

June 17, 2021

SENT VIA EMAIL

Mr. Fermín Fontanés
Executive Director
PR Public-Private Partnerships Authority
Fermin.Fontanes@p3.pr.gov

Dear Mr. Fontanés:

Reference is made to your letter dated June 10, 2021 regarding LUMA Strategic Communications Plan. Below are responses to your enquiries.

LUMA Communications Tools

LUMA's website provides a section for news including press releases and displays recent Tweets <https://lumapr.com/news/> for the benefit of its customers and media. Additionally, LUMA posts on its 4 social media channels - Facebook, Twitter, LinkedIn, Instagram - press releases and media updates, along with other relevant information regarding our operations.

Emergency Response Plan

Per your request, below please find the point of contacts that are part of the LUMA Emergency Response Organization and the LUMA Emergency Response Plan ("ERP"). For LUMA the safety of our employees is paramount. Thus, given the ongoing external employee harassment that many of our LUMA employees are experiencing, we respectfully request this information is not shared with third parties without LUMA's express written consent.

Liaison Officer (LNO) – Michelle Fraley – michelle.fraley@lumapr.com

- *Liaison Puerto Rico Emergency Management Bureau* – Abner Gómez – abner.gomezcortes@lumapr.com
- *Liaison Officer Puerto Rico Energy Bureau and P3A* – Mario Hurtado – mario.hurtado@lumapr.com

- *Generation Liaison Officer* – José M. Hernández – josem.hernandez@prepa.com¹
- *PREPA Generation Liaison Officer* – William Ríos Mera – william.riosmera@prepa.com

Public Information Officer (PIO) – Laura Rentas – laura.rentas@lumapr.com

- *Digital Communications Specialist* – Ines Rosas – ines.rosas@lumamc.com
- *Customer Relations Specialist* – Amy Kingshott – amy.kingshott@lumapr.com
- *Employee Communications Specialist* – Ivelisse Andujar – ivelisse.andujar@prepa.com²

On its part, we hereby list the local agencies considered in the ERP:

- Puerto Rico Emergency Management Bureau;
- Puerto Rico Department of Health (through the Puerto Rico Association of Hospitals);
- Puerto Rico Ports Authority;
- Puerto Rico Department of Public Safety; and
- Puerto Rico Aqueduct and Sewer Authority (through ISP).

Upcoming Communications Campaigns

LUMA upcoming communications campaigns will be focused on supporting LUMA’s mission to transform the electric power delivery system into one that is customer centric, reliable, safe, and affordable.

Across all channels and throughout all communications outputs, LUMA will reassure its consumers that it will:

- Build, protect, and enhance customer relations;
- Promote a culture of safety;
- Lead responsive and timely emergency communications;
- Evolve digital capabilities to address consumer needs, and
- Deliver exceptional customer service.

Particularly, in the upcoming weeks, LUMA will launch a multi-media campaign focused on hurricane preparedness followed by a public service campaign on ways they can be safe around power lines, other electrical facilities as well as common household threats.

Communications with Government Officials

¹ PREPA former employees which are now LUMA employees will be transferring to a LUMA email address shortly.

² Id.

As evidenced in the past 2 weeks, LUMA is increasing its efforts to communicate with government officials, including Mayors. We are currently staffed with LUMA External Affairs representatives, LUMA spokespersons, and Customer Service Municipal Key Account Managers that are tasked with an ongoing dialogue with government stakeholders as we look forward to service their current needs and future projects.

Spanish Speaking Spokespersons

LUMA has Spanish speaking spokespersons that participate in media forums, including, radio, TV, print and digital media. In the next few weeks, we will be expanding our pool of Spanish speaking spokespersons, to complement our communications efforts in the areas of operations, energy transformation and customer service.

The transformation of the Puerto Rico electrical system has only just begun. We look forward to our continued collaboration putting the safety of our employees and customers first.

Cordially,

A handwritten signature in black ink, appearing to read "Wayne Stensby", with a long horizontal flourish extending to the right.

Wayne Stensby
President & CEO