



An Exelon Company

Build Me an App!

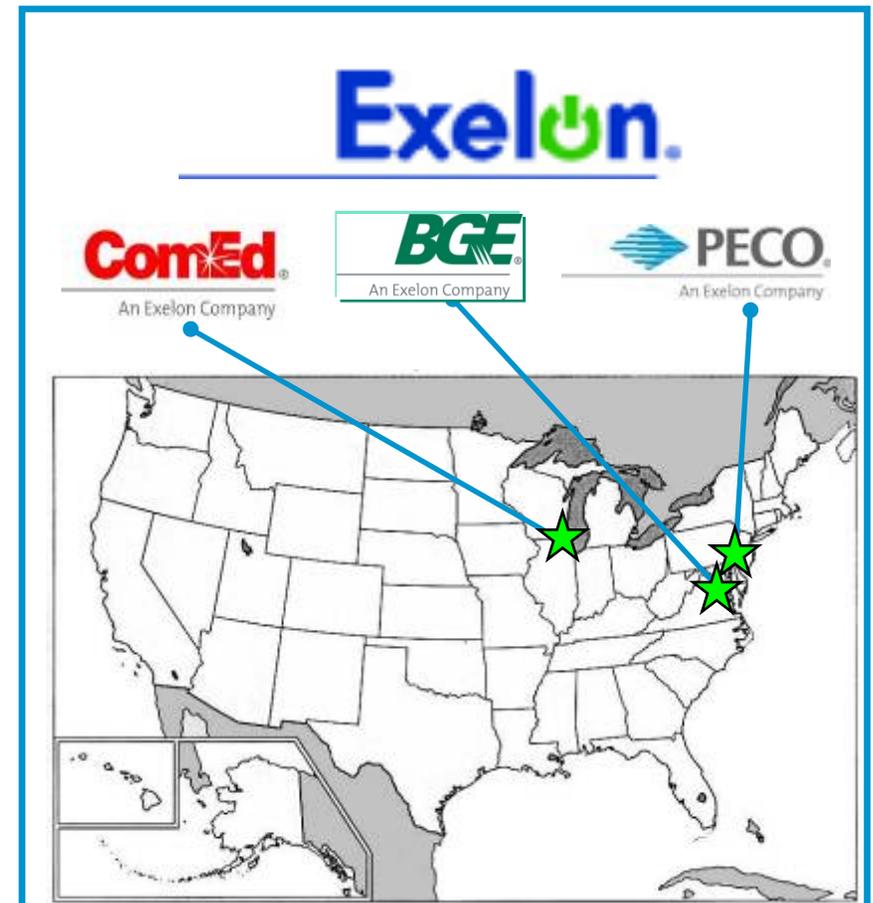
**The Long-Term Challenge of
Fostering Innovation and
Creativity in New Employees**

February 20, 2014

Exelon at a Glance

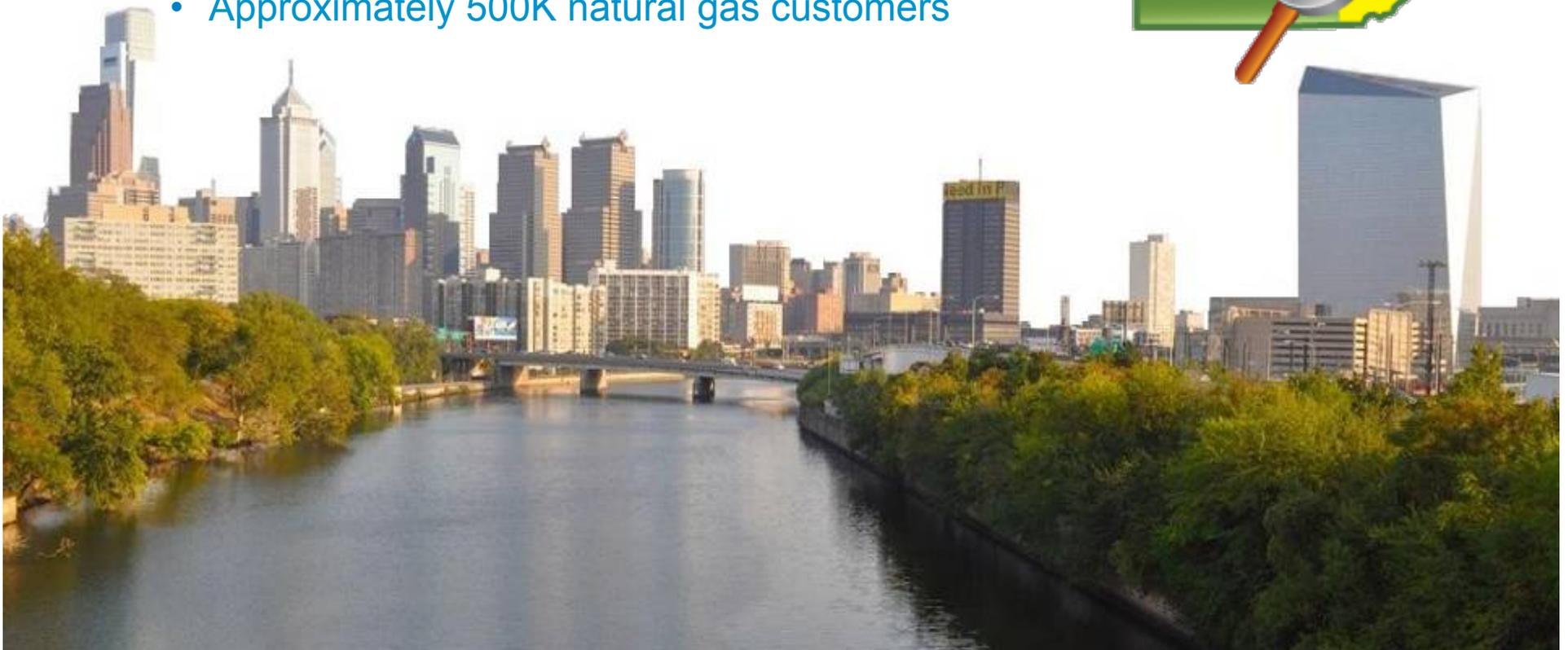
Exelon is the leading U.S. competitive energy provider with approximately \$23.5 billion in annual revenues. Exelon's family of companies includes energy generation, power marketing, transmission and energy delivery

- ✓ Generation Companies
 - Nuclear, Fossil, Wind, Solar
- ✓ Utility Companies
 - BGE, ComEd, PECO
- ✓ Shared services including HR, IT and Finance
- ✓ A founding member of the PJM Interconnection
 - PJM Interconnection is a regional transmission organization (RTO) that manages the high-voltage electric grid and the wholesale electricity market that serves 13 states and the District of Columbia



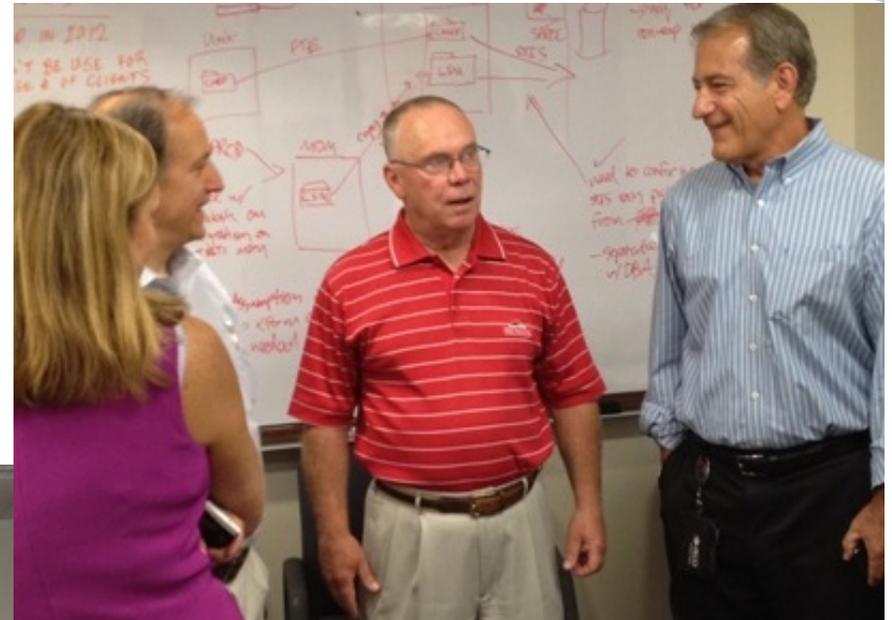
PECO

- ✓ Subsidiary of Exelon Corporation
- ✓ **Serving the greater Philadelphia area for more than 100 years**
- ✓ 2,100 square miles (5,400 km²) service territory
- ✓ Electric and natural gas utility
 - 1.6M electric customers, 8,983 megawatt peak load
 - Approximately 500K natural gas customers



What's our Challenge?

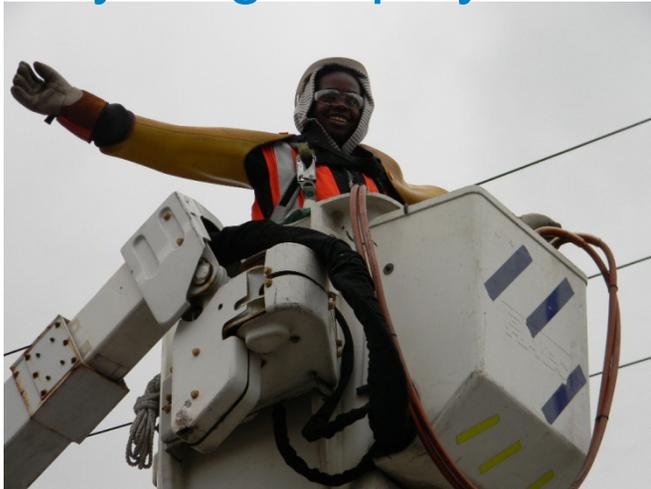
- ✓ Retiring work force
- ✓ Loss of institutional knowledge



Jim Reger (above, center) and Jean Holderried (speaking at left) were two critical assets to building PECO's Smart Grid Smart Meter initiative. Both retired in 2012

Differences in Expertise

Our young employees are...



- ✓ Adaptable
- ✓ Technologically intuitive
- ✓ Impatient

Our experienced employees are...



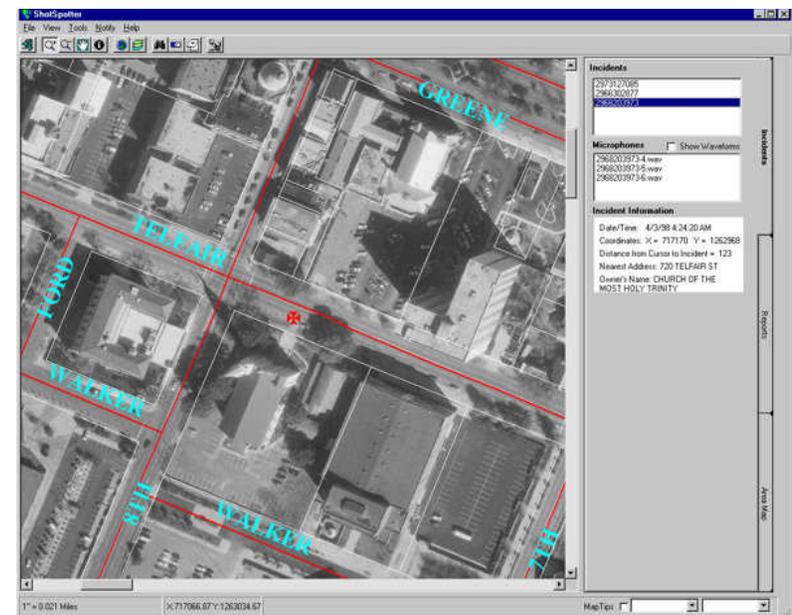
- ✓ Established
- ✓ “Know the Ropes”
- ✓ Think in the long-term

The Smart Grid challenges employees to utilize new technology to solve old problems

Moving from this...



To this!

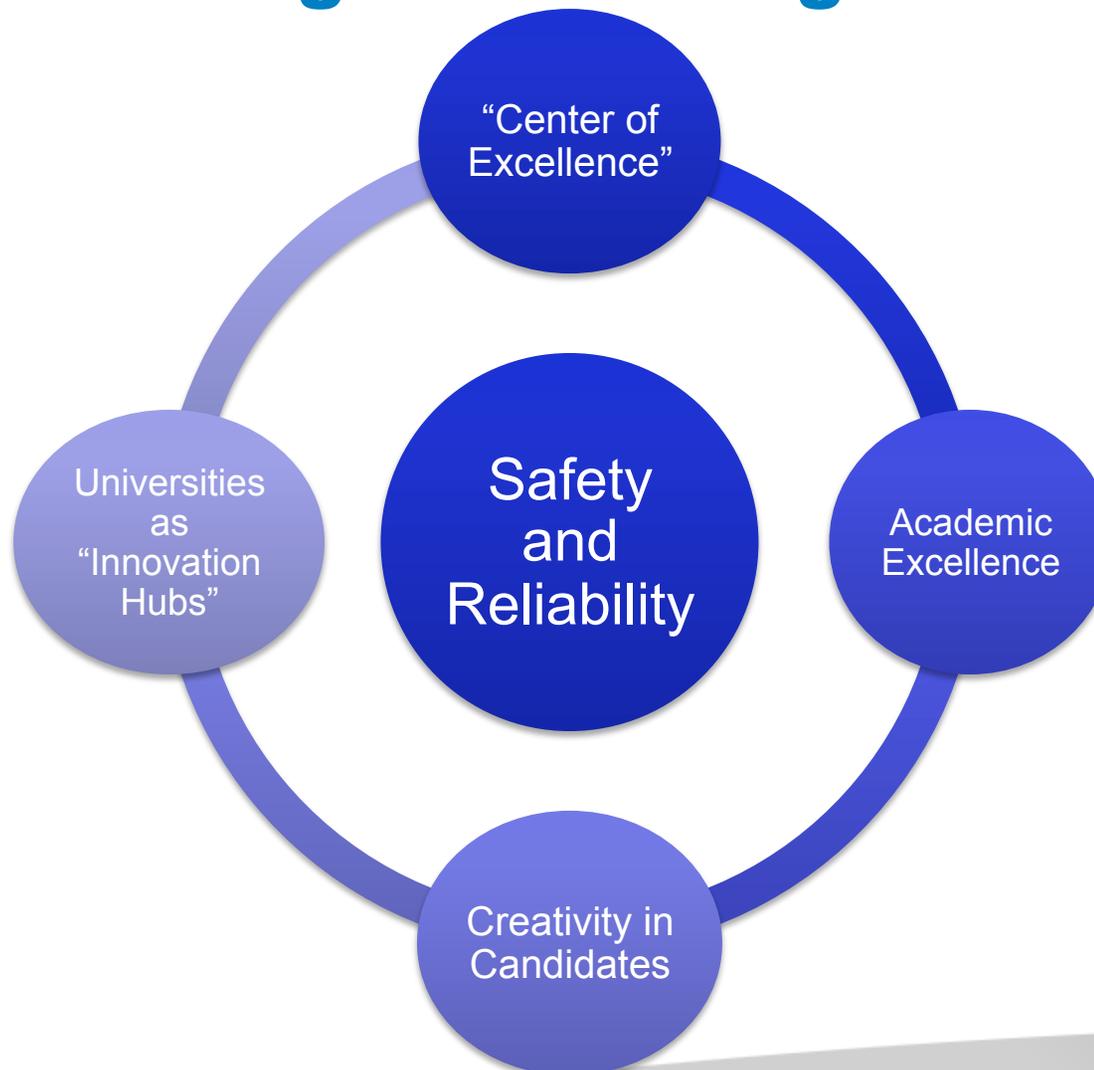


How can we merge institutional knowledge with technological advancements?

“Build Me an App!”

- ✓ We want to find young employees with the **vision** and **skillset** to see a problem and say...
- ✓ *“We have the potential to fix this ourselves”*
- ✓ Vision is difficult to teach in the university setting; skillsets are not

Maintain our core values while innovating and sharing knowledge



- ✓ Bridge the gap through...
- Internal training
 - University relationships
 - Candidate expectations



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Questions?

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