

# THE AMBIT JOURNEY



*Energizing the Country One Step at a Time*

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# ENERGIZED FOR THE FUTURE

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As one of our new Independent Consultants, we welcome you. In just a few years, Ambit has grown from a casual conversation to a company with an annual revenue surpassing a billion dollars. We couldn't have achieved this success without our Customers and Consultants – people just like you. You energize us, and make us excited about the future. We hope you enjoy reading the Ambit story. Even more, we're glad you've become part of it.



**JERE THOMPSON, JR.,**  
CO-FOUNDER AND CEO



**CHRIS CHAMBLESS,**  
CO-FOUNDER AND CMO

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# TALKING OVER TURKEY

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In early 2006, Ambit Energy was founded over turkey sandwiches at a restaurant in Addison, Texas. Introduced through a mutual friend, Jere Thompson, Jr. and Chris Chambless met to discuss energy deregulation. Both men had business experience in deregulated markets from the telecom breakup, and both saw the enormous potential in energy. They also believed the direct sales model was an incredible way to acquire good, loyal Customers.

They liked the opportunity, and they liked each other. So what began as a simple lunch quickly turned into something much more – a commitment to build the finest and most-respected retail energy provider in America. What neither could have anticipated was just how fast, and how staggering, their success would be.



The first meeting was at a sandwich shop in Addison, TX.



Chris began brainstorming names for the company in this notebook.

Ambit Energy has been located in the same downtown Dallas building since 2006.



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# OPENING THE DOORS

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The new company started right away in office space borrowed from Jere's brother, David. A few weeks later, Jere and Chris moved to their own space, a renovated warehouse in the historic West End district of downtown Dallas, Texas. To foster an environment of open communication and accountability, they knocked down walls. To invest as much as possible in the systems and management team needed to grow the business, they used \$19 folding tables for desks (and still do to this day).

And to ensure they created a company with a solid foundation, a company they would always be proud of, they took on the motto: Never sacrifice integrity for growth.

The first Ambit Customers were Jere's mother and father. They also got the first bill.



In August of 2006, the first shipment of five Consultant kits was sent out.

To preserve capital, executives used \$19 folding tables as desks. They still do.





# NEVER SACRIFICE INTEGRITY FOR GROWTH.



OUR PHILOSOPHY



# PLATFORM FOR SUCCESS

After deciding to move down the direct selling path, Jere wanted a technology platform that could handle rapid growth flawlessly, anything from 10 to 10,000 orders a day. The decision to bring John Burke on board, now Ambit Energy's Chief Information Officer, turned out to be vital.

After months of evaluating vendors for the back-office systems, John determined that none could meet the unique requirements of the new company. With Jere's blessing, John started assembling an IT team to create a proprietary system from scratch. The new patent-pending Customer Care and billing platform – later to be called *BlueNet®* – has become the qualitative difference between Ambit Energy and its competitors.



Ambit's own IT team created *BlueNet®*, a Customer Care and billing platform.

The first AMBITION was held in Bastrop, TX and was attended by 700 Consultants in August, 2007.



The Ambit Energy logo was created in 2010 to represent an ambit or "sphere of influence."



The gold jacket is awarded to every Consultant reaching the \$1 million milestone.

Ambit celebrated their 100,000th Consultant in 2011.



#12 Largest Direct Seller Worldwide

# AWARDS AND RECOGNITION

Just a few years after that historic lunch meeting, Ambit Energy surpassed the Co-Founders' wildest expectations, drawing praise and attention in business, energy and direct selling circles. The company ended its formative year with \$1.6 million in sales and about 3,000 Customers. In 2010, *Inc.* magazine listed Ambit as the fastest-growing privately held company in the U.S. with a compound growth rate of over 20,000%. In 2013, the company generated over \$1 billion in sales from more than one million Customers.





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# LEADING WITH LOVE

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Taking care of our Consultants and Customers is Ambit's top priority. The company's service goal is to be ranked No. 1 in customer satisfaction by J.D. Powers & Associates in all markets. We're getting closer to that goal every year: We were ranked highest in Retail Electric Provider Satisfaction in New York, and second highest in Connecticut, by J.D. Power and Associates in 2013.

To keep pace with Ambit's rapid expansion, our call center is constantly growing. We're also constantly improving our training and quality of care. And after just a few years in operation, we've successfully instilled an across-the-board determination to be a company that truly loves both its Customers and Consultants.



The state-of-the-art, award-winning call center supports Customers and Consultants alike.



Ambit reached \$1 Billion in revenue in 2013 with over 1 million customers.



In 2013, Ambit hired its 600th Corporate employee.

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# A TEAM OF TEAM PLAYERS

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With great products, a strong foundation, legions of loyal Customers and a rapidly-increasing number of hard-working Consultants, Ambit continues to grow at an astronomical rate. But Jere and Chris know they couldn't have done this alone. They've brought on an impressive group of leaders who, although strong individually, work wonderfully as a team to meet the group's goal – to build the finest and most-respected retail energy provider in America.





