

ANNUAL REPORT

2025



Touchstone Energy® Cooperatives
The power of human connections®

WELCOME

We are excited to share some of the many accomplishments we made in 2025 in helping our cooperatives develop strong and engaged relationships with their member-owners. These benefits and services have been categorized and designed to support all our cooperatives and what they build: Connections, Community and Commitment. We are proud to serve our Touchstone Energy Cooperative Family. Thank you for your membership and your dedication to serving your community with excellence.



CREATING CONNECTIONS

- In 2025, ad awareness research continued to highlight an increase in member-owner satisfaction on average of 10 percentage points among viewers who recalled the ad messages.
- National media buy delivered more than 106 million impressions, advancing awareness of your Touchstone Energy Cooperatives.
- Released the “Cooperative Advantage” advertising campaign that includes video, social, print and radio that can be locally branded to your cooperative.
- Released animations on “Flood Safety” and “Solar Considerations” for co-ops to use in social media.
- 39 co-ops customized 68 Touchstone Energy ad campaigns and animations with local branding.
- Co-ops downloaded more than 3,500 advertising resources.
- Provided co-ops with 15,325 energy-efficiency print brochures..

Research & Benchmarking

- 347 American Customer Satisfaction Index (ACSI®) scores received for energy utility services provided by over 200 distribution co-ops and cooperative affiliates in 37 states. In 2025, Touchstone Energy member co-ops averaged an ACSI score of 84.9.
- 172 Touchstone Energy cooperatives earned an American Customer Satisfaction Index (ACSI®) 2025 Customer Satisfaction Award based on their member survey results.

- 58 cooperatives from 23 states received the top 5 ACSI scores of 88 to 95 for energy utility services among all cooperatives participating in measurement for Touchstone Energy in 2025.
- 6 cooperatives from 6 states received the top 5 ACSI scores of 86 to 92 for broadband services among all cooperatives participating in measurement for Touchstone Energy in 2025.
- 12 co-ops in 10 states participated in four online focus groups, providing valuable insights on electricity demand and billing. Outage communications, home energy efficiency, and social and new media.
- Released the 2025 Cooperative Advantage Report that included survey data from approximately 11,500 member-owners from 54 co-ops in 26 states.
- Provided 26 Questline articles, infographics, and videos on energy efficiency, safety, and technology at no cost to Touchstone Energy members to embed in their social media pages, websites, and newsletters.
- Presented four Questline Digital webinars on using AI in predictive maintenance, energy efficiency for commercial customers, data center energy savings, and heat pumps.
- Sponsored Smart Energy Consumer Collaborative (SECC) study on Building Awareness and Trust with Gen Z and Understanding the Influence of Geography on Consumer Values.

SHiNE

- Touchstone Energy's web development program supports 508 live websites across 429 co-ops and affiliates.
- The SHiNE development team Launched 92 SHiNE websites in 2025, celebrating 300% growth and processing 600% more development requests.
 - **SHiNE CMS:** Our platform enables co-ops to manage and maintain their sites directly in a user friendly and intuitive environment.
 - **Design & Build:** SHiNE design team develops a high-quality custom look aligned with the co-ops goals, identity and long-term vision.
 - **Content Support:** communications team at the ready to help ensure your site is up to date and evolving based on user analytics. Content Support also includes reporting options for analytics and SEO.

BUILDING COMMUNITY

- The iconic hot air balloon flew 33 days in 29 communities to increase member engagement at special events.
- LED Lucy and Solar Sam Mascots made 45 trips around the country.
- Touchstone Energy Social supports 132 co-op profiles with social media engagement, reaching 352,000 unique users.
- 209 active co-ops in our branded Pre-Paid Credit card program to increase community engagement.
- Co-op Connections Program surpassed 240,000 active accounts and highlighted 9,500 local and small businesses.

ELEVATING COMMITMENT

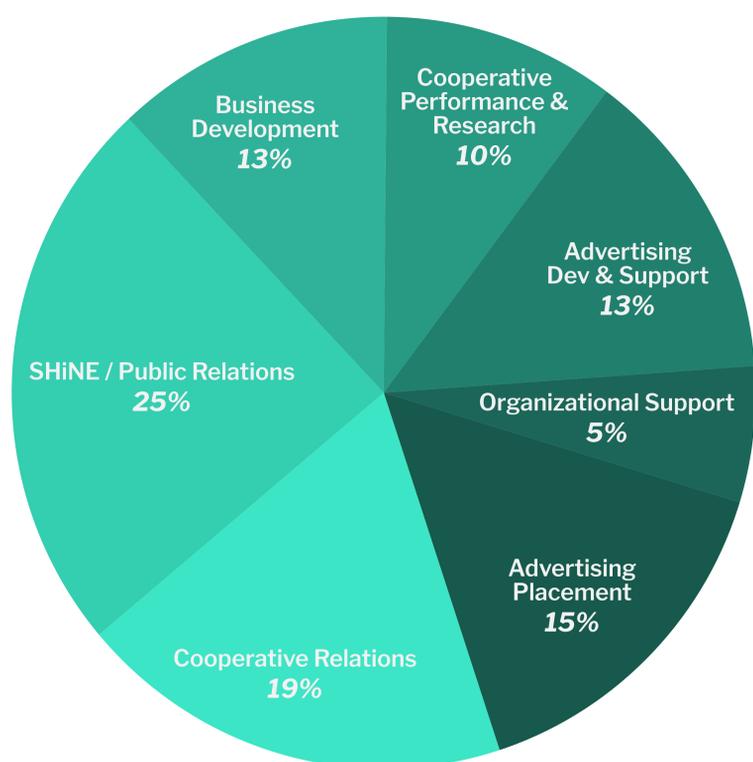


- NEXT Conference welcomed 459 professionals from across 41 states, including 45 energy managers from national and regional businesses.
- Hosted 1,587 participants across 65 sessions for Touchstone Energy's premier Service Excellence training, shining light on the value of the cooperative business model and how to leverage it to the benefit of co-op members.
- 6,000 LinkedIn Learning users viewed 9,322 hours which made up 185,253 educational videos
- Our Admire & Acquire Library reached 97 articles on member engagement best practices, helping members learn from one another and share their successes.
- Monthly SEVEN ON 7 podcast reaches 39 episodes and 5,649 downloads.

FINANCIALS AND FUTURE

As costs continue to rise within our industry and beyond, your membership is more valuable now than ever. By leveraging our available programs, you can save money and reallocate how you budget, unlocking legacy funds previously dedicated to member-owner research, marketing and creative materials, website fees, employee development, and so much more. All while saving significant dollars, not just making member engagement impactful, but making member engagement efficient.

In 2025, we invested \$10,316,327 in helping our Touchstone Energy members strengthen their relationship with their member-owners across these key areas:



Cooperative Performance & Research - 10%

Advertising Dev & Support - 13%

Organizational Support - 5%

Advertising Placement - 15%

Cooperative Relations - 19%

SHiNE / Public Relations - 25%

Business Development - 13%

•Stay up-to-date on all Touchstone Energy activities at www.TouchstoneEnergy.com or email TSEinfo@nreca.coop with questions.