



2026

TIA 2026 Annual Convention and Trade Show
Horseshoe Las Vegas Resort Casino
April 23-25, 2026

***How Energy Price Volatility Directly Impacts
Margins Per Tortilla – and How Transparent
Energy Reduces That Risk***

ABOUT US



Founded in
2009



300+ Million
Dth of gas procured



3,500+
Customers Served



8.50+ Million
RECs procured



32+ TWh
of power procured



5.25+ Billion USD
in energy spend via online platform



90+
Vetted Suppliers



365+ Million USD
in budget savings





Nancy Gardner, Vice President

PARTNERSHIPS & NEW BUSINESS

As a seasoned professional in the energy industry, Nancy Gardner began her career with Hess in 2000 (now Direct Energy).

Following Direct Energy's acquisition of Hess in 2013, she continued to advance her career, strengthening her reputation as an exceptional mentor and manager, a strategic problem-solver adept at navigating complex deals, and a leader who defines success through customer satisfaction.

In her current role, Nancy oversees all Channel Partner relationships and industry associations, driving revenue growth while upholding the strong reputation she has built over more than two decades in the energy sector. She also serves as a key liaison between operations, legal, and marketing teams and clients, ensuring clear and efficient communication across all stakeholders.

Nancy is actively involved in the industry as a board member of CWEEEL and a member of Women in Energy, Energy Marketing Professionals, AEE, and TEPA.

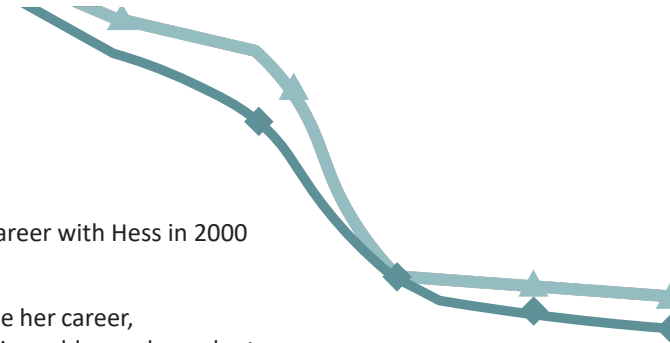


Sohil Desai, Director

REVENUE OPERATIONS

Sohil Desai began his career in the energy industry in early 2018 and has since advanced into a leadership role as Director of Revenue Operations. In this role, he drives alignment across sales, operations, and finance to support revenue growth, operational efficiency, and data integrity across the organization.

He brings a strong track record of managing day-to-day operations while developing scalable processes that strengthen both client and supplier relationships. Sohil is deeply committed to delivering a high standard of customer care, ensuring that client needs are met with responsiveness, transparency, and accuracy. His approach emphasizes long-term relationship building and a seamless customer experience. Sohil is highly skilled in ensuring contractual compliance, identifying revenue-impacting discrepancies, and implementing solutions that mitigate risk and enhance overall business performance.



WHY ENERGY MATTERS

- Tortilla production is energy-intensive
- Energy is and should be considered a core input cost just like flour or corn.
 - Small price changes can result in a real impact per tortilla.
- Energy is one of the only costs that impacts every single unit produced, every minute of the day.
- Because tortilla production is high-volume, even tiny changes in energy price make a huge difference, resulting in an outsized impact on margins.



WHERE ENERGY SHOWS UP

- Energy is not isolated to one step—it serves as a critical part throughout the entire process.
- Mixing → Baking → Cooling → Packaging → Storage. At every stage, energy is required.
- Any price increase doesn't just hit one part of the business—it impacts the entire operation simultaneously.
 - Natural gas → baking & frying
 - Electricity → machinery & packaging
 - Natural gas & Electricity → Refrigeration & storage

Energy Cost is Embedded in Every Tortilla



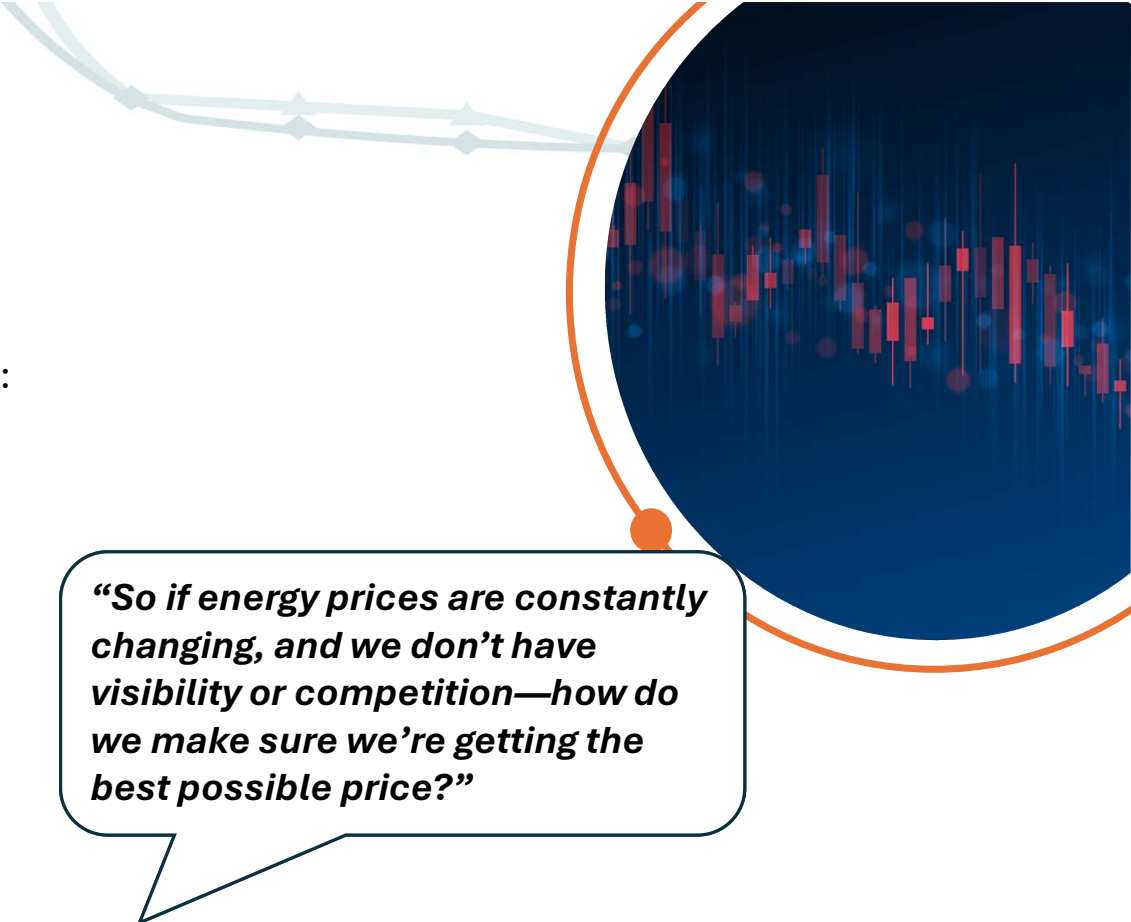


COST PER TORTILLA

- **Daily Energy Cost:** \$5,000
- **Daily Production:** 1,000,000 tortillas
- **Cost per tortilla:** $\$5,000 \div 1,000,000 = \0.005
- **If energy rises to \$6,000/day:** \$0.006 per tortilla
- **Increase: \$0.001 per tortilla**
- This fraction of a cent can lead to thousands in profit loss daily and hundreds of thousands on annual basis.

ENERGY PRICE VOLATILITY

- Driven by real-world events happening right now:
 - Extreme weather (heat waves driving electricity demand)
 - Geopolitical tensions affecting natural gas supply
 - Grid constraints and regional shortages
 - Rapid shifts in demand (AI/data centers increasing power usage)
- Energy prices are being influenced by global and systemic factors, which makes volatility unavoidable—and reinforces why companies need a strategy to manage that risk.



“So if energy prices are constantly changing, and we don’t have visibility or competition—how do we make sure we’re getting the best possible price?”



OUR COMPETITIVE ADVANTAGE

Our procurement process produces 7-8% better pricing for our customers when compared to in-house, broker-led, or paper-based RFP processes.



Timing
(2% of 8% savings)
Transparent provides expert consulting to time the market advantageously for our customers



Large Supplier Network
(4% of 8% savings)
Bids from 8-12 Suppliers for Electricity and 7-10 Suppliers for Natural Gas



Elimination of risk premiums
(6% of 8% savings)
By signing the contract, the same day of auction



Live Reverse Auction
(8% of 8% savings)
To compress supplier's margins to their lowest

INCREASED COMPETITION



Last Updated: 1 minutes, 51 seconds ago
Refreshing every 120 seconds
Refresh Now

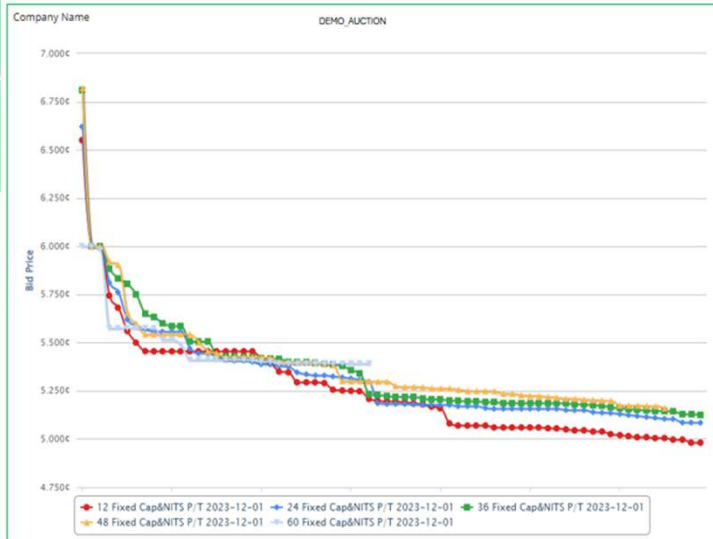
Current Status: **ENDED**

Actual Start Time: Friday, September 22, 2023 11:30 AM EST

Actual Duration: 36 minutes

End Time: Friday, September 22, 2023 12:06 PM EST

Current Bids					
Supplier	12 Month	24 Month	36 Month	48 Month	60 Month
Supplier A	5.744 c	5.812 c	5.883 c	5.921 c	5.999 c
Supplier B	6.550 c	6.620 c	6.810 c	6.820 c	
Supplier C	5.350 c	5.410 c	5.600 c		
Supplier D	5.055 c	5.178 c	5.223 c	5.256 c	
Supplier E	5.159 c	5.307 c	5.357 c	5.384 c	5.406 c
Supplier F	4.981 c	5.086 c	5.129 c	5.171 c	
Supplier G	4.997 c	5.085 c	5.125 c	5.161 c	5.391 c
Supplier H	4.891 c	5.761 c	5.833 c	5.904 c	5.979 c
Supplier I	5.208 c	5.346 c	5.416 c	5.500 c	
Supplier J	5.168 c	5.297 c	5.340 c	5.390 c	5.516 c
Supplier K	5.190 c	5.325 c	5.395 c	5.420 c	5.409 c
Supplier L	5.060 c	5.157 c	5.186 c	5.203 c	



Best Bid					
	12 Month	24 Month	36 Month	48 Month	60 Month
Best Bid	4.891 c	5.085 c	5.125 c	5.161 c	5.391 c
Supplier	Supplier H	Supplier G	Supplier G	Supplier G	Supplier G

Summary of Bids & Savings

- **Transparent, holistic, and auditable** transactional platform that ensures our customers secure the most competitive pricing available at the time.
- **Customization**
We test multiple term lengths (12/24/36 months) and a combination of product types to meet our customers energy needs.
- **Hyper-competition**
Squeezes supplier margins to bare minimum, putting operational costs back into our customers' budgets
- **Risk free**
If you aren't satisfied, you aren't obligated to transact

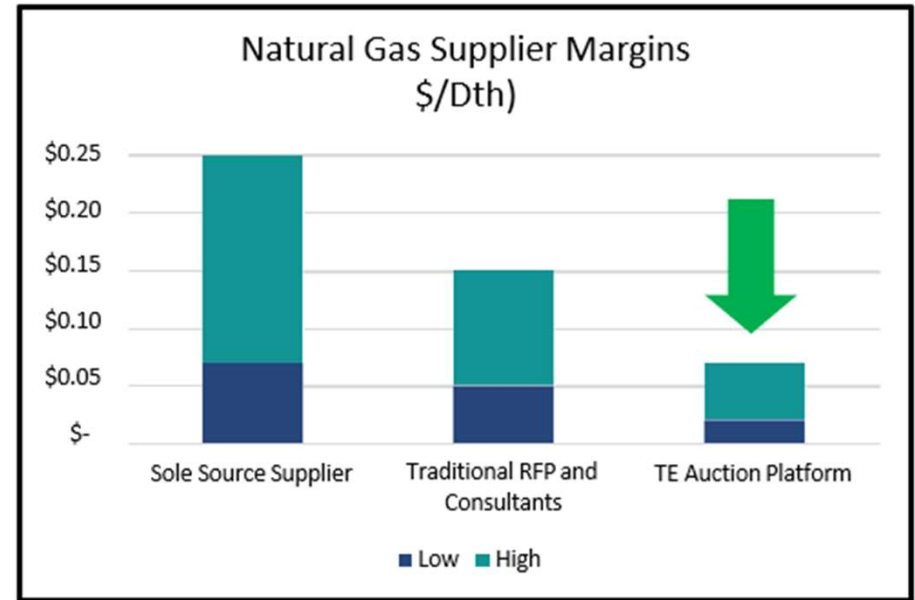
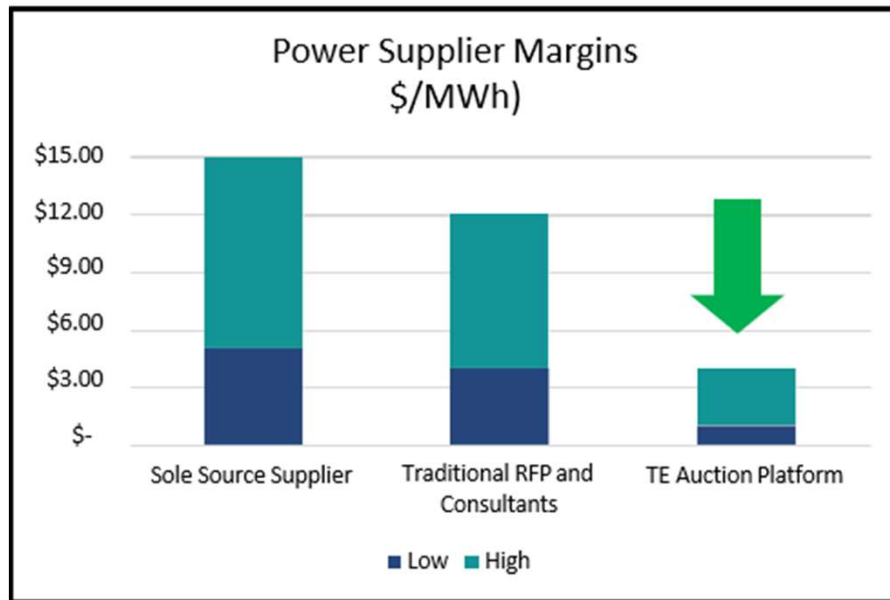
AUCTION APPROACHES COMPARISON

Approach	Competition	Timing	Transparency	Margin Impact
Traditional	Low	Poor	Low	High Risk
Basic Auction	Medium	Limited	Medium	Moderate
Transparent Energy	High	Strategic	High	Optimized

Not all auctions are equal — true competition and timing drive better margins

AUCTION'S DRIVE DOWN SUPPLIERS' MARGINS

Supplier Margins by Procurement Method:



WHERE COMPANIES ALREADY USE AUCTIONS

- Ingredients (corn, flour, oil)
- Packaging materials
- Transportation & logistics
- Equipment purchases
- Competitive bidding is already standard practice

Category	Auction Use	Strategy
Ingredients	Yes	Strategic
Packaging	Yes	Strategic
Logistics	Yes	Strategic
Equipment	Yes	Strategic
Energy	Limited	Reactive



From Energy Volatility to Margin Control

Energy Volatility Is Inevitable. Margin Loss Is Not.

**Tiny price changes × massive volume = real dollars
Most manufacturers use competition everywhere—except energy**

Transparent Energy fixes that. Our auction platform and expertise creates:

- Real-time supplier competition
- Full price transparency
- Strategic timing advantages

You can't control the market. You can control how you buy!

CLOSING



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If you're not actively managing your energy procurement strategy, you're not fully controlling your margins