



Creating a More Affordable Future For Businesses and Consumers

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All We Do Is Save People Money!

**A Comprehensive
Expense Reduction
Platform for Consumers
and Businesses**



All We Do Is Save People Money!

- Monthly Bill Negotiation
- Electricity/Gas Switching
- Insurance Switching
- Community Solar
- Savings Programs



Investment Opportunity



Common Shares for \$7/share

Raising capital for domestic and international expansion

Pre-Money value of \$35 million

= ~~\$593~~ \$507 per customer

= 18x 2023 Profit

Minimum investment is \$24,500.

In 2025e:

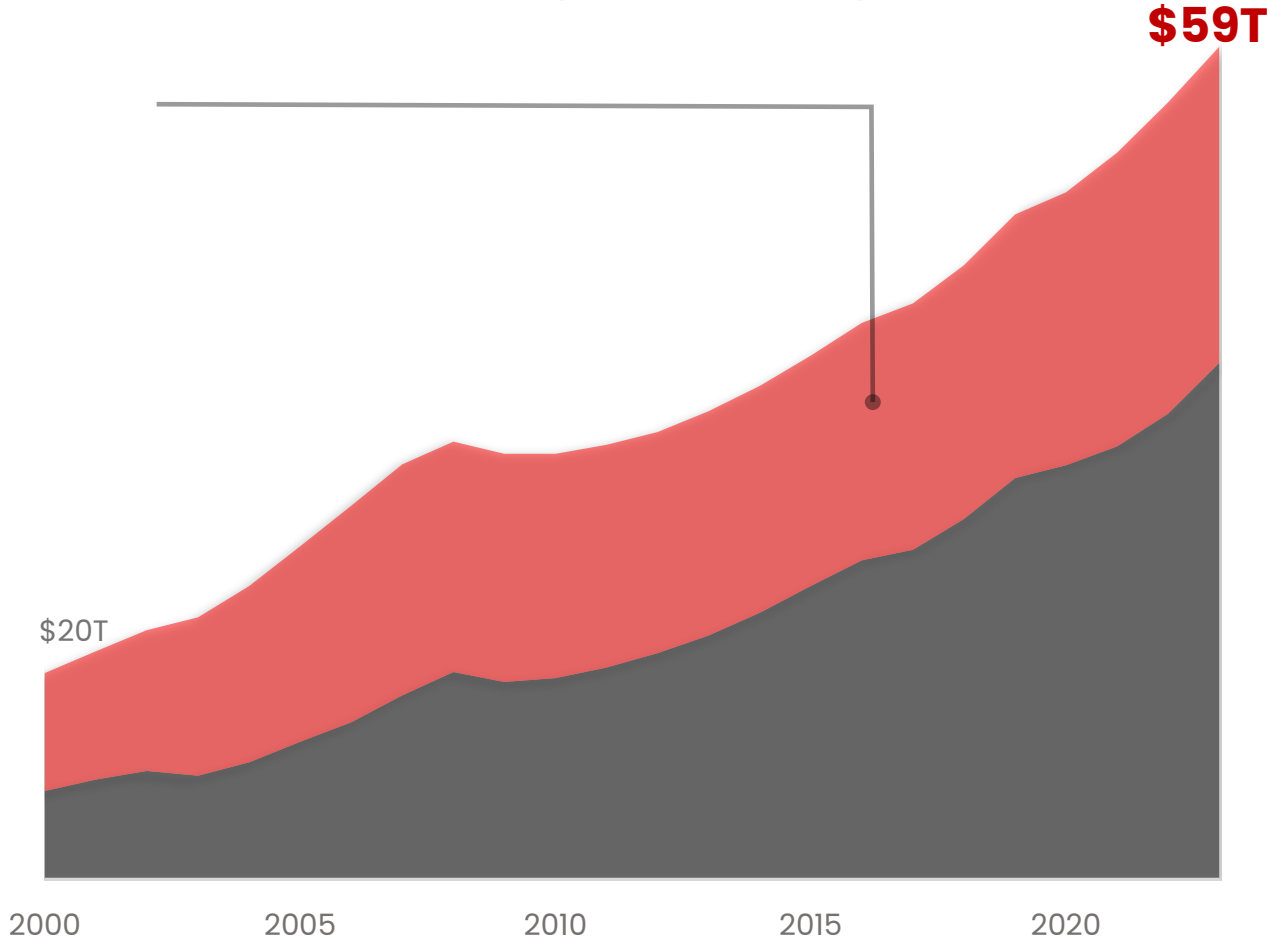
Expected liquidity + valuation increase
via public Reg A+ Offering



Optimal Operating Conditions

3x Increase in Business & Consumer Debts

- +70% since the Great Recession
- 60% of Americans live paycheck-to-paycheck



Source: IMF Debt Database

■ Businesses

■ Consumers

\$60 Billion per year

Americans are being Overcharged



+50% in cable bills

Since 2010

+64% in hidden fees

Since 2019

Source: ConsumerFed.org, Consumer Reports, and Gizmodo



A buy-and-build business to lower costs

HQ	Houston, TX
Founded	2021
Earned	~21k customers ~48k customers at FPS ~\$25MM in cost savings
Retention	~90%+ from strong referrals

An eco-friendly solution geared for expansion

- 2024 target \$10MM revenue/yr.¹
3x to ~65k (from ~21k)

1 – Excludes revenue from the minority stake in Flagship Power

The Cost-Cutting Platform Offers Many Services



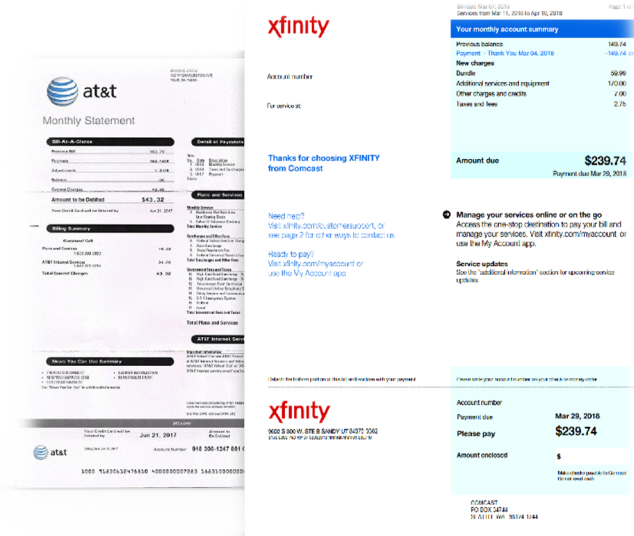
Drive Industry-Leading Revenue/Customer

- Cross-sell to each customer to boost profit per customer
- 1 customer = 10 customer equivalents

Added services are coming...

- Hospital bill negotiation
- Credit card issuance
- Mobile phone switching
- Any many others...

The system is super-simple.



Michael N.
SAVED \$895.64
on his ADT Home Security Services!

ARE YOU PAYING TO MUCH ON YOUR BILLS?

1 Upload your bills

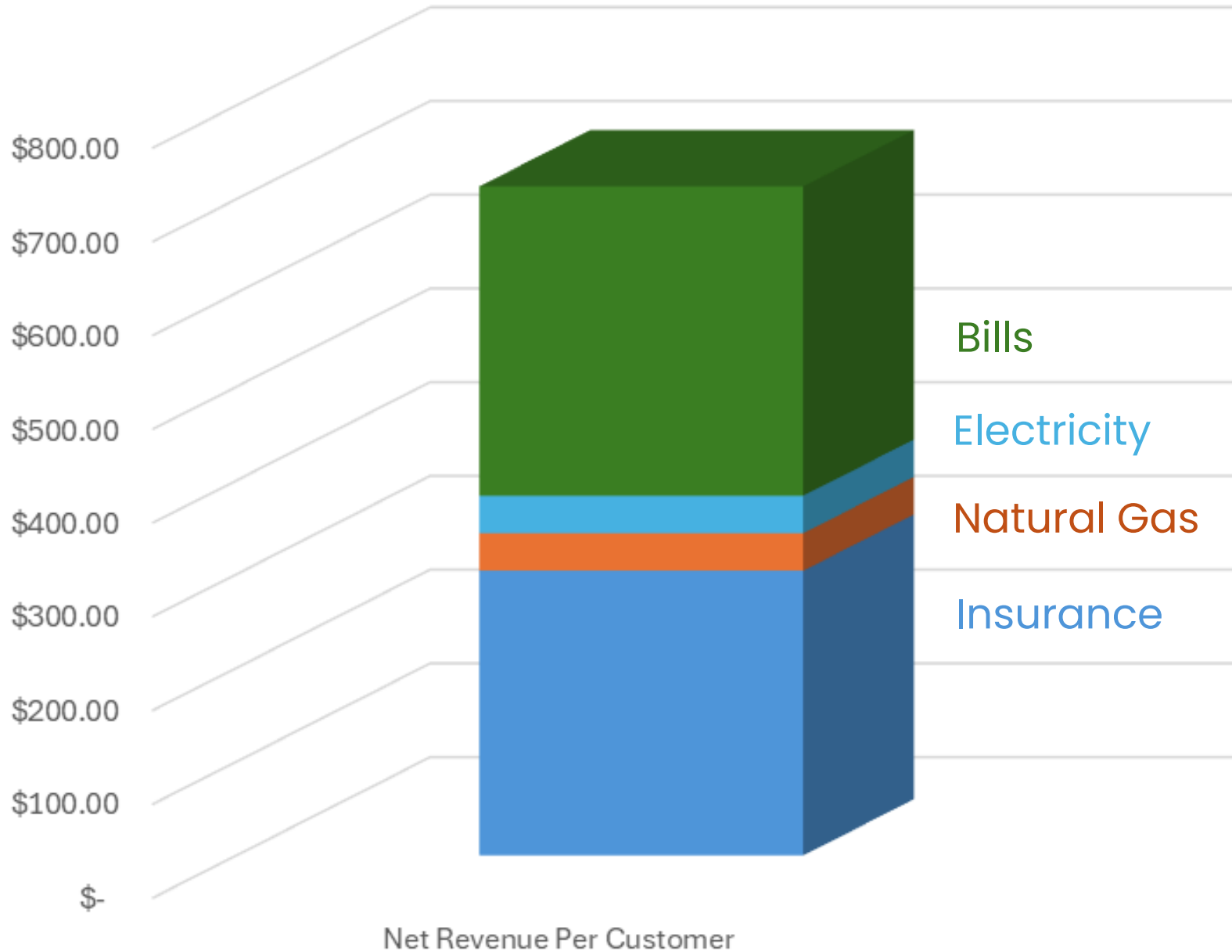
- Secure encryption

2 We negotiate or shop the best deals

3 Customer saves. We get Fees.

- We don't charge a dime unless we save the customer a quarter

Our Customers Can Generate \$714 per year after expenses



What is a customer worth?

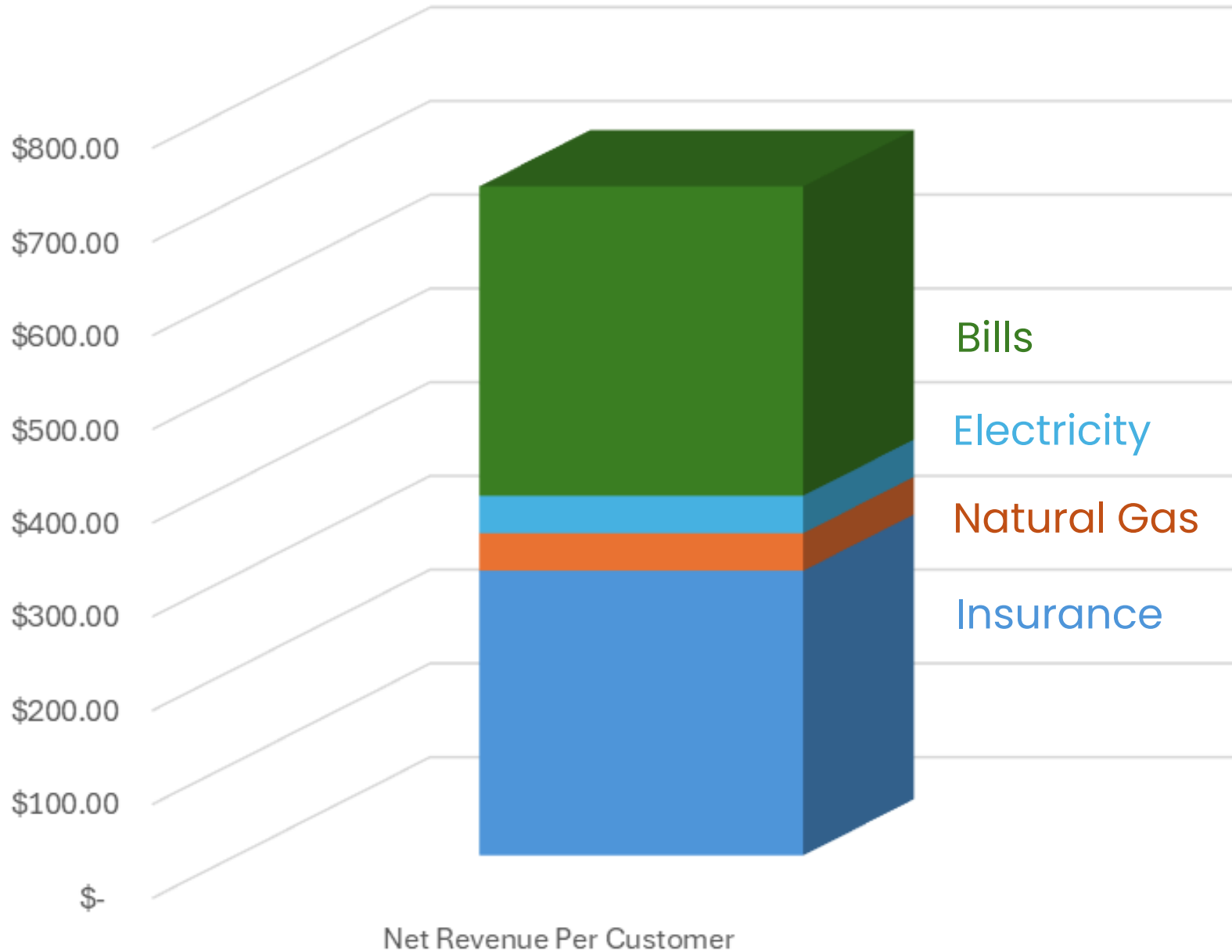
- \$714 “Net Revenue” per year
- Avg life of 5 years
- = ~\$3500 of cash flow

3x \$714 = \$2100 per customer

Institutions would pay 5x – 7x

\$2100 x 70,000 customers =
\$147 Million

Our Customers Can Generate \$714 per year after expenses



What is a customer worth?

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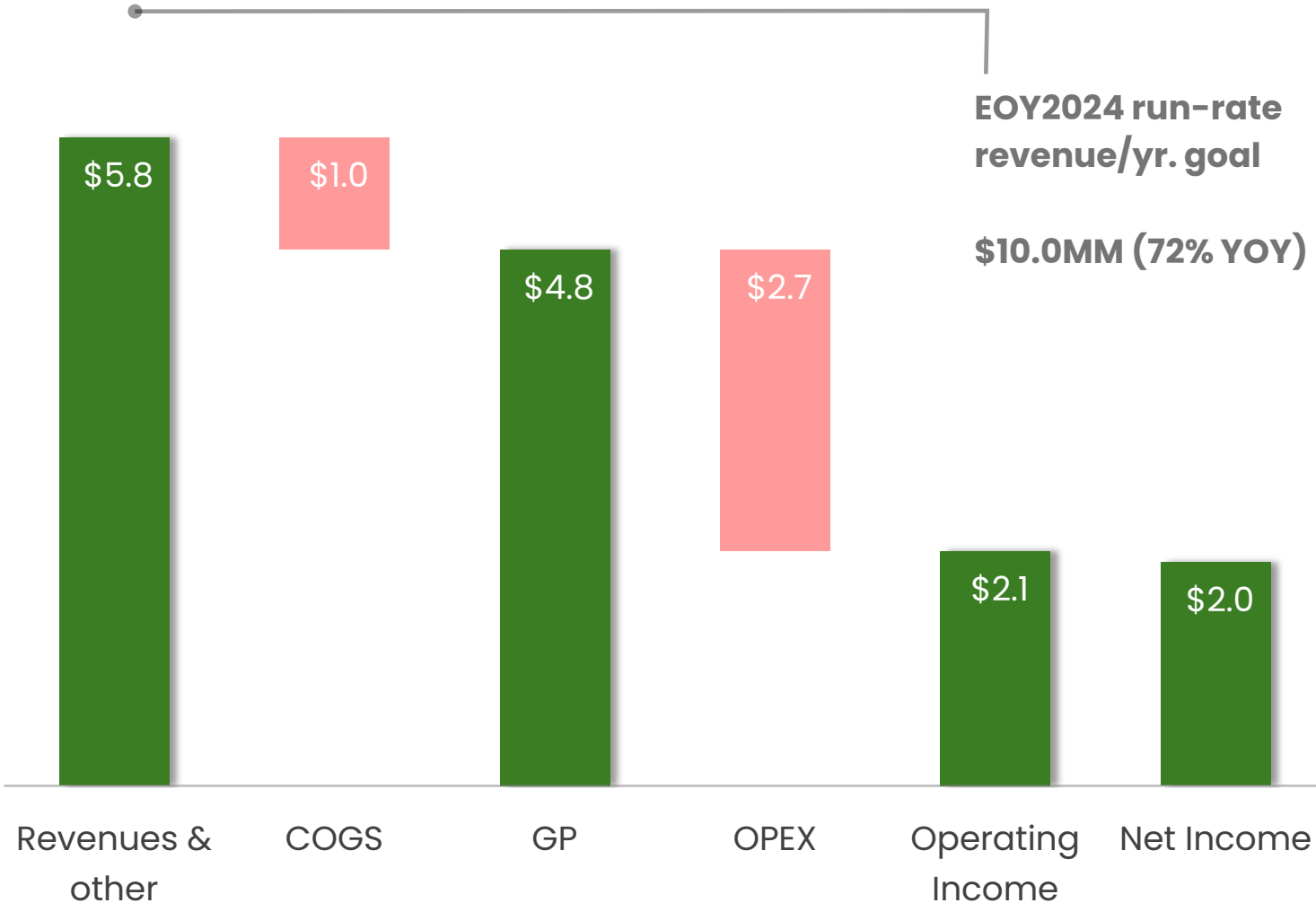
**... and don't forget
customer growth!**

2023 Summary Financials



Waterfall Income Statement

\$ in MM | Numbers may not tie to financials due to rounding



Summary Balance Sheet

\$ in MM | Numbers may not tie to financials due to rounding

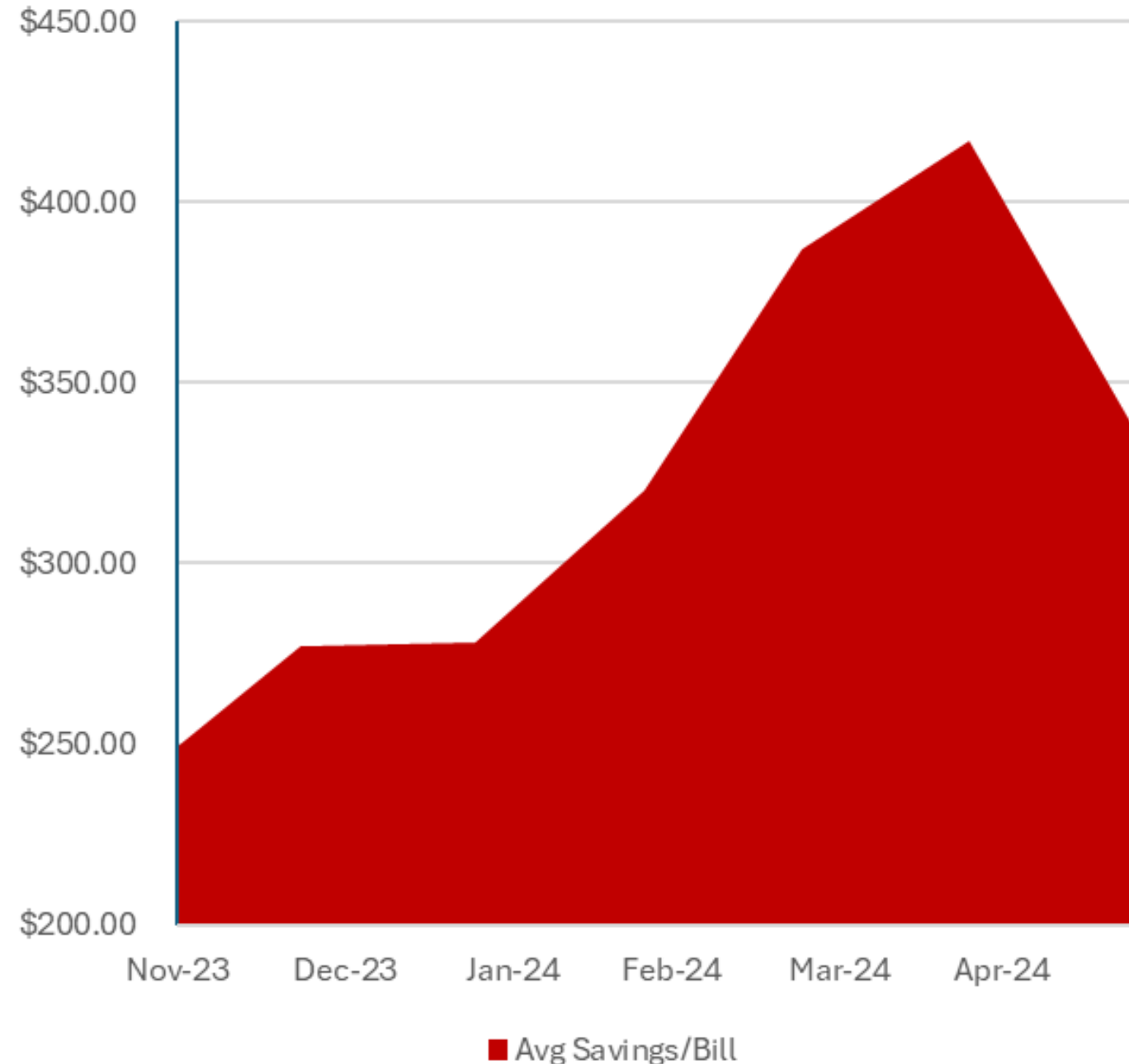
	2023
Cash	\$ 1.0
Investments	\$ 3.6
Total assets	\$ 4.6
Notes payable & other	\$ 0.3
Equity	\$ 4.3
Total liabilities & equity	\$ 4.6

Business is Accelerating

Driving Average Savings/Bill to Record Levels

- Efficiency and Training Improvements have nearly doubled Average Savings
- Historical Average has been \$200-\$225
- We expect to keep it between \$325-\$375 going forward
- Dramatically improves profitability
- We average 45% of savings in revenue

Average Savings Per Bill

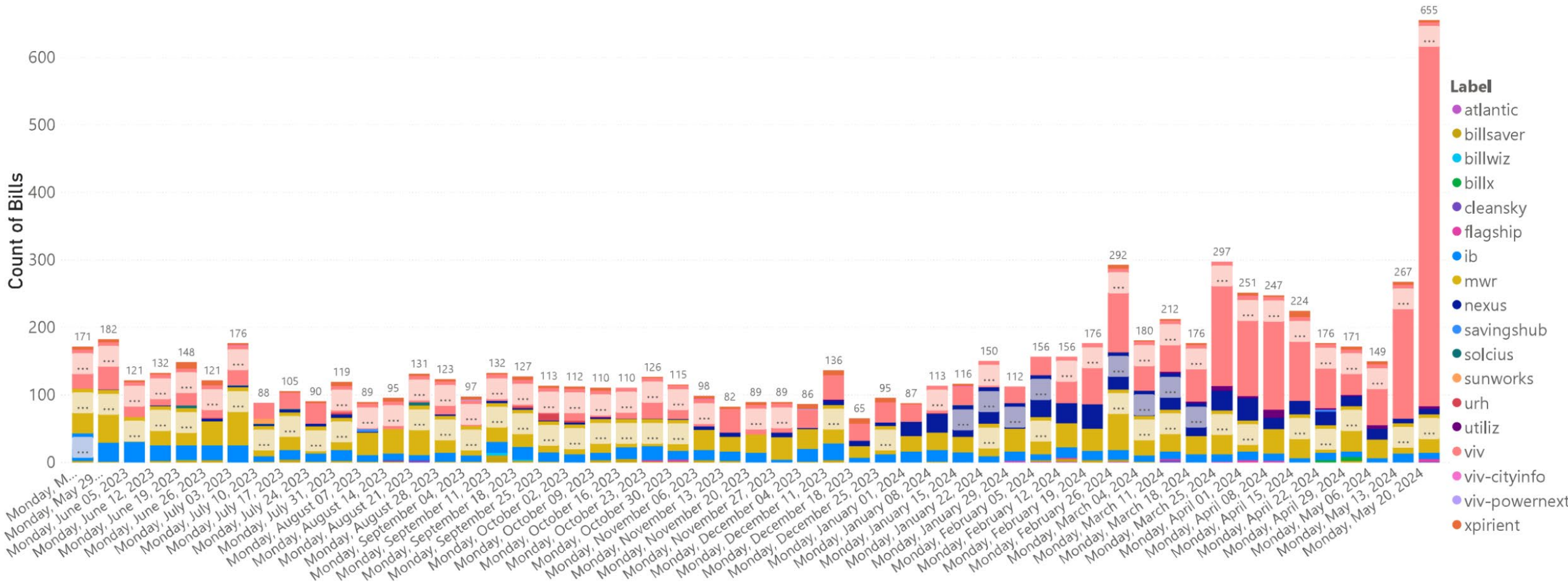


Business is Accelerating



Positive Weekly Momentum

Bills Uploaded by Week - splity by label

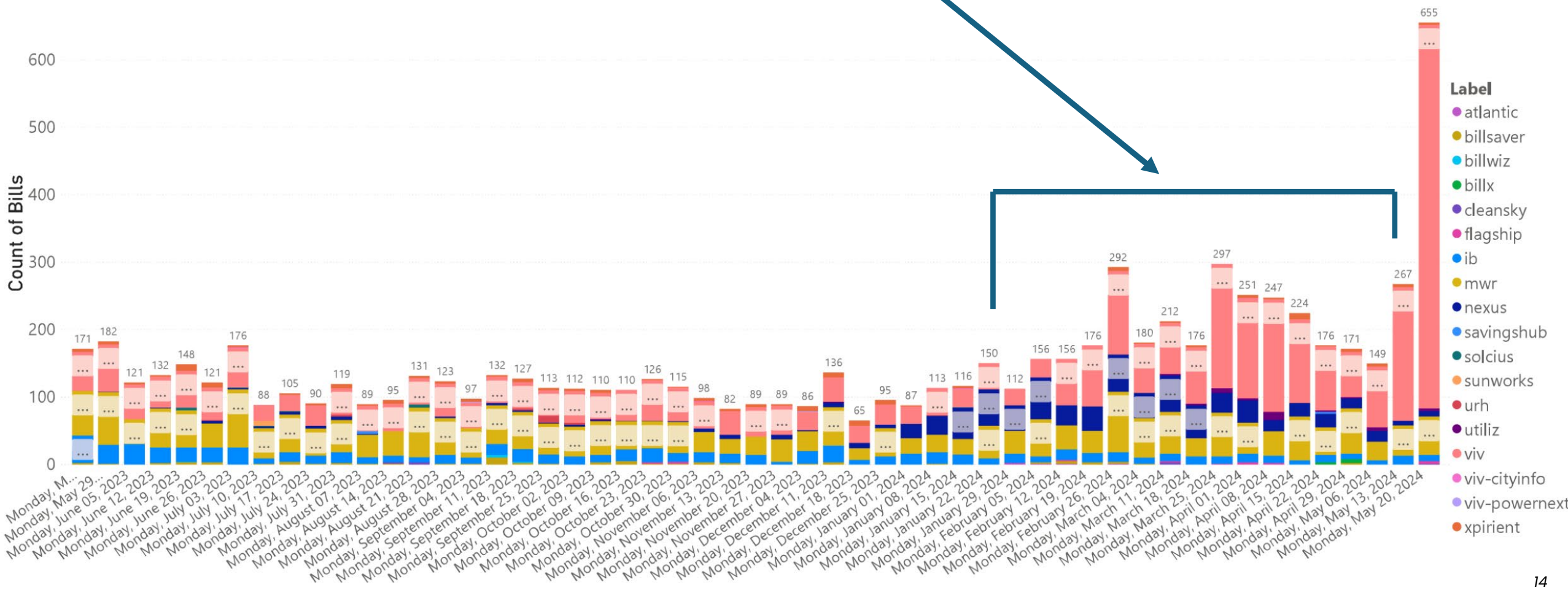


Business is Accelerating

Positive Weekly Momentum

Network + Nexus + Face-2-Face

Bills Uploaded by Week - splity by label



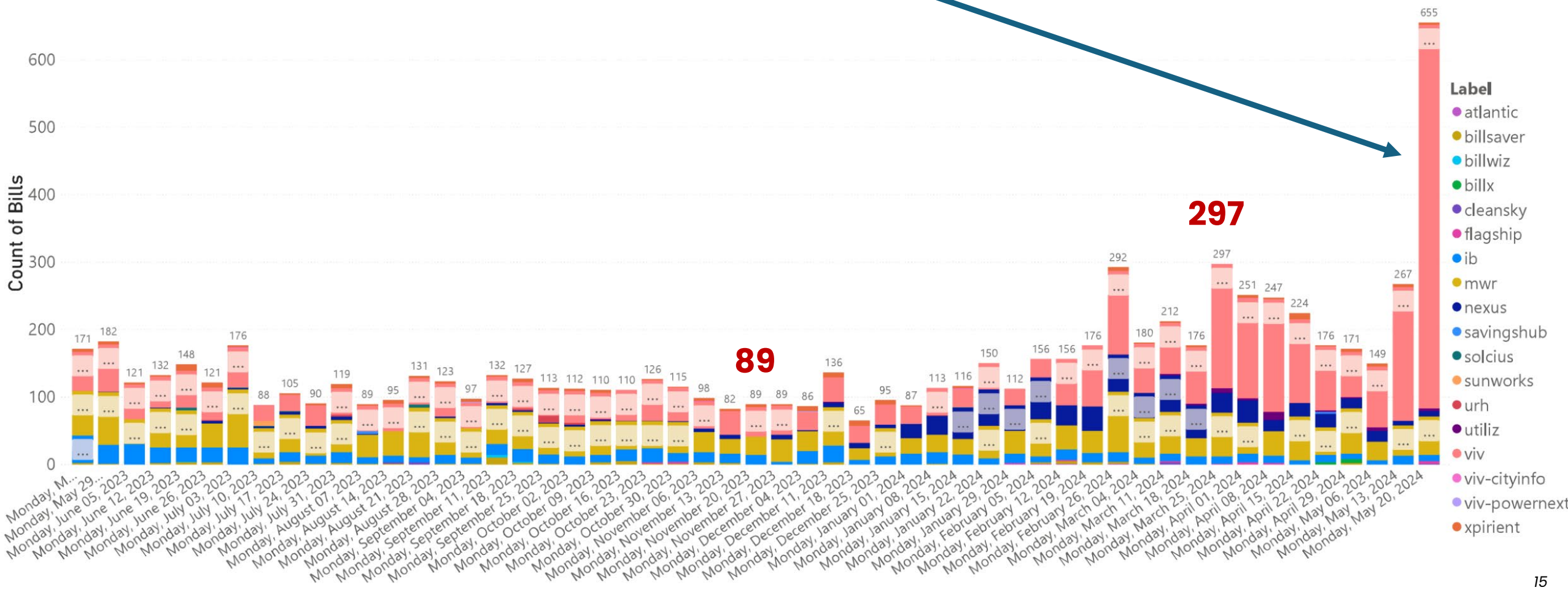
Business is Accelerating



Positive Weekly Momentum

T.O.P. Full Scale Launch

Bills Uploaded by Week - splity by label



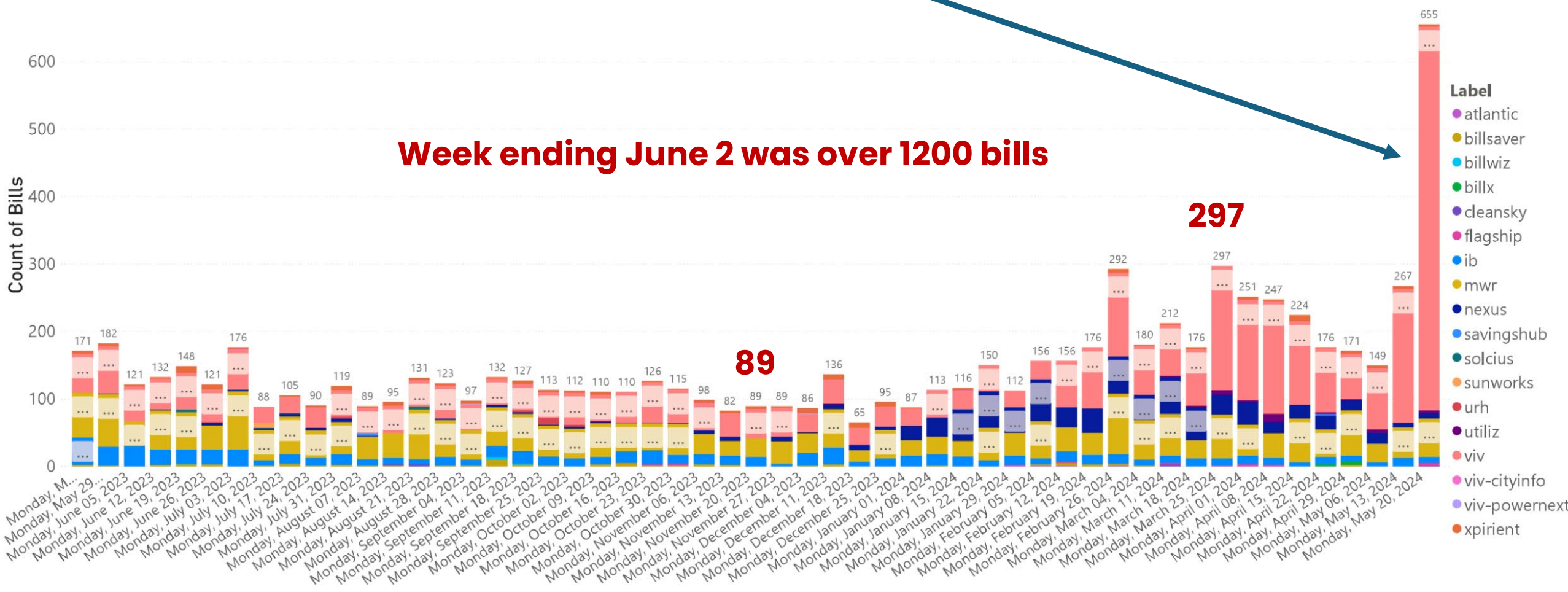
Business is Accelerating



Positive Weekly Momentum

T.O.P. Full Scale Launch

Bills Uploaded by Week - splity by label



Goal of 200,000 + Customers by the end of 2025.



Face-to-face



Network



Digital



White Label

- Face-to-Face
 - + Start with 200 agents
 - + Grow to 2000 agents Nationwide
 - + Grow to **~150k** customers per year
- Network
 - + 1,500 consultants (from ~200 currently)
 - + **~50k** customers per year
- Digital
 - + Online ads, SMS, PPC
 - + Mostly for upsells.
 - + Can add **~25k** new custs per year
- White Label
 - + Start with 20+ existing partners
 - + Add 10 partners per year
 - + >1 MM cust deals are in process
 - + **>200k** custs per year at maturity.

The Most Comprehensive Bill Shrinking Platform



- We produce more revenue/customer by cross-selling our extensive list of services.

Sold to / Owner



Competitors	Utility Rescue	Billcutterz	BillFixers	BillShark	Trim	TrueBill
Electricity	X	X				X
Insurance	X					X
Internet	X	X	X	X	X	X
Mobile	X	X	X	X	X	X
Merchant Processing	X					
Natural Gas	X					
Pest Control	X					
Security	X	X	x	X		
Solar	X					
Satellite Radio	X	X	x		X	
TV Cable	X	X	X	X	X	X

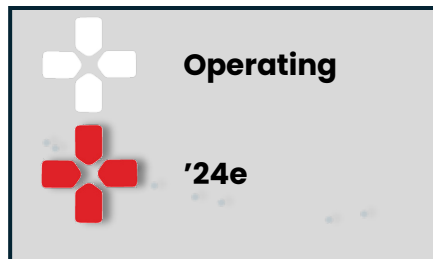
Source: Company websites

Rescuing Customers Internationally...



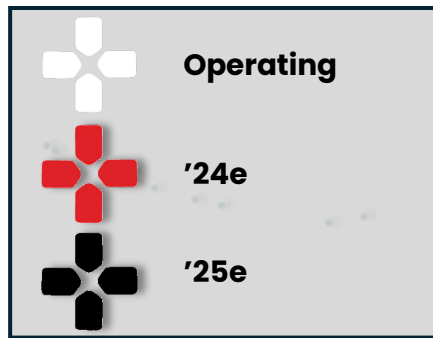
2 Active Countries

Rescuing Customers Internationally...

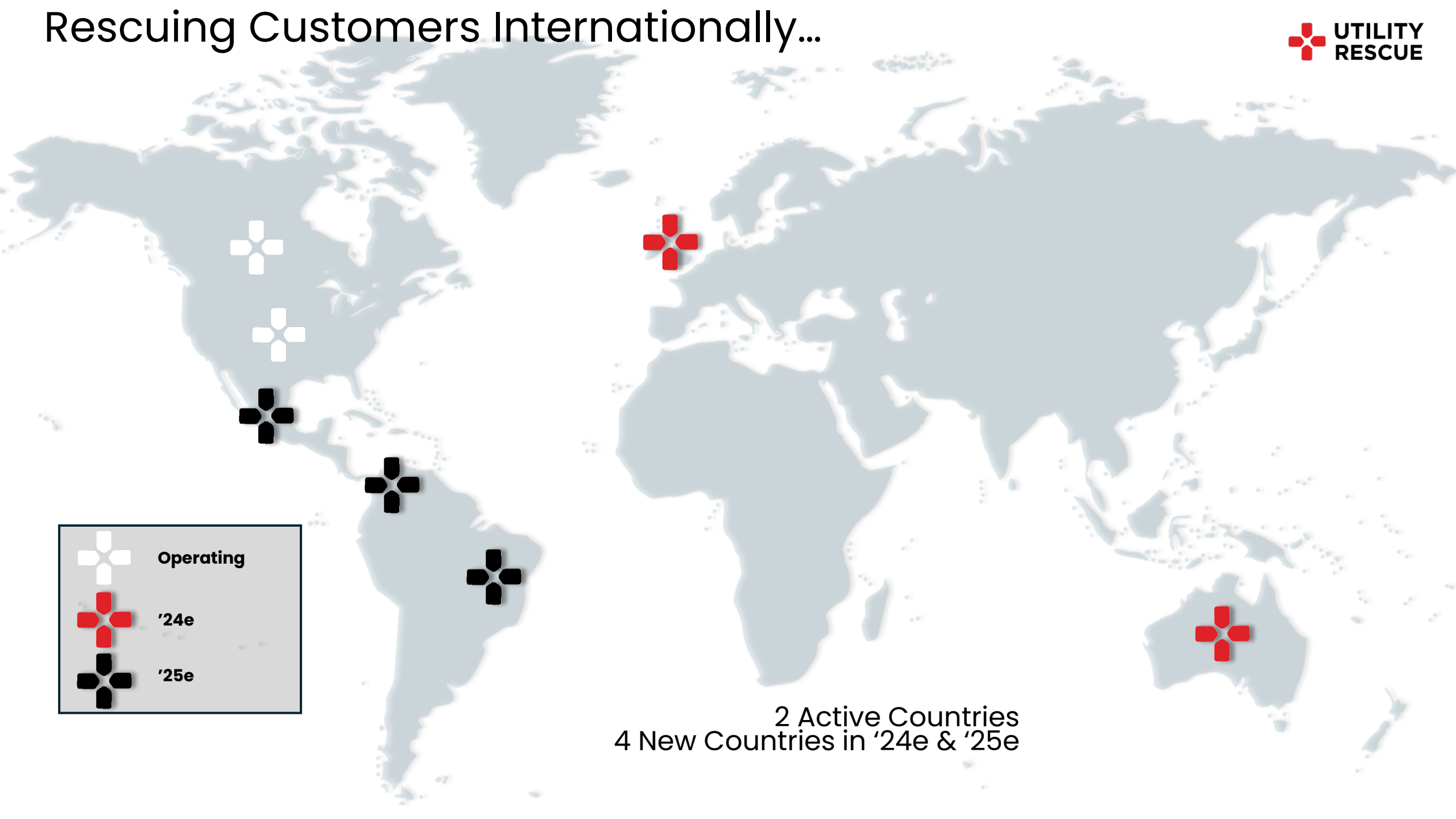


2 Active Countries
4 New Countries in '24e & '25e

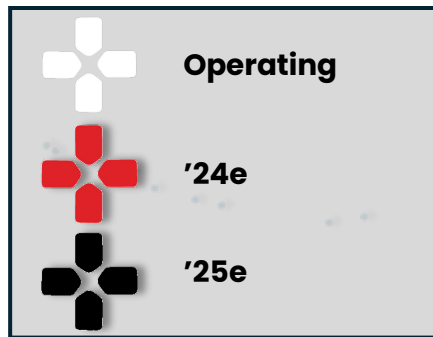
Rescuing Customers Internationally...



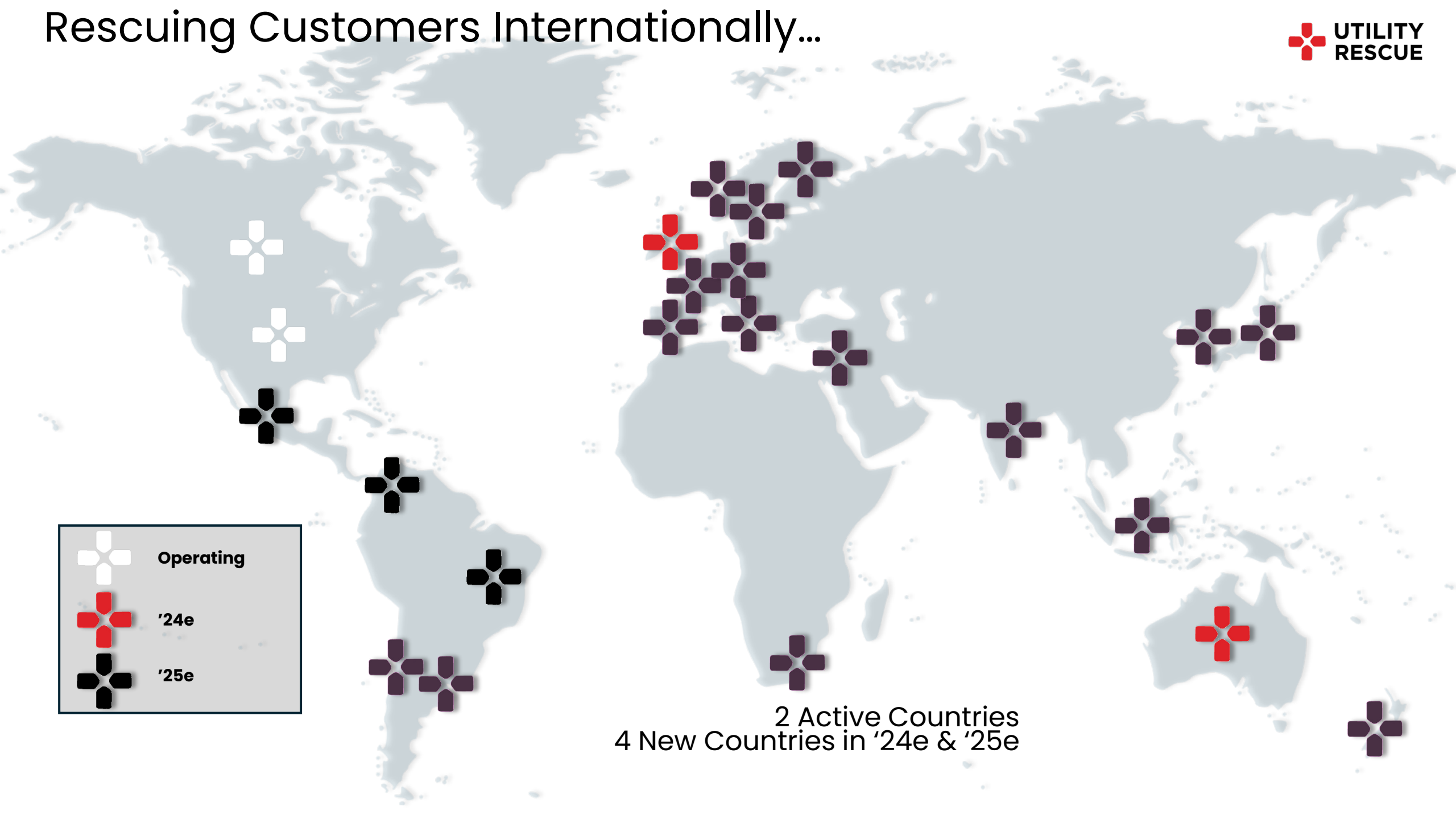
2 Active Countries
4 New Countries in '24e & '25e



Rescuing Customers Internationally...



2 Active Countries
4 New Countries in '24e & '25e



Cold Hard Facts:

1. \$507 per customer vs. \$714 net revenue
2. Reg D right before Reg A+ Public Offering
3. International Expansion
4. Massive Expansion of Sales Channels
5. Acquisition Opportunities
6. Major Acquisitions in this Space

Investment Opportunity



Purchase Common Shares for \$7/share

Raising \$49 million

Pre-Money value of \$35 million = \$507 per customer

Minimum \$24,500 investment

200,000 @ \$1000 = \$200,000,000. (5.7x today)

In 2025e:

Expected liquidity + valuation
increase via public Reg A+ Offering



Invest.UtilityRescueHoldings.com

April 2024



Contact

Rita Karpel

VP, Marketing & Investor Relations

832.459.7335

rkarpel@utilityrescue.com



Appendix





Tom Schmidt | Chief Executive Officer

- 27-year tenure in law and entrepreneurship with a specialization in launching and scaling private companies
- Companies under his leadership have achieved multiple Diversity in Hiring, Concierge Choice, and TripAdvisor Certificates of Excellence awards.
- Repeated Texas Super Lawyer awardee, Multi-Million Dollar Advocates Forum member, and Eagle Scout.
- Holds a B.A. in Political Science/International Politics from the University of Pennsylvania.
- Honors alumnus from the University of Texas School of Law.
- Co-founder of the Grateful Americans Charity dedicated to aiding veterans with PTSD.



Rita Karpel | Vice President, Marketing & Investor Relations

- 30+ years of multidisciplinary experience in business development, cultivating investor relationships, and leading strategic marketing initiatives to catalyze company growth.
- Before Utility Rescue, Rita raised over \$300 million to scale agriculture, energy, law, media, real estate, and technology ventures.
- Her strategic foresight and negotiation skills were critical in executing 20+ corporate transactions that reshaped industries.
- Formerly with Man Financial and the Chicago Mercantile Exchange.



Johnnie Davis | Vice President of Network Sales

- Accomplished Sales Training Professional with 3 decades of experience in successful onboarding, relationship building, team development, and sales management
- Built, developed, and managed a network of 14,000+ independent agents that generated over \$100MM in sales
- Proven Leader with expertise in strategic planning and implementation
- Best-selling Author, Keynote speaker, and accomplished Executive Trainer
- B.S. in Marketing, Rutgers University



Dave Brown | Director of Project Management

- Extensive 20-year tenure in the software development industry
- 7-year tenure with premier SaaS companies specializing in direct selling
- Led multiple development teams in creating and executing custom software solutions from start to finish
- Onboarded 50+ clients onto SaaS platforms catering to commissions, CRM, and e-commerce functionalities
- Spearheaded diverse teams, including developers, QA, and product managers, to achieve peak results
- B.A., Digital Communication & Media



Toree McGee | Director of Business Development

- 15+ years of sales and business experience- Built and led inside sales teams that exceeded monthly goals
- Raised \$1.8MM for a medical device company
- Onboarded 600+ surgeons into new technical platforms and programs
- Booked and executed ~250 annual shows in the entertainment business with 100% client satisfaction
- Professional Musician, Singer, Songwriter



Ed Cuyatti | Director of Operations

- 10+ years in the energy industry
- Originally began as a service representative and quickly became manager of customer service & operations
- Formerly with Crius Energy's Telecom brands and Virdian Energy
- Excels at customer satisfaction & retention, reporting & analysis, and team management & training
- BA, Business Management & Minor in Criminal Law

Investing in a More Affordable Future...

- Anticipating strong investor demand
- \$35MM, pre-money enterprise value
- Raising \$49 million now (Reg D)
- Reg A+ to raise up to \$75 Million

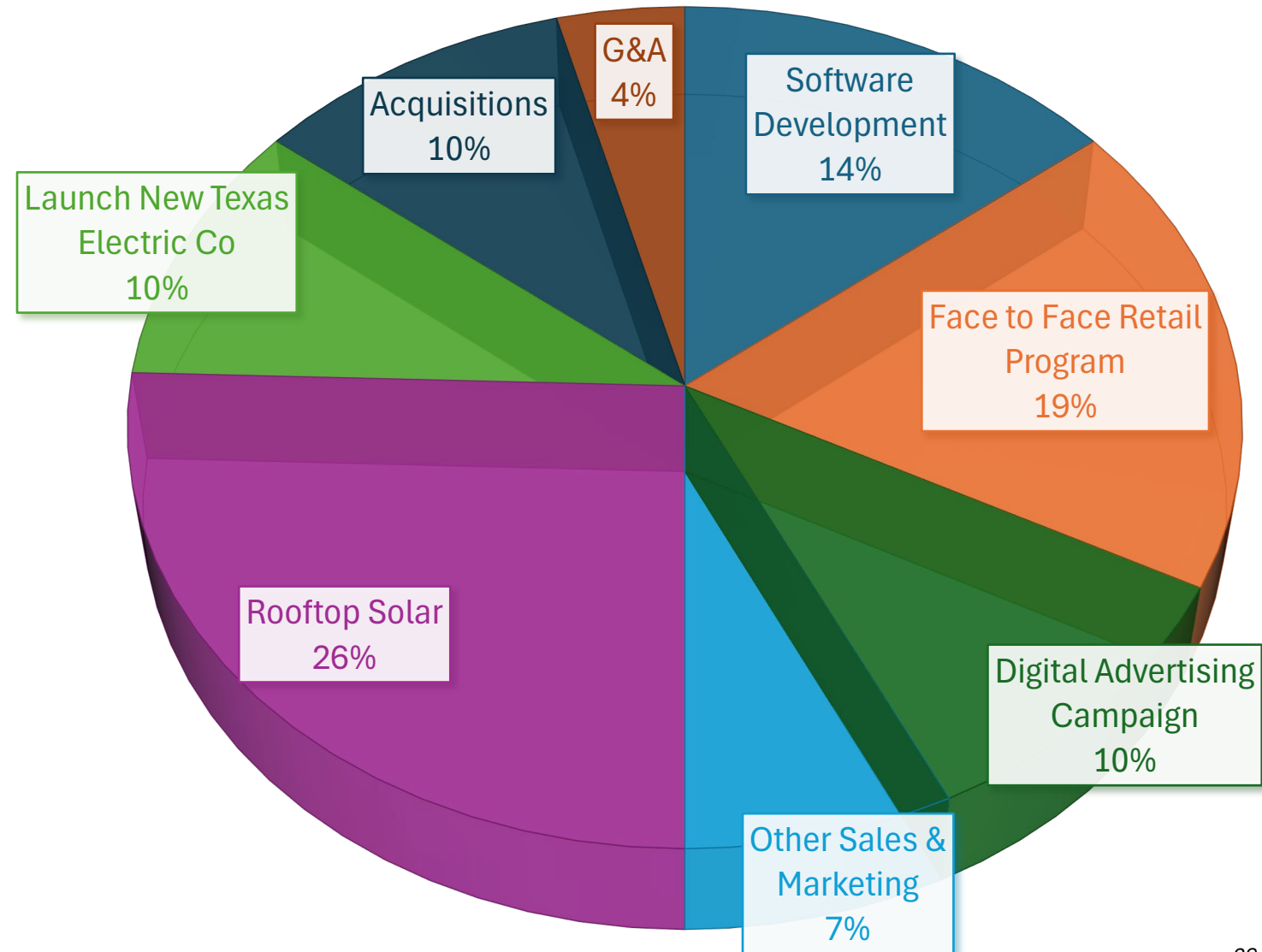
For 2024e

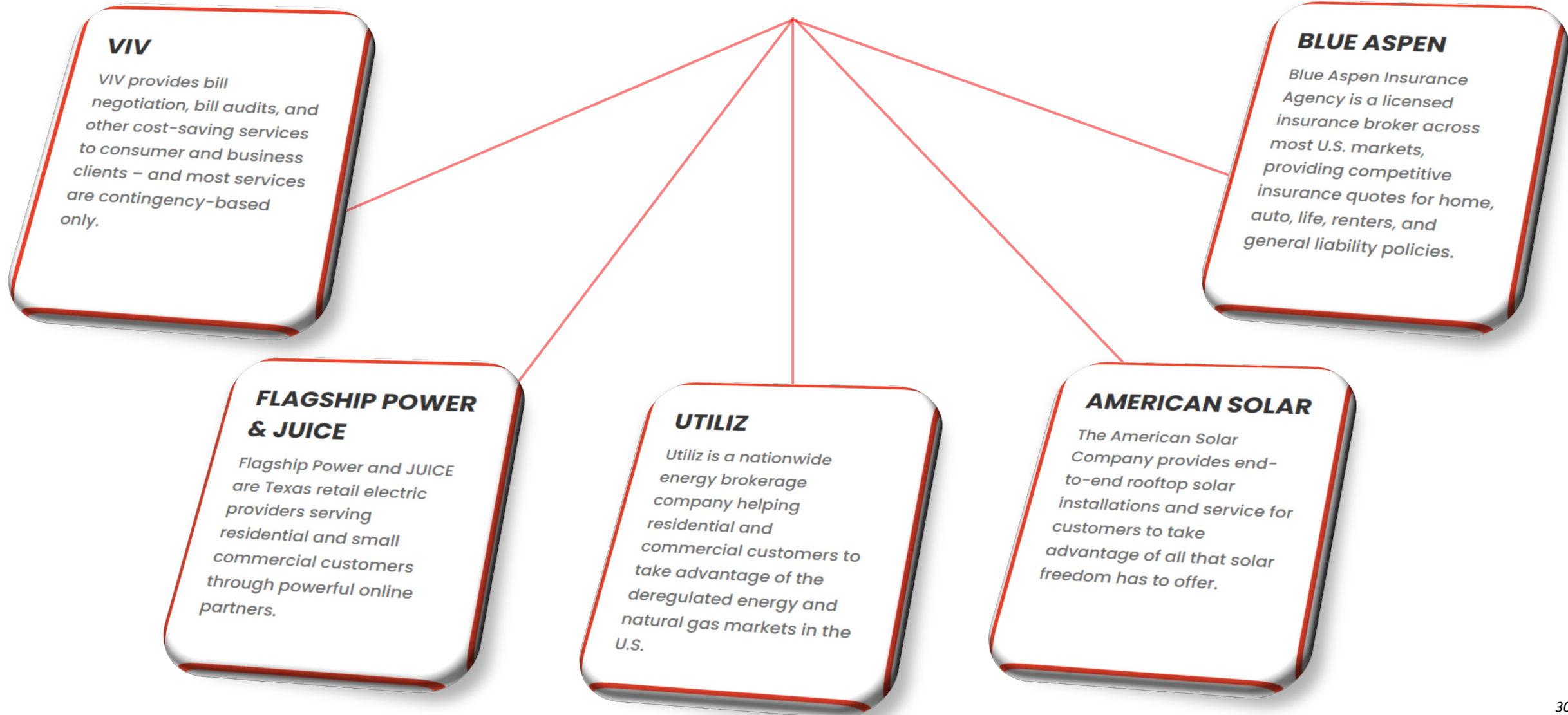
- Aim to 3x customers (*from 21k → 65K*)
- Increase run-rate revenue to ~\$10 MM

For 2025e

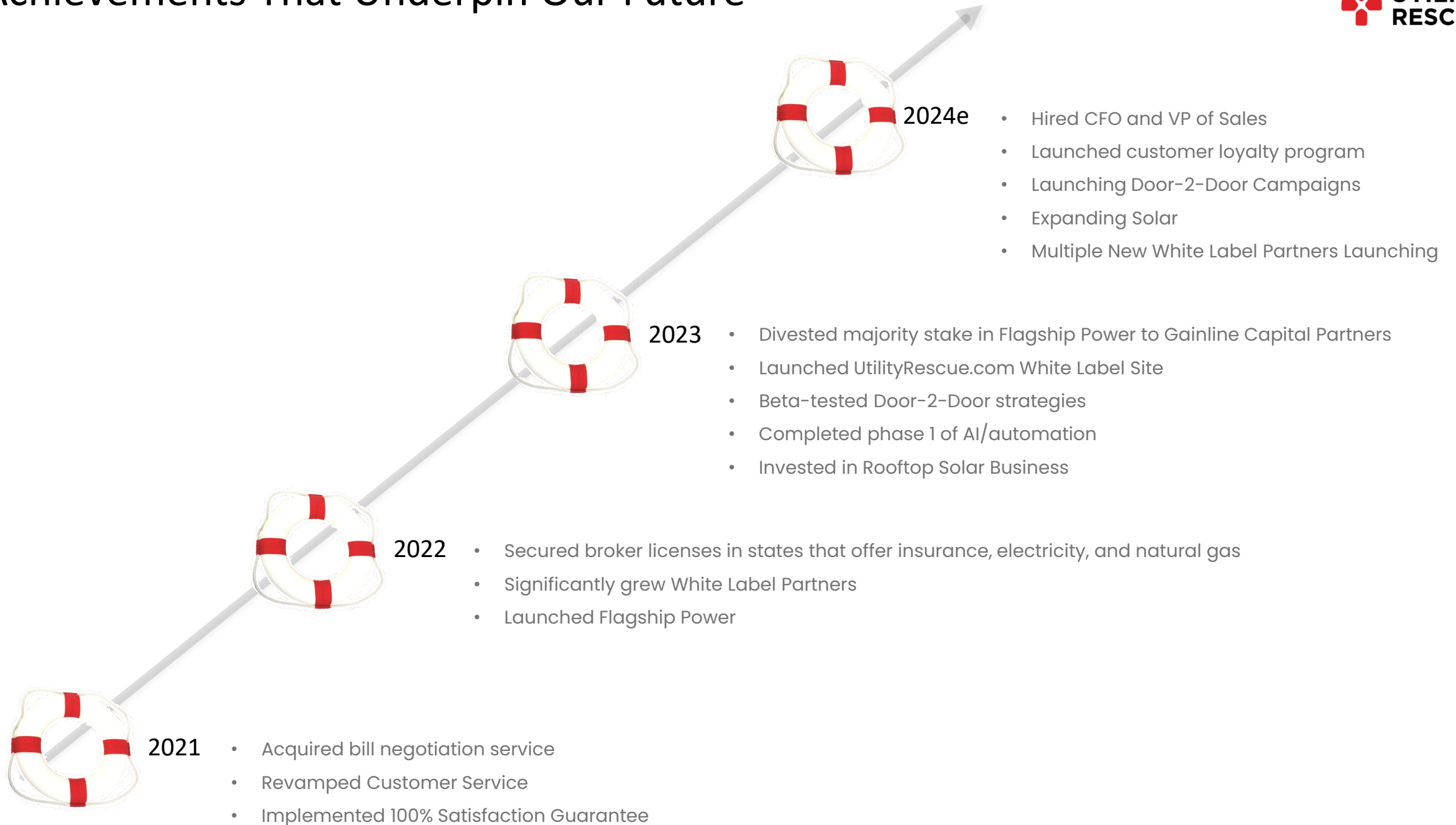
- Launch Reg A+ offering
- Liquidity right around the corner

USE OF PROCEEDS BREAKDOWN





Achievements That Underpin Our Future



Upsell Opportunity














Platform Shopping Cart

- Shopping Cart Upsells at Time of Enrollment
- Post-Sale, our “Reach Project” uses a combination of traditional algorithms and cutting-edge Artificial Intelligence to upsell URHI services to existing customers.
- Currently using email, text message, and traditional phone calls to upsell customers.
- Adding: ringless voicemail, mailed postcards, social media messaging, digital programmatic ads, and more.

Choose your services below Home Illinois

AUTOPILOT Automatic savings on your monthly bills

You upload your bills. We lower your bills. You don't pay anything unless you save. Please select the bills you'd like to lower.

 Electricity	- o +	<input type="button" value="SELECT"/>
 Natural Gas	- o +	<input type="button" value="SELECT"/>
 Cable Bundle	- o +	<input type="button" value="SELECT"/>
 Internet	- o +	<input type="button" value="SELECT"/>
 TV	- o +	<input type="button" value="SELECT"/>
 Phone	- o +	<input type="button" value="SELECT"/>
 Satellite Radio	- o +	<input type="button" value="SELECT"/>
 Security	- o +	<input type="button" value="SELECT"/>
 Pest Control	- o +	<input type="button" value="SELECT"/>
 Water Delivery	- o +	<input type="button" value="SELECT"/>
 Community Solar		<input type="button" value="SELECT"/>
 Other	- o +	<input type="button" value="SELECT"/>
 Insurance		<input type="button" value="SELECT"/>

MORE SAVINGS Benefits for you & your family



**Bessie T.
SAVED \$170
ON HER ADT BILL**

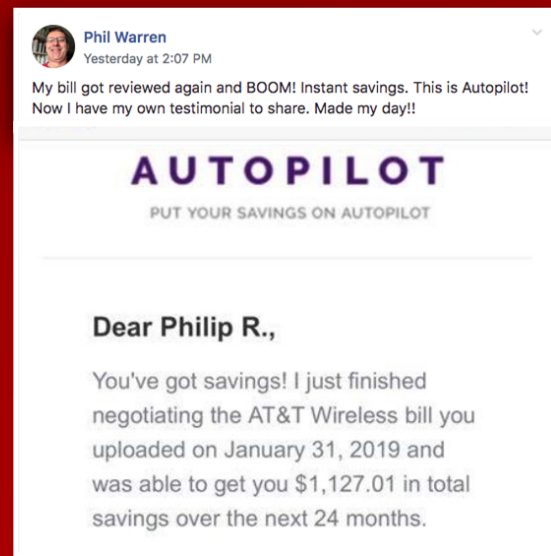


**Debbie D.
SAVED \$680
ON HER CELL PHONE
BILLS**



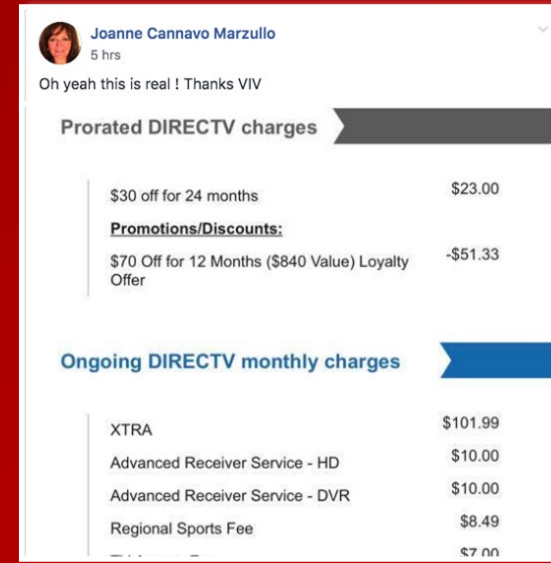
"I saved over \$1,000 for on my Verizon FIOS for two years."

-Blaney T., Maryland



"On Autopilot and Boom! Instant savings!"

-Phil W., Massachusetts



"Thanks! AutoPilot is real!"

-Joanne M., Connecticut



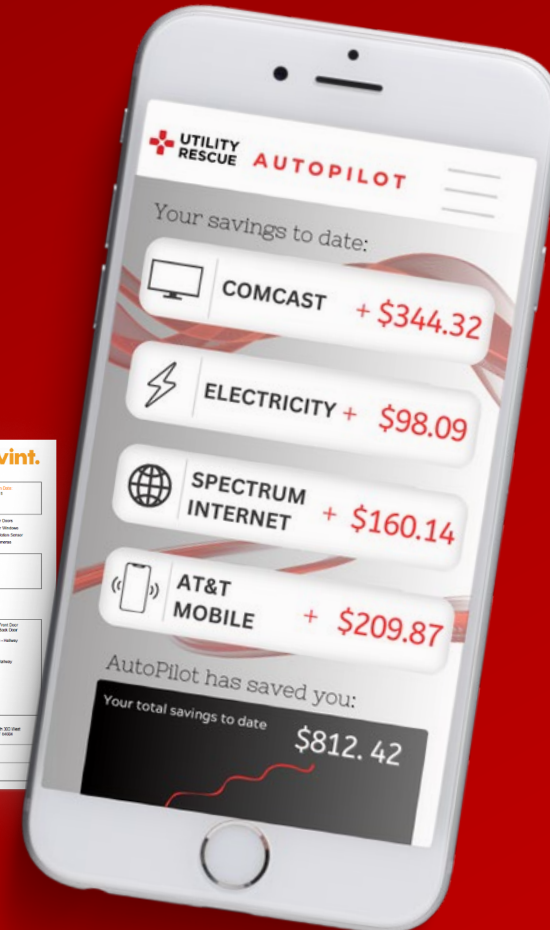
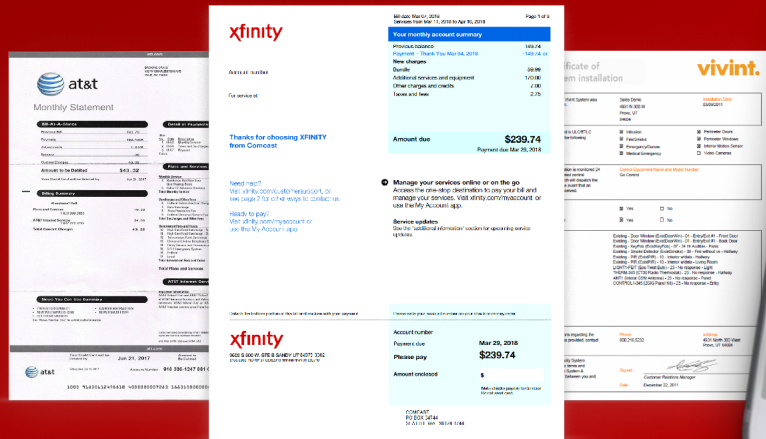
"Thank you AutoPilot. Negotiators generated \$758.12 in savings."

-Cathy C., California



We work with all of these providers.

AutoPilot



Electricity



Satellite



TV



Internet



Mobile



Security



Pest Control

VIV Rewards

- Provide “Rewards Dollars” when customers upload bills
- Use the RDs to buy discounts at hundreds of thousands of stores.
- Gamification in daily, weekly, and monthly drawings (pay RDs to enter).

The logo features the word "VIV" in a white, rounded, sans-serif font with a pink-to-white gradient. Below it is a white horizontal brushstroke. To the right, the word "Rewards" is written in a large, yellow, cursive script font.

EARNINGS, SAVINGS & REWARDS

Earn credits toward meaningful life experiences,
just for doing what you're already doing.

The Problem

Dirty, Little, Secret Charges

Billing Date: 09/28/03 Page 3 of 4
 Telephone Number: 718
 Account: 718
 How to Reach Us: See page 2

New Charges

**Detail provided in the Itemized Calls section of the bill.*

	Verizon Basic Local Services																	
	1 Monthly Charge for Dial Tone	Up 409% since 1980 Up 43% since 2002																
	2 Verizon Local Calls*	Services not yet rendered																
	3 Late Payment Charge - Basic Charges 8/28 bill																	
		Taxes 112% more than dial tone																
		\$8.61																
		16.29																
		.29																
		14.17																
<p>Quadruple taxes Doesn't go to the FCC Still can't take phone number Spanish American War Tax</p>	<p>4 Surcharges and Taxes</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 40%;">FCC Line Charge</td> <td style="width: 10%;">\$6.44</td> <td style="width: 40%;">911 Surcharge</td> <td style="width: 10%;">\$1.00</td> </tr> <tr> <td>Local Number Portability</td> <td>\$.23</td> <td>Federal USF Surcharge</td> <td>\$.64</td> </tr> <tr> <td>Federal Tax</td> <td>\$1.02</td> <td>Surcharge(s)</td> <td>\$1.90</td> </tr> <tr> <td>NY State/Local Sales Tax</td> <td>\$2.94</td> <td></td> <td></td> </tr> </table> <p style="text-align: center;">"Out of control" slush fund</p>	FCC Line Charge	\$6.44	911 Surcharge	\$1.00	Local Number Portability	\$.23	Federal USF Surcharge	\$.64	Federal Tax	\$1.02	Surcharge(s)	\$1.90	NY State/Local Sales Tax	\$2.94			
FCC Line Charge	\$6.44	911 Surcharge	\$1.00															
Local Number Portability	\$.23	Federal USF Surcharge	\$.64															
Federal Tax	\$1.02	Surcharge(s)	\$1.90															
NY State/Local Sales Tax	\$2.94																	
	Total	\$39.36																
	Verizon Calls																	
	5 Directory Assistance Calls	Paying Verizon taxes																
	In State																	
	Requests:	1 at \$.80																
		← Only costs 30 cents																
Additional bogus taxes	6 Surcharges and Taxes	Tax 19%																
	Federal Tax	\$.03																
	NY State/Local Sales Tax	\$.07																
	Surcharge(s)	\$.05																
	Total	\$.95																
	Verizon Optional Services																	
	7 Custom Calling Package																	
	Call Waiting	← Costs 2 cents to offer																
	Call Forwarding																	
Wire breaks every 16 years	8 Inside Wire Maintenance	Up 243% since 1998																
	9 Late Payment Charge - Non Basic Services 8/28 bill																	
		3.45																
		.08																
Additional bogus taxes	10 Surcharges and Taxes	Hidden taxes																
	Federal Tax	\$.25																
	NY State/Local Sales Tax	\$1.02																
	Surcharge(s)	\$.68																
	Total	\$13.23																

ITEMIZED CALLS

With message rate service you pay a set price for each local call you make no matter how long you talk.

	no.	place called	charge per call	number of calls	period	amount
Refer to your phone book for rates and discount information.	11	N.Y. City	9.0¢	62	day	
	12			17	eve	
	13			102	ngt	
	Total					\$16.29

Increased 16% in 2003

Rooftop Solar Division Expansion



- Inflation Reduction Act
- We are already generating leads across the country.
- Starting in Texas, will spread nationally
- Estimated **70 million homes** are good candidates for rooftop solar
- Most restrictions on rooftop solar have been lessened or removed
- Numerous targeted acquisitions to expand footprint