

APPLYING TO

MISSOURI SERVICE AREA

***BUSINESS ENERGY EFFICIENCY**
Custom Incentive Program

Purpose

The Custom Incentive Program (Program) will provide financial assistance to customers to support implementation of energy efficiency improvement opportunities which are available at the time of new equipment purchases, facility modernization, and industrial process improvement.

Availability

This program is voluntary and available to customers qualifying pursuant to the Business Energy Efficiency Availability section and meeting the Program Provisions below.

Definitions

Custom Incentive - A direct payment to a Participant for pre-approved Measure(s).

Those definitions applicable pursuant to the Business Energy Efficiency Definitions section.

Program Provisions

Customers may apply for a Custom Incentive for Measures under consideration which:

- Reduce energy consumption compared to the currently installed system or, in the case of a new system, the standard efficiency system currently available;
- Have not yet been installed or for which a commitment has not yet been made;
- Have not received a Standard Incentive under the Standard Incentive Program;
- Are not listed as a Standard Incentive Program Eligible Energy Efficiency Measure;
- Are part of a project having an overall Incentive Factor value of equal to or greater than **7%** but not more than **50%**. The Incentive Factor applies to Standard Incentive Projects receiving Incentives over \$2,500 and all Custom Incentive Projects and customers must certify that the project submitted represents the entirety of the project scope;
- Have a simple payback of greater than 18 months (prior to the installation of Measures(s) and excluding the Custom Incentive).
- Pass a screening test in accordance with 4 CSR 240-22.050(3)
- Are being installed in an existing facility.

* Indicates Change

DATE OF ISSUE November 18, 2011DATE EFFECTIVE December 18, 2011ISSUED BY Warner L. Baxter
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TITLESt. Louis, Missouri
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MO.P.S.C. SCHEDULE NO. 5 2nd Revised SHEET NO. 234.1CANCELLING MO.P.S.C. SCHEDULE NO. 5 1st Revised SHEET NO. 234.1APPLYING TO MISSOURI SERVICE AREA

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Custom Incentive Program (cont.)

- The Company reserves the right to discontinue any project that is not making sufficient progress toward the respective Bridge Program completion date. Once the Program Administrator has received the Applicant's signed offer form indicating the Applicant's commitment to complete a project, Ameren Missouri will reserve incentive funds for the project. The Applicant then has the earlier of 30 days or May 31, 2012, from commitment to either have equipment ordered or to have a contract in place for installation services; the Applicant has the earlier of 60 days or May 31, 2012, from commitment to demonstrate physical progress in installation of the project measures; and the Applicant has the earlier of 90 days or May 31, 2012, from commitment to complete the installation of measures and provide all required completion paperwork.

Prior to purchasing and installing Measure(s), Applicant must submit a Custom Incentive Application form that provides data about the applicable facility and potential Measure(s). The Company or Program Administrator will perform a desk review of the Custom Incentive Application to determine eligibility, cost-effectiveness, estimated energy savings and Custom Incentive level for each Measure. The cost-effectiveness of each Measure shall be calculated in accordance with 4 CSR 240-22.050(3). The Program Administrator may perform a site visit to verify baseline conditions. If approved, the Program Administrator will reserve the Custom Incentive amount and notify the Participant of the Measure(s) approval. Following installation of approved Custom Measures, the Participant will submit a Completion Certificate to the Program Administrator. The Completion Certificate will require documentation of final Custom Measure costs, a completion date for each Custom Measure, and invoices for all Measures. If necessary, the Custom Incentive amount will be recalculated; however, it will not be adjusted to greater than the Custom Incentive amount previously reserved. Every Custom Incentive Application for a Custom Incentive requires pre-approval by the Program Administrator and may be subject to on-site verification by the Program Administrator prior to payment.

Additional program details such as process flows, application instructions, application forms, etc., will be provided on the Company's website, www.ActOnEnergy.com or by calling toll free 1-866-941-7299.

Incentives

Custom Incentives are payable, one time, at \$0.05 per calculated kWh saved during the first year of operation.

Custom Incentives provided under this Program are limited to a combined total for both Standard and Custom Programs of \$15,000 per site.

Term

This tariff shall be effective through June 30, 2012. No Incentives will be provided on Completion Certificate forms and supporting documentation postmarked, emailed, or faxed after May 31, 2012.

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DATE OF ISSUE November 18, 2011 DATE EFFECTIVE December 18, 2011ISSUED BY Warner L. Baxter President & CEO St. Louis, Missouri
NAME OF OFFICER TITLE ADDRESS

MO.P.S.C. SCHEDULE NO. 5 1st Revised SHEET NO. 235

CANCELLING MO.P.S.C. SCHEDULE NO. 5 Original SHEET NO. 235

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