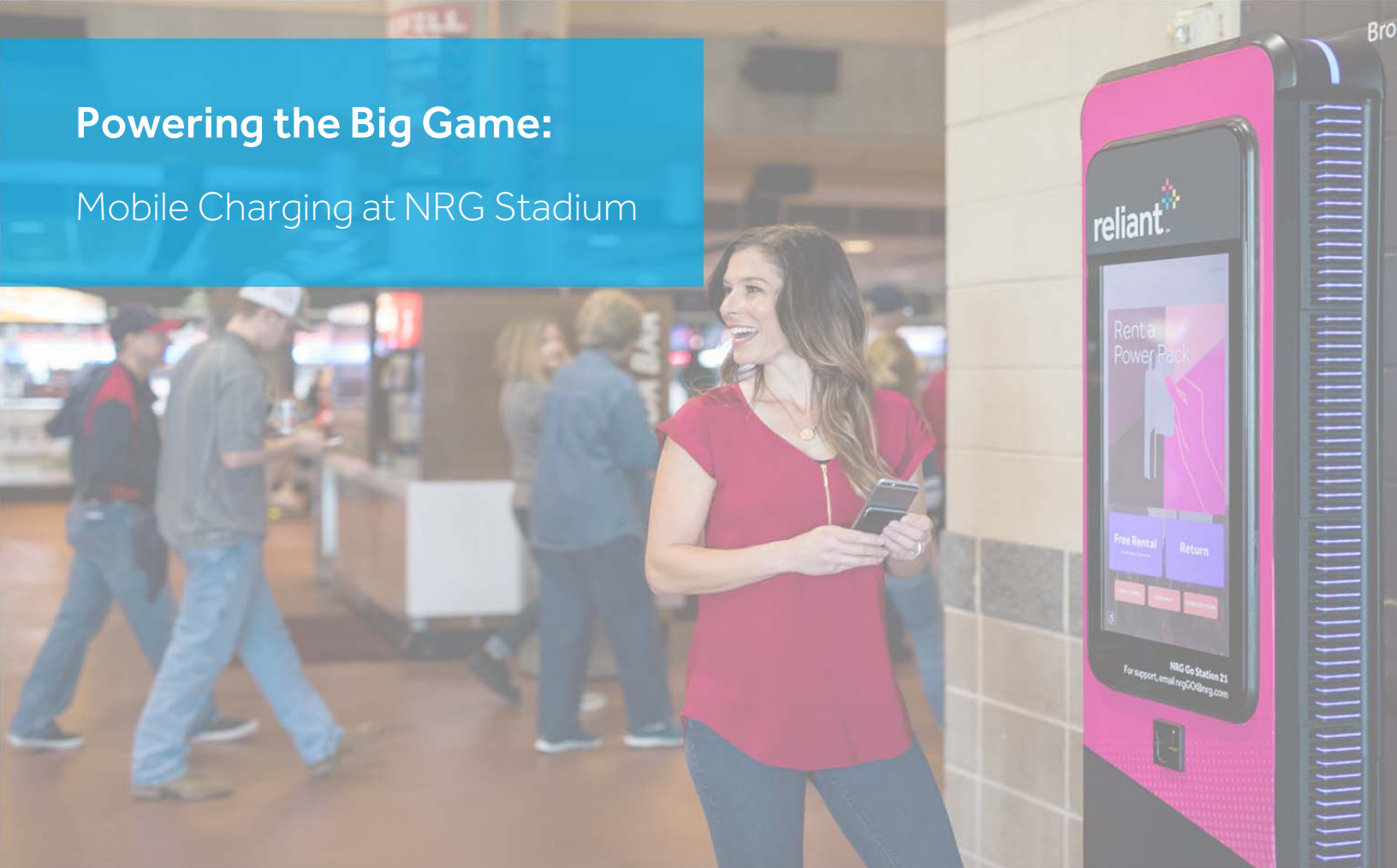


# Powering the Big Game:

## Mobile Charging at NRG Stadium



## Providing power when and where consumers need it

**Website: [nrgGO.com](http://nrgGO.com)**

**Contact us: [go@nrg.com](mailto:go@nrg.com)**

*"The demand for connectivity and power at [the Big Game] at NRG Stadium increased significantly with the sheer number of people and the NRG Go Stations fulfilled all needs that led to an enjoyable and unforgettable experience for all in attendance."*

-Greg Grissom

Vice President, Corporate Development  
Houston Texans

As work began to prepare NRG Stadium to host the Big Game in February 2017, the Houston Texans approached their energy partner, Reliant, and asked them to find the best solution to charge phones not only for the regular season, but also for the big game.

And Reliant had the answer: the NRG Go Portable Power solution. Not only would it allow fans to get the power they need, but because it provides a rentable, portable solution, NRG Go allowed users to return to their seats, stay engaged in the game and share their experiences.

NRG Go proved to be a win-win-win solution for customers, the venue and for Reliant.

- During the Big Game, and the host city events leading up to it, more than 2,000 power packs were rented
- In peak hours prior to the game, more than 100 power packs were rented every 15 minutes
- Net Promoter Score for Reliant (based on NRG Go Portable Power) is 81

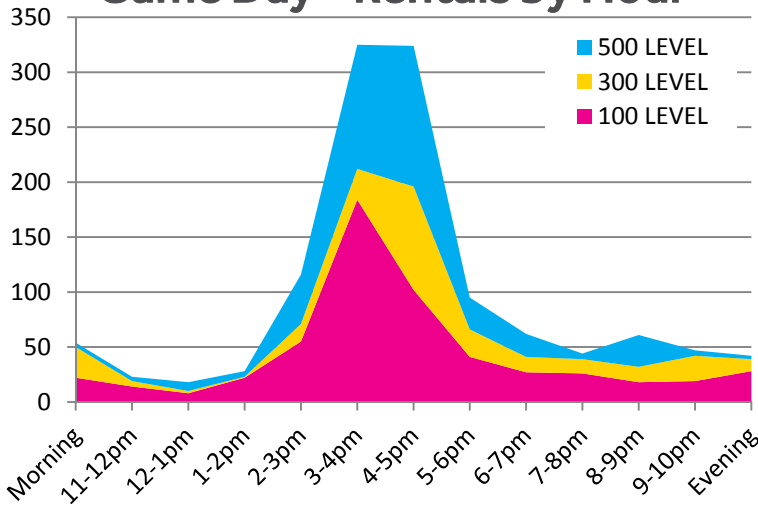
**Rent • Recharge • Return**



Venue	Rentals	Sessions*	Impressions
NRG Stadium - 12 Stations - 1 day	1,238	3,273	70,807
Houston Live - 1 Station - 9 days	530	1,533	12,711
Texans House - 2 Stations - 9 days (limited access)	234	607	3,150
<b>TOTAL</b>	<b>2,002</b>	<b>5,413</b>	<b>86,618</b>

\*Sessions are the number of people that interacted with the NRG Go Station, therefore initiating a 'session' regardless of whether or not it resulted in a rental.

### Game Day - Rentals by Hour

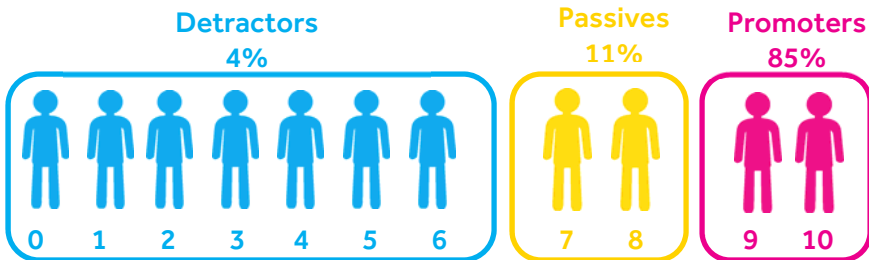


- 1,239 Total Stadium Rentals (Game Day)
- 95 Rentals per Hour
- Peak Time = 3pm → 5pm
- Peak Rental Rate = 5.4 Rentals per Minute



### NET PROMOTER SCORE = 81

How likely is it that you would recommend Reliant to a colleague or friend?



"NRG Go was a lifesaver! I went to [the Big Game] at NRG Stadium and I was low on battery power for my phone. I found the kiosk and I was able to snap pictures for all the celebrating way after the final whistle."

-NRG Go Customer