



IBERDROLA
DISTRIBUCIÓN ELÉCTRICA

1st March 2016

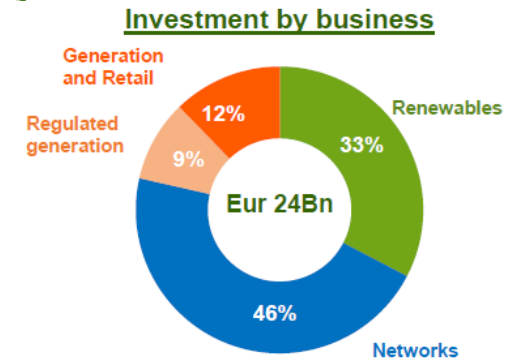
Making Smart Grids real. Experiences from Iberdrola.

Javier Arriola. IBERDROLA.

IBERDROLA. Highlights. Global focus.

- € 37Bn market value. #1 European utility by market capitalization.
- € 2.5Bn net profit in 2015. Achieved 2016 outlook one year in advance.
- € 24Bn investment for the period 2016-2020.

- Focused in 4 main areas:

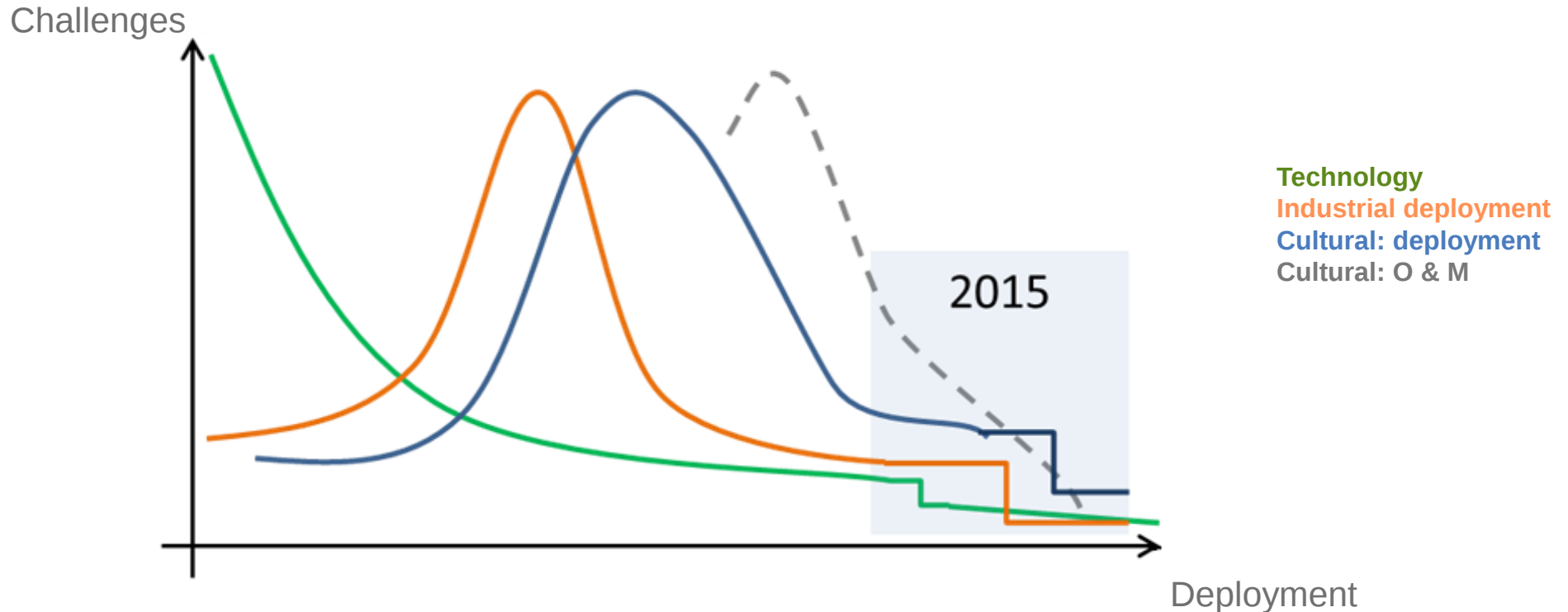


- 20 M supply points + 10 M managed

- **Smart Grid high deployment level in areas where Iberdrola is operating.**
- **Iberdrola is at the forefront of smart grid. Opportunity. Value proposition.**

Smart Grids: an evolution based on challenges.

Deep technological transformation project -> Relevant challenges



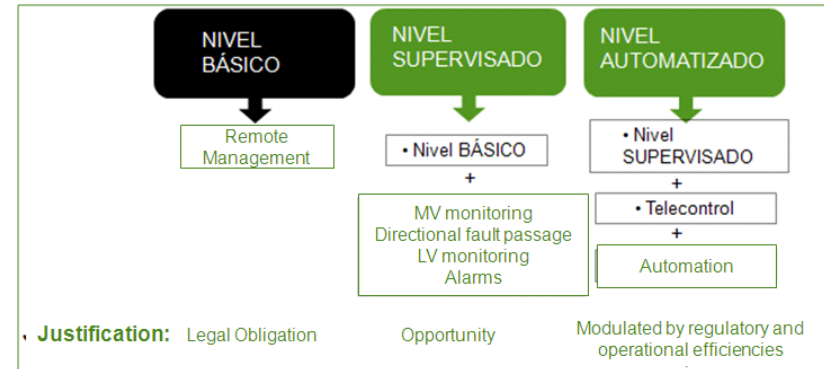
2016: Getting Smart Grids to enough maturity level to integrate into the business as usual

Spain: STAR Project. Vision.



Fulfill the legal obligation for smartmetering

- 11 million smart meters for 2018
- Open standards as a key driver for competitive prices

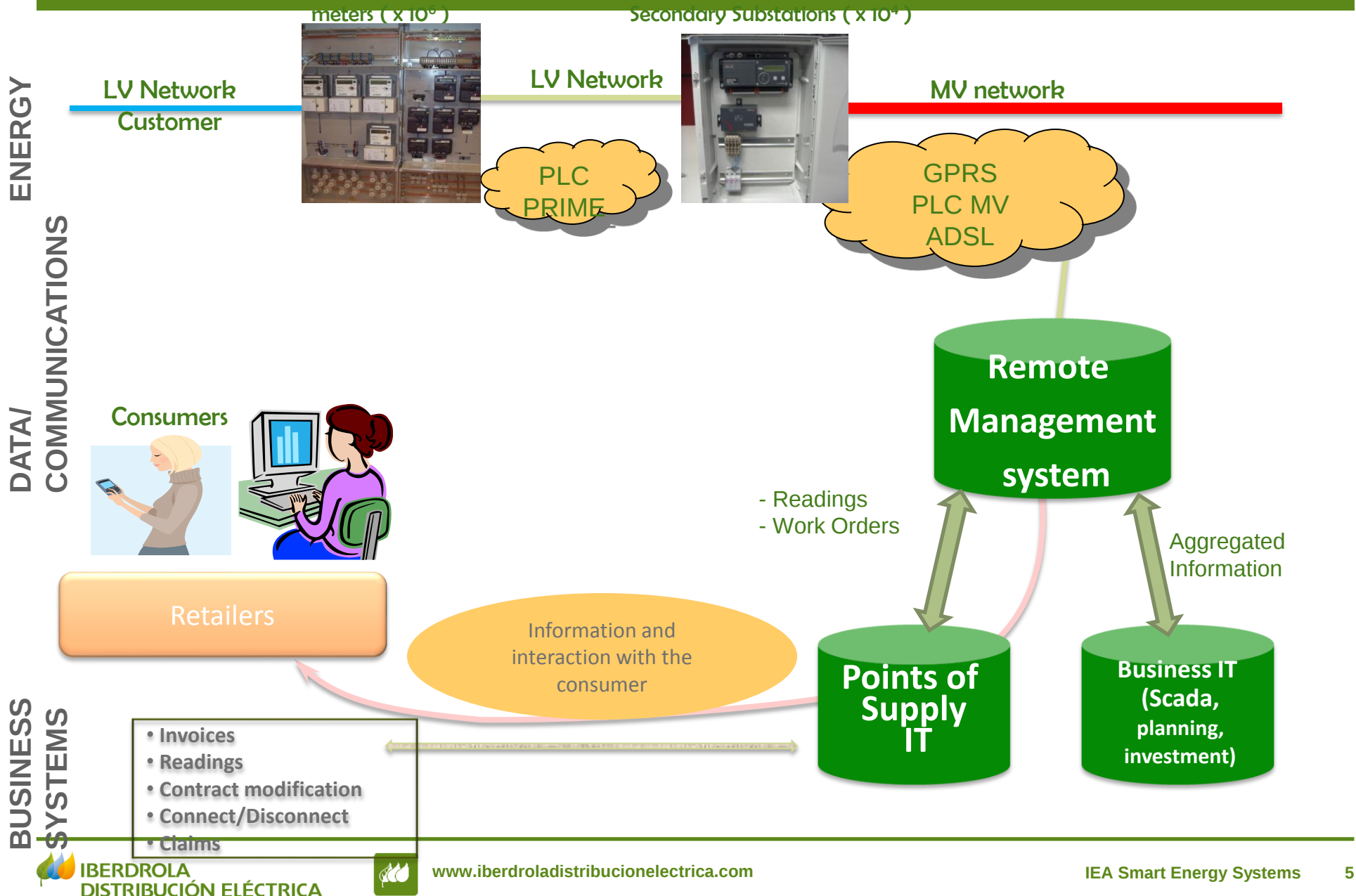


Leverage obligation to build smartgrid opportunity

- Pragmatic approach focused on
 - Quality of supply
 - Losses reduction
 - Operational efficiencies

Technological evolution as a foundation for a new way of managing distribution business

Smart Metering Model



Getting the value from Smartmetering

Smart metering: Point of supply processes are running successfully

- Services are available on several meters from a competitive market.
- Significant number of annual operations:.

Remote meter
reading

45M Invoices based on remote meter readings

Disconnect /
Re-connect

55 M remote meters reading. Hourly values.

300 K Remote operations (Disconnection orders, Reconnect, ...)

Change of
tariff

6,1 M Change of tariff orders (Power limitation orders)

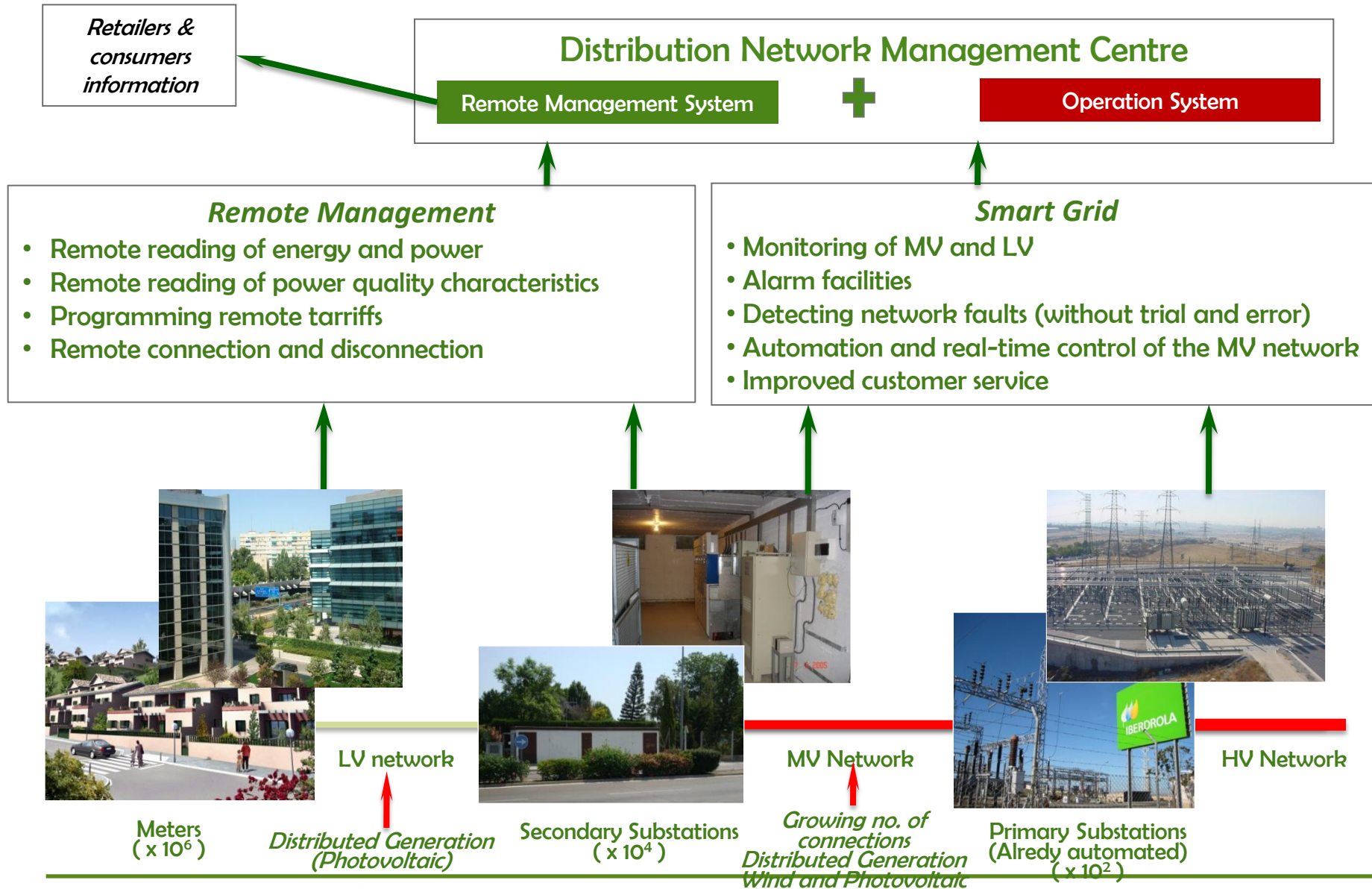
On-demand
reading

210 K On-demand readings

- Success rates objectives reached
- 5,6 M manual reading points already eliminated
- Customers web page.

6.9 M meters deployed and 38.000 secondary substations adapted

Smart grid model



Getting the value from Smart Grid

Smart Grid: Significant value is generated from the technical improvement

Fault detection

- Scada based automatic analysis and recovery.

Automatic restoration

- Operational efficiencies programme.

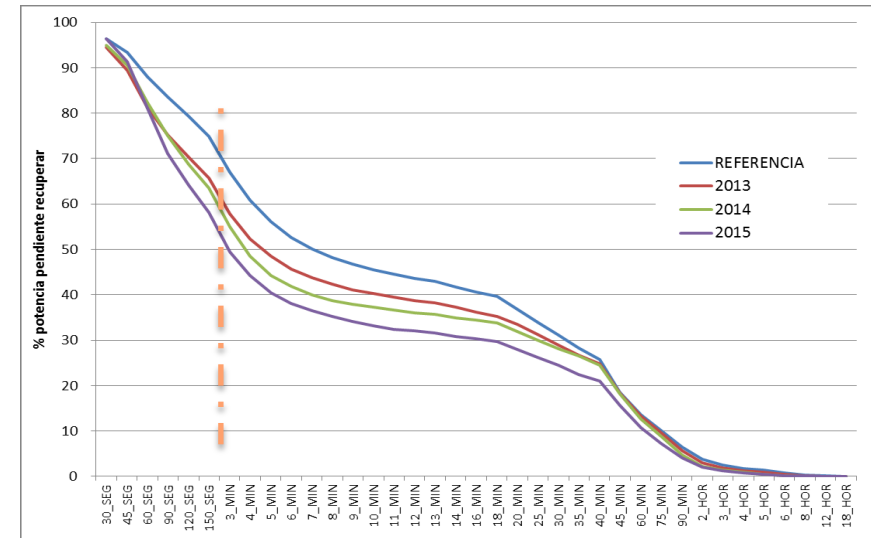
Meter events

- Safety oriented features
- Equipment with remote management capabilities.

LV Supervision

MV real time measurements

- Data use is becoming a competitive advantage for the business.
- Remarkable innovation activity to explore new opportunities.



Smart Grids industrial deployment model

- Initially designed as an specific activity, out of the business as usual.
- Led by a Project Office, responsible for criteria, coordinating the deployment and driving the transformation.
 - Key activities insourced.
 - Challenge to align the support from the organization.
 - Majority of the organization involved in deployment today.
- Installation activity fully outsourced.
 - Planned, designed and controlled by our own team.
 - Subcontractors had to adapt to smart grid.
- Experience has finally materialized in our own model:
 - Industrial model.
 - Fully led and supported by IT systems.
 - Combines: strong leadership + growing implication of the organization

Challenge is to move from an specific project to a business as usual activity, leveraging the deployment

Cultural Challenge

The largest challenge of Smart Grids is the cultural change of the organization

- The most important and extensive knowledge evolution of Iberdrola -> Managing human psychology for change achievement.
- Leverage the deployment to:
 - Acquire skills by the organization. Adapt IT.
 - Evolve the organization.
- Majority of the organization involved, focus in motivating the people.
- Integrate smart technology into a variety of electrical assets -> Add electronic knowledge to electrical skills -> Huge training activity.
- Leveraging the deployment to improve the traditional business:
 - Standardization focus.
 - Promoting the economical vision.
 - Fostering IT to support the business activity

SGs will be the technological lever to a new, more efficient organization

And about the consumer...

Smart Grids open up new opportunities for digital services and improvement in customer service

• TOU tariffs:

CHOOSE 8 HOURS PLAN



- Customers with a high energy consumption at specific hours of the day
- Customers choose those 8 hours in which they want to have an optimal price

SUMMER PLAN



- Summer Plan
 - 2nd residences with a high energy consumption during the summer
 - Lower price from June 15th to September 15th

WINTER PLAN



- Winter Plan
 - 2nd residences with a high energy consumption during the winter
 - Lower price from December 1st to March 1st

STABLE PLAN



- Customers with a stable consumption throughout the day
- Unwillingness to change their consumption habits to those hours in which the energy price is cheaper
- Fixed price 24h / 365 days.

8,760 HOURS PLAN



- Price sensitive customers, often tech-savvy and with relative understanding/interest on the industry
- Willing to adjust their consumption to those hours with cheaper energy price
- Hourly pricing, based on daily spot market

• Web portal:



- No more invoices based on estimates x 5
- Exceptions in internal pre-billing processes decrease x 10
- Invoices being re-processed are reduced substantially x 15