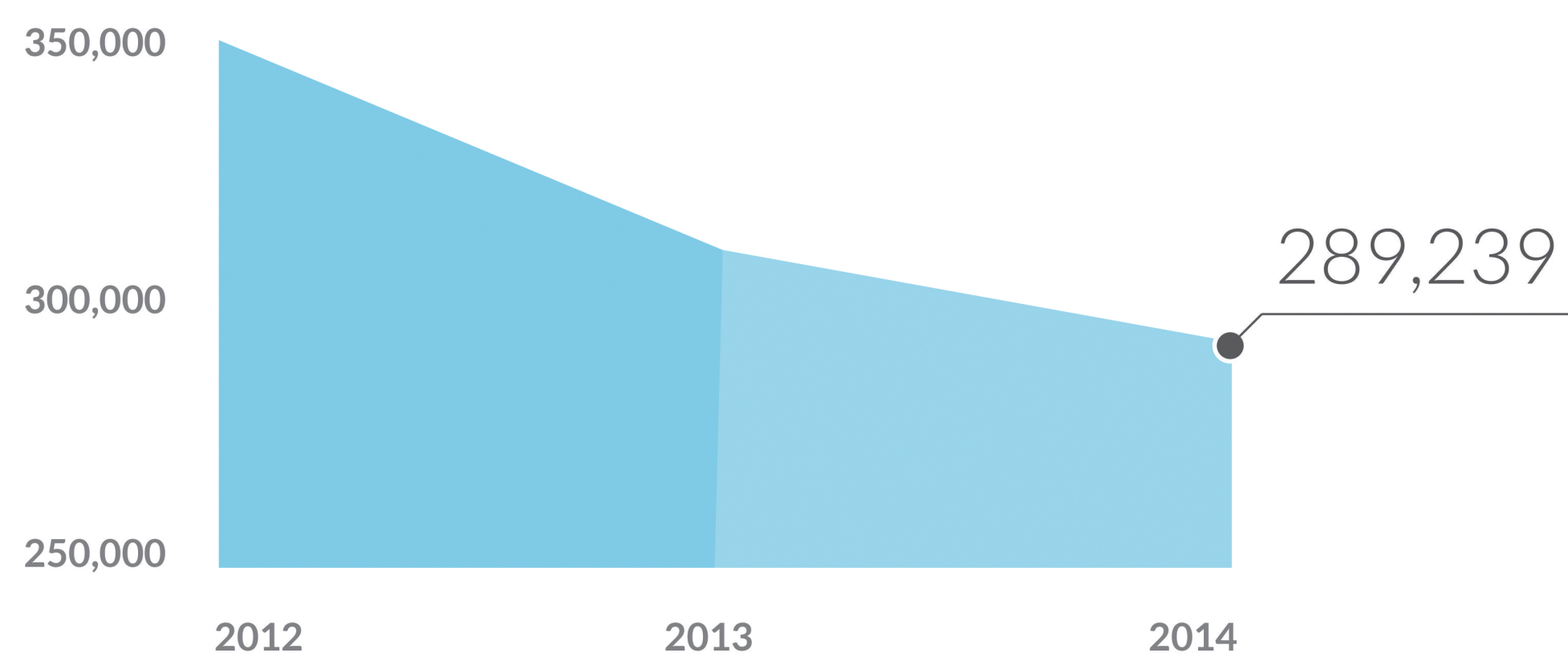


MOBILE & SOCIAL APPLICATIONS FOR UTILITY CUSTOMER ENGAGEMENT

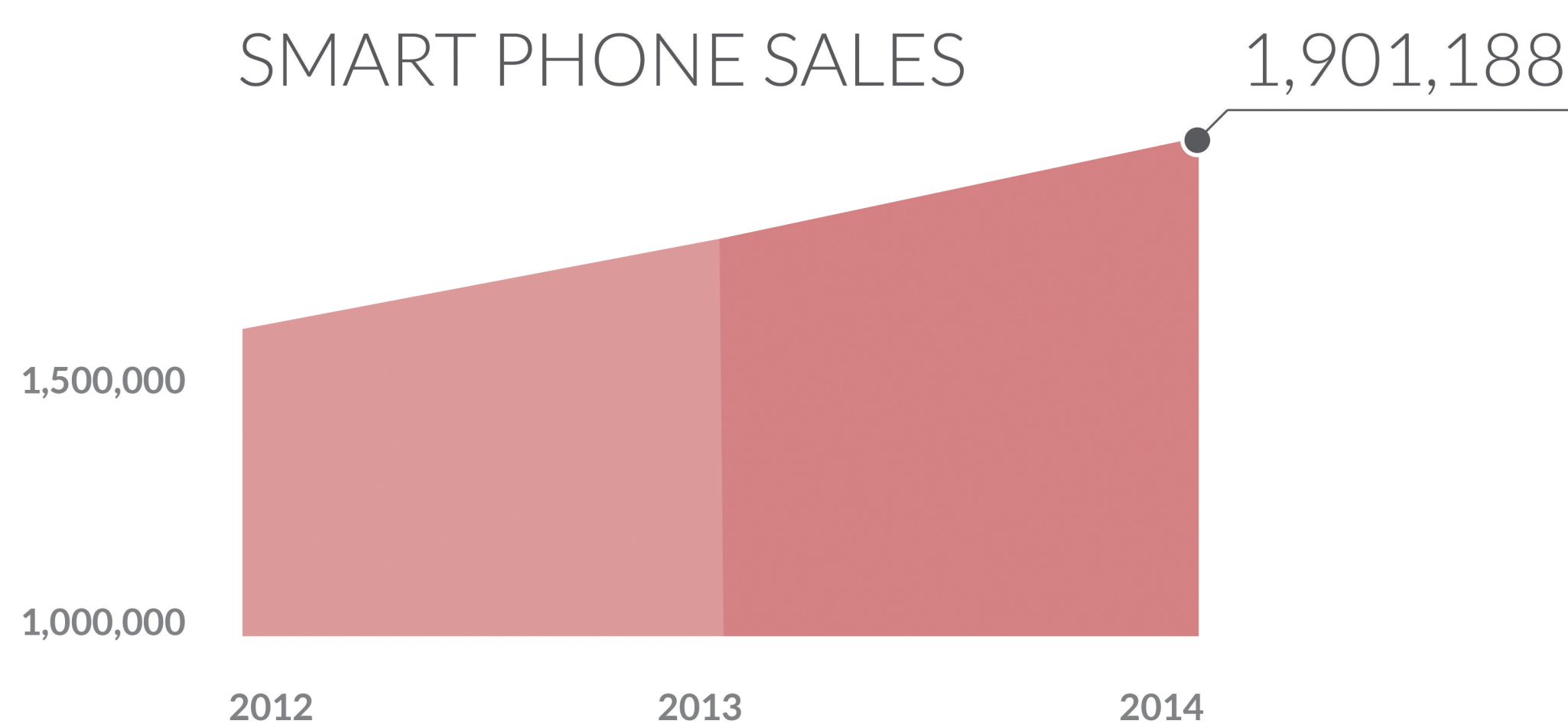
MOBILE IS THE KEY PLATFORM

DESKTOP & NOTEBOOK SALES



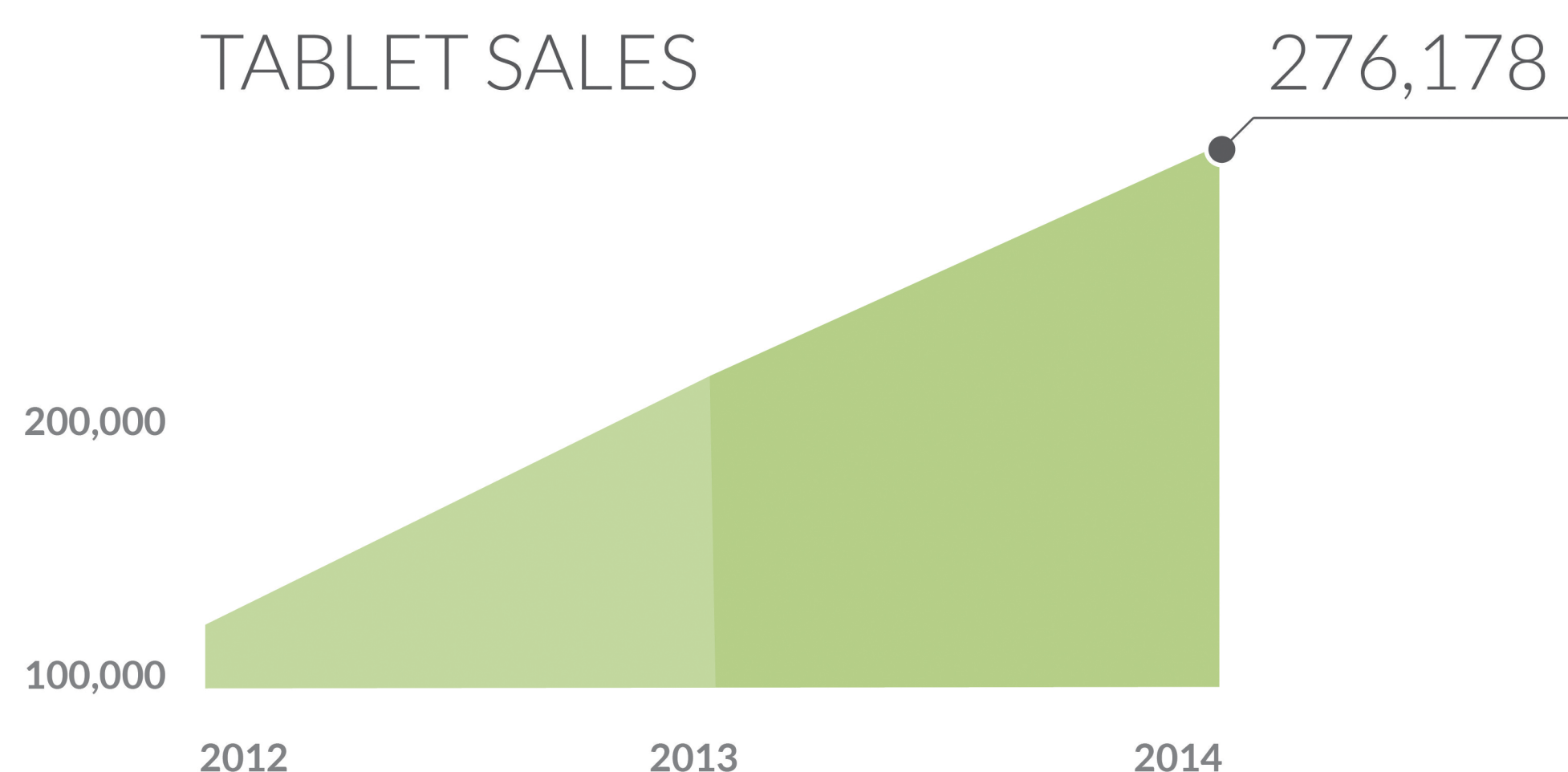
HOW MANY TIMES DO USERS PICK UP THEIR PHONE?
OVER 150 TIMES PER DAY

SMART PHONE SALES



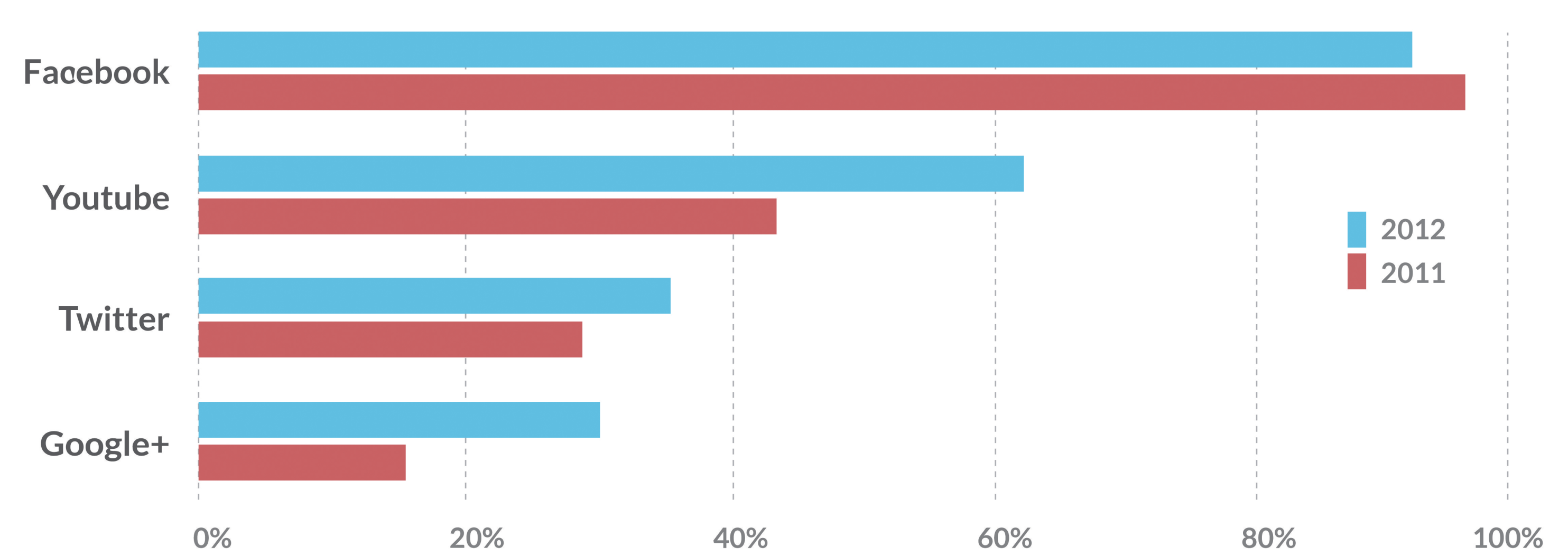
HOW FAST IS THE IPAD MARKET GROWING?
3X FASTER THAN IPHONE

TABLET SALES



TAPPING INTO SOCIAL MEDIA

WHAT SOCIAL MEDIA DO PEOPLE USE? (2011 & 2012)



WHY PEOPLE USE SOCIAL MEDIA

- INFORMATION
- ENTERTAINMENT
- SOCIAL INTERACTION
- PERSONAL IDENTITY

TOP MOBILE ACTIVITIES

- GAMES
- WEATHER
- MAPS/SEARCHING
- SOCIAL MEDIA

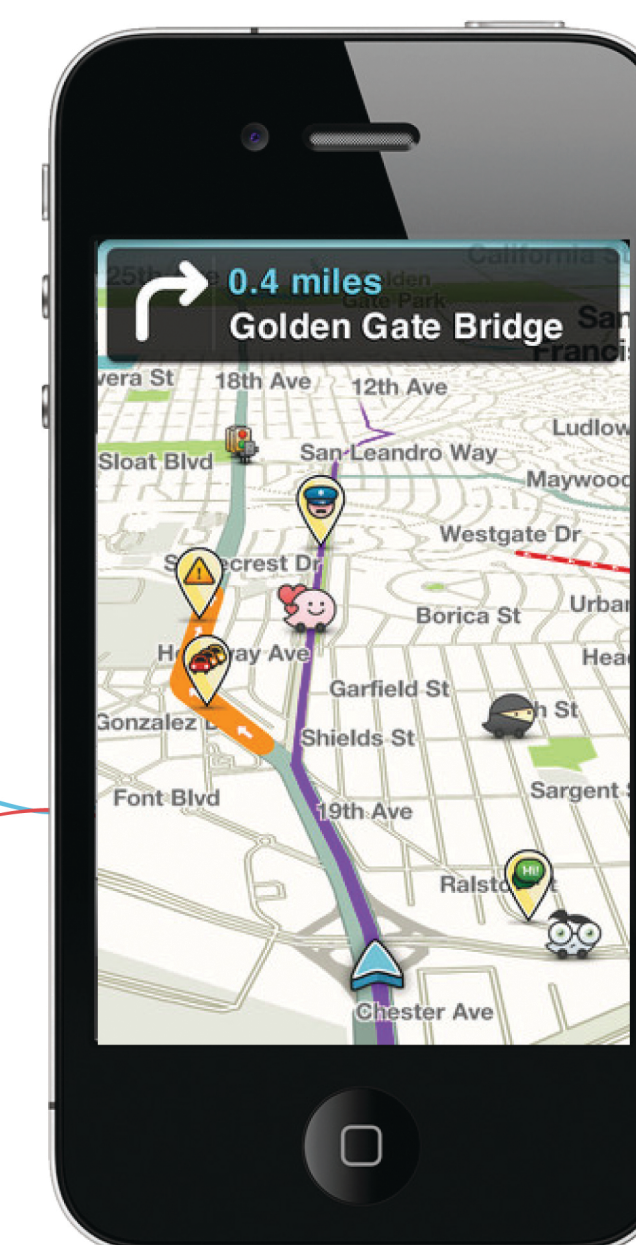
BUILDING A COMMUNITY OF USERS



DROPCOUNTER

Users access real-time water data, share conservation tips & compete with friends.

~35MM POTENTIAL USERS
EQUIPPED WITH AMI (2013)



WAZE

Drivers share real-time traffic and road conditions info.

48MM USERS (+2X YEAR/YEAR)
1B+ MILES DRIVEN/MONTH WITH WAZE



YELP

Real-time access to shared local business reviews.

102MM USERS (+43% YEAR/YEAR)
38MM USER GENERATED REVIEWS

ROBB BARNITT

+1 303.589.4222 | robb@dropcountr.com | @dropcountr

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your water, right now