



The **Top Six Trends** of 2013

See what had you talking this year



1 | Top Trending Topic: Energy independence

We made way for cleaner, more efficient energy centers powered by U.S. natural gas. And you “liked” it.



YouTube
111,450
VIEWS

f Likes:
1,976

f Shares:
86

f Comments:
200

WATCH DEMOLITION
» FPL.com/watchdemo

2 | Top Least Known Fact: FPL uses solar energy

We’re changing Florida’s energy today to create a better tomorrow by **using our state’s own sunshine** to help produce clean electricity that powers **your business**.

3
SOLAR
POWER
PLANTS



LEARN HOW OUR SOLAR POWER PLANTS SERVE YOU » FPL.com/solar

3 | Top Energy Myth Busted: What uses more energy?

1,682
READ IT

Turning lights on and off frequently?

VS.

Leaving lights on longer?

SEE THE ANSWER FROM OUR EXPERT
» FPL.com/bizenergyanswers



4 | Top Resource: Business Energy Evaluations



11,000 businesses

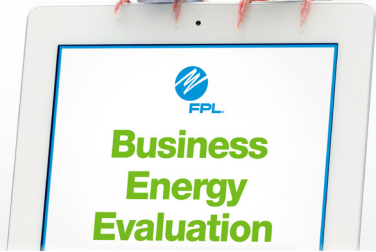
got more than a bird's eye view of their energy use and found ways to

save up to \$500 a year

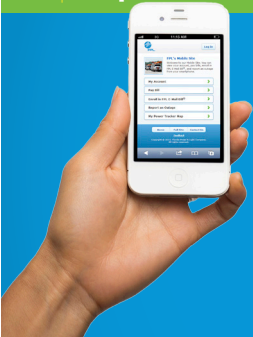
with a Business Energy Evaluation.

LET US HELP YOUR BUSINESS

» FPL.com/petproject



5 | Top Mobile Trend: Using mobile services on-the-go



270k

FPL customers used their mobile phone or smart device to:

Pay their bill

View account

Report an outage

TRY IT FROM YOUR SMARTPHONE » FPL.com

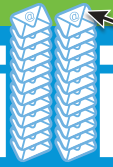
6 | Top Lifestyle Trend: Making the switch

More businesses chose the convenience of **FPL E-Mail Bill®**

1.7 million

FPL customers are enrolled

SIGN UP TODAY » FPL.com/ebillbiz



From our FPL family to yours, **thank you** for helping to shape the current conversation.

SPOILER ALERT!

See what's coming and tell us what you want to hear about in **2014**

» FPLblog.com/2014

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