

**To:** Frank Fannon[Fannon@coefficientpsi.com]  
**From:** frank fannon  
**Sent:** Wed 11/8/2017 8:51:50 PM  
**Subject:** New venture  
COEFFICIENT Press Release EMBARGOED until 9am November 8 (003)[1].pdf

Dear friends and colleagues:

A few weeks ago I, sent a notice that I was transitioning from BHP. Today, I am pleased to share the launch of our new energy and environment-focused consultancy, the Coefficient Group.

Please find attached a copy of our firm's announcement.

Also, you might be interested in Axios' write-up on Coefficient ([https://www.axios.com/washington-energy-veterans-launch-new-firm-2507618220.html?utm\\_medium=linkshare&utm\\_campaign=organic](https://www.axios.com/washington-energy-veterans-launch-new-firm-2507618220.html?utm_medium=linkshare&utm_campaign=organic)).

I look forward to continuing to work with you in my new capacity.

Best regards,  
Frank Fannon  
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# THE COEFFICIENT GROUP

EMBARGOED until 9am November 8, 2017 –

Innovative COEFFICIENT Group launches platform of services to maximize business and environmental outcomes.

November 7, 2017 4:45 PM ET

Washington, DC – Today, Tom Hassenboehler, Cameron Prell, Tom Lawler, and Frank Fannon launched the COEFFICIENT Group in response to the growing demand for businesses and nonprofits to manage their energy and sustainability practices in a dynamic policy and political climate. The Group's multi-disciplined, bipartisan team leverages experience in senior policy, legal, and corporate positions. COEFFICIENT designs innovative strategies to manage energy and environmental risk, monetize sustainability, and structure innovative transactions in emerging markets and technologies — all while helping clients anticipate policy, regulatory, and political impact.

“In today’s market, every energy transaction and investment are affected by government policies. To that end, COEFFICIENT was conceived to bring years of specialized policy, legal and finance experience together to effectuate policy solutions the markets need. This cross-functional expertise enables us to offer private, public and not-for-profit clients market-aligned advisory services unlike anyone else,” said Tom Lawler.

“Shareholders, institutional investors and governments are increasingly calling on corporations to integrate environment, sustainability, and corporate governance initiatives into their core business,” Frank Fannon noted. “The companies that are able to make these initiatives part of a true growth-centered corporate strategy will gain reputational benefit and competitive advantage.”

Cameron Prell added, “Most companies already understand the vast opportunities for investment and growth in data-driven energy and sustainable technologies. COEFFICIENT will help them structure innovative transactions and overcome the antiquated regulatory frameworks wholly unsuited for the needs of business in the 21st century. “

“More and more, technological innovation is blurring the lines between energy and environmental policy in Washington D.C. and around the world,” said Tom Hassenboehler. “At the same time, consumers’ expectations and the way businesses interact with all forms of energy is changing. With bottom-up, market based solutions, COEFFICIENT will multiply the impact of our clients on their regulatory, policy and political challenges.”

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