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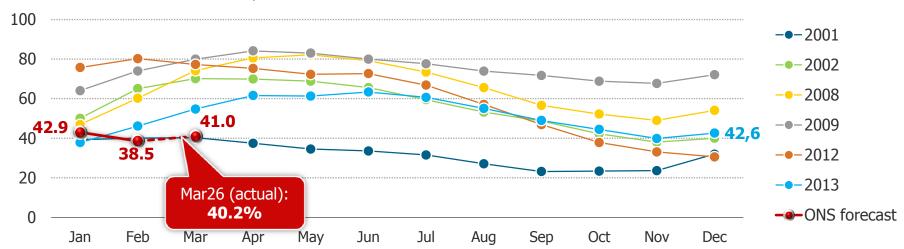
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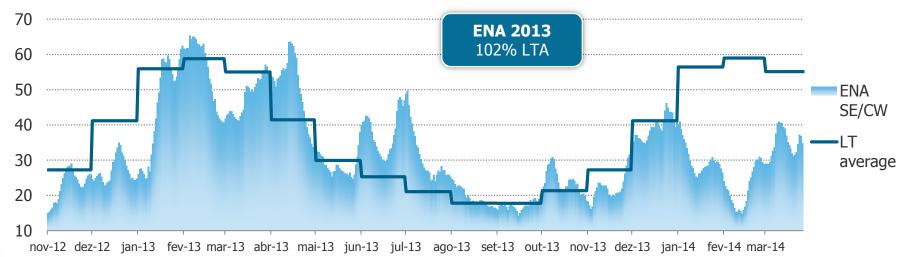
System's Storage Levels | Poor hydrology and attention for low reservoir levels



Reservoir levels in NIPS¹ | %



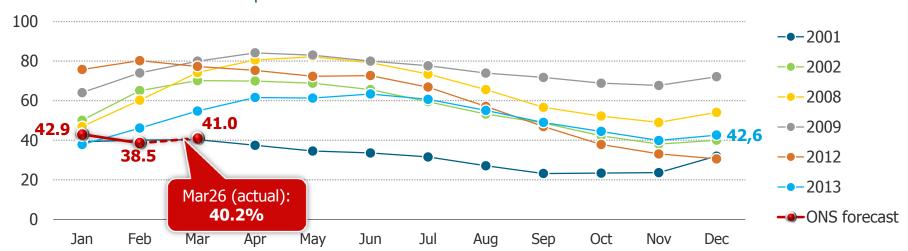
► Natural Inflow Energy (ENA) — SE/CW | GW average



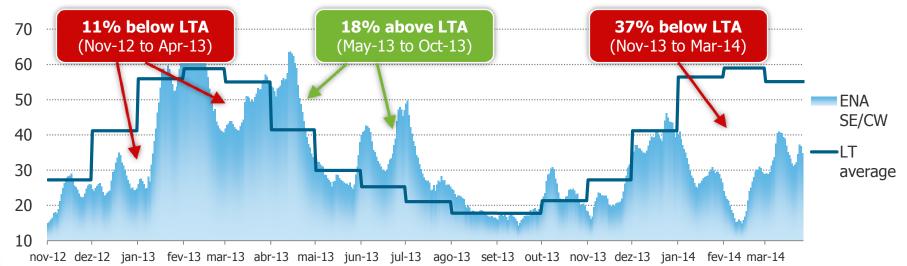
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Reservoir levels in NIPS¹ | %

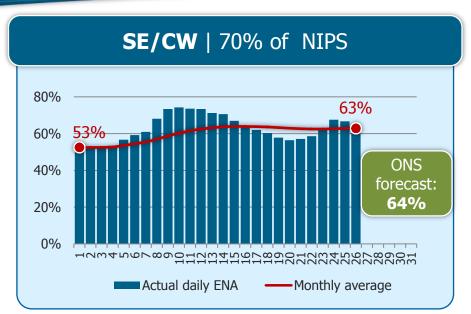


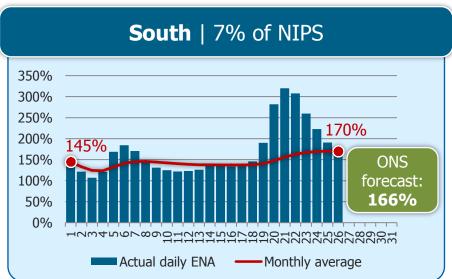
► Natural Inflow Energy (ENA) – SE/CW | GW average



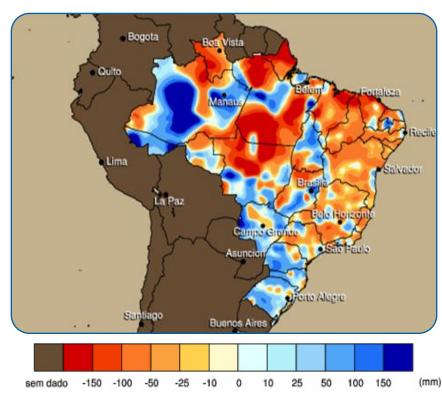
In recent period | ENA evolution in March-14 (% LT average)







► MTD Rainfall anomaly¹ in Brazil — Mar-2014² | mm



ONS Forecast for April:

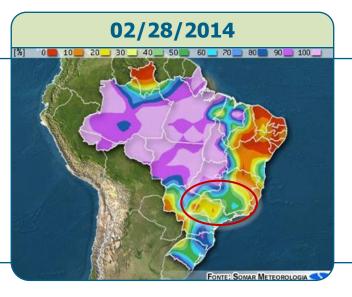
SE/CW: **83%** South: **120%**

Soil moisture¹

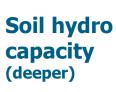
Accumulation of ENA is benefited by more constant rainfall

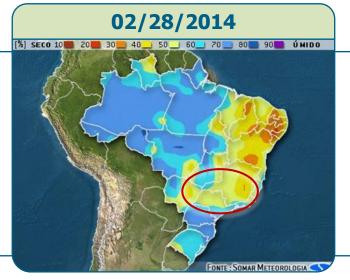












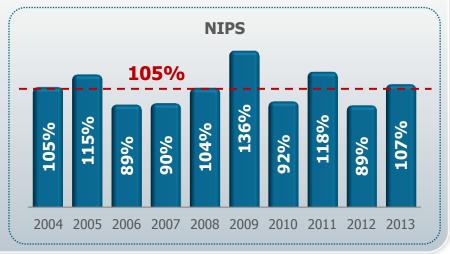


ENA of the dry period | In the last 10 years, the dry period has been more favorable

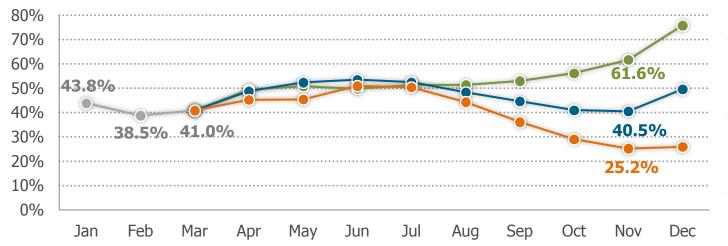


► ENA of the dry period¹ – from 2004 to 2013 | % LT average





Scenarios for water storage evolution in the NIPS in 2014² | % maximum storable energy



- -•-Best dry period 2004-2013 (2009: 136%LTA)
- -•-Average of dry period 2004-2013 (105%LTA)
- -•-Worst dry period 2004-2013 (2012: 89%LTA)

¹⁾ From May to November of each year. 2) Assumptions: considers 100% of thermal capacity dispatched throughout the period.

Considerations



Main factors

- ✓ **Soil moisture:** ENA accumulation is favored by the more constant rainfall during March
- ✓ Dry period may be a good surprise: recent data indicates that rains in the winter may contribute to maintain reservoir levels



Negative factors

- High uncertainty in weather forecasts
- Risk of failure in thermal power plants, since they have been dispatched for a long period already
- There are doubts on the operating conditions of the system with reservoirs hovering at 10% of capacity
- The setup of emergency thermal power plants, like 2001, is not fast

Positive factors



- Some negative factors are only conjunctural:
 - Itaipu reservoirs are already being recovered
 - Madeira power plants record level of water inflow will not prevail for the entire year
- High spot price (PLD) discourages the consumption of large industrial consumers
- Calculations of rationing risk, widely disseminated, consider the need for a load cut of 4%, which can be done with rationalization measures

Start-up of new installed capacity

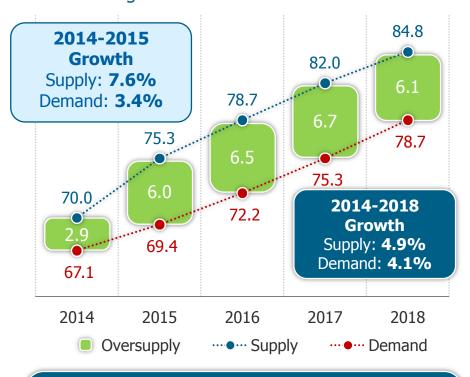
More favorable supply-demand balance in 2015



Start-up of new installed capacity in 2014 and 2015¹ | ONS

	Source	Installed capacity (MW)	Assured energy (MW average)	Start-up					
Jirau	hydro	3,750	2,185	Mar-14					
Baixada Fluminense	thermal	530	430	Mar-14					
Batalha	hydro	53	49	Apr-14					
Maranhão III	thermal	499	471	Apr-14					
Santo Antonio	hydro	3,150	2,218	May-14					
Santo Antonio do Jari	hydro	300	196	Nov-14					
Ferreira Gomes	hydro	252	150	Jan-15					
Belo Monte Comp.	hydro	233	152	Mar-15					
Teles Pires	hydro	1,820	915	Apr-15					
Colíder	hydro	300	173	Jul-15					
Total		10,887	6,939						

NIPS Energy balance − ONS timeline Mar-14 GW average



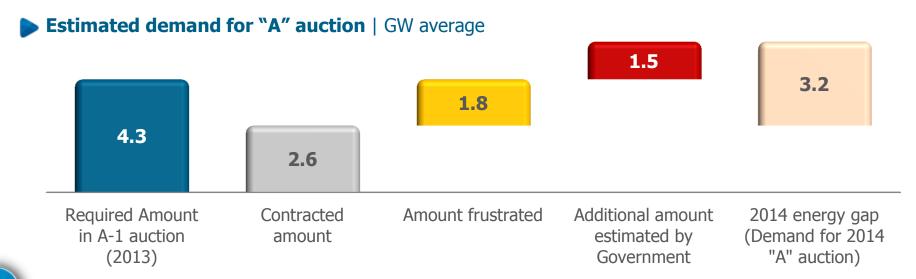
SHPPs and reserve energy, in the amount of ~3.0 GW average, are also expected for 2014/2015

Government measures for electric sectorFinancial resources and "A" auction



In March 13, Brazilian government announced measures based on 3 pillars:

- **R\$ 4 billion in Treasury resources** (already including the amount of R\$ 1.2 billion to cover discos' involuntary exposure in January)
- Funding to be raised by Electric Energy Chamber (CCEE), in the estimated amount of R\$ 8 billion, to cover costs with thermal dispatch and involuntary exposure
- "A" auction, with longer maturities to reduce discos' involuntary exposure Maturity: 5.5 years | Thermal power plants variable costs capped @ R\$ 300/MWh



Highlights 4Q13





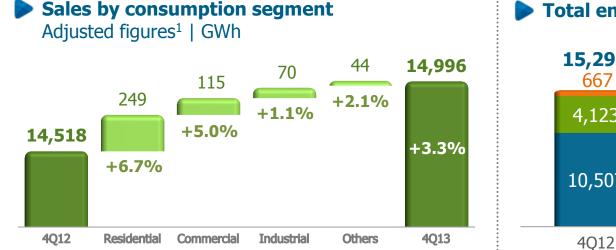
Increase of 3.3% (1.8% accounting)
in sales in the concession area - residential (+6.7%),
commercial (+5.0%) and industrial (+1.1%)

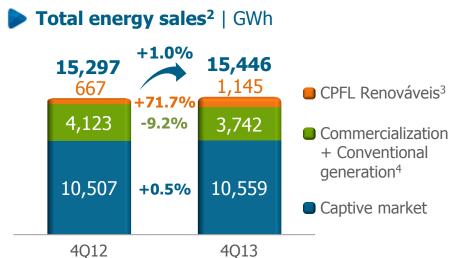
- Reduction in the adjusted PMSO in 4Q13 of 13.3% (R\$ 50 million)
 - Tauron Program (smart grid) generated
 EBITDA of R\$ 52 million in 2013
 - CPFL Renováveis expansion: (i) A-5 Auction (Dec/13), (ii) joint venture with DESA (Feb/14), (iii) start-up of Atlântica wind complex (Mar/14)
- Investments of R\$ 374 million in 4Q13 and of R\$ 1,735 million in 2013
- Distribution of **R\$ 931 million** in **dividends**, related to 2013, with dividend yield of 4.8% (LTM); payment of **R\$ 568 million** in **complementary dividends**, related to 2H13
- Fitch Ratings reaffirmed the AA+(bra) rating to CPFL Energia and subsidiaries
- CPFL Energia's shares were maintained in the ISE (the Corporate Sustainability Index of BM&FBOVESPA), for the 9th consecutive year
- CPFL Energia was ranked as a member in the Sustainability Yearbook 2014, by RobecoSAM, responsible for the assessment of the DJSI
- **CPFL Piratininga and RGE** were granted the **2013 IASC Award** in the Southeast and South categories, respectively (best evaluated distributors by the consumers)

4Q13 Energy sales









¹⁾ Adjusting billing calendar, temperature and migrations between captive and free market. 2) Disregard CCEE and sales to related parties. 3) Take into account 100% of CPFL Renováveis (IFRS). 4) Take into account provision adjustment of -90 GWh in 4Q12. Including Foz do Chapecó, Baesa, Enercan and Epasa, which according to IFRS 11 rule, are accounted by the equity method.

2013 Energy Sales







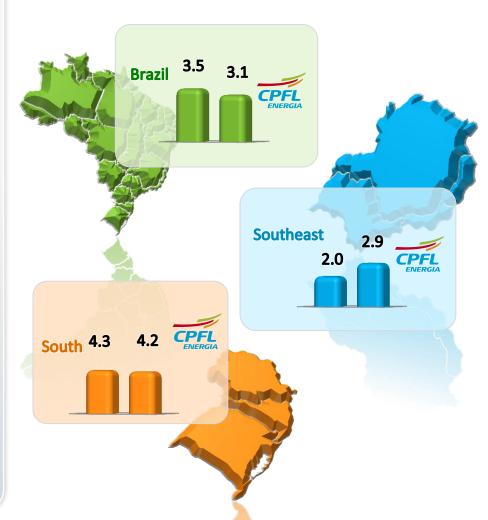
Sales by consumption segment (GWh)



Total energy sales¹ (GWh)



Sales growth in the concession area Comparison by region | %



Energy sales in the concession area of CPFL Energia are growing above Brazilian GDP for three years





Brazil: the income elasticity of energy consumption is still high

Potential expansion of energy consumption - GDP does not capture:

- **changes in consumption pattern** (income distribution, increase in household appliances ownership etc.)
- demographic profile (less inhabitants/residence)

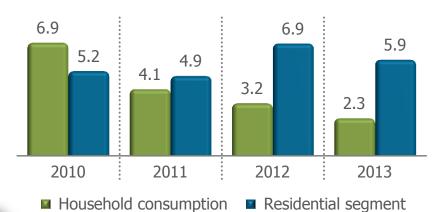
Brazilian industry – energy consumption has higher stiffness to an economic downturn:

- Relevant presence of electro-intensive industries (important competitive advantages) – crisis impact is weaker in consumption than in Industrial GDP
- **Technical restrictions**. E.g.: industrial furnaces and machines that cannot be turned off even if production is being reduced

Industrial GDP x industrial segment

% annual growth

Household consumption x residential segment % annual growth





Other variables ensure energy consumption's good performance, despite the moderate economic growth



Relevant variables for energy consumption

Residential and Commercial

- ✓ New residential **consumers**: **+3.0%** p.a.¹
- ✓ Main variables:
 - Total **income**: **+4.9%** p.a.²
 - **Retail** sales: +7.5% p.a.²
 - Sales of **furniture and appliances: +13.6%** p.a.²
 - **Credit granted:** individuals (**+18.9%** p.a.³) and mortgage (**+42.8%** p.a.³)

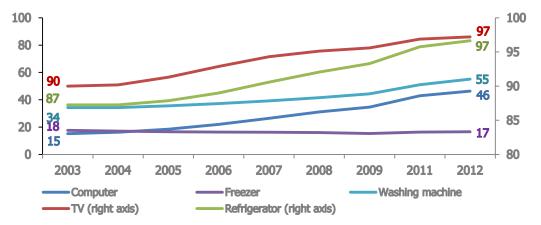
Industrial

- ✓ Industrial Production: +2.4% p.a.²
- ✓ Real exchange rate⁴: 28% devaluation (2013 x 2011) → higher competitiveness to exports
- ✓ Government incentives⁵
- ✓ **Vehicle** production: +8.0% p.a.⁶

Rural

- ✓ Rainfall levels
- ✓ Grain harvest: record level in 2013 and good perspectives for 2014

► Household appliances ownership⁷ | % residences







¹⁾ Average growth between 2003 and 2013. 2) Source: IBGE. Average growth between 2003 and 2013. 3) Source: Brazilian Central Bank. Average growth between 2008 and 2013. 4) Source: Ipea. 5) Accelerated depreciation of trucks and capital goods, tax and social security exemptions, public credit for investment, the concessions program and the possibility of higher indebtedness of states for public works. 6) Source: Anfavea. Average growth between 2003 and 2013. 7) Source: PNAD/IBGE.

Performance of RGE in 2013 | Record levels of harvest have positive effects over Rio Grande do Sul state



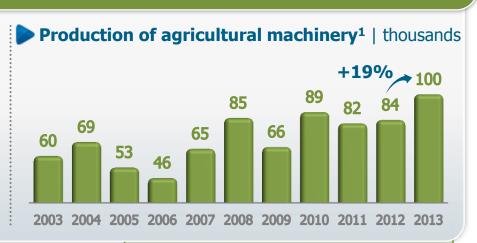
Highlighting residential (7.5%) and industrial (5.5%) segments in 2013

According to IBGE, the grain harvest reached record levels in 2013:

+16.2% or 26 million tons

Corn: +13% | Soybeans: +24%

Rio Grande do Sul is the 3rd largest agricultural producer in Brazil





Highlights Industrial Production² (2013 x 2012)

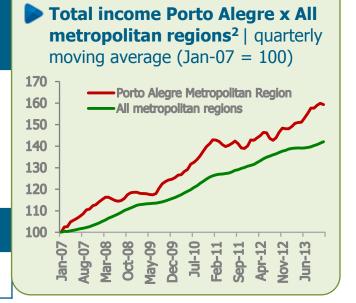
Machinery and equipment 9.4%

Rubber and plastic 9.8%

Vehicles **17.2%**

Unemployment rate (average 2013)

Brazil³ **5.4%** Porto Alegre **3.5%**



4Q13 Results

IFRS + Proportional consolidation for

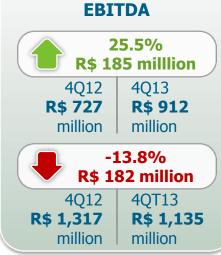
+ Regulatory Assets &

Generation²

Liabilities



Net Revenues¹ -8.8% R\$ 333 million 4Q12 4Q13 R\$ 3,800 R\$ 3,467 **IFRS** million million -9.7%



Net income						
	7.9% 31 million					
4Q12	4Q13					
R\$ 192	R\$ 323					
million	million					
-14.5% R\$ 72 million						
4Q12	4Q13					
R\$ 497	R\$ 425					
million	million					

- Non-recurring items				
	EBITDA 4Q12	EBITDA 4Q13	Net income 4Q12	Net income 4Q13
Proportionate Consolidation of Conventional Generation (A)	9 0	Q102		
Regulatory Assets & Liabilities (B)	286	? 75	Q187	46
Financial update of discos´ financial asset			3 6	
Energy purchase – CPFL Renováveis		3		5 73
Sale of assets (properties and vehicles)		Q 25		O 17
Legal and judicial expenses and other contingencies	1 42		9 4	
Write-down of discos' assets	2 8		2 1	
Adjustments in delinquency estimates (doubtful debt)	2 2		1 4	
Others adjustments	2 3		2 5	
Subtotal Non-recurring (C)	215	48	118	56
Total (A+B-C)	590	223	₩ 305	0 102

R\$ 378 million

4Q13

million

R\$ 3,534

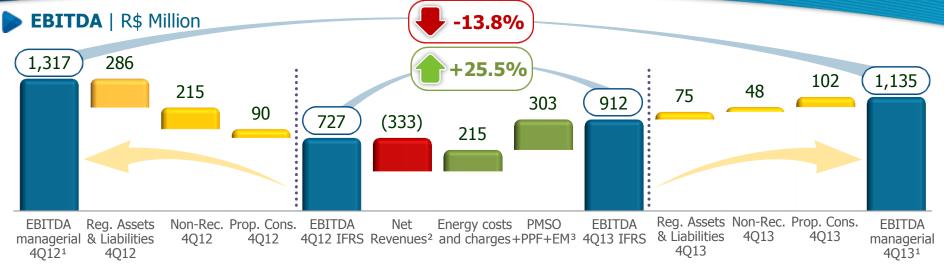
4Q12

million

R\$ 3,912

4Q13 Results





- 8.8% decrease in Net Revenues² (R\$ 333 million)
 - Distribution (- R\$ 345 million): captive market (- R\$ 394 million) + TUSD (+ R\$ 48 million)
 - Commercialization and Services (R\$ 64 million)
 - Conventional Generation (R\$ 18 million), CPFL Renováveis (R\$ 57 million)
- **3.9%** decrease in Energy Costs and Charges (R\$ 215 million)

 - ♠ 1.2% net increase in energy costs (R\$ 23 million) CDE resources: R\$ 107 million
- 45.7% decrease in Operating Costs and Expenses³ (R\$ 303 million)
 - Sale of assets properties and vehicles (R\$ 25 million)

NON-RECURRING

PLD (R\$/MWh)4

R\$/US\$

4Q12

305.16

2.03

4013

294.26

2.23

- Legal and judicial expenses and Adjustments in delinquency estimates (doubtful debt) in 4Q12 (R\$ 164 million)
- ◆ Write-down of discos' assets and PMSO CPFL Renováveis (R\$ 42 million) and Dismissal costs in 4Q12 (R\$ 9 million)
- Decrease in personnel expenses (R\$ 28 million) and Third-party services (23 million) ZBB (Zero Base-Budget)
- € Equity Method (R\$ 18 million)
- Others (R\$ 6 million)

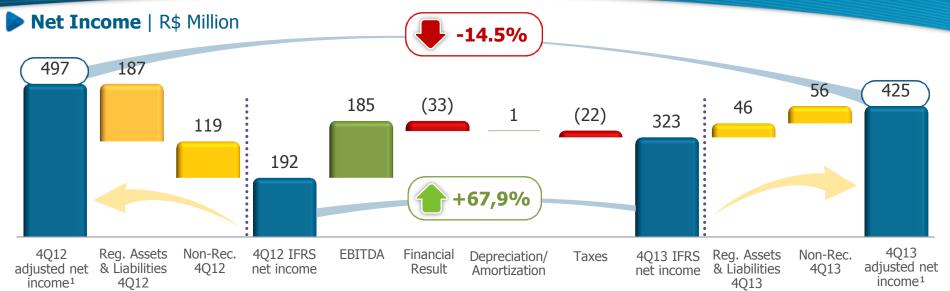
¹⁾ Take into account consolidation of projects; 2) Disregard construction revenues; 3) Personnel, material, third-party services and others + Private Pension Fund + Equity method; 4) average PLD SE/CW.

4Q13 Results



4012

4Q13



- **25.**
 - 0

5.5% increase in EBITDA (R\$ 185 million)			
	CDI	CDI 6.8% p.a.	
from R\$ 727 million in 4Q12 to R\$ 912 million in 4Q13	R\$/US\$	2.03	2,23

- R\$ 33 increase in Negative Net Financial Result
 - Monetary and FX variation (R\$ 49 million) and net increase in financial expenses (R\$ 32 million)
 - Decrease of interests on bills overdue (R\$ 16 million)
 - Others (R\$ 29 million) Financial update of discos' financial asset (R\$ 8 million), UBP (R\$ 2 million) and others (R\$ 19 million)
 - Restatement of Escrow Deposits (R\$ 81 million)
 - Non-recurring effects in 4Q12 (R\$ 11 million) incorporation of networks and write-down of discos' assets Non-recurring
- 0.2% decrease in Depreciation and Amortization (R\$ 1 million)
- Income tax and Social Contribution (R\$ 22 million)

2013 Results

IFRS

IFRS + Proportional consolidation for

+ Regulatory Assets &

Generation²

Liabilities



Net Revenues¹

0.7% R\$ 90 million

2012 R\$ 13,539 million |

2013 R\$ 13,629

million

+3.9% R\$ 522 million

2012 R\$ 13,487 2013 R\$ 14,009

million million

EBITDA

3.2% R\$ 111 million

2013 2012

R\$ 3,546 R\$ 3,435 million million

-8.3% R\$ 380 million

2013 2012

R\$ 4,605 R\$ 4,225 million million

Net income



-21.4% R\$ 258 million

2013

2012 R\$ 1,207

R\$ 949

million | million



-17.4% R\$ 283 million

2012 R\$ 1,645 2013

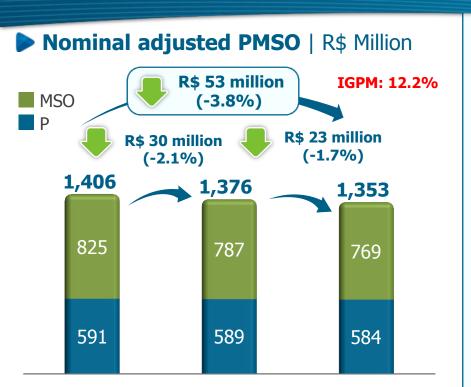
million

R\$ 1,358 million

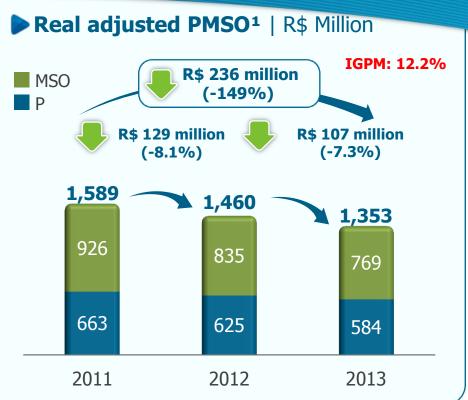
- Non-recurring items					
		SITDA 2012	EBITDA 2013	Net Income 2012	Net Income 2013
Proportionate Consolidation of Conventional Generation (A)	0	413	348		
Regulatory Assets & Liabilities (B)	0	475	181	€ 310	113
Financial update of discos ' financial asset				1 05	6 86
Exposure MRE/ Energy Purchase (Conventional Generation Renewables)			2 09		185
Disposal of assets (properties and vehicles)			3 78		O 51
Legal and judicial expenses and other contingencies		142	3 04	9 4	2 00
Adjustments in delinquency estimates (doubtful debt)		76		5 0	
ICMS (Special Installment Payment Program)			4 7		2 72
Write-down of discos' assets	0	44		3 3	
Others adjustments	0	20	1 5	5 6	3 0
Subtotal Non-recurring (C)	0	282	€ 510	128	⊕ 522
Total (A+B-C)	0 1	1,170	€ 678	438	409

Manageable expenses — PMSO





2012



12% decrease (R\$ 79 million) in real labor expenses between 2011 and 2013

2013

17% decrease in MSO (R\$ 157 million) mainly due to the dissemination of the Zero-Based Budget culture

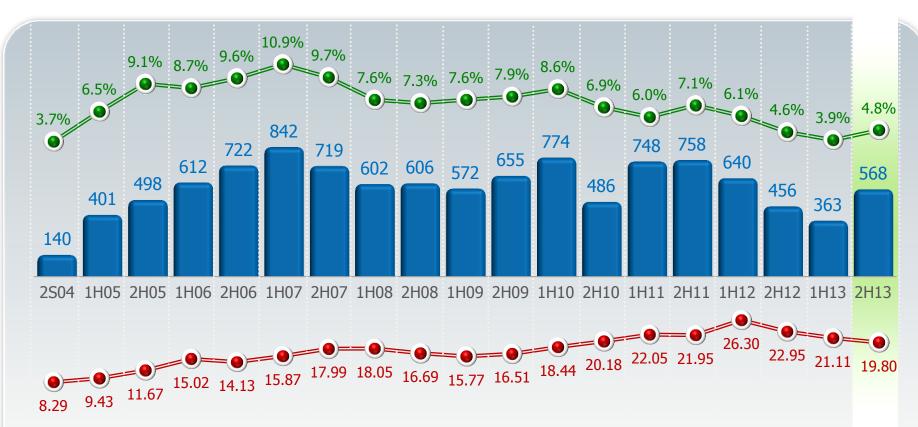
2011

R\$ 568 million in dividends in 2H13





- Declared dividends² (R\$ Mi)
- CPFL average price (R\$/ORD)³



CPFL has presented payout ration close to 100% since its IPO, reaching the mark of R\$ 11.2 billion distributed. **Declaration of dividend for 2H13: R\$ 568 million | 0.59/share**

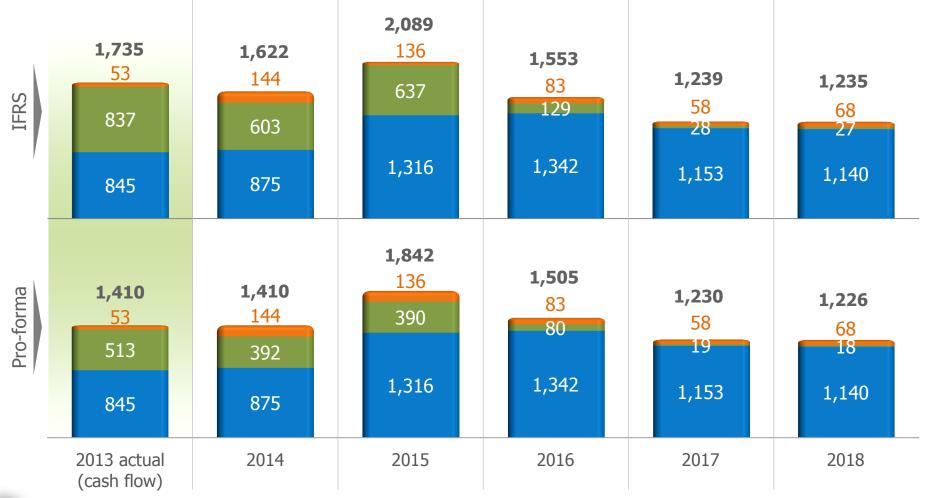
Capex(e) 2014-2018



Total: R\$ 7,739 million¹ (IFRS) R\$ 7,213 million² (Pro-forma)

Distribution: R\$ 5,826 million Generation³:

R\$ 1,425 million (IFRS) R\$ 899 million (Pro-forma) Commercialization and Services: R\$ 488 million



- 1) Constant currency Dec/13. Take into account 100% interest on CPFL Renováveis and Ceran (IFRS)
- 23 2) Constant currency Dec/13. Considers the proportional stake in the generation projects

Indebtedness | Control of financial covenants



CDI





¹⁾ Financial covenants criteria. 2) LTM recurring EBITDA (covenants criteria). 3) Financial debt (+) private pension fund (-) hedge (considering proportional consolidation).

Debt profile on December 30, 2013



Debt amortization schedule^{1,2} (Dec/13) | R\$ million



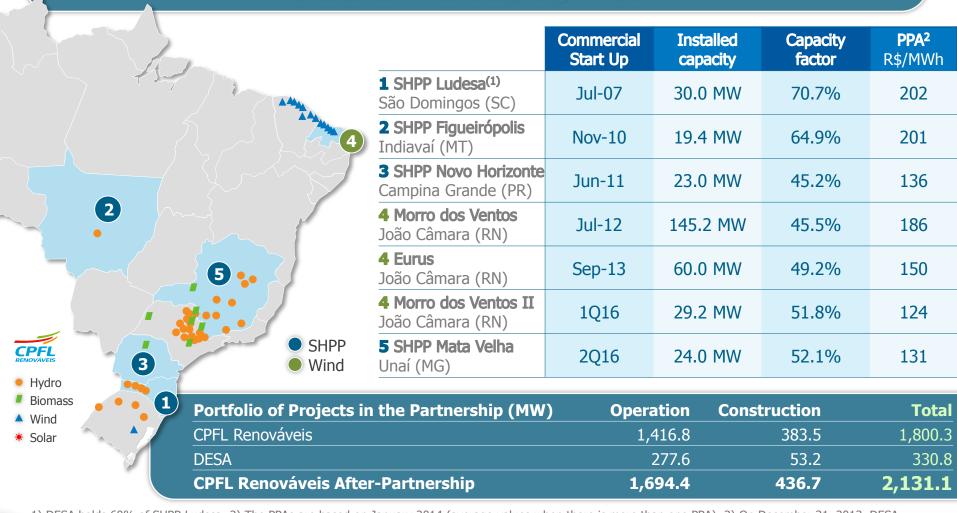
¹⁾ Disregard financial charges (ST = R\$ 288 million; LT = R\$ 76 million), hedge (net positive effect of R\$ 316 million) and MTM (R\$ 44 million). 2) IFRS consolidation criteria.



Generation | Partnership with Dobrevê Energia



DESA is one of the main independent renewable energy companies in Brazil, with total contracted capacity of 331 MW



¹⁾ DESA holds 60% of SHPP Ludesa. 2) The PPAs are based on January 2014 (average values when there is more than one PPA). 3) On December 31, 2013, DESA presented a consolidated net debt of R\$ 656 million (preliminary value, subject to audit and, therefore, eventual changes) to be added after December 31, 2013 in approximately R\$ 200 million.



¹⁾ Energy generated by the wind farms is contracted with Eletrobrás, through PROINFA - Incentive Program for Alternative Sources of Energy; 2) Based on contractual obligations.



Generation | Power plants under construction



Commercial start-up **2013-2018(e)** | **384 MW / 193 MWaverage**

		Commercial start-up (e)	Installed capacity (MW)	Assured Energy (MWavg)	PPA	Status		
	Macacos I wind farms ¹	2Q14 ⁵	78.2	37.5	R\$ 160.1 ⁷ 20 years	Final stages of assembly (20 wind turbines and 14 towers assembled)		
	Campo dos Ventos wind farms ^{2,6}	1H16	82.0	40.2	ACL 19 years	Contract to supply wind turbines signed; executive projects in progress		
Complexo Macacos I	São Benedito wind farms ^{3,6}	2H16	172.0	89.0	ACL 19 years	Contract to supply wind turbines signed; executive projects in progress		
	Pedra Cheirosa wind farms ⁴	1Q18	51.3	26.1	A-5 2013	Negotiation of wind turbines supply in progress		

¹⁾ Macacos, Pedra Preta, Costa Branca and Juremas; 2) Campo dos Ventos I, III, V; 3) Ventos de São Benedito, Ventos de Santo Dimas, Santa Mônica, Santa Úrsula São Domingos and Ventos de São Martinho; 4) Pedra Cheirosa I and II; 5) Considering the start-up of the first farm in the complex; 6) Projects with energy sold to the free market in the long term, with contract for the supply of equipment and awaiting connection definition to start construction. 7) Constant currency (Dec/13).

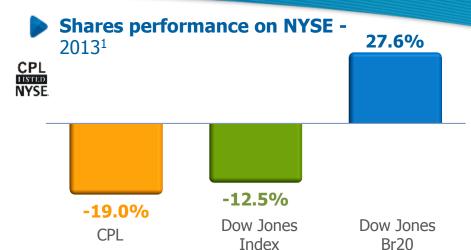
Stock Market Performance

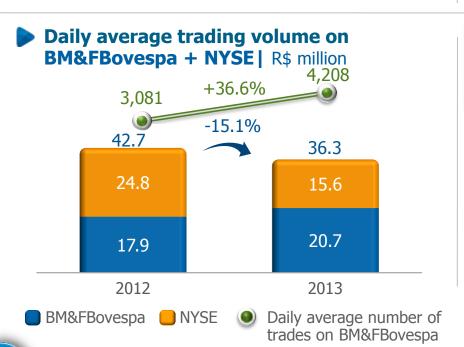


► Shares performance on BM&FBovespa - 2013¹











9th consecutive year

CPFL remains in ISE since its creation, in 2005

2014 Portfolio:

- 40 companies participating in the index
- 18 industries
- R\$ 1.14 trillion in market cap²
- Portfolio weight in BM&FBovespa: 47.16%

Source: Economatica; 1) Year of 2013 (Dec 28th, 2012 – Dec 30th, 2013); 2) Market cap in 11/26/13 (the date of the index release)

CPFL Energia is acknowledged in various areas: Quality, Safety and Sustainability



Quality



IASC Award 2013

- Best evaluated distributors by consumers
- RGE: South companies
- **CPFL Piratininga**: Southeast



RGE: CIER Quality Award 2013

 RGE was awarded as the best energy distributor company in Latin America

Safety



Medalha Eloy Chaves 2013

- Awarded: RGE, CPFL Geração, CPFL Santa Cruz and CPFL Sul Paulista
- Award promoted by ABCE to reward the main electric companies in Safety

Sustainability



RobecoSAM's: The Sustainability Yearbook

- Since 2004, it ranks the most sustainable companies in the world
- CPFL Energia is a member of the 2014 Sustainability Yearbook, in the electric utilities, assessed by RobecoSAM



