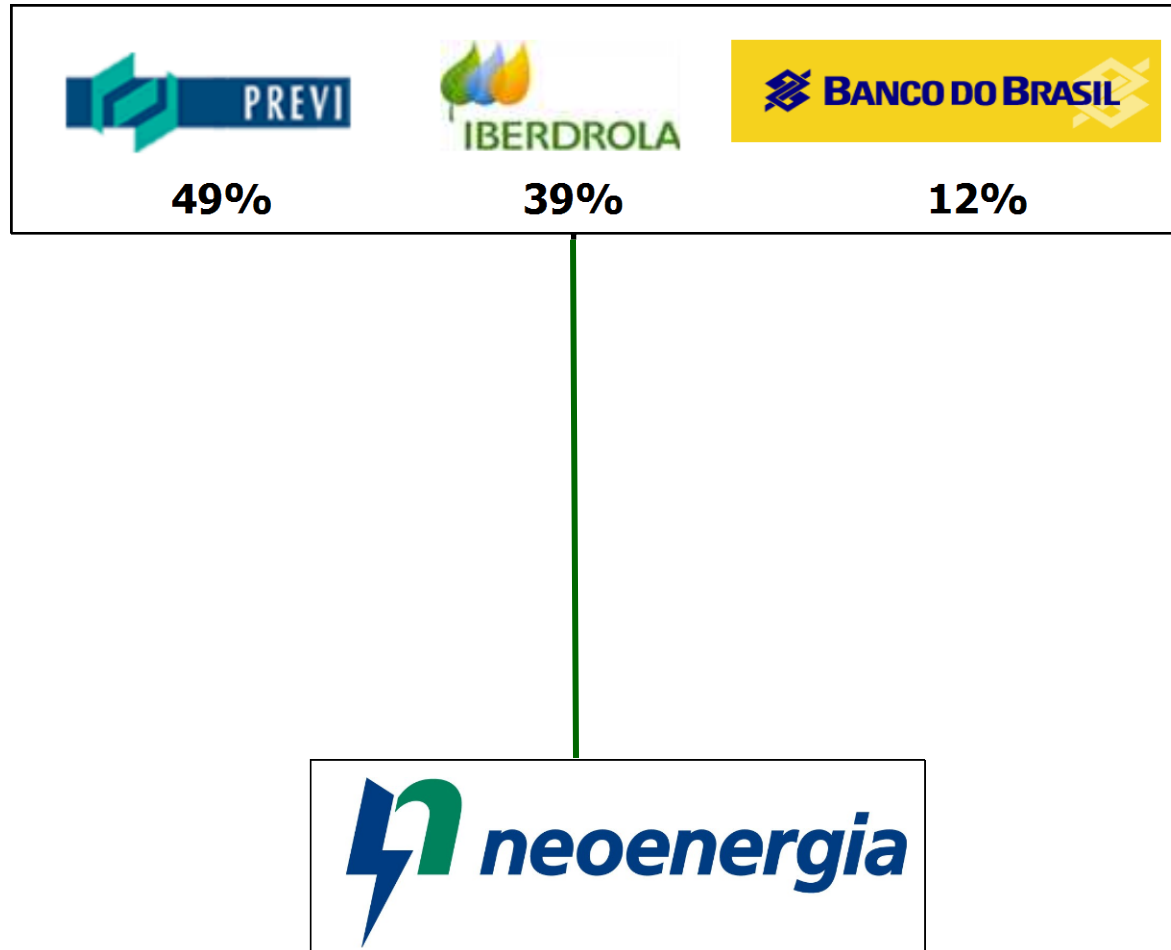




Social Structure



Neoenergia Group acts on the four areas of the Brazilian Energy Sector

Distribution
Generation
Transmission
Commercialization

OPERATION AREA OF THE NEOENERGIA GROUP

MATO GROSSO
Águas da Pedra
UHE Cuiabá

GOIÁS
Goiás Sul
PCH Caramuru
PCH Nova Aurora
Consórcio
Empreendedor
Corumbá III
UHE Corumbá

RIO GRANDE DO NORTE
Cosern
Termoaçu
UTE Termoaçu

PERNAMBUCO
Celpe
Termopernambuco
UTE Termopernambuco

BAHIA
Coelba
Itapebi
UHE Itapebi
Afluente
PCH Alto Fêmeas
PCH Correntina
Bahia PCH I
PCH Sitio Grande

MINAS GERAIS
Consórcio
UHE Baguari
UHE Baguari

RIO DE JANEIRO
Neoenergia
Rio PCH I
PCH Pedra do Garrafão
PCH Pirapetinga

Neoenergia Group

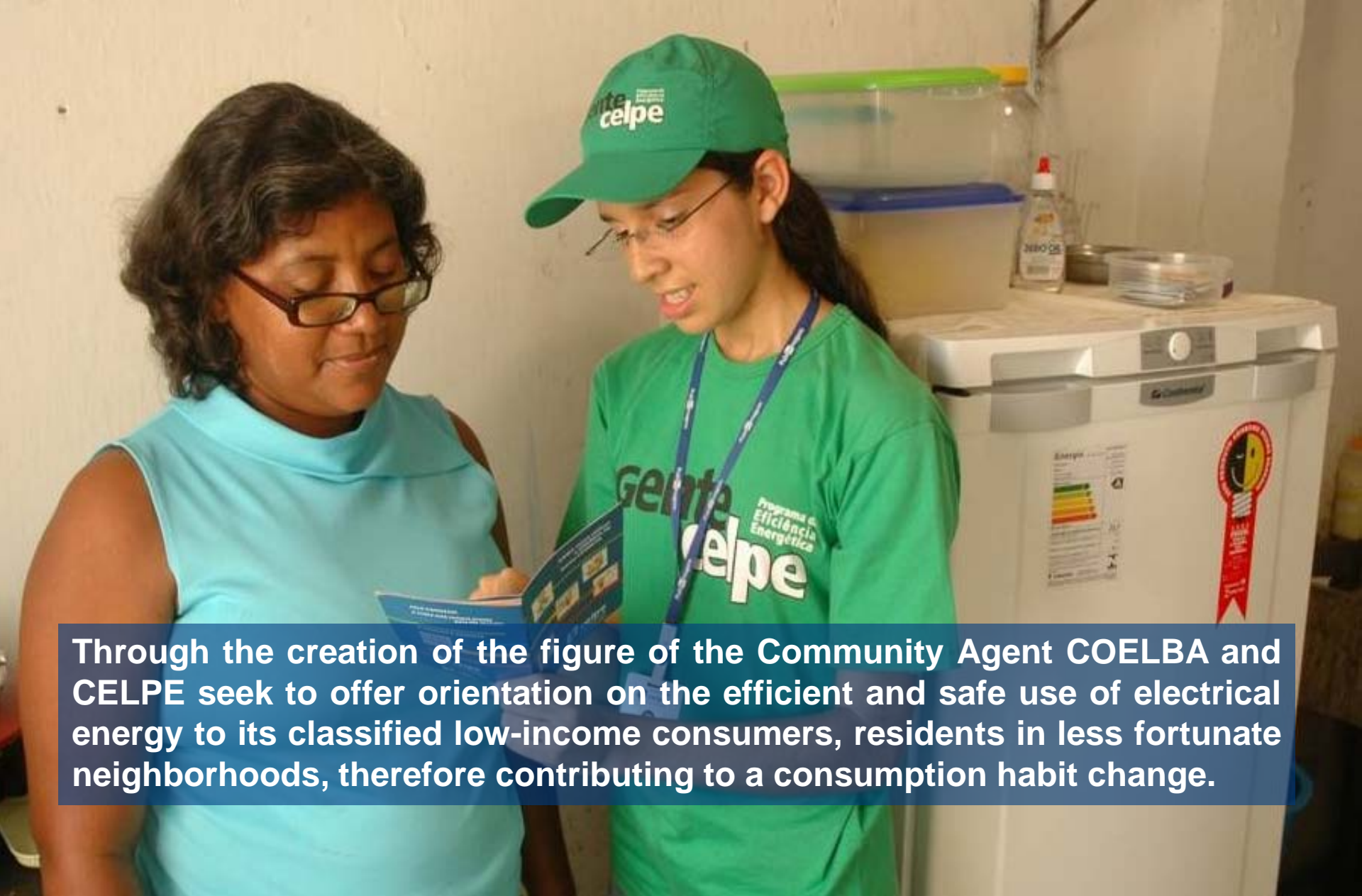


- Consolidated revenue of US\$4.5 billion in 2007;
- 3rd biggest private investor in the electrical energy sector in Brazil and the biggest in the Northeast;
- Biggest group in Brazil in number of clients (around 8 million clients);
- Has approximately 6 thousand staff members;
- Work force of the Group's distributors: 24.461 people;
- Installed capacity of 1 GW.



Projects for low-income communities in the northeast of Brazil.





Through the creation of the figure of the Community Agent COELBA and CELPE seek to offer orientation on the efficient and safe use of electrical energy to its classified low-income consumers, residents in less fortunate neighborhoods, therefore contributing to a consumption habit change.

Refrigerator Change Project





PROJETO **NOVA GELADEIRA** coelba



- › O Projeto
- › A Coelba
- › Quem pode participar
- › Como participar
- › Acompanhe seu processo
- › Imprima a ficha de inscrição
- › Fale conosco
- › Dicas da Coelba

**É FÁCIL TROCAR,
É MAIS FÁCIL ECONOMIZAR**



Refrigerator Sale Proposal

1. OBJECTIVE

Project New Refrigerator Neoenergia of subsidized efficient refrigerators sale aims to sell refrigerators with SELO PROCEL to residential consumers from low-income communities in Salvador, Recife and small cities in the state of Rio Grande do Norte, with consumption over 70kWh. Through the subsidy the sale cost is US\$ 60.00 (1/8 of the cost in retail stores).





The project contemplates the donation of efficient refrigerators and lamps for low-income residential consumers in the states of Bahia, Pernambuco and Rio Grande do Norte. (social tarif)

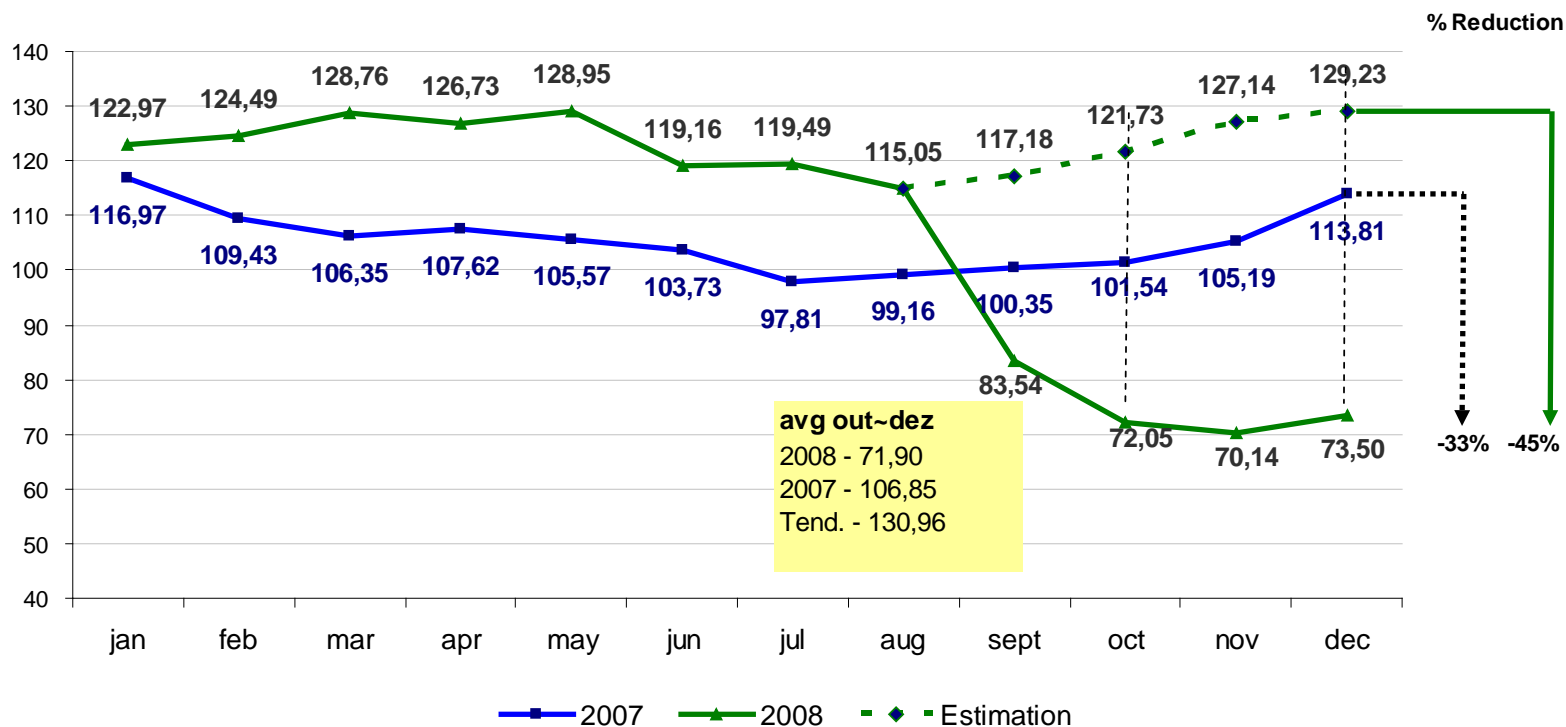
The client of any region of the states of Bahia, Pernambuco or Rio Grande do Norte that opts for searching the refrigerator in one of the utilities warehouses shall deliver the old one for recycling.



Refrigerator Sale Proposal

3. RESULTS

Average consumption in kWh - New Refrigerator Project 2008
Clients that have changed refrigerators in August/08



Comparing the behavior of these curves of the months of October and November, a consumption reduction is observed for the 43% sample studied, which is equivalent to an average monthly reduction of 53 kWh/month.

Refrigerator Sale Proposal

The perception in regards to the Refrigerator Change Program is very **positive and strongly associated to the generated financial economy**. Before the refrigerator change the energy bill expense was a cost between R\$ 70,00 and R\$ 80,00, after the change the cost fell to an average R\$ 30,00. A monthly economy of approximately R\$ 40,00 is considered a significant value, especially for low- income families. This **economy is reverted to the family**, be it in **grocery, appliances or entertainment expenses**. Highlighting the importance that the consumer attribute to the program as it provides them with more **quality of life and buying power** as there is significant savings in the energy bill. (GTZ research)

Refrigerator Sale Proposal

Distribution of 53,595 refrigerators and 1,062,235 compact fluorescent lamps and 23,055 indoor electrical wiring until January 2010.



Income Generation Projects

Monthly benefited institutions with the sale of collected refrigerator scrap:

- ✦ CAMAPET – Scrap Collectors Cooperative
- ✦ Cultural Group Bagunção and educational project of ILE AIYE.
- ✦ Paciência Viva – Scrap Collectors Cooperative
- ✦ Salvador Biscuit Cooperative
- ✦ Mata Escura digital inclusion



Project VALE LUZ



Project VALE LUZ

VALE LUZ COELBA (WORTH LIGHT) Project consists in the exchange of recycled material for discount coupons given by COELBA, which are used to pay part or all of the consumers energy bill.



Project VALE LUZ

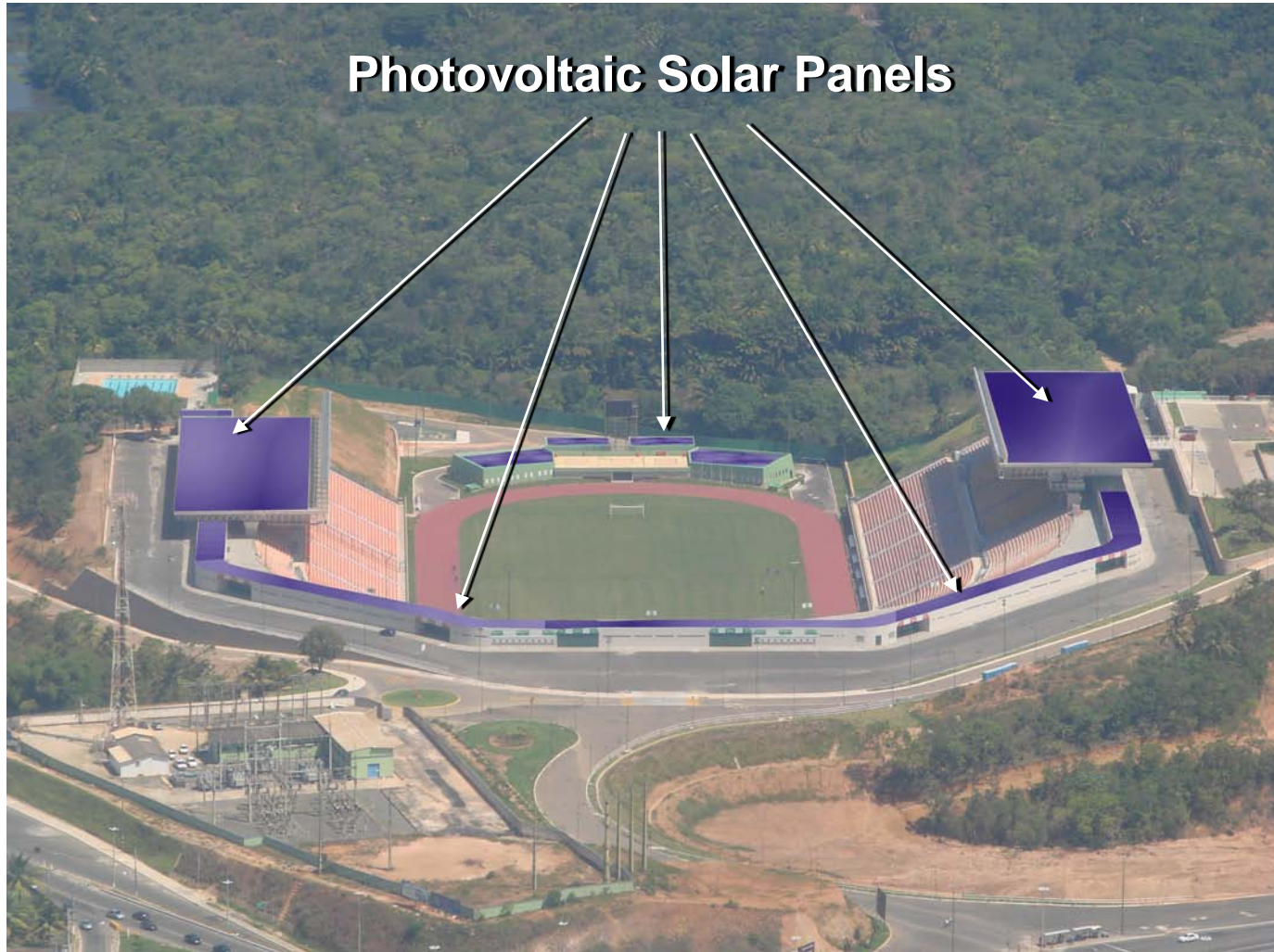
The following material is bought:

- White paper
- Cardboard
- Magazines
- PEAT
- PET
- Steel
- Aluminum

Exchange Posts in three communities: Mapele, Costa Azul and Pernambuco.

PITUAÇU STADIUM

Roofed Area – 7.970 m²



PITUAÇU STADIUM

TOTAL AREA (m ²)	7.970
USEFUL AREA (m ²)	5.506
Return (MWh/MWp)	1.270
Installation of thin film amorphous silicon. Generated Energy (MWh)	600

Total Cost – R\$ 5,5 million

The Sun is for all.

Coelba Solar can be too.

To think in a world is to think in a efficient use of electrical energy.

For this, Coelba created Coelba Solar with the mission to elevate, along with Ademi-BA and associated construction companies, a new concept of environmentally responsible residential enterprise. Through Coelba Solar, the company lends resources, without interest, to incorporations and construction companies which desire to use the Sun as a source of energy to heat water in residences.

Discover Coelba Solar by calling 71 3370-5055 and help to transmit this energy to others. Your clients will thank you for the reduction on energy bill costs. And the environment for the impact reductions.

patrocinador

Ademi-BA



www.coelba.com.br

Alguns participantes do projeto



Vale do Loire - Construtora Odibrecht



Marisa Corde de Castanheira - Construtora MVL



Solar da Cardal - Construtora Canie

Educate students and teachers from the municipal network of elementary schools, the importance of efficient use of energy as a means of preserving the environment.



Results up to 2008

85.406 Students

1.974 Teachers

370 Schools

26 Municipalities in the State of Bahia

Coelba's Energy Efficiency Center



The Energy Efficiency Center is a place created so that students, teachers and the general public may visualize the simple and fun principles related to electrical energy, since the generation to the entry in your home. And especially so that they may understand the importance of the correct, efficient and safe use of electrical energy.



**Results August
2007 to 2008**
2.500 visits
58 schools



projeto
**energia
verde**
neoenergia

Sua iniciativa vai ajudar o planeta.



DESCRIPTION AND DETAILS

CLIENT → contributes with donation charged through the energy bill with values varying between US\$ 60,00 and US\$120 in up to 24 installment payments, according to the monthly energy consumption, during two years.

CONTRIBUTION → reforestation of the Atlantic Forest accomplished with community participation, generating income and social-economic development to families in rural settlements

FAIXA DE CONSUMO	VALOR DOADO (R\$)			
	À VISTA	6 VEZES	12 VEZES	24 VEZES
100 kWh A 200 kWh	120,00	20,00	10,00	5,00
201 kWh A 400 kWh	168,00	28,00	14,00	7,00
ACIMA DE 401 kWh	240,00	40,00	20,00	10,00

LED Traffic Lights

The project substitutes low efficiency incandescent 100W traffic light lamps for high efficiency luminous packs developed with LED technology. (8W a 15W) life span of 70.000 to 100.000 hours.



Results:

- With this project an economy of 85% in energy consumption was obtained.
- 3.060 substitutions were up to dec/2008.



LED Illumination Castro Alves Theater



Thank you for your attention

Ana Christina Romano Mascarenhas

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