NEEP Annual Summit – A Manufacturer Perspective
Market Transformation: Programs

• Goal: Create a THRIVING, naturally driven market
• HOW: Program is impactful enough to elicit change

• Example: MA CEC ccASHP program
  – Lowering rebate in Nov 2018 from $625/ton to $500/ton
    • Change was made in 2016 and program continued to accelerate
    • This is evidence of a natural market maturing

<table>
<thead>
<tr>
<th></th>
<th>Participating Contractors</th>
<th># Units Incentivized</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>199</td>
<td>2605</td>
</tr>
<tr>
<td>2016</td>
<td>325</td>
<td>3534</td>
</tr>
<tr>
<td>2017</td>
<td>387</td>
<td>3984</td>
</tr>
<tr>
<td>2018</td>
<td>380</td>
<td>2374 (thru July)</td>
</tr>
</tbody>
</table>
The Case for Early Retirement and Offseason Programs

- Competing Initiatives

Current Projects
- w/ Prgms

Projects Capacity

春高峰
Off Season rebates
早退休计划
秋高峰

May     Jun     Jul     Aug      Sep     Oct      Nov      Dec     Jan     Feb    Mar   Apr

0       5        10       10       5           1         2          8         10       10         8        3        1
= 73 Projects

0       10       10       10       5           1         2          10       10      10        10       3        1
= 120 Projects