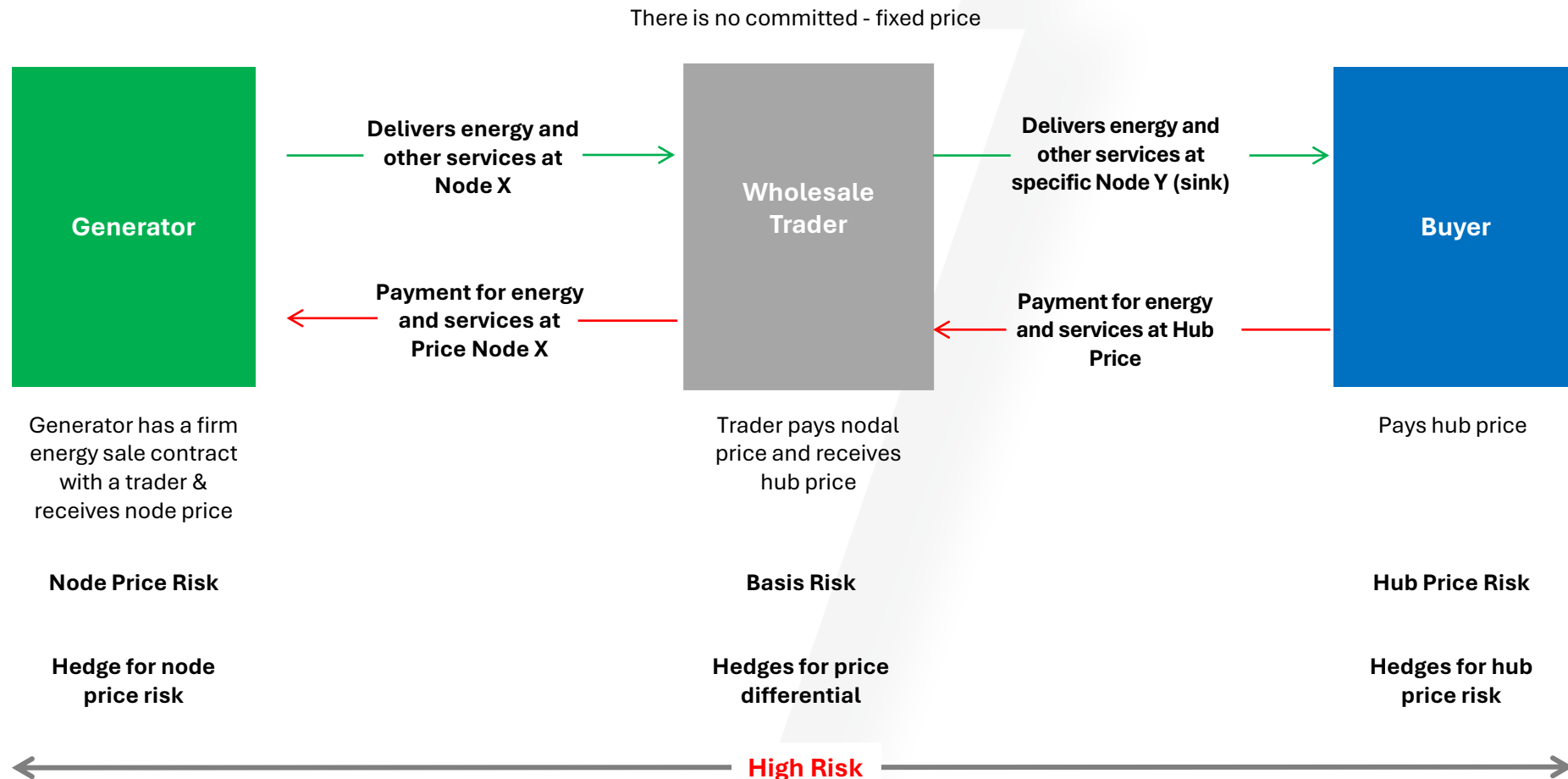


The background of the image is a dark blue gradient. A large, stylized, light blue lightning bolt graphic runs diagonally from the bottom left towards the top right. Several bright yellow and white lightning bolts are depicted striking across the scene, with one prominent bolt following the path of the large blue graphic. The text 'hallow energy' is positioned on the right side of the image.

**hallow  
energy** 

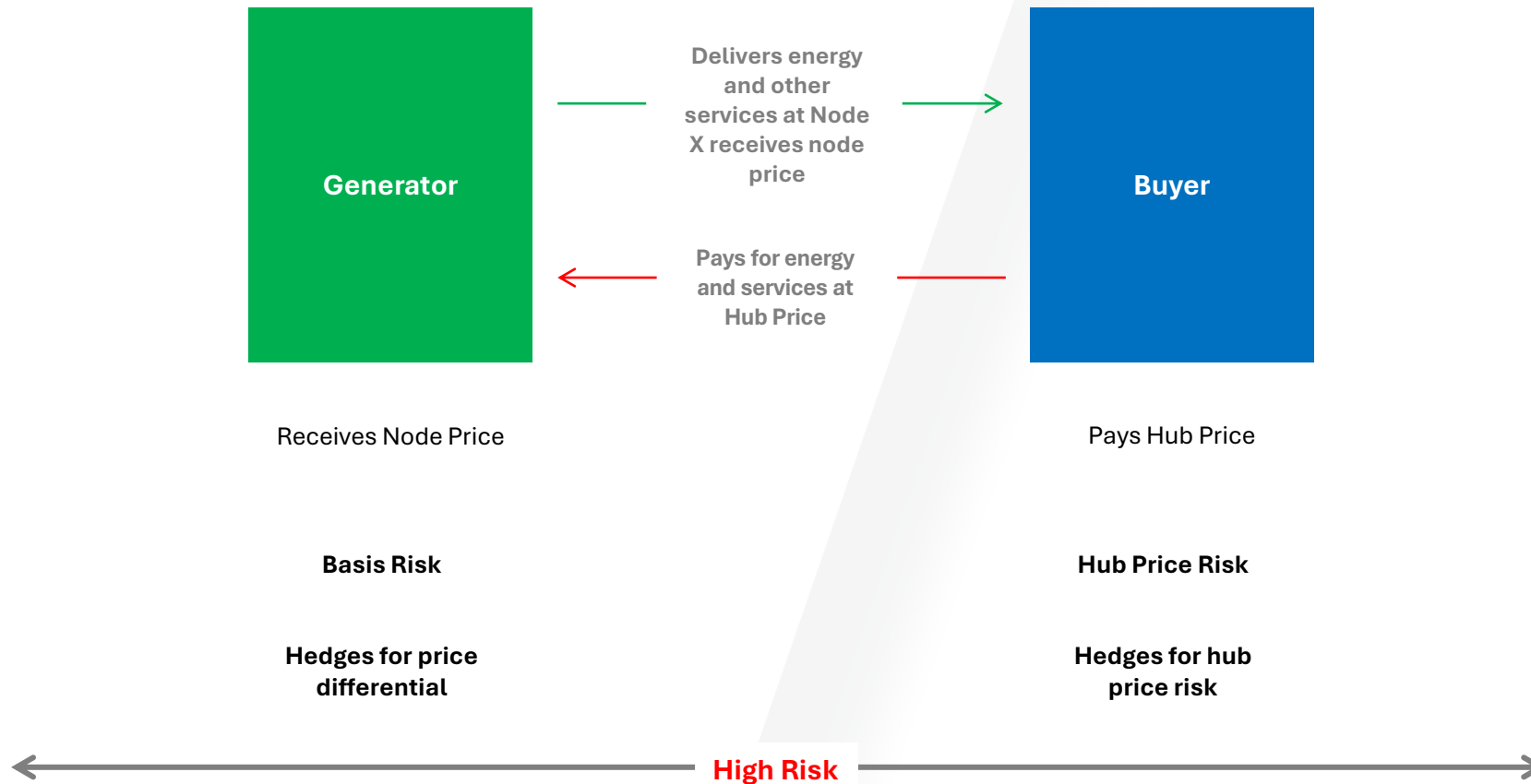
## Selling Energy Through a Wholesale Trader

### Power Commercialization at the Node



## Selling Energy Directly to Buyer (floating price)

Generator and Buyer sign a PPA with a defined amount of MW and services at a node price to be delivered at Node X for a defined term.



# Deregulated Market

## Selling Energy Directly to Buyer (fixed price)

Generator and Buyer sign a PPA with a defined amount of MW and services at a fixed price to be delivered at Node X for a defined term.

Generator needs to remain competitive by hedging for transmission costs and congestion losses across the grid

