KCP&L and Westar Rebranding to Evergy
Commission Briefing

September 2019
Evergy Rebranding Project Timeline

*In accordance with our merger agreement, rebranding costs are paid by shareholders*
WHAT IT MEANS

OUR NAME is the combination of ever + energy, conveying our proud history as a reliable, enduring source of energy for our community, and our vision to continue being so far into the future. When it comes to energy, we are ever evolving, ever innovating, and ever looking ahead.

OUR LOGO is led by a dynamic arrow-like shape that visualizes our forward momentum. The soft edges and lowercase letters reflect our genuine, friendly and open nature.

OUR ICON consists of four shapes coming together to form an arrow, each representing one of our four core values: safety, integrity, ownership and adaptability. The shapes also represent the coming together of many pieces, both those that made our two companies into Evergy today, and those that could become part of Evergy in the future. Together, we are moving energy and our communities forward.

The Evergy brand was created with customer input and so is our education campaign strategy.

Education campaign strategy is guided by three key learnings from customer research.

**Customer Learning**

- Utility not always top of mind
- Customers want to continue to have a local and engaged energy provider
- Customers need time to understand the transition

**Campaign Strategy**

- Straightforward creative executions hyper-focused on message that KCP&L and Westar will be/are now Evergy
- Campaign features our employees and shows them in our communities
- Three-phased campaign approach over seven months; paid media to deliver high reach and frequency so it gets seen
## Customer Education Campaign Timeline

<table>
<thead>
<tr>
<th>Length of Phase</th>
<th>Message</th>
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<tbody>
<tr>
<td>5 weeks</td>
<td>KCP&amp;L and Westar <em>will soon be</em> Evergy</td>
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<td>August 20 – September</td>
<td></td>
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<tr>
<td>8 weeks</td>
<td>KCP&amp;L and Westar <em>are now</em> Evergy</td>
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<td>October – November <em>timeframe when rebranded assets go live</em></td>
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<td>16 weeks</td>
<td>KCP&amp;L and Westar are now Evergy, plus a glimpse into how we’re their modern energy provider</td>
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<td>December – February 2020</td>
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We are using every option we have to communicate to customers about the change to Evergy

The campaign’s goal is to ensure customers are not confused – that they know KCP&L and Westar are transitioning to Evergy and they know how to reach us.

Fully-integrated marketing and advertising campaign will include owned, earned and paid tactics:

- Bill messages and inserts
- Website content
- Email and direct mail
- Social media – advertising and organic
- News media outreach
- Paid advertising: billboards, TV, radio, print, digital
Phase 1 TV Spots

**Employees:** [https://f.io/rSfPpH6F](https://f.io/rSfPpH6F)

**Renewed Commitment v1:** [https://f.io/wq6AAHQ5](https://f.io/wq6AAHQ5)
Billing Envelopes & Inserts

Phase 1 – Pre-Launch

KCP&L WILL SOON BE

every

LAST YEAR WE PARTNERED WITH OUR NEIGHBOR,
WESTAR ENERGY, TO BECOME EVERY.

See every.com info page for more details. We look forward to better
serving you by continuing our commitment to clean energy,
innovative solutions and community relationships.

WATCH FOR THE EVERY NAME ON YOUR NEXT BILL

Phase 2 - Launch

KCP&L IS NOW EVERY

WE PARTNERED WITH OUR NEIGHBOR,
WESTAR ENERGY, TO FORM EVERY.

As a combined company, we’ll be able to serve you even better.
Our employees are proud to be part of the communities they
serve and are more committed than ever to provide you with safe,
reliable electricity and innovative solutions. Any communication
you’d typically receive from KCP&L will come from Every.

SEE EVERY.COM/KCPL FOR MORE INFO ON HOW
EVERY IS MOVING ENERGY FORWARD FOR YOU.
Transactional Email Notifications

Phase 1 – Pre-Launch

Bill Ready
Your KCP&L (soon to be Evergy) bill is available for review and payment.
KCP&L Account Number
******1053
Amount Due
$294.30
Due Date
7/2/2019

View Your Bill
Log in to your account to pay your bill.

KCP&L will soon become Evergy
Find out more at www.evergy.com

Contact Customer Service
For questions or assistance, please contact us.
Toll-free: (888) 471-6275
Email: custserv@kcpl.com

Phase 2 - Launch

Bill Reminder
This is a reminder that your bill is due in BILL_REMINDER_DAYS days. If you have already submitted your payment, thank you.

Evergy Account Number
ACCT_ID
Amount Due
BILL_AMT
Due Date
BILL_DUE_DT

Pay My Bill
Log in to your account to view your bill.
Website Home Page

Phase 1 – Pre-Launch

Phase 2 - Launch
Direct Mail

Phase 1 – Pre-Launch

KCP&L WILL SOON BE evergy

LAST YEAR WE PARTNERED WITH OUR NEIGHBOR, WESTAR ENERGY, TO BECOME EVERGY.

We still live and work where you do, and we’re more committed than ever to moving energy forward for you. In fact, we’ve already implemented benefits from this partnership, like stabilizing rates and providing bill credits.

See evergy.com/kcppl to learn more about these benefits. We look forward to better serving you by continuing our commitment to clean energy, innovative solutions and community relationships.

WATCH FOR THE EVERGY NAME ON YOUR NEXT BILL

Phase 2 - Launch

KCP&L IS NOW evergy

WE PARTNERED WITH OUR NEIGHBOR, WESTAR ENERGY, TO FORM EVERGY.

As a combined company, we’ll be able to serve you even better. Our employees are proud to be part of the communities they serve and are more committed than ever to provide you with safe, reliable electricity and innovative solutions. Any communication you’d typically receive from KCP&L will come from Evergy. Also, please note that if you:

1. Automatically pay your electric bills through your bank, simply keep doing what you’re doing. Your electric account will be paid as usual, but debits will soon appear as Evergy on your bank statement.
2. Pay by mail, make checks payable to Evergy and update your check-writing software and/or accounts payable system with the Evergy name.
3. Use a bill payment consolidator please instruct them to change KCP&L to Evergy in their system.

SEE EVERGY.COM/KCPL FOR MORE INFO ON HOW EVERGY IS MOVING ENERGY FORWARD FOR YOU.
Informational Email

Phase 1 - Pre-Launch

We’re becoming Evergy
We’re excited to announce that by October, KCP&L will become Evergy.

Here’s what you need to know:

- We’re still here for you. You can contact us the same way you do today.
- You’ll stay connected. We’ll continue to provide you with safe, reliable electric service.
- Your account isn’t going anywhere. You don’t need to transfer your account.
- You’ll see more benefits from us as a combined company than if we had remained separate.

Look for us
You will soon see an email from Evergy. It’s from us. We’re just rebranding our email system for the change.

Need more info? Contact us to discuss customer questions.

KCP&L merged with Westar to become Evergy. Learn how we can now provide you with more benefits than before.

Phase 2 - Launch

Over the weekend, KCP&L and Westar Energy became Evergy. And we’re excited to introduce ourselves to you.

We’re Evergy. We have a new name. A new look. A new website. And the ability to provide greater savings while delivering safe, reliable and sustainable energy.

Even better: All the good things you’ve come to know and expect from us are still available to you.

- You can do what you need to do—when and how you want to do it.
- You can manage your account the same way you have.
- You can still find us working in your neighborhoods, because we’re still your neighbors.

We’re Evergy. And we’re looking forward to providing an experience that fits your lifestyle.
Billboards