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Energy Industry Innovator, 5, Expands Houston Presence by Joining Forces with Simplified Power

IRVING, Texas (March 4, 2019) – Energy advisory firm 5 completes its first transaction to expand the firm’s breadth and depth by partnering with Simplified Power, a leading, Houston-based energy management firm. Simplified Power has provided electricity pricing, demand response and risk management services to clients in the deregulated Texas market for more than a decade and has also expanded into the Illinois, Pennsylvania and Ohio markets. This is the first of what 5 expects to be a series of M&A transactions to accelerate 5’s growth in multiple markets.

Since its founding in 2011, 5 has become a leading energy advisor and innovator with operations throughout the United States and Mexico. The firm offers strategic advice on a wide variety of energy related matters including procurement, demand management, renewable energy and rate optimization for public entities and private-sector businesses. The firm has experienced double-digit growth since inception and has been named to the *Inc. 5000* list of fastest-growing U.S. companies for three straight years.

“Our partnership allows us to combine Simplified Power’s experience and talent with the technology-based platform and analytical engine of 5, yielding best-in-class energy solutions for companies and public entities,” said Brian Hayduk, Chief Executive Officer and one of 5’s founding partners.

“Collectively, we now have an even deeper bench that can provide a greater breadth of services and more impactful procurement and energy management advice.”

Simplified Power President Dan McCarthy will continue his leadership of the business, but he and his team will now be fully aligned with the 5 organization. “This is clearly a case of two plus two equals 5 (pun intended!),” said McCarthy. “We are excited to leverage both our firms’ strengths to lower energy costs and increase efficiencies for clients across the country.”

About 5

Founded in 2011, 5 comprises a team of energy innovators, commodity traders, analysts, engineers and energy executives. Together they collaborate with a broad array of private and public sector clients and

suppliers to provide a full spectrum of energy services, including procurement, risk management, demand-side management and distributed generation.

In addition to serving clients in Texas – including more than 100 cities, counties, school districts and water districts – 5 works with clients throughout the continental U.S. and Mexico.

For more information, please visit www.energyby5.com or call (972) 445-9584.