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2. CLIENTS

Companies of ENEA Capital Group deliver its services to more than 2.4 million customers. In accordance with *Corporate Strategy of ENEA Capital Group for the period 2010 - 2015 with a perspective to 2020*, the *Capital Group* priorities include activities aimed to improve quality of Client service and efficiency of provided services.

Trading, generation and distribution of electricity is the core business of ENEA Capital Group. Companies which constitute to the Capital Group are also involved in the supply of services in the field of power engineering, Client service and related, supporting activities.

ENEA S.A. is engaged in wholesale trading and sale of electricity to retail and institutional clients. The Company has sales offices in Bydgoszcz, Gorzów Wielkopolski, Poznań, Szczecin and Zielona Góra. ENEA S.A. also sells electricity to Customers connected to the network of other operators than ENEA Operator. The Company sold to such customers about 3.1 TWh of energy in 2012. ENEA Centrum Company is responsible for individual Client service in the name and on behalf of ENEA S.A.

2.1 million individual Clients

0.3 million institutional Clients (including companies, governments)

ENEA Operator delivers electricity to more than 2.4 million Customers in western and north-western Poland. The Company operates on the area of 58 213 km², in six voivodeships: wielkopolska, zachodnio-pomorskie, lubuskie, kujawsko-pomorskie and in a smaller extent dolnośląskie and pomorskie.

ENEA OPERATOR PROGRAM OF COMPLIANCE

As the ENEA Operator is the independent distribution system operator it needs to fulfil special responsibilities. Therefore, in accordance with Article 9d paragraph 4 of the Energy Law, we have developed and applied the Program of Compliance.

The objective of adopted by us Program of Compliance is to ensure equal and non-discriminatory treatment of the current and potential users of the distribution system. The Program of Compliance is valid from 30.06.2011. It was adopted by the resolution of ENEA Operator Management Board dated 21.03.2011, and then approved by the President of ERO with decision No. DPK-7124-9 (5) 2011/MiKo as at 30.03.2011.

Areas in which ENEA Operator Sp. z o.o. guarantees equal treatment and non-discrimination:

- connection to the distribution network,
- provision of distribution services and change of the services provider,
- complaints handling,
- elimination of disruptions and failure,
- provision of measurement data used for settlements, balancing, and settlement of the system users imbalance,
- protection of sensitive information,
- provision of information to current and potential system users.

 Full text of the program is available at www.operator.enea.pl

ENEA Capital Group did not record any significant penalties resulting from non-compliance in 2012.

2.1 Development plans

ENEA Capital Group ambition is to be a leader in the energy sector in the retail and Client service, including the service quality of individual and institutional Clients. This objective is related with the launch of a number of processes to increase the efficiency of the ENEA Capital Group companies in this area and is associated with significant investments.

In September 2012, ENEA S.A. adopted *a Sales strategy of ENEA S.A. in retail area for years 2013-2016*. The strategy envisages further expansion of retail sales outside the historic area of the Company and improvement of efficiency, client service and efficiency of wholesale trade.

PILLARS OF ENEA S.A. SALES STRATEGY IN RETAIL AREA FOR YEARS 2013-2016

1. Expansion of retail sales (acquiring new Customers outside the historical area, maintaining and recovery of Clients in the historical area and development of competences within gas trading).
2. Effectiveness of Client service (development of new channels of Clients service and acquisition, improvement of Client service and its efficiency, cost optimization).
3. Efficiency in wholesale trade (improvement of: purchasing efficiency in the wholesale market, forecasting and risk and portfolio management).

In the area of Client service, a so-called: The Program of Client Service Model Change was accomplished in 2012. Within its framework, the following projects and initiatives were conducted to achieve key objectives:

- increase of the effectiveness of Clients' acquisition and maintaining
- increase in the level of Client service quality
- reduction of the unit cost of Client service.

2.2. Communication with Clients

ENEA Capital Group companies offer to their Customers a variety of communication forms appropriate to possibilities and Clients' needs.

Main communication channels used by the ENEA Capital Group's Clients:

- **Means of online contact**, i.e. companies websites, online contact forms, email, online Client service OCS.
- Direct contact through the **Client Service Office** CSO (including CSO ENEA Operator, ENEA S.A., BHU S.A.), points of sale and sales offices (ITSERWIS)
- **Direct contact** through seminars, trade fairs, trainings and conferences organized by companies (e.g. Enefos) or other entities.
- **Contact by phone**, traditional mail and leaflets, brochures and printed materials.

Contact with the Customer in selected companies of the ENEA Capital Group

COMPANY	MAIN COMMUNICATION CHANNELS WITH THE CUSTOMER
ENEA S.A.	Client Service, Sales Offices, call center, website, advertisements and announcements in local newspapers, business Clients specialists, satisfaction surveys of business and individual Customers.
ENEA Operator	Online Client Service OCS, Call Center, website and contact forms on the website, email, newsletter, direct contact by means of Client Service Office (CSO).
Elektrociepłownia Białystok	Traditional post, e-mail, phone, a survey of customer satisfaction survey, meetings with key Customers during the periodic meetings of dispatcher and maintenance services. Cooperation with key Customers is assessed periodically during meetings of dispatcher and maintenance services.
Elektrownie Wodne	Contact by phone, traditional post and e-mail, corporate intranet, direct meetings.
MEC Piła	Website www.mecpila.pl , Client Service Office, surveys during direct meetings
BHU	Client Service Offices in the Company's branches, website, online shop: www.e-bhu.pl , Original Quality Management System with the procedure of Client satisfaction measurement.
Enefos	Organization of trade fairs and conferences, websites: www.enefos.pl and www.enekomfort.pl , traditional post, e-mail, direct meetings with Clients, Enefos participation in conferences, trade shows, seminars, media (press, radio, TV), Client satisfaction surveys, telemarketing.
EP Zakład Transportu	Client Service Office CSO, website, email, client satisfaction survey.
Energomiar	Website, Client satisfaction survey, sales department - direct contact with sales specialists.
ENERGOBUD Leszno	Website, email, Client satisfaction surveys, trainings and conferences.
ITSERWIS	Website, eleven Points of Sale, two Trade Offices, e-mail, phone, direct contact, trainings and business conferences for key Clients.
Energ-Tour	Website, email, advertisements in press.
Hotel Edison	Website, direct contact.
NZOZ Centrum Uzdrowiskowe ENERGETYK	Website, Client satisfaction surveys, direct contact with the Customer.

CASE STUDY

"More Light" Fairs 2012

The Eneos Company organized in Międzyzdroje on 10 - 11 of May fairs at which representatives of governments, including the Company's Customers were able to learn how to illuminate the district in a modern and efficient way. It is one of the key initiatives of the market and Clients education in the field of efficient lighting modernization led by Eneos.

Also ENEA S.A., ENEA Operator and Energomiar participated in the "More Light" fairs. The event was attended by lighting manufacturers, a large group of representatives from local governments and energy companies. Fairs allowed for presentation of innovative solutions related to the lighting of roads and public spaces. The event was also accompanied with a series of presentations, allowing to expand knowledge of fair's participants about technical and formal - legal issues on lighting.

2.3. Client satisfaction surveys

Client satisfaction surveys are one of the important channels of communication with the Client. In 2012 Client satisfaction surveys were carried out by such companies like: ENEA S.A., ENEA Centrum, Eneos, Elektrociepłownia Białystok, ITSERWIS, NZOZ Centrum Uzdrowiskowe ENERGETYK, Energormiar, EP Zakład Transportu, BHU. Also ENERGOBUD Leszno analysed Customer evaluation of service quality and satisfaction with the sales and after-sales service. Average Clients evaluation of this company was "good".

In the Client satisfaction surveys ENEA S.A. compared how the analysed indicators translate into Clients satisfaction and Clients of competitive companies. The Client satisfaction level was examined, among others, in the areas of an account manager, operations and employees of Client Service Offices (CSO) and Sales Offices, functioning of a Call Centre, website, complaint procedures and billing, price-performance ratio, the quality of services and products, brand perception.

Survey results indicate a high level of ENEA S.A. Client satisfaction. It is accompanied by positive feedback from Customers about the brand - both among business and individual Clients. The Client satisfaction is built, beyond the rational factors of product and price, by Customer orientation and brand image.

CASE STUDY

The scope of Client service quality standards by ENEA Operator.

ENEA Operator is required to:

- accept, twenty-four hours, notifications and complaints about the provision of electricity,
- promptly remove all distortions in the supply of electricity,
- provide, at the client request, information about the expected date of delivery of electricity supply interrupted due to the network failure,
- notify customers - at least five days in advance - on the dates and duration of planned interruptions in the supply of electricity in the form of newspaper advertisements, radio announcements or other customary means (for example, advertisements in buildings),
- provide, free of charge, information on the settlement rules and introduced tariffs,
- examine customer requests or complaints regarding billing and to give answer not later than 14 days from the date of the request or complaint, unless the contract specifies another date, with the exception of matters concerning the control of technical parameters which the Company is required to conduct at the request of the recipient,
- give a discount upon examination of the request and the recognition of its legitimacy in the amount specified in the tariff.

2.4 Privacy policy

One of the important aspects of social responsibility in the area of relations with the Clients is privacy policy for ENEA Capital Group, including personal data of Customers. Companies of the ENEA Capital Group companies are guided in this respect by the Polish legal requirements.

Information security management system based on standard ISO27001: 2005 includes an Integrated Management System implemented in the ENEA S.A. Company. Furthermore, Information Security Management System (ISMS) has been also implemented by the ENERGOBUD Leszno Company. The ENEA Capital Group companies did not record any substantiated complaints regarding breaches of customer privacy and losses of personal data in 2012.