



This is Liberty

Liberty's Transformation

Customer First



June 3, 2020



Our Bold New Transformation



What brings us here today?

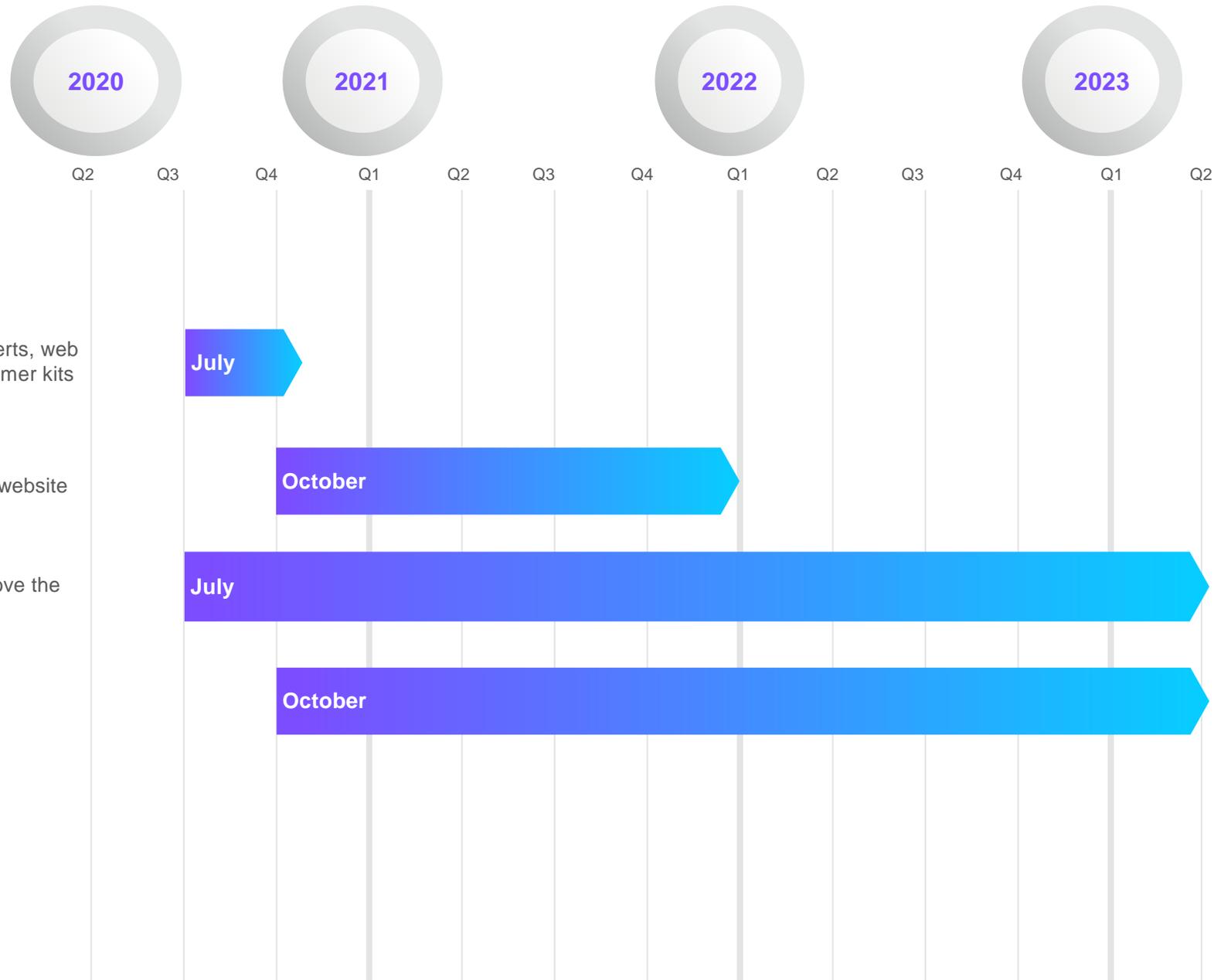
- We are changing our operating names from “Liberty Utilities” and “Liberty Utilities – Empire District” to “Liberty.”
- The Empire District Electric Company, The Empire District Gas Company, Liberty Utilities (Missouri Water) LLC, and Liberty Utilities (Midstates Natural Gas) Corp. are indirect subsidiaries of Liberty Utilities Co. and are part of the Liberty Utilities Central Region.
- Since January of 2017, the Empire utilities have operated under a co-branding designation that utilizes both Empire and Liberty in the name. A condition in Case No. EM-2016-0213 required this co-branding designation.
- As a condition of the waiver of the co-branding requirement for the Empire utilities granted in Case No. AO-2020-0184, the utilities are to keep stakeholders apprised of the new name and logo and make a presentation to Staff and the Commission regarding the new brand and the utilities’ customer communication plan.

Why simply “Liberty”?

- Liberty represents the essence of our purpose: helping people live better everyday lives through the delivery of clean energy and water. This marks the beginning of our customer-centric transformation.



Timing



Liberty Rollout

Creating a genuine, simpler, more inviting customer experience

Advance identity announcement: bill inserts, web announcement, IVR, social media, customer kits

Identity rollout: signage, fleet, uniforms, website

Revise key customer experiences; improve the customer journey

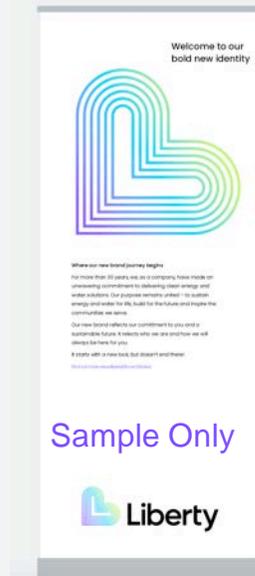
Internal documents and templates



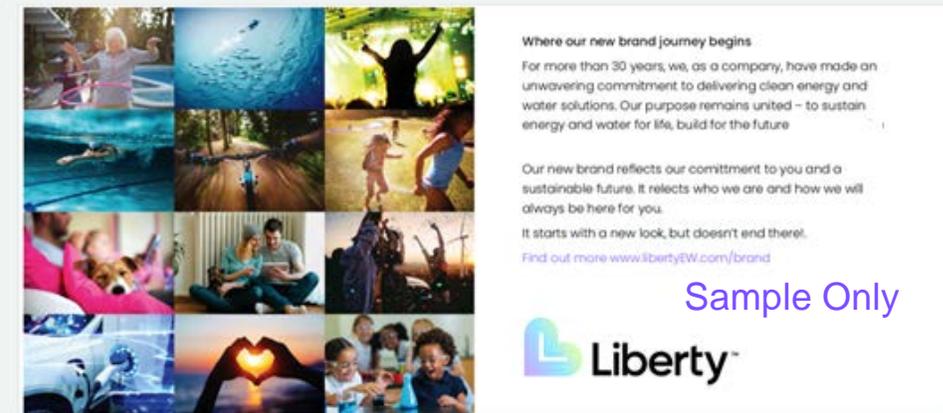
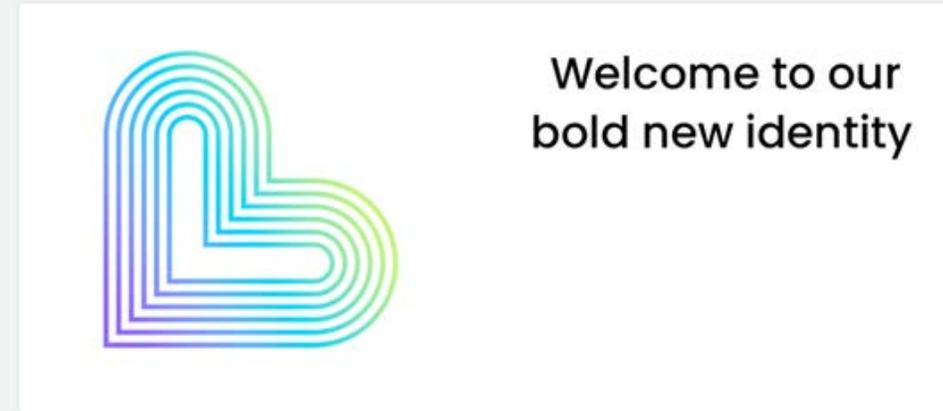
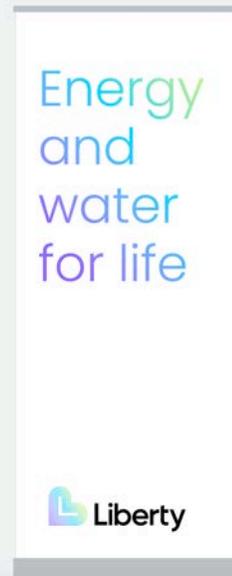
Bringing it all to life

Transformation campaign

- Website pop-up
- Bill inserts
- IVR hold message
- Walk-in office posters or retractable signs
- Social media
- Print, radio, and TV advertising



In locations



Bill insert



Thank you.

