

# *Company Overview*

## *NASDAQ: XWES*

Phil Adams, President

Dan Mees, VP Corporate Communications

May 2012



Planning



Sourcing



Risk Management



Efficiency



Sustainability



Incentives



Monitoring

# WorldEnergy

# Forward-Looking Statements

*This document contains forward-looking statements. These statements relate to future events or to future financial performance and involve known and unknown risks, uncertainties, and other factors that may cause our actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. In some cases, you can identify forward-looking statements by the use of words such as “may”, “could”, “expect”, “intend”, “plan”, “seek”, “anticipate”, “believe”, “estimate”, “predict”, “potential”, or “continue” or the negative of these terms or other comparable terminology. You should not place undue reliance on forward-looking statements because they involve known and unknown risks, uncertainties and other factors that are, in some cases, beyond our control and that could materially affect actual results, levels of activity, performance or achievements.*

*Other factors that could materially affect actual results, levels of activity, performance or achievements can be found in World Energy’s filings with and the Securities and Exchange Commission and Canadian securities regulators , including our most recent Annual Report on Form 10-K as may be updated by our most recent Quarterly Report on Form 10-Q, each of which is on file with the SEC. If any of these risks or uncertainties materialize, or if our underlying assumptions prove to be incorrect, actual results may vary significantly from what we projected. Any forward-looking statement you read in this document reflects our current views with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to our operations, results of operations, growth strategy and liquidity. We assume no obligation to publicly update or revise these forward-looking statements for any reason, whether as a result of new information, future events or otherwise.*

# World Energy at a Glance

- What We Do
  - Enable Commercial, Industrial, Government and Utility customers to secure the lowest total cost for Energy
  - Operate Industry's Leading On-line Auction Platform: World Energy Exchange®
- How We Make Money
  - Performance-based model with 1-3% fee embedded in winning price. Supplier bills customer, then pays us.
- Profitable business model with recurring revenue
- Strong organic growth plus recent acquisitions
- Owned by top small cap funds, mgmt, & board

# World Energy Exchange

WorldEnergy

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“The auction saved between 7 and 9% vs our traditional procurement methods.”

“The auction is brutally efficient at driving margins to the bare minimum.”

Listers Post RFPs for Auction

Bidders Compete Aggressively for Contracts

### Auction Generated Savings

First Bid (\$/kWh): 0.12000  
 Best Bid (\$/kWh): 0.09030  
 Your Total Usage: 111,669,671 kWh  
 Cost - First Bid: \$13,400,360.52  
 Cost - Best Bid: \$10,083,771.29

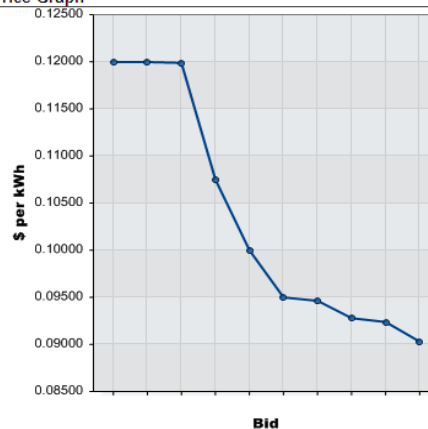
Total Auction Generated Savings :  
 \$3,316,589.23 or 24.75 %

### Market Benchmark Savings

Price-to-Compare (\$/kWh): 0.11000  
 Best Bid (\$/kWh): 0.09030  
 Your Total Usage: 111,669,671 kWh  
 Cost - Price-to-Compare: \$12,283,663.81  
 Cost - Best Bid: \$10,083,771.29

Total Market Benchmark Savings :  
 \$2,199,892.52 or 17.91 %

### Price Graph

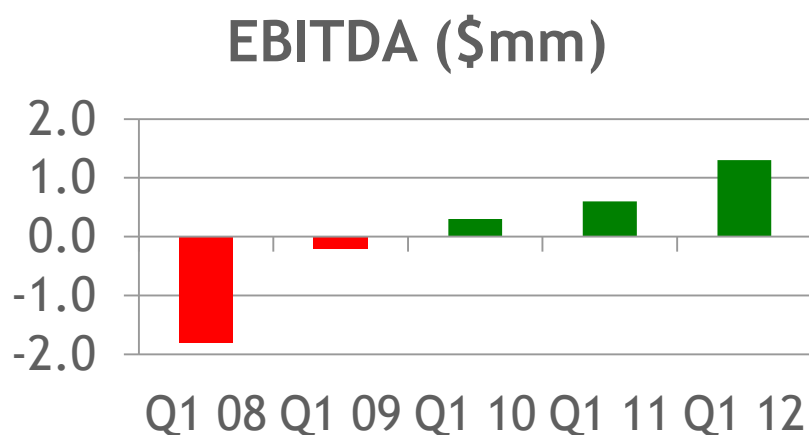
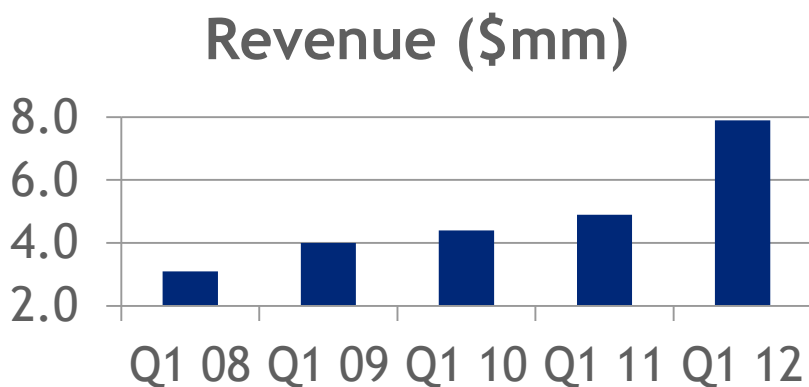


### Bid History (View: All Bids | Low Bid Only)

Total Bids in View: 10

Company Name	Contact Name	Bid Amount	Date and Time of Bid	Action
Supplier D	Contact D	\$0.09030	8/14/2008 12:24:52 PM	<a href="#">Cancel</a>
Supplier B	Contact B	\$0.09239	8/14/2008 12:24:55 PM	<a href="#">Cancel</a>
Supplier A	Contact A	\$0.09280	8/14/2008 12:24:46 PM	<a href="#">Cancel</a>
Supplier C	Contact C	\$0.09464	8/14/2008 12:24:53 PM	<a href="#">Cancel</a>
Supplier B	Contact B	\$0.09500	8/14/2008 12:24:29 PM	<a href="#">Cancel</a>
Supplier A	Contact A	\$0.10000	8/14/2008 12:15:25 PM	<a href="#">Cancel</a>

# Visibility + Scalability = Results

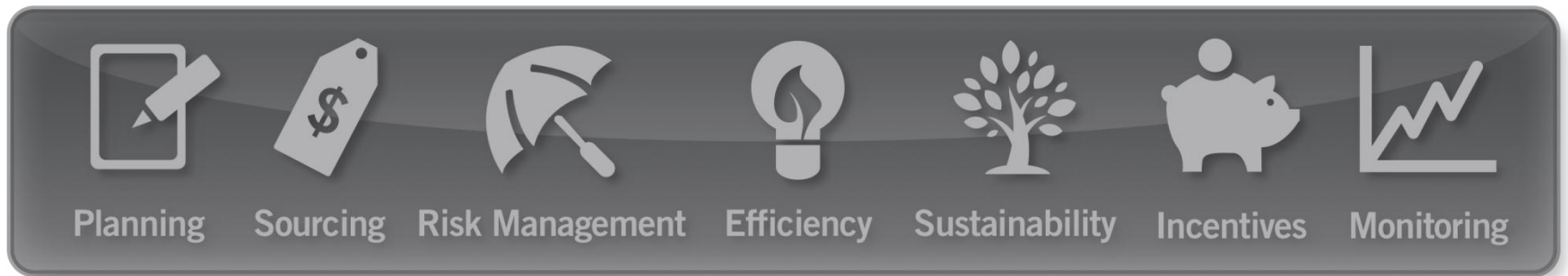


- Q1 2012
  - Record Revenue
  - Record EBITDA
  - Record Backlog
    - Annual
    - Total
- Highlights
  - Successfully integrated 3 acquisitions
  - 3rd straight Q of Record Rev.
  - 7<sup>th</sup> straight Q of Positive EBITDA
  - 6<sup>th</sup> of 7 with net Income



# World Energy Offerings

$$E = P \cdot Q - i$$



Planning Sourcing Risk Management Efficiency Sustainability Incentives Monitoring

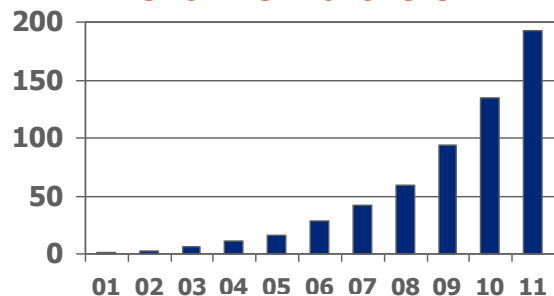
# Targeting Large, Growing Oppy's

Large C+I, Gov't, Utilities  
(\$850 mm)

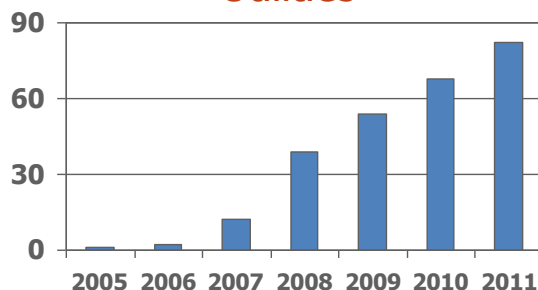
Mid Market  
(\$650 mm)

Efficiency  
(\$950mm)

Channel Partners



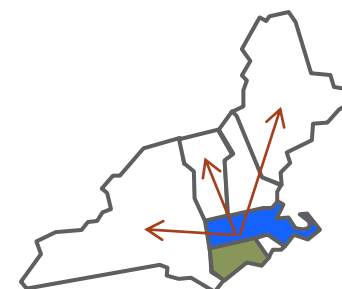
Utilities



Continue to apply proven success formula



Leverage TX model to Midwest, MidAtlantic, NY and New England



PxQ-i: Cross-sell CT efficiency and MA procurement to Northeast

# Q1 '12 Execution

Large C+I, Gov't, Utilities  
(\$850 mm)

Mid Market  
(\$650 mm)

Efficiency  
(\$950mm)

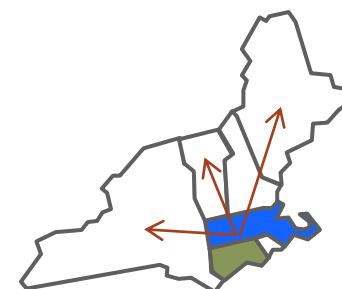
Channel Partners

- *Over 200 Channels*
- *Over 80 utilities*
- *Effective Annual Renewal Rate: ~90%*

proven success formula



Leverage TX model to Midwest, MidAtlantic, NY and New England



PxQ-i: Cross-sell CT efficiency and MA procurement to Northeast

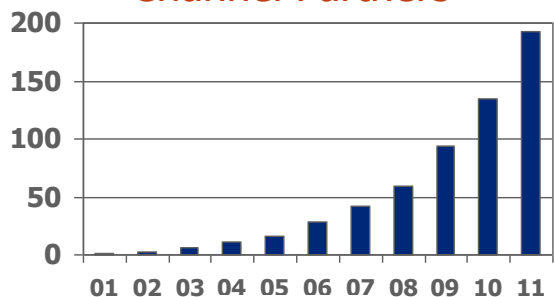
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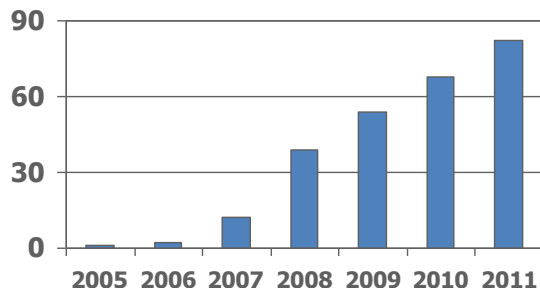
Mid Market  
(\$650 mm)

Efficiency  
(\$950mm)

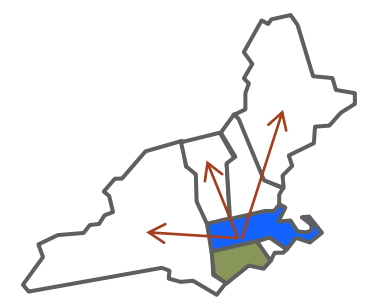
Channel Partners



Utilities



- *Successful Integration*
- *Beat Bookings Quotas*
- *Expanding Nationally*



Continue to apply proven success formula

NY and New England

PxQ-i: Cross-sell CT efficiency and MA procurement to Northeast

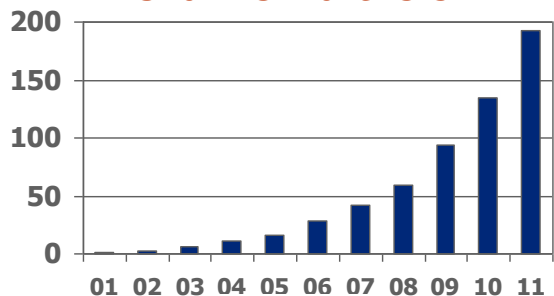
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Large C+I, Gov't, Utilities  
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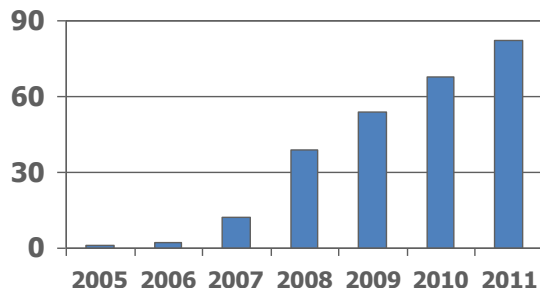
Mid Market  
(\$650 mm)

Efficiency  
(\$950mm)

Channel Partners



Utilities



Continue to apply proven success formula



Leverage TX model to Midwest, MidAtlantic, NY and New England

- *Successful Integration*
- *3 Utility Medallions*
- *Team Built out for Q3/Q4*

Northeast

# NASDAQ: XWES

## KEY FACTS

Share Price (5/16/12)	\$3.66
52 Week Range	\$2.63 - \$5.05
90 Day Avg Volume	12,277
Shares Outstanding	11.9 mm
Market Capitalization	\$43.6 mm
Inside Ownership	20%
Inst. Ownership	53%
IPO on TSX	Nov '06
NASDAQ Listing	May '09
Coverage	ThinkEquity, Sidoti, Stonegate, Divine

## MAJOR HOLDERS

- Royce
- Wellington
- AWM (Special Situations)
- Ardsley
- Brown Advisory/Winslow
- Leuthold Weeden
- Diker
- Alydar
- Continental
- Acuity

# Management Team

- Richard Domaleski, Founder and CEO
  - Has led World Energy to leadership in energy management; serial entrepreneur
- Phil Adams, President and COO
  - 25+ years experience in software, B2B eCommerce, and strategy consulting
- Jim Parslow, CFO
  - 20+ years experience; CPA; CFO, Spire Corp; Arthur Andersen
- Andrew Thomas, SVP, Operations
  - 15+ years experience; conducted first deregulated electricity deal in U.S.
- Dave Laipple, VP, Energy Sales
  - 25+ years energy experience at Enron, Johnson Controls
- Bruce Buckbee, VP, Energy Efficiency
  - 25+ years experience; energy efficiency and sustainability
- Dan Mees, VP, Corporate Communications
  - 15+ years agency and client-side PR, IR and marketing experience

# Summary

- Industry leader with a great reputation
- Business model featuring visibility and scalability, reliably generating growth and profit
- Expanding product suite enabling access to new markets and further competitive differentiation
- Owned by leading small cap buy and hold funds and management providing cap table stability
- Management guided 40-60% rev growth in 2012
- Analyst Ranges:
  - 2012: \$32-34mm Rev; \$0.05 - \$0.16 EPS
  - 2013: \$38-44mm Rev; \$0.17 - \$0.40 EPS

# Thank You

Phil Adams

President

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Planning



Sourcing



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Sustainability



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