

## Who is Ambit Energy?

With tens of thousands of active Independent Consultants (ICs) and more than 1 million energy Customers, Ambit Energy has become the largest direct seller of retail energy in the world. At the same time, Ambit is a company focused on individual relationships and personal connections. Because Ambit chose the direct sales model, its success is built on relationships. Ambit understands that when an IC recommends our service to a friend or family member, they are putting their reputation on the line and counting on Ambit to deliver. That is why we adhere to the core values of honesty, integrity, respect and working toward a common goal. This corporate philosophy reflects Ambit's mission to never sacrifice integrity for growth as the company provides service in deregulated markets in the U.S., Canada and Japan.

## How ICs Earn Income

At Ambit, ICs earn bonuses by referring Customers to Ambit Energy and by helping the ICs who join their team do the same. Over time, by continuing to personally refer Customers to Ambit and by building a team of others who learn to refer Customers to Ambit, ICs can achieve advancement which positions them to increase their earning potential. There are no deadlines for advancement; the only limits are how much time and work ICs commit to their business.

Building a business requires a long-term commitment to personal and team goals. The amount of effort ICs put into their business directly correlates to their level of success. Nothing that lasts is built in days or weeks. By working hard, staying focused over time and actively pursuing Ambit-sponsored training opportunities, ICs can improve their abilities, develop new skills and increase their chances of success.

### 2018 All IC Earnings by Promotion Level\*

IC Title	% of Paid ICs	Annual Income			Days to Achieve Position
		Average	Median	Range	Average
National IC	less than 1%	\$342,753.09	\$198,106.54	\$1,676.55 - \$1,982,793.77	2,244
Executive IC	less than 1%	\$34,924.99	\$20,272.10	\$131.20 - \$311,967.83	1,140
Senior IC	3.38%	\$4,335.85	\$1,392.30	\$0.00 - \$145,941.51	489
Regional IC	5.19%	\$895.11	\$83.30	\$0.00 - \$127,234.98	361
Marketing IC	90.89%	\$110.62	\$0.00	\$0.00 - \$155,876.59	N/A

\*These numbers include all active Independent Consultants (IC) in the US. Active Independent Consultants include all ICs within their first 12 months from enrollment and any ICs who sponsor a new Consultant or enroll a new energy Customer within the preceding four months, or maintain a minimum of 20 pending or energized personal energy Customers. ICs in the 'Marketing ICs' section of the chart above include any active Marketing IC even if they were only active for a single day in 2018. The total population of this group is 107,731 individual Marketing ICs.

# How Our Consultant's Increase their Success

## Advance to Senior Consultant

Working your way up the ranks is worth the effort. Advancement within Ambit requires an IC to personally enroll Customers and develop a team of Customer gatherers. Statistics show that a typical IC's income increases by a significant percentage at each level of promotion. A Senior Consultant is the midpoint on the Ambit path and requires that you promote twice: to Regional Consultant and Senior Consultant.



**\$4,335**

Senior Consultants  
Average Annual  
Earnings in 2018

## Become a Customer Gatherer

It's simple. The more Customers you have, the more you can make. The other advantage of Customer gathering is that it helps you promote. As ICs focus on Customer gathering and building a team, their earnings increase. In 2018, ICs with 10 or more personal Customers earned more than the the average income of all ICs.



**>=10**

Personal  
Customers

**\$4,804**

Average Annual  
Earnings in 2018

## Persistence Pays

As with most small businesses, the first year with Ambit is the hardest. Developing business skills, building a network of contacts and learning the Ambit process takes time and effort. Those who remain committed and continue to work have proven to be the most successful.

Tenure	Average Annual Earnings
1st Year	\$216.14
2nd Year	\$973.67
3rd Year	\$4,356.79
5+ Years	\$6,778.94

## Stay Engaged

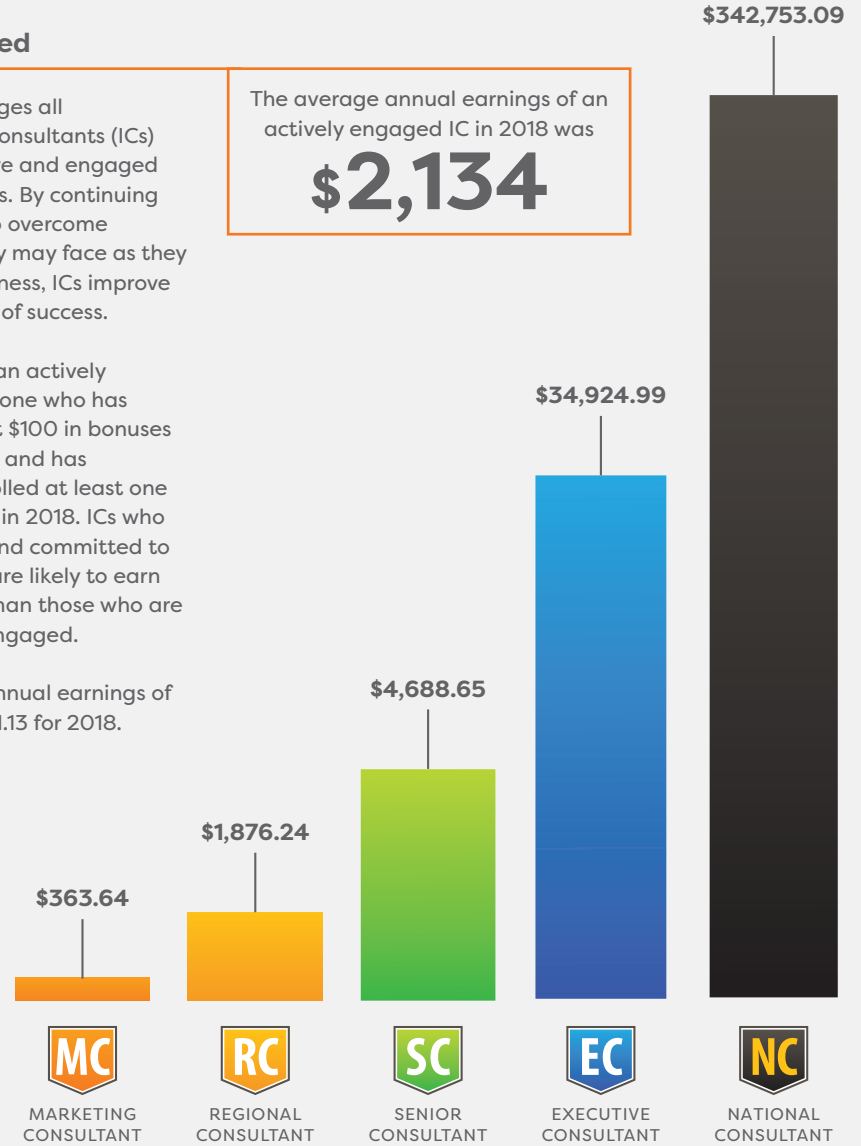
Ambit encourages all Independent Consultants (ICs) to remain active and engaged in their business. By continuing to work hard to overcome challenges they may face as they build their business, ICs improve their likelihood of success.

The average annual earnings of an actively engaged IC in 2018 was

**\$2,134**

Ambit defines an actively engaged IC as one who has earned at least \$100 in bonuses or commissions and has personally enrolled at least one Customer or IC in 2018. ICs who are engaged and committed to their business are likely to earn more income than those who are not active or engaged.

The average annual earnings of all ICs was \$621.13 for 2018.



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