



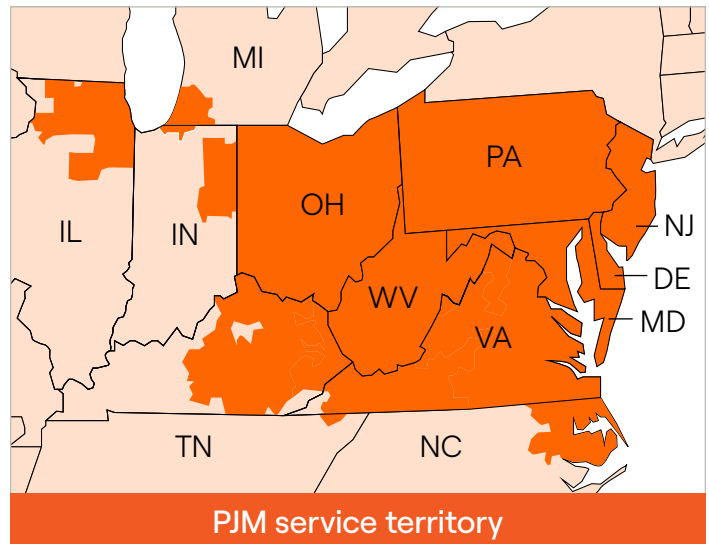
PJM Synchronized Reserves Market Program

Monetize your energy flexibility with Enel

Enel helps thousands of organizations throughout PJM earn money, save on energy costs, and mitigate carbon emissions with demand response (DR). Our deep market expertise provides the guidance and tools organizations need to maximize their DR earnings. With Enel, participating in demand response has never been easier. Read on to learn how you can begin participating today.

Program overview

Program period	24x7x365, you choose when your site participates
Dispatch duration	Up to 30 minutes (most events are <10 minutes)
Dispatch frequency	10 – 20 events per year; no maximum
Advanced notification	Curtailment should begin immediately upon notification to be fully down by the 10-minute mark
Performance requirement	Full performance within 10 minutes and sustained performance until dispatch end



What is the Synchronized Reserve Market (SRM)?

PJM’s Synchronized Reserve Market is an ancillary services program that supports the PJM electric grid during unexpected system disruptions that only last for a short period of time, such as unplanned generator outages or spikes in energy demand.

These sudden disruptions to the grid require participating sites reduce their demand from the grid within minutes of being notified – either by shifting load to a distributed energy resource, or by curtailing energy use. In return, participants can earn significant payments for helping to stabilize the grid during these critical periods.

How much can we earn?

Earnings depend on several factors including your zone, hours enrolled in the program, and energy market conditions and

prices. We expect program prices to increase over the long term as PJM continues to recognize the value of fast responding resources, like SRM, as essential components to grid stability and the energy transition.

SRM earnings are determined by hourly energy prices. Because some hours are more lucrative than others, Enel will work with you to develop a bidding strategy to optimize earnings and hours enrolled.

How do we enroll?

PJM’s Synchronized Reserve Market operates 24x7x365, and as a participant in the program with Enel, you have the flexibility to create a customized participation plan that fits your unique operating needs. Enrollment occurs on a rolling basis, so you can opt-in at any time.



Cold storage facility

Once you decide to participate, it takes approximately 8 – 12 weeks to set up your site(s). Enel energy engineers enable your site(s) with the technology and equipment necessary to ensure easy performance and reliable tracking.

What equipment is required to participate?

The program requires 1-minute interval metering. Enel will work with your utility to install a pulse meter at no charge to you, if your site does not already have the required metering.

In many cases, Enel can automate your participation with sophisticated remote control capabilities, at no upfront cost to you. We have the market expertise and leading-edge technology to make your participation as seamless as possible.

Is SRM right for our business?

SRM is best suited for sites that have controls in place to automatically reduce energy use, or that can switch to on-site generation or distributed energy resources when dispatched.

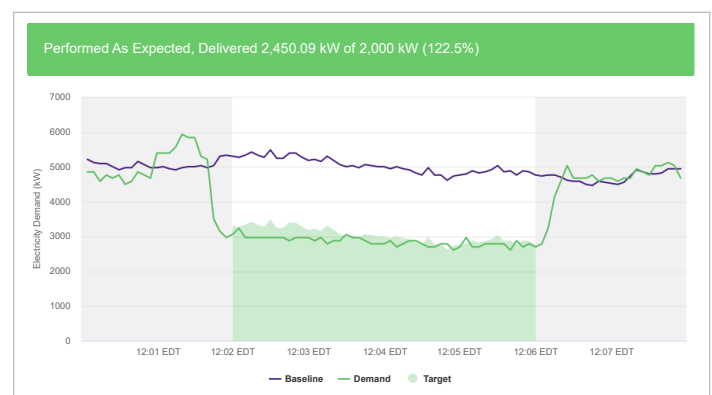
Facilities with energy-intensive load running more than 12 hours per day (e.g. smelters, pumps, cold storage, and wood product processing) are excellent candidates.

Can we use our generator?

Yes, you can! Utilizing a generator often makes it easier for your site to participate, and helps optimize your bidding strategy. We ensure you have the proper permits and can upgrade a generator for compliant participation with \$0 out-of-pocket costs.

How do we sign up?

Our experts are standing by to speak with you about your organization's DR opportunity. Submit your information [here](#) to get started.



Enel provides on-demand access to your real-time energy data - giving you the information you need to perform your best during demand response events and to better manage overall energy costs.