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PRESS RELEASE
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Support from Canadian and British Columbian Governments Helps Vancouver Startup to Close Its Industry's Biggest Deal

Vancouver, BC - Pulse Energy, the global leader in energy intelligence for utilities' commercial customers, announced today a multi-million dollar, three year contract with British Gas. British Gas is the United Kingdom's largest energy supplier and will leverage the Pulse™ Platform and analytics to help its business customers across 900,000 service points to save energy and run their businesses more efficiently.

The deal was formally announced this morning at a reception including representatives from British Gas and the governments of BC, Canada, and the UK.

This strategic relationship marks a significant milestone for Pulse Energy, which has grown from small start-up to global leader with the advisory and funding support of the Canadian and British Columbian governments. The BC Innovative Clean Energy Fund, complemented by federal programs from National Research Council of Canada Industrial Research Assistance Program and Sustainable Development Technology Canada have played a pivotal role in the development of Pulse Energy's world-leading technology. Government support for innovation in Canada has enabled Pulse Energy to become a global leader in the energy intelligence software market, while also accelerating its recruiting. Building on its success with large utilities including Pacific Gas and Electric, Duke Energy, Commonwealth Edison, BC Hydro and FortisBC, Pulse Energy has added customers on three continents over the past year, covering over one million commercial smart meters.

By providing personalized insight into their energy consumption, the software will enable commercial customers to better understand how they can reduce waste and use energy more efficiently. Through leveraging the platform's analytics and user segmentation, British Gas will be able to create additional customer value, unlock operational business benefits and lay the foundation for a wide range of new and innovative services.

"British Gas is dedicated to providing its customers with the highest levels of customer service and exceptional value," said Stephen Beynon, Managing Director of British Gas Business. "Our partnership with Pulse Energy will allow customers to see in real-time where they are using the most energy and how they can increase their efficiency to save their business money. Working with the Pulse Platform, we are able to identify the specific actions suited for each customer to help them to improve their energy productivity with minimal effort."

"The global utility industry is going through a period of rapid change, and we're honoured to have been chosen by so many of the world's leading utilities to better understand and engage with their commercial customers," said Pulse Energy CEO David Helliwell. "Having such meaningful government support for our R&D has allowed us to quickly become a leading player in our industry, and we're looking forward to accomplishing great things with British Gas as we help their nearly one million business customers to run their businesses better."



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“Pulse Energy has raised the bar by clearly demonstrating the commercial value of their new energy technology by growing from a small start-up into an international company,” said Bill Bennett, Minister of Energy and Mines and Responsible for Core Review. “The Innovative Clean Energy Fund has a history of successful projects and Pulse Energy is another perfect example of the type of business the BC government is proud to invest in.”

“Congratulations to Pulse Energy and British Gas on today’s announcement,” said Andrew Wilkinson, Minister of Technology, Innovation and Citizens' Services. “This partnership is a great example of how a hard-working BC based company invested locally to develop an innovative product, looked to the global market, and is now a recognized industry leader.”

“I am delighted to hear of Pulse Energy’s latest success in the UK and to be part of their launch event,” said Rupert Potter of the British Consulate-General. “The combination of their expertise and that of their UK customers’ will make a real difference in further supporting greater energy efficiency and our efforts to develop a low carbon economy.”

About Pulse Energy

Pulse Energy is the global leader in energy intelligence for utilities’ commercial customers, helping utilities meet regulated efficiency targets and boost customer satisfaction. This is achieved through the Pulse™ Platform: a scalable software solution for utilities’ commercial businesses that delivers detailed energy intelligence to help improve performance, engage occupants, and accurately measure and verify energy usage and performance. The platform was built for utility-grade security and scalability, hosting over a million businesses in the system with another million to be added in 2014. Learn more at: www.pulseenergy.com.

About British Gas

Supplying gas, electricity and other services to 12 million residences and one million businesses, British Gas is the United Kingdom’s largest energy and home services provider. British Gas provides value for money, dedicated customer service, innovative energy solutions and the highest quality Home Services expertise in the country. Learn more at www.britishgas.co.uk.

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