Redesigned With You in Mind

Welcome to your new billing statement!

A. Amount Due

The total amount due and the payment due date are located here at the top of the bill.

B. Rate Schedule

The rate schedule for your account.

C. Important Messages

Priority messages from the cooperative regarding your electric service or bill.

D. Monthly/Daily Energy Use

The total amount of energy used at your service location compared to the same month of the previous year and average daily energy use for the billing period.

E. Contact Us

We are happy to assist you with any questions regarding your service. Please contact us by calling 715-339-2155 during our regular business hours.

F. Quick Payment Options

Fast, easy payments through your SmartHub account online at www.PriceElectric.coop

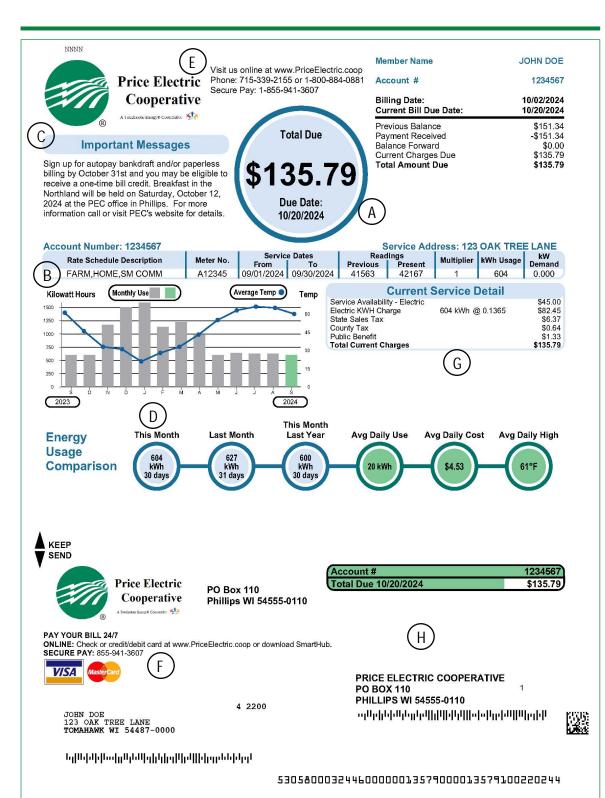
or through the Smart Hub mobile app. Or call our secure payment line 24/7/365.

G. Current Charges

The monthly kWh charges, service availability and a listing of other monthly charges for your account (i.e. outdoor light, taxes, etc.).

H. Bill Stub

The lower portion of your electric service bill to return to the cooperative by mail. The billing stub includes the total amount due.



MORE ON CURRENT CHARGES SECTION

Service Availability Charge: A fixed monthly charge that helps cover the cost of bringing electricity to your property. Some items included in this charge are labor, trucks, wire, transformers and power poles, along with other items to build and maintain the distribution system.

Service Availability – Electric: Fixed fee for the electric meter service. *Meter Charge – Heat*: Fixed fee for the heat/dual fuel meter service (if applicable).

KWH Charge: Charge for actual kilowatt-hour usage. Rate varies based on rate class.

PCA (Power Cost Adjustment): Any adjustments (charges or credits) for actual costs of purchased power passed on from PEC's power provider.

Sales Tax: WI state taxes and county taxes. Properties that are primary residences are charged tax from May-October, while properties that are not primary residences are taxed year-round.

Public Benefit: A monthly fee required under Wisconsin's Reliability 2000 legislation. The fees are aimed at improving energy conservation and providing low-income energy assistance.

OTHER NOTES...

New members will see a one-time \$25 consumer change fee and deposit (if applicable) on their first bill.