



Maximizing the Gameday Experience:
Keeping fans engaged and connected

Providing power when and where people need it

More info: www.nrgGO.com

Contact us: GO@nrg.com

"In 2016, NRG Stadium greatly enhanced its connectivity, giving Texans fans the opportunity to enrich their Gameday experience through the use of mobile devices. The state-of-the-art NRG Go Stations located throughout NRG Stadium provided fans a top-notch charging experience through an intuitive touch screen, allowing them to easily check-out a charger to use from the comfort of their seats. The feedback from our fans has been tremendous and we look forward to continuing to service this need for many years to come."

-Greg Grissom
Vice President, Corporate Development
Houston Texans

While planning for stadium upgrades as host of the Big Game in February 2017, NRG Park was seeking a first-rate solution to a common challenge: how to offer phone charging to football fans – both on Texans gamedays and beyond.

Texans management approached NRG for recommendations on how to provide power to charge phones while fans enjoyed the game. A few weeks later, NRG Go Portable Power stations were installed throughout the stadium, sponsored by NRG's subsidiary, Reliant. Fans are able to rent a power pack at an NRG Go Station, take it to their seats to charge their phones, and then return the power pack to any station when done. Not only do fans get to keep their phone with them while charging, but they can also stay in their seats, watch the game, and remain engaged in the full gameday experience.

It is a unique and innovative solution to the phone-charging dilemma, and the fan feedback has been overwhelmingly positive. Awareness of the solution increased throughout the season, culminating in a tremendous response during the Big Game. Customer reaction has been exceptional, receiving an overall NPS score of 68 for the 2016-2017 season. NRG and Reliant received numerous comments from fans grateful that NRG Go Portable Power kept them focused on what really mattered: the game and their team!

Rent • Recharge • Return

1. Rent a power pack

2. Take it with you

3. Return it when you're done



Stadium Free Rentals

	Stadium Sessions	Stadium Rentals	Conversion Ratio
Aug-16	3,375	539	16%
Sep-16	3,617	896	25%
Oct-16	3,664	1,000	27%
Nov-16	2,401	448	19%
Dec-16	3,571	1,068	30%
Jan-17	1,515	384	25%
Feb-17	3,564	1,256	35%
SUM	21,707	5,591	26%

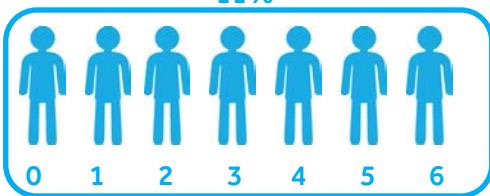
- Awareness increased 19% throughout the season as fans recognized and utilized the service.
- More than 21,700 fans interacted with the NRG Go Stations
- Nearly 6,000 fans rented a power pack to stay charged at the game



NET PROMOTER SCORE = 68

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

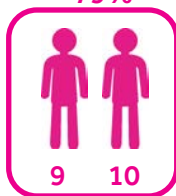
Detractors
11%



Passives
10%



Promoters
79%



"This made my night! I thought I was going to have to stand at a charging station and miss part of the game but this made it so I didn't have to."

- Texans Fan

NET PROMOTER SCORE

68

=

% Promoters
79%

-

% Detractors
11%