritt 7
6th Floor
Norwalk, CT 06851

www.homeserveusa.com

Larry Byrne
Director, Business Development
281-733-0599
Larry.Byrne@homeserveusa.com