

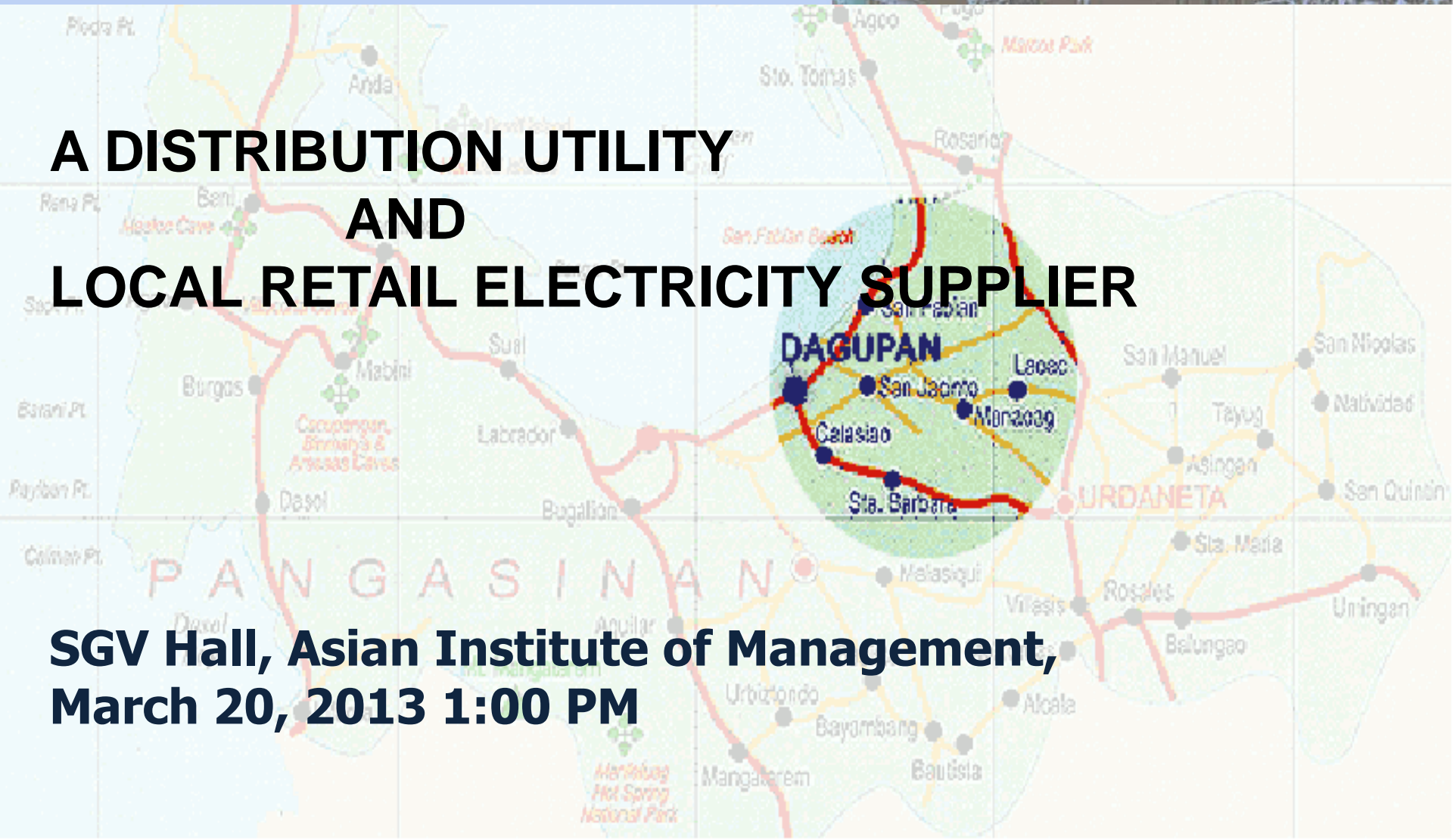


DAGUPAN ELECTRIC CORPORATION  
**DECORP**

*We energize your vision*

**A DISTRIBUTION UTILITY  
AND  
LOCAL RETAIL ELECTRICITY SUPPLIER**

**SGV Hall, Asian Institute of Management,  
March 20, 2013 1:00 PM**





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## **CORPORATE PROFILE**

**FOUNDED IN 1953**

**INCORPORATED IN 1961**

**60 YEARS IN SERVICE**



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## FRANCHISE AREAS

**RA 9969 - Congressional Franchise Grant**

- **Dagupan City**
- **Calasiao**
- **Sta. Barbara**
- **Manaoag**
- **San Jacinto**
- **San Fabian**
- **Brgys. Cruz and Bolingit of San Carlos City.**

**LAND AREA  
over 349.33  
sq. km (6.5%  
of  
Pangasinan)**

**Almost  
100,000  
customers to  
date**

**4  
CONTESTABLE  
CUSTOMERS**



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**FRANCHISE AREAS**

**Certificate of Public Convenience and  
Necessity**

**25 years of Validity**



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AS OF 2012:

**Maximum Demand – around 50 MW**

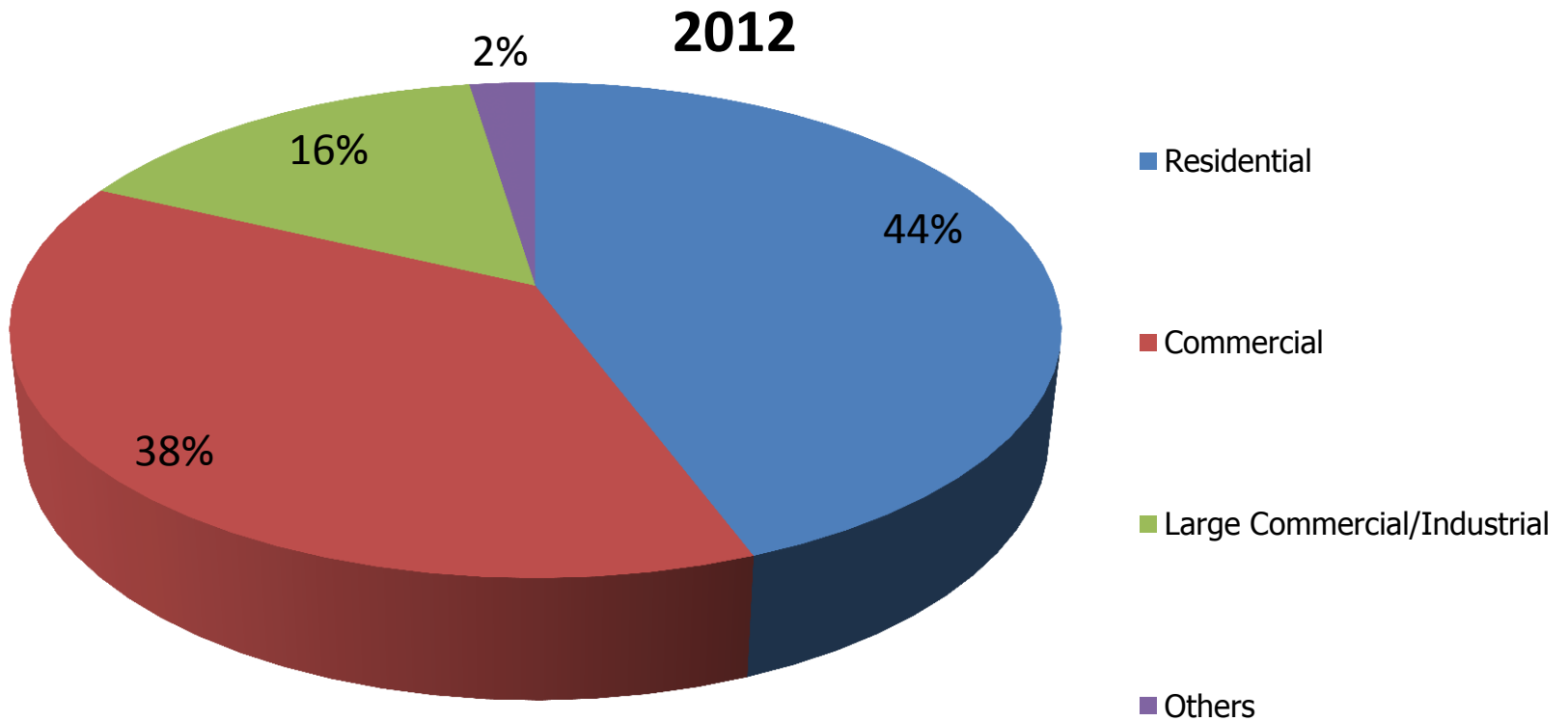
**Load Factor – 60%**





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## Consumption Mix by Customer Class





## SUBSTATION AND CAPACITY

Calasiao  
S/S

- **1 x 33 MVA**
- **8 line feeders**

San  
Jacinto  
S/S

- **2 x 20 MVA**
- **6 line feeders**

Dagupan  
S/S

- **2 x 25 MVA**
- **8 line feeders**

All feeders equipped with AVR

All feeders equipped with reclosers and breakers

Monitored and Controlled with SCADA



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## AVERAGE RATE FOR APRIL 2012- MARCH 2013

MONTH	SELLING RATE	GENERATION RATE
APRIL 2012	10.33	5.3292
MAY 2012	9.25	4.5286
JUNE 2012	11.50	6.3436
JULY 2012	11.69	6.5081
AUGUST 2012	10.47	5.5290
SEPTEMBER 2012	8.25	3.8442
OCTOBER 2012	8.96	4.3698
NOVEMBER 2012	9.54	4.9000
DECEMBER 2012	8.97	4.3300
JANUARY 2013	9.04	4.3474
FEBRUARY 2013	7.79	3.6464
MARCH 2013	7.73	3.4450





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## **LOCAL RETAIL ELECTRICITY SERVICE**

### **BASIC CONTRACT TERMS**

**1 – 3 Years  
Full/Total Load Offer**

**Seasonal TOU or Average Rate  
Offers**

**Single Billing w/ Security Deposit**

**With Replacement Power**

**All Other Terms in  
Disclosure and Other  
Applicable  
Regulations**



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## PRICE RANGE

**Off peak price - 2.17 Php/kWhr**

**Peak price - 7.72 Php/ kWhr**



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## **SUPPLY PORTFOLIO**

**SN ABOITIZ Power- Benguet –Hydro Based**

**WESM**



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## **VALUE ADDED SERVICES**

**Load Forecasting**

**Energy Audit**

**Power Factor Correction**

**Power Planning Management**

**Other Technical Support**



## **CONTRACTING STRATEGIES**

- **Limit and focus on Contestable Customers in franchise area only**
- **Price offers unique for each Contestable Customers based on the load profile among other factors**
- **Maintain same quality and efficiency of service coupled with excellent customer service**