Product Content Label

Pure Power is offered in half-blocks of 500 kilowatt-hours (kWh), full-blocks of 1,000 kilowatt-hours (kWh) or matches 100% of your estimated electricity usage. Halfblocks (500 kWh) are for residential customers only. Full-blocks (1,000 kWh) are available for all customers. The percent of use product matches 100% of your estimated electricity usage and is available for residential and certain classes of commercial customers. This table provides the renewable resource mix in Pure Power in 2025, as well as the projected resource mix in 2026.

Green-e® Energy Certified New Renewables in Pure Power				
	2025 - Historic[1]	Generation Location	2026 - Prospective[2]	Generation Location[3]
Wind	100%	MO, KS, or OK	100%	AR, IA, IL, KS, KY, MO, NE, OK, or TN

[1] These figures reflect the power delivered to Ameren Missouri customers that were enrolled in the Pure Power program in 2025. For [PPCL] These figures reflect the renewables that we have contracted to provide. Actual figures may vary according to resource availability. We will annually report to you before August 1 of next year in the form of a Historical Product Content Label the actual resource mix of the electricity you purchased.

[2] For 2026, Eligible New Renewable Resources include generation facilities that first began commercial operation within the past 15 years.

[3] [PPCL] Minimum of 25% of the renewable generation facilities supported by Pure Power must be located in Missouri.

For comparison, the current average mix of resources supplying Ameren Missouri customers include: Coal (56.6%), Nuclear (19.4%), Hydro (3.5%), Natural Gas (1.8%), Other Renewables (6.6%), Other Purchased Power (12.2%). Source: Ameren Missouri

The average home in Ameren Missouri's territory uses 1,028 kWh per month. Source: Ameren Missori

For specific information about this electricity product, please contact Ameren Missouri, at 1-800-552-7583, or email PurePower@Ameren.com or visit www.AmerenMissouri.com/PurePower.

Green-e Energy CERTIFIED

Pure Power is Green-e® Energy certified, and meets the environmental and consumer-protection standards set forth by the nonprofit Center for Resource Solutions. Learn more at www.green-e.org.

Price, Terms, and Conditions

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Company:	Ameren Missouri
Whom should I contact for more information?	For information about Pure Power, visit the Ameren Missouri website at **www.AmerenMissouri.com/PurePower** or call **1-800-552-7583.**
How will I be billed?	Participants who have voluntarily enrolled in the program will see a line item on their Ameren Missouri bill each month for Pure Power which will represent the additional charges over and above their regular utility bill.
How will my bill be calculated?	**Residential and Small Commercial Customers: Usage-Based Option**: Ameren Missouri residential and small commercial customers participating in Pure Power will be charged an additional 1.0 cent per kilowatt-hour (kWh) for 100% of their energy usage. Example: energy usage is 1,028 kWh per month. Pure Power charges are 1.0 cent x 1,028 kWh = $10.28 extra per month. **Block Option for all customers including medium and large businesses:** All Ameren Missouri customers are able to participate by purchasing 1,000 kWh "blocks" of Pure Power for $10 per block. These customers can purchase as many blocks as they want. Example: A business elects to buy 10 blocks per month. Pure Power charges are 10 blocks x $10 = $100 premium per month. Residential customers have the option to participate by purchasing a 500 kWh "half-block" of Pure Power for $5.00 per half-block.
How much will my total electricity service cost, including utility charges?	**Residential and Small Commercial Customers: Usage-Based Option**: Based on a monthly average usage of 1,028 kWh, the following provides an estimate for a 2025 electricity bill and highlights the Pure Power premium for supporting local renewable energy. Average Monthly Electricity Cost ($122.95) + Pure Power ($10.28) = $133.23 Total *does not include municipal taxes or fuel adjustment charges
Will my rates change over time?	While the cost of regular electricity may vary over the years the premium for Pure Power will remain consistent.
What sources will be used in my certified product?	A minimum of 25% of the renewable generation facilities supported by Pure Power must be located in Missouri. Non-Missouri renewable generation will be sourced from Illinois, Iowa, Kansas, Arkansas, Kentucky, Nebraska, Oklahoma, and Tennessee. Please see the Product Content Label for additional details about the product mix.
If I want to terminate this agreement, what is the early termination fee?	There is no termination fee for residential or commercial customers.
What length of agreement/ contract is required?	There is no minimum length of agreement for customers. Participants enroll once in Pure Power and remain enrolled unless they choose to cancel. All customers can cancel at any time without penalty.
What other fees might I be charged?	No other fees apply.
What happens if I move?	If you move within Ameren Missouri's service territory, your Pure Power enrollment will transfer to your new service address.
How will I receive program communications?	You will occasionally receive program updates and news via email or mail. If you prefer to not receive email communications from Pure Power, please send an opt-out request to PurePower@Ameren.com or call 1-800-552-7583.