



Key Operating Metric Summary

The information in this document is a summary of certain publicly available historical information previously disclosed by Sunrun Inc. (the "Company") and is being provided for investors' convenience only. While the Company has made every effort to ensure the accuracy of this summary, this is not intended as a substitute for the Company's filings with the Securities and Exchange Commission ("SEC"). Please refer to the Company's filings with the SEC for additional details. The Company does not assume any obligation to update this document for any reason, except as required by law. Please see our periodic reports filed with the SEC and our quarterly earnings press release and presentations available on our website at investors.sunrun.com for information about metrics and important notes regarding our financial statements. Please see the accompanying Appendix for a Glossary of Terms.

The information in this document includes the Company's non-GAAP financial measures: Aggregate Creation Costs and Cash Generation. Please see the Company's press release on Form 8-K filed on November 6, 2025, for additional disclosure regarding these measures. Accompanying schedules in this document provide reconciliations of these non-GAAP financial measures to their most directly comparable GAAP measures.

Unit Economics in Period	3Q24	4Q24	1Q25	2Q25	3Q25
<i>\$ per Subscriber Addition, unless otherwise noted</i>					
Subscriber Additions in period	30,348	30,709	23,692	28,823	30,104
Subscriber Value	\$ 47,335	\$ 50,998	\$ 52,206	\$ 53,891	\$ 52,446
Discount rate (observed project-level capital costs)	7.1%	7.3%	7.5%	7.4%	7.3%
Contracted Subscriber Value	\$ 44,551	\$ 48,273	\$ 48,727	\$ 49,919	\$ 48,507
x Advance Rate on Contracted Subscriber Value (estimated)	87.2%	85.9%	86.9%	85.3%	88.2%
= Upfront Proceeds (estimated)	\$ 38,869	\$ 41,486	\$ 42,339	\$ 42,598	\$ 42,763
- Creation Costs	\$ (37,756)	\$ (38,071)	\$ (41,817)	\$ (36,887)	\$ (39,241)
= Upfront Net Subscriber Value	\$ 1,113	\$ 3,415	\$ 523	\$ 5,711	\$ 3,522
Upfront Net Subscriber Value margin as a % of Contracted Subscriber Value	2.5%	7.1%	1.1%	11.4%	7.3%
Aggregate Gross, Net & Upfront Value Creation in Period	3Q24	4Q24	1Q25	2Q25	3Q25
<i>\$ millions, unless otherwise noted</i>					
Aggregate Subscriber Value	\$ 1,437	\$ 1,566	\$ 1,237	\$ 1,553	\$ 1,579
Aggregate Contracted Subscriber Value	\$ 1,352	\$ 1,482	\$ 1,154	\$ 1,439	\$ 1,460
Aggregate Upfront Proceeds (estimated)	\$ 1,180	\$ 1,274	\$ 1,003	\$ 1,228	\$ 1,287
Less Aggregate Creation Costs	\$ (1,146)	\$ (1,169)	\$ (991)	\$ (1,063)	\$ (1,181)
Net Value Creation	\$ 291	\$ 397	\$ 246	\$ 490	\$ 398
Contracted Net Value Creation	\$ 206	\$ 313	\$ 164	\$ 376	\$ 279
Upfront Net Value Creation	\$ 34	\$ 105	\$ 12	\$ 165	\$ 106
Cash Generation	\$ 2	\$ 34	\$ 56	\$ 27	\$ 108
Net Value Creation per share	\$ 1.30	\$ 1.77	\$ 1.09	\$ 2.14	\$ 1.72
Contracted Net Value Creation per share	\$ 0.92	\$ 1.39	\$ 0.72	\$ 1.64	\$ 1.21
Upfront Net Value Creation per share	\$ 0.15	\$ 0.47	\$ 0.05	\$ 0.72	\$ 0.46
Volume Additions in Period	3Q24	4Q24	1Q25	2Q25	3Q25
Storage Capacity Installed (MWhrs)	336.3	392.0	333.7	391.5	412.0
Solar Capacity Installed (MWs)	229.7	242.4	190.9	227.2	239.2
Solar Capacity Installed with Storage (MWs)	127.0	142.5	126.7	157.7	172.4
Solar Capacity Installed without Storage (MWs)	102.7	100.0	64.2	69.5	66.8
Customer Additions	31,910	32,932	25,428	30,810	32,833
Customer Additions with Storage	18,988	20,405	17,501	21,626	22,822
Customer Additions without Storage	12,922	12,527	7,927	9,184	10,011
Storage Attachment Rate	60%	62%	69%	70%	70%
Subscriber Additions (included within Customer Additions)	30,348	30,709	23,692	28,823	30,104
Subscriber Additions as % of Customer Additions	95%	93%	93%	94%	92%
Customer Base Value & Energy Capacity at End of Period	9/30/2024	12/31/2024	3/31/2025	6/30/2025	9/30/2025
Net Earning Assets (\$ millions)	\$ 6,231	\$ 6,766	\$ 6,825	\$ 7,632	\$ 8,241
Net Earning Assets per share	\$ 27.81	\$ 29.99	\$ 30.02	\$ 33.13	\$ 35.58
Contracted Net Earning Assets (\$ millions)	\$ 2,416	\$ 2,723	\$ 2,583	\$ 3,001	\$ 3,373
Contracted Net Earning Assets per share	\$ 10.78	\$ 12.07	\$ 11.36	\$ 13.03	\$ 14.56
Customers	1,015,910	1,048,842	1,074,270	1,105,080	1,137,913
Subscribers (included within Customers)	858,477	889,186	912,878	941,701	971,805
Networked Storage Capacity (MWhrs)	2,133	2,525	2,858	3,250	3,662
Networked Solar Capacity (MWs)	7,288	7,531	7,721	7,949	8,188
Basic Shares Outstanding	3Q24	4Q24	1Q25	2Q25	3Q25
Basic shares outstanding at end of period (in millions)	224.1	225.7	227.3	230.3	231.6
Weighted average basic shares outstanding in period (in millions)	223.7	224.9	226.4	229.2	231.0

Comprehensive Key Operating Metrics & Calculations

An Excel model containing figures and calculations shown in this document is available at investors.sunrun.com.

Volume Additions in Period	3Q24	4Q24	1Q25	2Q25	3Q25
Retained Subscriber Additions	30,348	30,709	23,692	28,823	27,199
Non-Retained or Partially Retained Subscriber Additions	-	-	-	-	2,905
Subscriber Additions	30,348	30,709	23,692	28,823	30,104
Purchase Customer Additions	1,562	2,223	1,736	1,987	2,729
Customer Additions	31,910	32,932	25,428	30,810	32,833
% Subscribers Additions (of Customer Additions)	95%	93%	93%	94%	92%
Customer Additions with Storage	18,988	20,405	17,501	21,626	22,822
Customer Additions without Storage	12,922	12,527	7,927	9,184	10,011
Customer Additions	31,910	32,932	25,428	30,810	32,833
Storage Attachment Rate	60%	62%	69%	70%	70%
Storage Capacity Installed (MWhrs)	336.3	392.0	333.7	391.5	412.0
Solar Capacity Installed with Storage (MWs)	127.0	142.5	126.7	157.7	172.4
Solar Capacity Installed without Storage (MWs)	102.7	100.0	64.2	69.5	66.8
Solar Capacity Installed (MWs)	229.7	242.4	190.9	227.2	239.2
% Solar Capacity Installed with Storage	55%	59%	66%	69%	72%
Solar Capacity Installed for Subscribers (MWs)	220.7	232.0	183.1	218.0	226.3
Solar Capacity Installed for Purchase Customers (MWs)	9.0	10.4	7.8	9.3	12.8
Solar Capacity Installed (MWs)	229.7	242.4	190.9	227.2	239.2
% Solar Capacity Installed for Subscribers	96%	96%	96%	96%	95%
Average Customer Addition solar system size (kW)	7.2	7.4	7.5	7.4	7.3
Average Subscriber Addition solar system size (kW)	7.3	7.6	7.7	7.6	7.5
Positive Environmental Impact from Customers (trailing twelve months, in millions of metric tons of CO2 avoidance)	4.1	4.0	4.2	4.4	4.5
Positive Expected Lifetime Environmental Impact from Customer Additions (in millions of metric tons of CO2 avoidance)	4.7	4.8	3.7	4.6	4.9

Creation Costs in Period	3Q24	4Q24	1Q25	2Q25	3Q25
<i>\$ millions, unless otherwise noted</i>					
+ CapEx for solar energy systems	\$ 764	\$ 792	\$ 655	\$ 692	\$ 742
+ CapEx for corporate property & equipment	\$ 0	\$ 1	\$ 0	\$ 1	\$ 1
+ Customer Agreement COGS	\$ 308	\$ 293	\$ 309	\$ 345	\$ 316
- Fleet servicing cost in COGS	\$ (73)	\$ (65)	\$ (60)	\$ (61)	\$ (58)
- Non-cash impairment of solar energy systems, net	\$ (21)	\$ (4)	\$ (11)	\$ (21)	\$ (1)
- Depreciation & amortization	\$ (156)	\$ (162)	\$ (170)	\$ (190)	\$ (182)
+ Non-Retained or Partially Retained Subscribers COGS	\$ -	\$ -	\$ -	\$ -	\$ 61
+ S&M expense	\$ 162	\$ 151	\$ 146	\$ 152	\$ 165
- Amortization of CTOC (sales commissions) in S&M expense	\$ (21)	\$ (21)	\$ (22)	\$ (23)	\$ (26)
+ Additions to capitalized CTOC (sales commissions)	\$ 146	\$ 138	\$ 110	\$ 126	\$ 133
+ G&A expense	\$ 61	\$ 72	\$ 58	\$ 72	\$ 66
+ R&D expense	\$ 8	\$ 9	\$ 10	\$ 8	\$ 9
- Gross profit from System & Product Sales (Excluding Non-Retained or Partially Retained Subscribers) as contra cost	\$ (6)	\$ (2)	\$ (5)	\$ (7)	\$ (14)
- Non-cash stock based compensation expense	\$ (27)	\$ (29)	\$ (25)	\$ (25)	\$ (30)
- Other adjustments (e.g., restructuring)	\$ (1)	\$ (3)	\$ (5)	\$ (6)	\$ (2)
Aggregate Creation Costs (\$ millions)	\$ 1,146	\$ 1,169	\$ 991	\$ 1,063	\$ 1,181
/ Subscriber Additions	30,348	30,709	23,692	28,823	30,104
Creation Costs per Subscriber Addition	\$ 37,756	\$ 38,071	\$ 41,817	\$ 36,887	\$ 39,241
<i>Creation Costs by type (per Subscriber Addition):</i>					
Creation Costs in OpEx per Subscriber Addition	\$ 12,570	\$ 12,267	\$ 14,169	\$ 12,850	\$ 14,538
Creation Costs in CapEx per Subscriber Addition	\$ 25,187	\$ 25,804	\$ 27,647	\$ 24,037	\$ 24,702
Creation Costs per Subscriber Addition	\$ 37,756	\$ 38,071	\$ 41,817	\$ 36,887	\$ 39,241
<i>Aggregate Creation Costs by type (\$ millions):</i>					
Aggregate Creation Costs in OpEx	\$ 381	\$ 377	\$ 336	\$ 370	\$ 438
Aggregate Creation Costs in CapEx	\$ 764	\$ 792	\$ 655	\$ 693	\$ 744
Aggregate Creation Costs (\$ millions)	\$ 1,146	\$ 1,169	\$ 991	\$ 1,063	\$ 1,181
<i>Creation Costs by spend category (per relevant unit):*</i>					
Installation	\$ 27,044	\$ 27,721	\$ 30,256	\$ 26,392	\$ 29,134
S&M	\$ 8,897	\$ 8,059	\$ 9,116	\$ 8,171	\$ 8,224
G&A + R&D	\$ 1,730	\$ 1,957	\$ 2,179	\$ 2,184	\$ 1,843
Platform Services	\$ (203)	\$ (61)	\$ (204)	\$ (257)	\$ (432)

*Note: each item is normalized by relevant units for comparison purposes, and will not sum to total Creation Costs per Subscriber Addition

Subscriber Value in Period	3Q24	4Q24	1Q25	2Q25	3Q25
Contracted Subscriber Value	\$ 44,551	\$ 48,273	\$ 48,727	\$ 49,919	\$ 48,507
Non-contracted or Upside Subscriber Value	\$ 2,784	\$ 2,725	\$ 3,479	\$ 3,972	\$ 3,940
Subscriber Value	\$ 47,335	\$ 50,998	\$ 52,206	\$ 53,891	\$ 52,446
<i>Subscriber Value per Watt</i>	<i>\$ 6.51</i>	<i>\$ 6.75</i>	<i>\$ 6.76</i>	<i>\$ 7.13</i>	<i>\$ 6.98</i>
<i>Discount rate (observed project-level capital costs)</i>	<i>7.08%</i>	<i>7.32%</i>	<i>7.49%</i>	<i>7.35%</i>	<i>7.27%</i>
<i>Average ITC level reflected in Subscriber Value</i>	<i>37.7%</i>	<i>39.8%</i>	<i>43.6%</i>	<i>42.6%</i>	<i>42.4%</i>
Net Subscriber Value in Period	3Q24	4Q24	1Q25	2Q25	3Q25
Subscriber Value	\$ 47,335	\$ 50,998	\$ 52,206	\$ 53,891	\$ 52,446
- Creation Costs	\$ (37,756)	\$ (38,071)	\$ (41,817)	\$ (36,887)	\$ (39,241)
Net Subscriber Value	\$ 9,579	\$ 12,927	\$ 10,390	\$ 17,004	\$ 13,205
<i>Net Subscriber Value margin %</i>	<i>20.2%</i>	<i>25.3%</i>	<i>19.9%</i>	<i>31.6%</i>	<i>25.2%</i>
<i>Net Subscriber per Watt</i>	<i>\$ 1.32</i>	<i>\$ 1.71</i>	<i>\$ 1.34</i>	<i>\$ 2.25</i>	<i>\$ 1.76</i>
Contracted Subscriber Value	\$ 44,551	\$ 48,273	\$ 48,727	\$ 49,919	\$ 48,507
- Creation Costs	\$ (37,756)	\$ (38,071)	\$ (41,817)	\$ (36,887)	\$ (39,241)
Contracted Net Subscriber Value	\$ 6,795	\$ 10,202	\$ 6,910	\$ 13,032	\$ 9,266
<i>Contracted Net Subscriber Value margin %</i>	<i>15.3%</i>	<i>21.1%</i>	<i>14.2%</i>	<i>26.1%</i>	<i>19.1%</i>
<i>Contracted Net Subscriber Value per Watt</i>	<i>\$ 0.93</i>	<i>\$ 1.35</i>	<i>\$ 0.89</i>	<i>\$ 1.72</i>	<i>\$ 1.23</i>
Contracted Subscriber Value	\$ 44,551	\$ 48,273	\$ 48,727	\$ 49,919	\$ 48,507
x Advance Rate on Contracted Subscriber Value (estimate)	87.2%	85.9%	86.9%	85.3%	88.2%
Upfront Proceeds (estimate)	\$ 38,869	\$ 41,486	\$ 42,339	\$ 42,598	\$ 42,763
- Creation Costs	\$ (37,756)	\$ (38,071)	\$ (41,817)	\$ (36,887)	\$ (39,241)
Upfront Net Subscriber Value	\$ 1,113	\$ 3,415	\$ 523	\$ 5,711	\$ 3,522
<i>Upfront Net Subscriber Value margin as a % of Contracted Subscriber Value</i>	<i>2.5%</i>	<i>7.1%</i>	<i>1.1%</i>	<i>11.4%</i>	<i>7.3%</i>
<i>Upfront Net Subscriber Value per Watt</i>	<i>\$ 0.15</i>	<i>\$ 0.45</i>	<i>\$ 0.07</i>	<i>\$ 0.76</i>	<i>\$ 0.47</i>
Aggregate Gross Value and Net Value in Period	3Q24	4Q24	1Q25	2Q25	3Q25
\$ millions, unless otherwise noted					
Total Gross Value:					
Aggregate Subscriber Value	\$ 1,437	\$ 1,566	\$ 1,237	\$ 1,553	\$ 1,579
Aggregate Contracted Subscriber Value	\$ 1,352	\$ 1,482	\$ 1,154	\$ 1,439	\$ 1,460
Aggregate Upfront Proceeds (estimated)	\$ 1,180	\$ 1,274	\$ 1,003	\$ 1,228	\$ 1,287
Total Costs:					
- Aggregate Creation Costs	\$ (1,146)	\$ (1,169)	\$ (991)	\$ (1,063)	\$ (1,181)
Total Net Value Generated:					
Net Value Creation	\$ 290.7	\$ 397.0	\$ 246.2	\$ 490.1	\$ 397.5
Contracted Net Value Creation	\$ 206.2	\$ 313.3	\$ 163.7	\$ 375.6	\$ 278.9
Upfront Net Value Creation	\$ 33.8	\$ 104.9	\$ 12.4	\$ 164.6	\$ 106.0
<i>/ weighted average basic shares outstanding</i>	<i>223.7</i>	<i>224.9</i>	<i>226.4</i>	<i>229.2</i>	<i>231.0</i>
Net Value Creation per share	\$ 1.30	\$ 1.77	\$ 1.09	\$ 2.14	\$ 1.72
Contracted Net Value Creation per share	\$ 0.92	\$ 1.39	\$ 0.72	\$ 1.64	\$ 1.21
Upfront Net Value Creation per share	\$ 0.15	\$ 0.47	\$ 0.05	\$ 0.72	\$ 0.46

Proceeds Realized (actual in-period proceeds received)	3Q24	4Q24	1Q25	2Q25	3Q25
<i>\$ millions:</i>					
Proceeds from tax equity (proceeds from NCI)	\$ 495	\$ 521	\$ 256	\$ 679	\$ 525
Proceeds from non-recourse debt, net, excluding normal amort.	\$ 596	\$ 628	\$ 755	\$ 526	\$ 659
Proceeds from upfront customer prepayments, incentives	\$ 59	\$ 70	\$ 53	\$ 82	\$ 90
Proceeds Realized from Retained Subscribers (\$ millions)	\$ 1,149	\$ 1,220	\$ 1,064	\$ 1,287	\$ 1,274
Revenue from the Sale of Non-Retained or Partially Retained Subscribers (\$ millions)	\$ -	\$ -	\$ -	\$ -	\$ 115
<i>\$ per Retained Subscriber Addition:</i>					
Proceeds from tax equity	\$ 16,297	\$ 16,981	\$ 10,801	\$ 23,571	\$ 19,295
Proceeds from non-recourse debt, net, excluding normal amort.	\$ 19,634	\$ 20,455	\$ 31,869	\$ 18,261	\$ 24,233
Proceeds from upfront customer prepayments & incentives	\$ 1,939	\$ 2,281	\$ 2,250	\$ 2,835	\$ 3,304
Proceeds Realized per Retained Subscriber Addition	\$ 37,870	\$ 39,717	\$ 44,920	\$ 44,667	\$ 46,832

Note: Actual project financing transaction timing for portfolios of Retained Subscribers may occur in a period different from the period in which Retained Subscribers are recognized, and may be executed at different terms. As such, Aggregate Upfront Proceeds are an estimate based on capital markets conditions present during each period and may differ from ultimate Proceeds Realized in respect of such Retained Subscribers.

Customer Base & Energy Capacity at End of Period	9/30/2024	12/31/2024	3/31/2025	6/30/2025	9/30/2025
Retained Subscribers	858,477	889,186	912,878	941,701	968,900
Non-Retained or Partially Retained Subscribers	-	-	-	-	2,905
Subscribers	858,477	889,186	912,878	941,701	971,805
Purchase Customers	157,433	159,656	161,392	163,379	166,108
Customers	1,015,910	1,048,842	1,074,270	1,105,080	1,137,913
Networked Storage Capacity (in Megawatt hours)	2,132.5	2,524.5	2,858.2	3,249.7	3,661.7
Networked Solar Capacity for Subscribers (MWs)	6,204.4	6,436.4	6,619.4	6,837.4	7,063.7
Networked Solar Capacity for Purchase Customers (MWs)	1,083.7	1,094.1	1,102.0	1,111.2	1,124.1
Networked Solar Capacity (MWs)	7,288.1	7,530.5	7,721.4	7,948.6	8,187.8
Annual Recurring Revenue (\$ millions)	\$ 1,517	\$ 1,644	\$ 1,730	\$ 1,781	\$ 1,856
Average Contract Life Remaining (years)	17.6	17.6	17.5	17.4	17.5
Gross & Net Earning Assets at End of Period	9/30/2024	12/31/2024	3/31/2025	6/30/2025	9/30/2025
<i>\$ millions, unless otherwise noted</i>					
<i>Unlevered discount rate used for GEA calculation</i>	6%	6%	6%	6%	6%
Contracted Gross Earning Assets	\$ 12,964	\$ 13,791	\$ 14,294	\$ 15,155	\$ 15,982
Non-contracted or Upside Gross Earning Assets	\$ 3,815	\$ 4,043	\$ 4,242	\$ 4,630	\$ 4,869
Gross Earning Assets	\$ 16,780	\$ 17,834	\$ 18,536	\$ 19,785	\$ 20,851
(-) Non-recourse Debt	\$ (11,456)	\$ (12,038)	\$ (12,730)	\$ (13,224)	\$ (13,829)
(-) Recourse Debt & Convertible senior notes	\$ (996)	\$ (864)	\$ (836)	\$ (815)	\$ (798)
(-) Pass-through financing obligation	\$ (1)	\$ -	\$ -	\$ -	\$ -
(+) Adjustment for debt related to project equity funds	\$ 894	\$ 887	\$ 876	\$ 873	\$ 861
(+) Adjustment for debt related to safe harbor facility	\$ -	\$ -	\$ -	\$ -	\$ -
(+) Total Cash	\$ 1,011	\$ 947	\$ 979	\$ 1,012	\$ 1,156
Net Earning Assets	\$ 6,231	\$ 6,766	\$ 6,825	\$ 7,632	\$ 8,241
/ basic shares outstanding at end of period (in millions)	224.1	225.7	227.3	230.3	231.6
<i>Net Earning Assets per share</i>	<i>\$ 27.81</i>	<i>\$ 29.99</i>	<i>\$ 30.02</i>	<i>\$ 33.13</i>	<i>\$ 35.58</i>
- Non-contracted or Upside Gross Earning Assets	\$ (3,815)	\$ (4,043)	\$ (4,242)	\$ (4,630)	\$ (4,869)
Contracted Net Earning Assets	\$ 2,416	\$ 2,723	\$ 2,583	\$ 3,001	\$ 3,373
<i>Contracted Net Earning Assets per basic share</i>	<i>\$ 10.78</i>	<i>\$ 12.07</i>	<i>\$ 11.36</i>	<i>\$ 13.03</i>	<i>\$ 14.56</i>

Consolidated Summarized Financial Statements

INCOME STATEMENT	3Q24	4Q24	1Q25	2Q25	3Q25
\$ in millions, unless otherwise noted					
Customer Agreements	\$ 368.6	\$ 357.6	\$ 381.4	\$ 433.4	\$ 458.5
Incentives	37.2	31.0	21.6	24.6	33.1
Customer Agreements and Incentives Revenue	405.9	388.6	402.9	458.0	491.6
Solar Energy Systems	47.2	37.2	40.1	37.9	164.8
Products	84.1	92.7	61.3	73.5	68.2
System and Product Revenue	131.3	129.9	101.4	111.3	233.0
Total Revenue	537.2	518.5	504.3	569.3	724.6
Cost of Customer Agreements and Incentives	308.4	292.6	308.6	345.4	315.8
Cost of System and Product Sales	125.3	128.4	96.8	104.1	165.5
Total Cost of Revenue	433.7	421.0	405.4	449.5	481.3
Sales & Marketing	162.5	150.8	146.0	152.5	164.8
General & Administrative	60.6	72.0	57.8	71.5	65.6
Research & Development	8.2	8.8	10.0	8.1	9.3
Goodwill Impairment	-	3,122.2	-	-	-
Amortization of Intangible Assets	-	-	-	-	-
Total Operating Expenses	665.0	3,774.8	619.2	681.6	720.9
Operating Profit (Loss)	(127.8)	(3,256.3)	(114.9)	(112.2)	3.7
(-) Interest expense, net	(215.6)	(233.4)	(227.4)	(247.1)	(265.8)
(-) Other expenses	(82.6)	89.8	(45.4)	(14.5)	(17.9)
Profit before tax	(426.0)	(3,399.8)	(387.7)	(373.9)	(280.0)
(-) Tax expense (benefit)	(13.8)	0.1	(110.6)	(94.9)	(2.2)
Net income	(412.2)	(3,400.0)	(277.2)	(279.0)	(277.8)
Profit (loss) attributable to Non-Controlling Interests	(328.4)	(586.3)	(327.2)	(558.8)	(294.4)
Net Income to Sunrun Shareholders	(83.8)	(2,813.7)	50.0	279.8	16.6
EPS, diluted	\$ (0.37)	\$ (12.51)	\$ 0.20	\$ 1.07	\$ 0.06
Basic shares	223.7	224.9	226.4	229.2	231.0
Diluted shares	223.7	224.9	257.9	261.2	267.5

BALANCE SHEET

9/30/2024 12/31/2024 3/31/2025 6/30/2025 9/30/2025

\$ in millions, unless otherwise noted

Assets:

Cash	\$ 533.9	\$ 575.0	\$ 604.9	\$ 618.1	\$ 709.1
Restricted Cash	476.8	372.5	374.0	394.0	446.6
Accounts receivable, net	182.5	170.7	172.1	186.5	248.3
State tax credits receivable	-	-	-	-	-
Inventories	342.3	402.1	414.4	491.2	570.0
Prepaid expenses and other	67.1	202.6	101.9	96.2	96.6
Solar energy systems, net	14,427.9	15,032.1	15,497.5	16,063.5	16,599.9
Property and equipment, net	134.6	121.2	109.1	98.3	86.8
Goodwill & Intangible assets, net	3,122.2	-	-	-	-
Prepaid tax asset	-	-	-	-	-
Other assets	2,817.0	3,021.7	3,103.8	3,282.4	3,468.2

Total assets **22,104.3** **19,897.9** **20,377.9** **21,230.1** **22,225.5**

Liabilities and equity:

Accounts payable	244.2	354.2	268.9	279.8	336.5
Distributions payable to NCI	43.9	41.5	37.8	40.7	44.1
Accrued expenses and other liabilities	410.5	543.8	531.6	485.2	534.0
Deferred revenue	1,292.9	1,338.3	1,372.3	1,425.8	1,481.2
Deferred grants	196.8	204.4	201.4	198.8	195.5
Finance lease obligations	101.2	92.2	83.6	76.2	69.7
Convertible senior notes	603.5	479.4	477.7	478.2	478.7
Recourse debt	392.5	384.2	358.5	336.5	319.2
Non-recourse debt	11,456.1	12,037.8	12,729.9	13,224.1	13,829.1
Pass-through financing obligation	1.1	-	-	-	-
Other liabilities	212.1	119.8	121.0	167.6	169.3
Deferred tax liabilities	115.3	137.9	97.7	71.1	123.5

Total liabilities **15,069.9** **15,733.7** **16,280.3** **16,783.9** **17,580.9**

Stockholders' equity	5,278.0	2,554.2	2,615.4	2,926.7	2,983.9
Non-controlling interests (Tax Equity and Project Equity)	1,756.4	1,610.0	1,482.1	1,519.5	1,660.7

Total equity **6,400.6** **3,540.1** **3,439.7** **3,730.6** **3,914.7**

Total liabilities, noncontrolling interests & equity **22,104.3** **19,897.9** **20,377.9** **21,230.1** **22,225.5**

Summary Balance Sheet Items & Calculations:

Total Cash (incl. restricted)	\$ 1,010.6	\$ 947.4	\$ 978.9	\$ 1,012.1	\$ 1,155.8
Non-Recourse Project Debt (incl. pass-through financing obligations)	11,457.2	12,037.8	12,729.9	13,224.1	13,829.1
Recourse Debt & Convertible Senior Notes	996.0	863.6	836.2	814.7	797.9

CASH FLOW STATEMENT	3Q24	4Q24	1Q25	2Q25	3Q25
\$ in millions, unless otherwise noted					
<i>Operating activities:</i>					
Net loss	\$ (412.2)	\$ (3,400.0)	\$ (277.2)	\$ (279.0)	\$ (277.8)
Depreciation & amortization	155.5	162.3	169.9	189.7	181.5
Goodwill impairment	-	3,122.2	-	-	-
Stock based compensation	27.0	28.9	25.0	25.0	29.6
Deferred income taxes	(13.8)	0.1	(110.6)	(96.1)	(1.0)
Interest on pass-through financing obligation	-	-	-	-	-
Reduction in pass-through financing obligations	(1.6)	-	-	-	-
Other non-cash expenses and losses	139.3	(17.1)	106.6	94.9	95.4
Accounts receivable	(7.1)	5.7	(6.9)	(20.2)	(68.6)
Inventories	10.8	(59.7)	(12.3)	(76.7)	(78.8)
Prepaid expenses and other assets	(200.0)	(301.4)	(45.8)	(208.6)	(189.6)
Accounts payable	45.2	141.1	(15.6)	52.0	(71.4)
Accrued expenses and other liabilities	68.7	4.2	27.9	(26.9)	10.7
Deferred revenue	32.0	55.3	34.7	53.3	55.4
Deferred tax liabilities	-	-	-	-	193.2
Net cash provided by (used in) operating activities	(156.2)	(258.4)	(104.2)	(292.7)	(121.5)
<i>Investing activities:</i>					
Payments for the costs of solar energy systems	(764.2)	(791.8)	(654.8)	(692.0)	(742.2)
Purchases of property and equipment, net	(0.2)	(0.6)	(0.2)	(0.8)	(1.5)
Purchase of equity method investment	-	-	-	-	-
Net cash used in investing activities	(764.4)	(792.4)	(655.0)	(692.8)	(743.6)
<i>Financing activities:</i>					
<i>Asset fundraising:</i>					
Proceeds from tax equity & project equity (NCI)	494.6	521.5	255.9	679.4	524.8
Distributions to tax equity & project equity (NCI)	(56.0)	(70.3)	(60.3)	(58.5)	(58.3)
Acquisition of non-controlling interests	(1.5)	(4.8)	-	(16.2)	(14.5)
Proceeds from non-recourse project debt (incl. warehouse)	749.7	645.0	1,520.6	527.8	1,848.0
Repayment of non-recourse project debt (incl. warehouse)	(238.5)	(102.7)	(838.5)	(75.3)	(1,256.9)
Proceeds from state tax credits & grants	-	-	-	9.7	-
Proceeds from pass-through financing & other obligations	1.2	-	-	-	-
Repayment of pass-through financing obligations	-	-	-	-	-
Proceeds from transfer of investment tax credits	222.9	148.6	624.8	236.1	295.8
Payments to noncontrolling interests of investment tax credits	(222.9)	(148.6)	(624.8)	(236.1)	(295.8)
Payment of debt fees	(10.7)	(0.1)	(28.0)	(0.2)	(35.7)
<i>Parent fundraising:</i>					
Proceeds from recourse debt raises, net	1.6	(8.3)	(25.7)	(22.0)	(17.3)
Repurchase of convertible senior notes	(45.6)	(117.2)	(2.1)	-	-
Proceeds from trade receivable financing, net	-	124.3	(24.7)	(28.2)	24.4
Proceeds from IPO	-	-	-	-	-
Repurchase of common stock	-	-	-	-	-
Proceeds from issuance of convertible senior notes	-	-	-	-	-
Proceeds from shares issued from subscription agreement	-	-	-	-	-
Other	(5.9)	0.3	(6.5)	2.2	(5.6)
Net cash provided by financing activities	888.9	987.6	790.7	1,018.7	1,008.8
<i>Supplemental Cash Flow Information:</i>					
Cash paid for interest	142.5	167.4	172.3	181.6	193.4
Cash paid for income taxes	-	-	-	-	-
Normal amortization of non-recourse project debt	84.6	85.9	72.9	73.8	68.1

Non-GAAP Financial Measures

Non-GAAP Reconciliations

Reconciliation of Total Operating Expenses to Aggregate Creation Costs	3Q24	4Q24	1Q25	2Q25	3Q25
<i>\$ millions, unless otherwise noted</i>					
Total operating expenses	\$ 665	\$ 3,775	\$ 619	\$ 682	\$ 721
- Fleet servicing cost in COGS	\$ (73)	\$ (65)	\$ (60)	\$ (61)	\$ (58)
- Depreciation & amortization	\$ (156)	\$ (162)	\$ (170)	\$ (190)	\$ (182)
- Non-cash impairment of solar energy systems, net	\$ (21)	\$ (4)	\$ (11)	\$ (21)	\$ (1)
- Cost of solar energy systems and product sales	\$ (125)	\$ (128)	\$ (97)	\$ (104)	\$ (165)
+ Non-Retained or Partially Retained Subscribers COGS	\$ -	\$ -	\$ -	\$ -	\$ 61
- Gross profit from System & Product Sales (Excluding Non-Retained or Partially Retained Subscribers) as contra cost	\$ (6)	\$ (2)	\$ (5)	\$ (7)	\$ (14)
- Amortization of CTOC (sales commissions) in S&M expense	\$ (21)	\$ (21)	\$ (22)	\$ (23)	\$ (26)
+ Additions to capitalized CTOC (sales commissions)	\$ 146	\$ 138	\$ 110	\$ 126	\$ 133
- Non-cash stock based compensation expense	\$ (27)	\$ (29)	\$ (25)	\$ (25)	\$ (30)
- Goodwill Impairment	\$ -	\$ (3,122)	\$ -	\$ -	\$ -
- Amortization of intangible assets	\$ -	\$ -	\$ -	\$ -	\$ -
- Other adjustments (e.g., restructuring)	\$ (1)	\$ (3)	\$ (5)	\$ (6)	\$ (2)
+ CapEx for solar energy systems	\$ 764	\$ 792	\$ 655	\$ 692	\$ 742
+ CapEx for corporate property & equipment	\$ 0	\$ 1	\$ 0	\$ 1	\$ 1
Aggregate Creation Costs (\$ millions)	\$ 1,146	\$ 1,169	\$ 991	\$ 1,063	\$ 1,181

Reconciliation of Net Change in Cash and Restricted Cash to Cash Generation	3Q24	4Q24	1Q25	2Q25	3Q25
<i>\$ millions, unless otherwise noted</i>					
Net change in cash and restricted cash	\$ (32)	\$ (63)	\$ 31	\$ 33	\$ 144
- Change in restricted cash	\$ (142)	\$ 104	\$ (2)	\$ (20)	\$ (53)
+ End of period consolidated restricted cash balance pertaining to 2026 convertible note balance outstanding	\$ 133	\$ 8	\$ 5	\$ 5	\$ 5
- End of prior period consolidated restricted cash balance pertaining to 2026 convertible note balance outstanding	\$ -	\$ (133)	\$ (8)	\$ (5)	\$ (5)
- Net proceeds (or plus net repayments) from all recourse debt (inclusive of convertible debt)	\$ 44	\$ 126	\$ 28	\$ 22	\$ 17
- Primary equity issuances (or plus any stock buybacks or dividends paid to common stockholders)	\$ -	\$ -	\$ -	\$ -	\$ -
- Net proceeds derived from employee stock award activities	\$ (1)	\$ (7)	\$ (0)	\$ (9)	\$ (1)
+ Equity investments in non-consolidated external businesses (or less dividends or distributions received in connection with such equity investments)	\$ -	\$ -	\$ -	\$ -	\$ -
- Net proceeds from long-term asset or business divestitures	\$ -	\$ -	\$ -	\$ -	\$ -
Cash Generation	\$ 2	\$ 34	\$ 56	\$ 27	\$ 108

Glossary of Terms*

Definitions for Volume-related Terms

Deployments represent solar or storage systems, whether sold directly to customers or subject to executed Customer Agreements (i) for which we have confirmation that the systems are installed, subject to final inspection, or (ii) in the case of certain system installations by our partners, for which we have accrued at least 80% of the expected project cost (inclusive of acquisitions of installed systems). A portion of customers have subsequently entered into Customer Agreements to obtain, or have directly purchased, additional solar or storage systems at the same host customer site, and since these represent separate assets, they are considered separate Deployments.

Customer Agreements refer to, collectively, solar and/or storage power purchase agreements and leases.

Retained Subscribers represent customers subject to Customer Agreements for solar and/or storage systems that have been recognized as Deployments and recognized as solar energy systems on Sunrun's consolidated balance sheet, whether or not they continue to be active.

Non-Retained or Partially Retained Subscribers represent customers subject to Customer Agreements for solar and/or storage systems that have been recognized as Deployments whereby the assets have been fully or partially sold to one or more investors and not presented as a solar energy system on Sunrun's consolidated balance sheet.

Subscribers represent aggregate Retained Subscribers and Non-Retained or Partially Retained Subscribers.

Purchase Customers represent customers who purchased, whether outright or with proceeds from third-party loans, solar and/or storage systems that have been recognized as Deployments.

Customers represent aggregate Subscribers and Purchase Customers.

Subscriber Additions represent the number of Subscribers added in a period.

Purchase Customer Additions represent the number of Purchase Customers added in a period.

Customer Additions represent Subscriber Additions plus Purchase Customer Additions.

Solar Capacity Installed represents the aggregate megawatt production capacity of solar energy systems that were recognized as Deployments in a period.

Storage Capacity Installed represents the aggregate megawatt hour capacity of storage systems that were recognized as Deployments in a period.

Networked Solar Capacity represents the cumulative Solar Capacity Installed from the company's inception through the measurement date.

Networked Storage Capacity represents the cumulative Storage Capacity Installed from the company's inception through the measurement date.

Storage Attachment Rate represents Customer Additions with storage divided by total Customer Additions.

Definitions for Unit-based and Aggregate Value, Costs and Margin Terms

Subscriber Value represents Contracted Subscriber Value plus Non-contracted or Upside Subscriber Value.

Contracted Subscriber Value represents the per Subscriber present value of estimated upfront and future Contracted Cash Flows from Subscriber Additions in a period, discounted at the observed cost of capital in the period.

Non-contracted or Upside Subscriber Value represents the per Subscriber present value of estimated future Non-contracted or Upside Cash Flows from Subscriber Additions in a period, discounted at the observed cost of capital in the

period.

Contracted Cash Flows represent, (A) for Retained Subscribers, (x) (1) scheduled payments from Subscribers during the initial terms of the Customer Agreements (provided, that for Flex Customer Agreements that allow variable billings based on the amount of electricity consumed by the Subscriber, only the minimum contracted payment is included in Contracted Cash Flows), (2) net proceeds from tax equity partners, (3) payments from government and utility incentive and rebate programs, (4) contracted net cash flows from grid services programs with utilities or grid operators, and (5) contracted or defined (i.e., with fixed pricing) cash flows from the sale of renewable energy credits, *less* (y) (1) estimated operating and maintenance costs to service the systems and replace equipment over the initial terms of the Customer Agreements, consistent with estimates by independent engineers, (2) distributions to tax equity partners in consolidated joint venture partnership flip structures, and (3) distributions to any project equity investors, and (B) for Non-Retained or Partially Retained Subscribers, (x) contracted proceeds from the full or partial sale of related assets, plus (y) the share of Contracted Cash Flows described in clause (A) of this definition which are allocated to Sunrun pursuant to the terms of each sale agreement or partnership agreement.

Non-contracted or Upside Cash Flows represent (A) for Retained Subscribers the (1) net cash flows realized from either the purchase of systems at the end of the Customer Agreement initial terms or renewals of Customer Agreements beyond the initial terms, estimated in both cases to have equivalent value, assuming only a 30-year relationship and a contract renewal rate equal to 90% of each Subscriber's contractual rate in effect at the end of the initial contract term, (2) non-contracted net cash flows from grid service programs with utilities and grid operators, (3) non-contracted net cash flows from the sale of renewable energy credits, and (4) contracted cash flows from Flex Customer Agreements exceeding the minimum contracted payment (provided, that for Flex Customer Agreements that allow variable billings based on the amount of electricity consumed by the Subscriber, an assumption is made that each Subscriber's electricity consumption increases by approximately 2% per year through the end of the initial term of the Customer Agreement and into the renewal period (if renewed), resulting in billings in excess of the minimum contracted amount (which minimums are included in Contracted Cash Flows)), and (B) for Non-Retained or Partially Retained Subscribers, the share of Non-contracted or Upside Cash Flows described in clause (A) of this definition which are allocated to Sunrun pursuant to the terms of each sale agreement or partnership agreement. After the initial contract term, our Customer Agreements typically automatically renew on an annual basis and the rate is initially set at up to a 10% discount to then-prevailing utility power prices.

Aggregate Creation Costs (Non-GAAP measure) represent total operating expenses, adjusted for certain items consistent with management's use as a performance measure, and capital expenditures, all of which are itemized in the Non-GAAP reconciliation table as provided in the Company's quarterly earnings release. Aggregate Creation Costs may also be derived through the direct summation of certain operating expenses and capital expenditures incurred in a period, including: (A) the following items from the cash flow statement: (i) payments for the costs of solar energy systems, *plus* (ii) purchases of property and equipment, *less* (iii) net depreciation and amortization, *less* (iv) stock based compensation expense; (B) the following items from the income statement: (i) cost of customer agreements and incentives revenue, adjusted to exclude fleet servicing costs and non-cash net impairment of solar energy systems, *plus* (ii) cost of solar energy systems sales for Non-Retained or Partially Retained Subscribers, *plus* (iii) sales and marketing expenses, adjusted to exclude amortization of cost to obtain customer contracts (which is the amortization of previously capitalized sales commissions), *plus* (iv) general and administrative expenses, *plus* (v) research and development expenses; and (C) gross additions to capitalized costs to obtain contracts (i.e., sales commissions), which are presented on the balance sheet within Other Assets. Because the sales, marketing, general and administrative costs are for activities related to the entire business, including solar energy system and product sales, the gross margin on solar energy system and product sales excluding Non-Retained or Partially Retained Subscribers is reflected as a contra cost. Costs associated with certain restructuring activities and one-time items are identified and excluded.

Creation Costs represent Aggregate Creation Costs divided by Subscriber Additions.

Net Subscriber Value represents Subscriber Value less Creation Costs.

Contracted Net Subscriber Value represents Contracted Subscriber Value less Creation Costs.

Upfront Net Subscriber Value represents Contracted Subscriber Value multiplied by Advance Rate less Creation Costs.

Advance Rate or Advance Rate on Contracted Subscriber Value represents the company's estimated upfront

proceeds, expressed as a percentage of Contracted Subscriber Value or Aggregate Contracted Subscriber Value, from project-level capital, proceeds from Non-Retained or Partially Retained Subscribers, and other upfront cash flows, based on market terms and observed cost of capital in a period.

Aggregate Subscriber Value represents Subscriber Value multiplied by Subscriber Additions.

Aggregate Contracted Subscriber Value represents Contracted Subscriber Value multiplied by Subscriber Additions.

Aggregate Upfront Proceeds represent Aggregate Contracted Subscriber Value multiplied by Advance Rate. Actual project financing transaction timing for portfolios of Subscribers may occur in a period different from the period in which Subscribers are recognized, and may be executed at different terms. As such, Aggregate Upfront Proceeds are an estimate based on capital markets conditions present during each period and may differ from ultimate Proceeds Realized in respect of such period's Retained Subscribers and ultimate proceeds obtained from such period's Non-Retained or Partially Retained Subscribers.

Proceeds Realized From Retained Subscribers represents cash flows received in respect of Retained Subscribers from non-recourse financing partners in addition to upfront customer prepayments, incentives and rebates. It is calculated as the proceeds from non-controlling interests on the cash flow statement, *plus* the net proceeds from non-recourse debt (excluding normal non-recourse debt amortization for existing debt, as such debt is serviced by cash flows from existing solar and storage assets), *plus* the gross additions to deferred revenue which represents customer payments for prepaid Customer Agreements along with local rebates and incentive programs.

Net Value Creation represents Aggregate Subscriber Value less Aggregate Creation Costs.

Contracted Net Value Creation represents Aggregate Contracted Subscriber Value less Aggregate Creation Costs.

Upfront Net Value Creation represents Aggregate Upfront Proceeds less Aggregate Creation Costs.

Cash Generation (Non-GAAP measure) represents the net change in cash and restricted cash less change in restricted cash and adjusting for certain items consistent with management's use as a performance measure, as provided in the Company's quarterly earnings release. Cash Generation may also be derived through calculating the change in our unrestricted cash balance from our consolidated balance sheet, less net proceeds (or plus net repayments) from all recourse debt (inclusive of convertible debt), and less any primary equity issuances or net proceeds derived from employee stock award activity (or plus any stock buybacks or dividends paid to common stockholders) as presented on the Company's consolidated statement of cash flows. The Company expects to continue to raise proceeds from tax equity and asset-level non-recourse debt, and proceeds from the sale of Non-Retained or Partially Retained Subscribers, to fund growth, and as such, these sources of cash are included in the definition of Cash Generation. Cash Generation also excludes long-term asset or business divestitures (aside from transactions relating to Non-Retained or Partially Retained Subscribers) and equity investments in external non-consolidated businesses (or less dividends or distributions received in connection with such equity investments). Restricted cash in a reserve account with a balance equal to the amount outstanding of 2026 convertible notes is considered unrestricted cash for the purposes of calculating Cash Generation.

Definitions for Gross and Net Value from Existing Customer Base Terms

Gross Earning Assets is calculated as Contracted Gross Earning Assets plus Non-contracted or Upside Gross Earning Assets.

Contracted Gross Earning Assets represents, as of any measurement date, the present value of estimated remaining Contracted Cash Flows that we expect to receive in future periods in relation to Subscribers as of the measurement date, discounted at 6%.

Non-contracted or Upside Gross Earning Assets represents, as of any measurement date, the present value of estimated Non-contracted or Upside Cash Flows that we expect to receive in future periods in relation to Subscribers as of the measurement date, discounted at 6%.

Net Earning Assets represents Gross Earning Assets, plus Total Cash, less adjusted debt and lease pass-through financing obligations, as of the measurement date. Debt is adjusted to exclude a pro-rata share of non-recourse debt

associated with funds with project equity structures for Retained Subscribers along with debt associated with the company's ITC safe harboring equipment inventory facility. Because estimated cash distributions to our project equity partners for Retained Subscribers are deducted from Gross Earning Assets, a proportional share of the corresponding project level non-recourse debt is deducted from Net Earning Assets, as such debt would be serviced from cash flows already excluded from Gross Earning Assets.

Contracted Net Earning Assets represents Net Earning Assets less Non-contracted or Upside Gross Earning Assets.

Non-contracted or Upside Net Earning Assets represents Net Earning Assets less Contracted Net Earning Assets.

Total Cash represents the total of the restricted cash balance and unrestricted cash balance from our consolidated balance sheet.

Other Terms

Annual Recurring Revenue represents revenue arising from Customer Agreements over the following twelve months for Retained Subscribers that have met initial revenue recognition criteria as of the measurement date.

Average Contract Life Remaining represents the average number of years remaining in the initial term of Customer Agreements for Retained Subscribers that have met revenue recognition criteria as of the measurement date.

Households Served in Low-Income Multifamily Properties represent the number of individual rental units served in low-income multi-family properties from shared solar energy systems deployed by Sunrun. Households are counted when the solar energy system has interconnected with the grid, which may differ from Deployment recognition criteria.

Positive Environmental Impact from Customers represents the estimated reduction in carbon emissions as a result of energy produced from our Networked Solar Capacity over the trailing twelve months. The figure is presented in millions of metric tons of avoided carbon emissions and is calculated using the Environmental Protection Agency's AVERT tool. The figure is calculated using the most recent published tool from the EPA, using the current-year avoided emission factor for distributed resources on a state by state basis. The environmental impact is estimated based on the system, regardless of whether or not Sunrun continues to own the system or any associated renewable energy credits.

Positive Expected Lifetime Environmental Impact from Customer Additions represents the estimated reduction in carbon emissions over thirty years as a result of energy produced from solar energy systems that were recognized as Deployments in a period. The figure is presented in millions of metric tons of avoided carbon emissions and is calculated using the Environmental Protection Agency's AVERT tool. The figure is calculated using the most recent published tool from the EPA, using the current-year avoided emission factor for distributed resources on a state by state basis, leveraging our estimated production figures for such systems, which degrade over time, and is extrapolated for 30 years. The environmental impact is estimated based on the system, regardless of whether or not Sunrun continues to own the system or any associated renewable energy credits.

Per Share Operational Metrics

The Company presents certain operating metrics on a per share basis to aid investors in understanding the scale of such operational metrics in relation to the outstanding basic share count in each period. These metrics are operational in nature and not a financial metric. These metrics are not a substitute for GAAP financials, liquidity related measures, or any financial performance metrics.

Net Value Creation, Contracted Net Value Creation, and Upfront Net Value Creation are also presented on a per share basis, calculated by dividing each metric by the weighted average basic shares outstanding for each period, as presented on the Company's Consolidated Statements of Operations.

Net Earning Assets and Contracted Net Earning Assets are also presented on a per share basis, calculated by dividing each metric by the basic shares outstanding as of the end of each period, as presented on the Company's Consolidated Balance Sheets.

*For our third quarter of 2025, the definitions listed below have been modified, and the changes to these definitions had no impact on previously reported quarters: Subscribers, Contracted Cash Flows, Non-contracted or Upside Cash Flows, Aggregate Creation Costs, Advance Rate or Advance Rate on Contracted Subscriber Value, Aggregate Upfront Proceeds, Proceeds Realized From Retained Subscribers, Cash Generation, Net Earning Assets, Annual Recurring Revenue, Average Contract Life Remaining. Retained Subscribers, and Non-Retained or Partially Retained Subscribers are new definitions.