

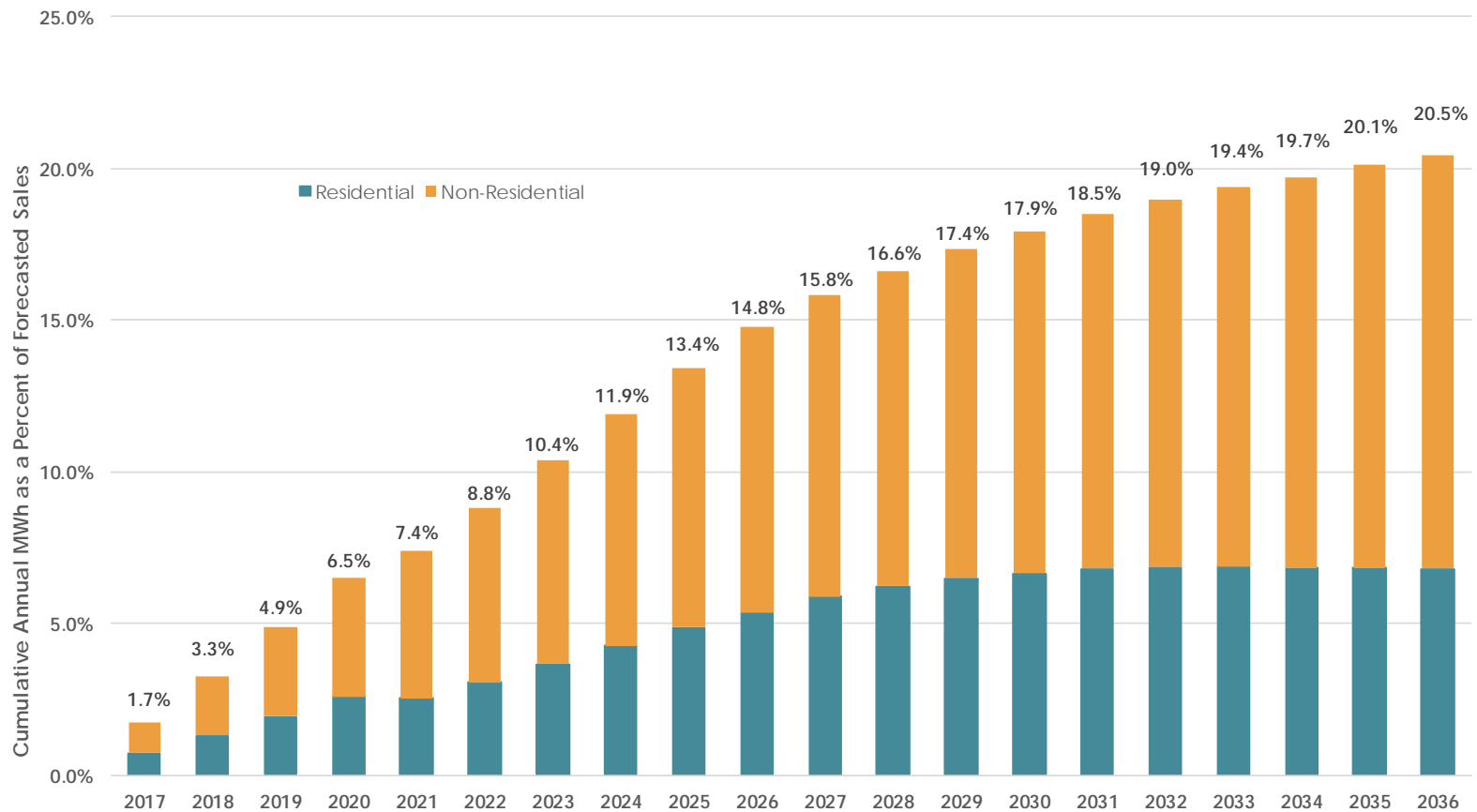


# CONSUMERS ENERGY ENERGY EFFICIENCY POTENTIAL STUDIES

April 25, 2017

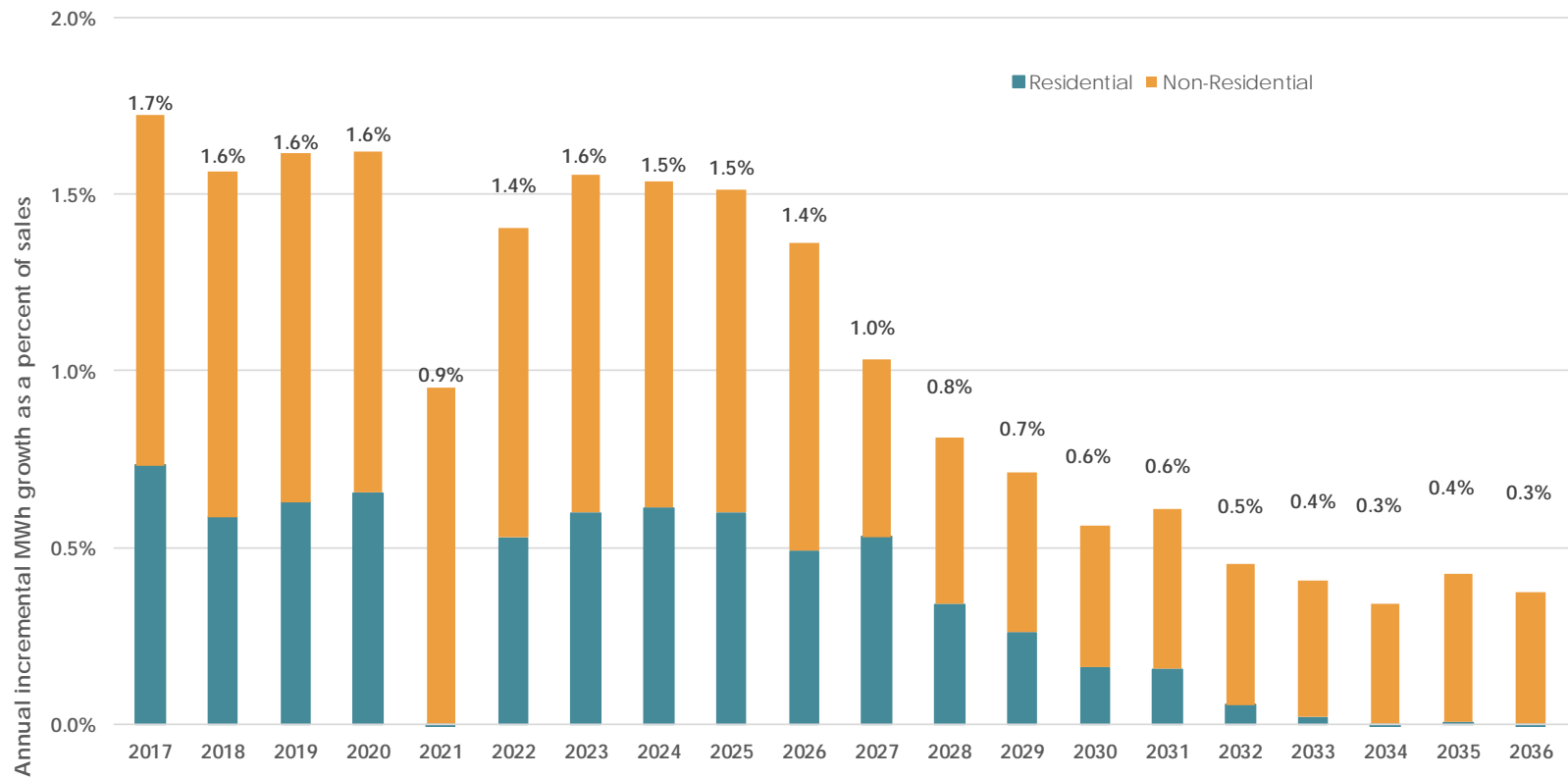


# CONSUMERS ENERGY ACHIEVABLE POTENTIAL CUMULATIVE ANNUAL MWH AS A PERCENT OF FORECASTED SALES



# CONSUMERS ENERGY ACHIEVABLE POTENTIAL

## ANNUAL INCREMENTAL MWH GROWTH AS A PERCENT OF SALES



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The logo consists of a large, stylized 'G' and 'S' intertwined. The 'G' is a thick, grey, curved shape on the left, and the 'S' is a white, curved shape on the right, both with rounded ends.

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