

DECOUPLING. SUPPORTING HAWAII'S CLEAN ENERGY FUTURE.

HOW WILL DECOUPLING AFFECT ELECTRIC BILLS?

- Your individual customer bill is still based on the amount of electricity you use, so you will still save money by conserving electricity. For information on energy efficiency rebates, go to www.hawaiienergy.com.
- Currently more than 50% of your electric bill pays for the rising cost of fossil fuels. As we transition to clean energy, bills will become be more stable and lower than if our state continues to rely on imported oil.
- Any bill increase or decrease due to decoupling is expected to be modest and will depend on a number of factors, including changes in electricity sales and inflation.
- Customers can receive a refund if the company collects more revenues than allowed by the PUC.

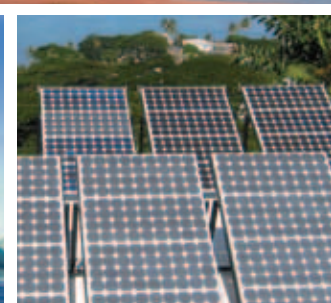
**For more information and
to read the FAQs about Decoupling,
visit hawaiianelectric.com.**

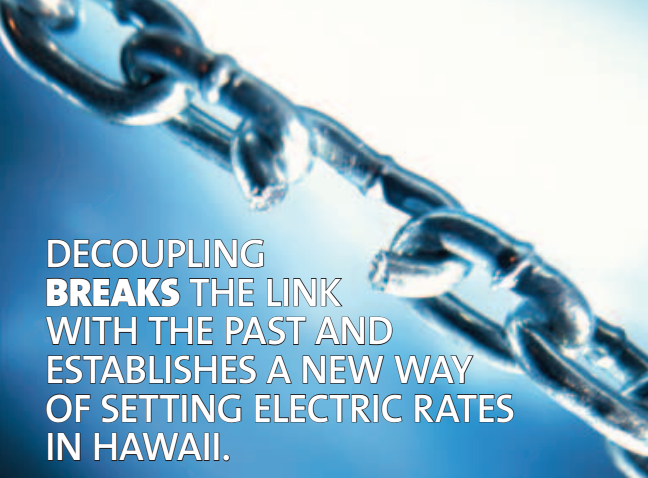


**Hawaiian Electric
Maui Electric
Hawai'i Electric Light**



**Hawaiian Electric
Maui Electric
Hawai'i Electric Light**





DECOUPLING **BREAKS** THE LINK WITH THE PAST AND ESTABLISHES A NEW WAY OF SETTING ELECTRIC RATES IN HAWAII.

WHAT IS DECOUPLING?

- Decoupling is a new method of setting electric rates recently approved by the Hawaii Public Utilities Commission. It is one of many major steps to support reducing Hawaii's dependence on imported oil and transition to a clean energy future.
- In the past, the more electricity used by utility customers, the more money the utility collects. That formula isn't consistent with our state's current energy policies. To reach our state's clean energy goals, we must find ways to use less oil, not more.
- Decoupling breaks the historic link between electricity usage and utility revenues, which removes the incentive for utilities to increase the use of electricity. This allows utilities to better support increased energy efficiency, conservation and increased use of renewable energy resources.

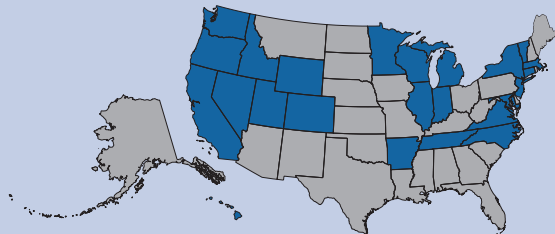


WHAT ARE THE CHECKS AND BALANCES?

- Decoupling does not guarantee Hawaiian Electric a profit. The company could make less money if it doesn't manage expenses efficiently.
- The Hawaiian Electric utilities must report regularly to the PUC on the progress of their clean energy activities.
- The Hawaii Division of Consumer Advocacy will also monitor the utilities' compliance with their clean energy commitments.

DECOUPLING IN OTHER STATES

- Decoupling has been established and implemented in other parts of the country for many years. In fact, nationwide, decoupling has been approved by utility commissions and implemented by utilities in nearly half of all states.
- The decoupling plan that the PUC adopted here is similar to what several California electric utilities have in place. Independent reviewers have found that decoupling in California has helped save customers there more than \$55 billion over the last four decades.
- According to the Progressive States Network, which has studied decoupling in other states, "decoupling has not resulted in any significant rate increases in states that have adopted it and consumers end up with more control over their utility bills to offset increase with conservation measures."



■ States with decoupling □ States without decoupling