

New business models from a traditional gentailer

Marc England
EGM AGL New Energy

Energy in
action.®

Since 1857

AGL

A silhouette of a person with long hair, wearing a dark jacket, is shown in profile from the chest up. They are holding a telescope to their eye and looking towards the right. The background is a clear blue sky with a bright sun low on the horizon, creating a lens flare effect. The overall scene is backlit by the sun, giving it a warm, golden glow.

How consumers use
energy, is changing,
driven by disruptive
forces.



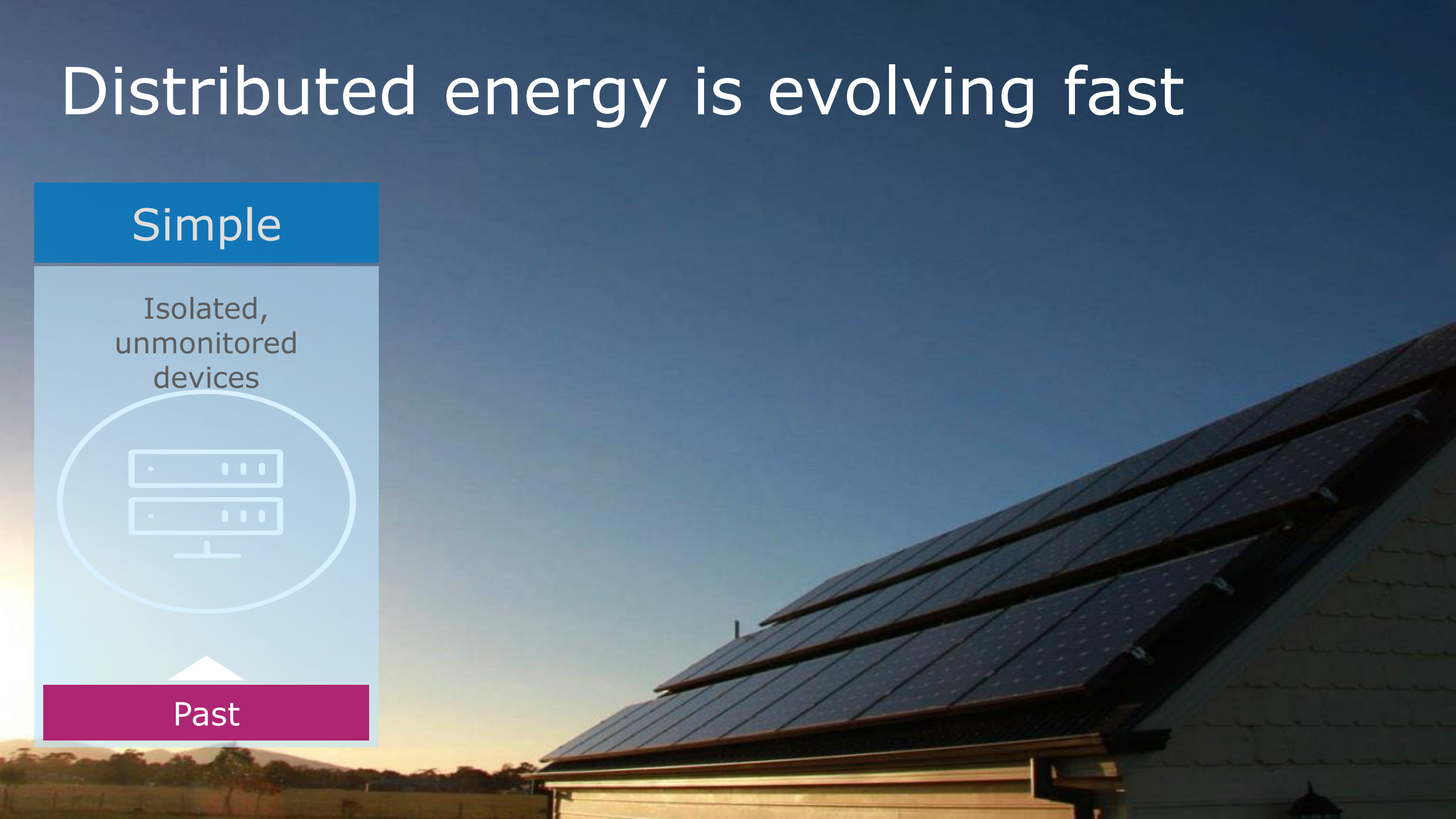
Distributed energy is evolving fast

Simple

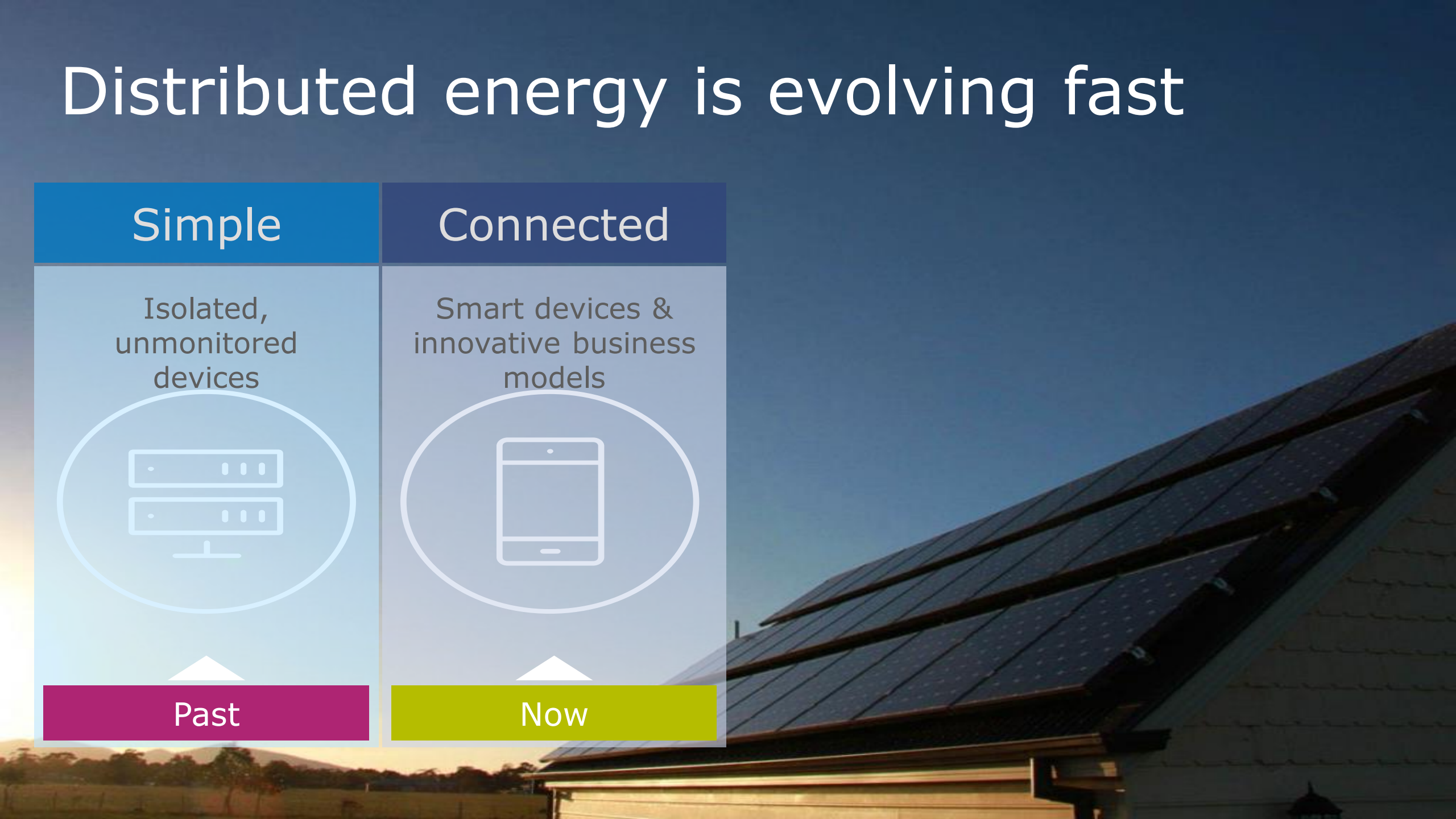
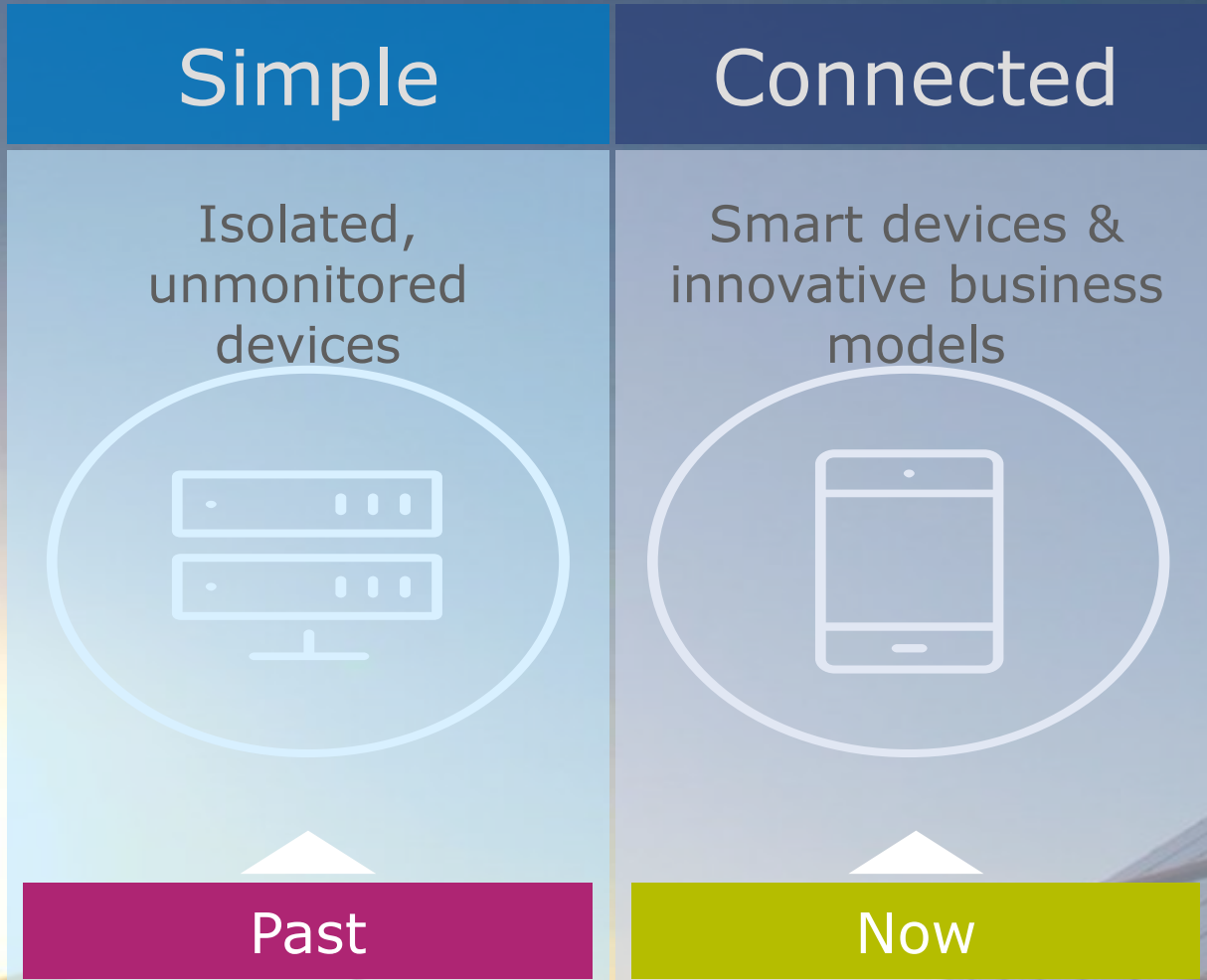
Isolated,
unmonitored
devices



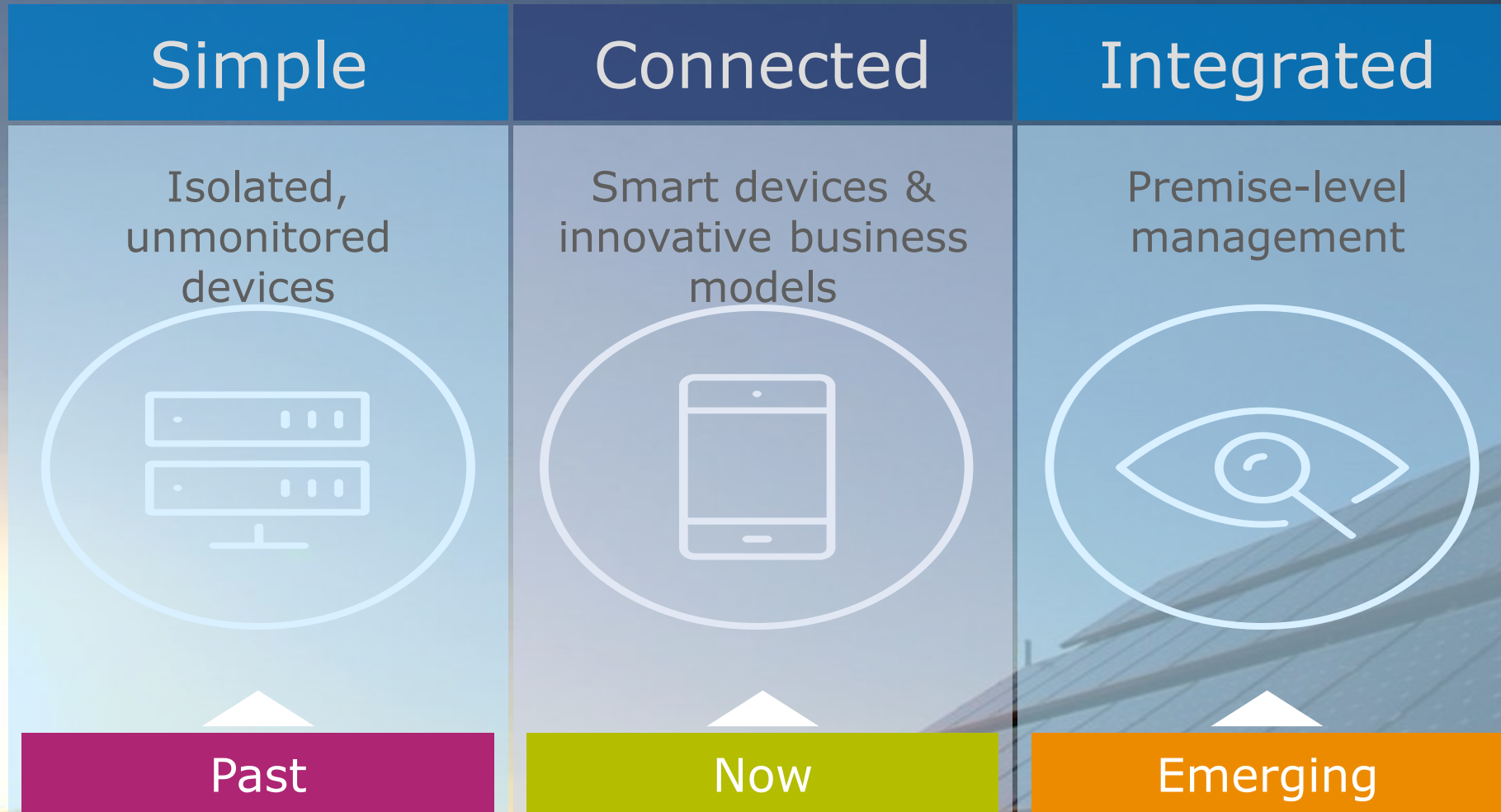
Past



Distributed energy is evolving fast

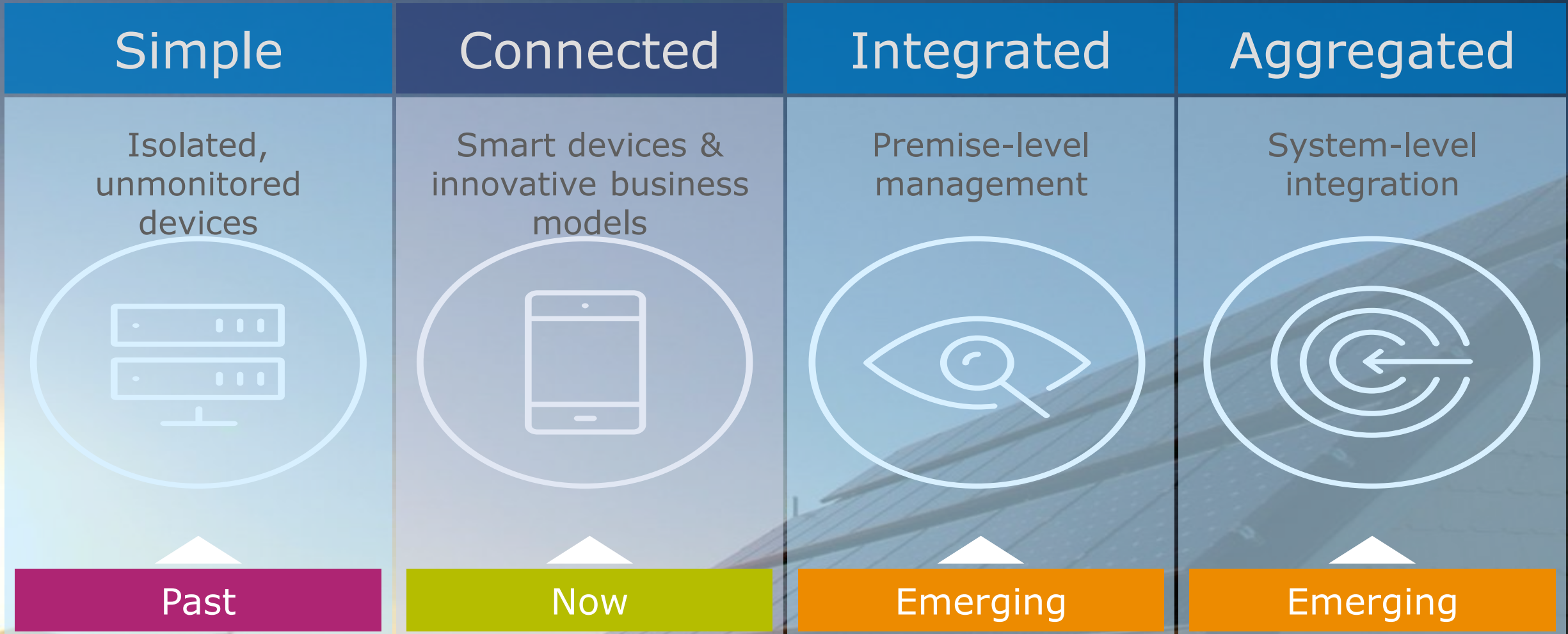


Distributed energy is evolving fast

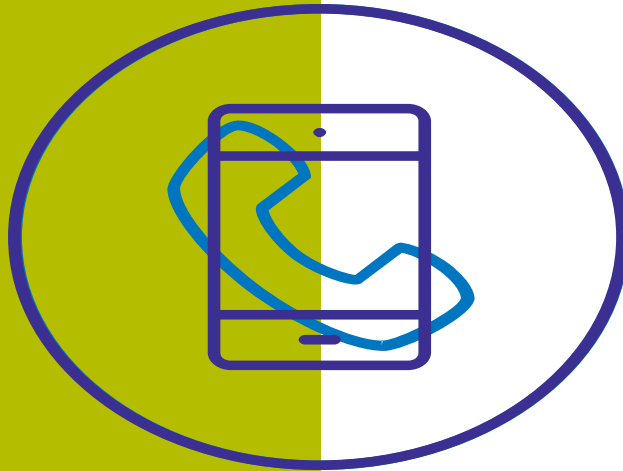


Distributed energy is evolving fast

Premise and system level integration are starting to emerge already

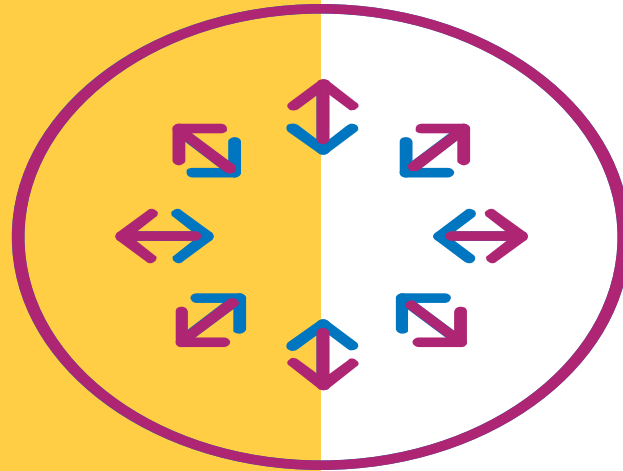


Simple
devices



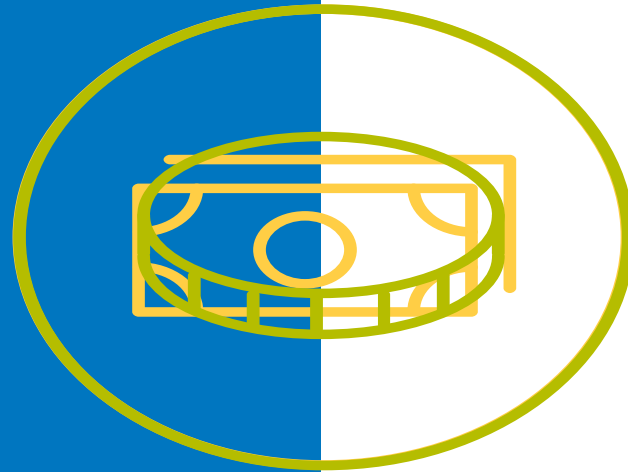
Connected
devices

Centralised
energy model



**Centralised &
Distributed**
energy model

High dependency
and limited choice



More choice
and independence

Passive
consumers



Empowered
consumers

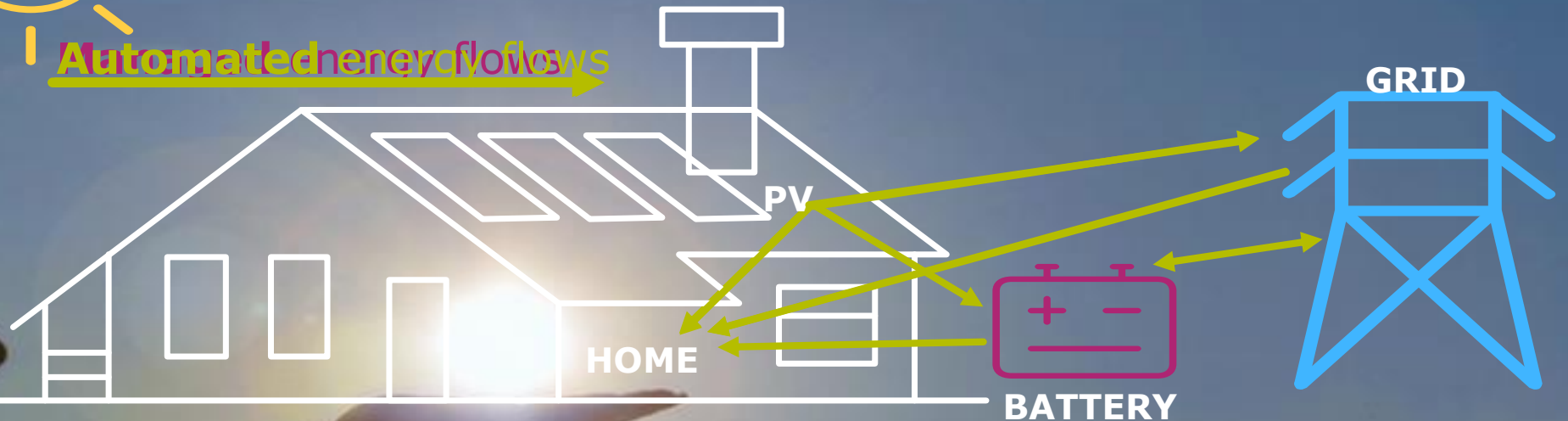
Customers have more choices as energy becomes distributed

Today's customer with solar only

Future customer with solar & storage



Automated energy flows



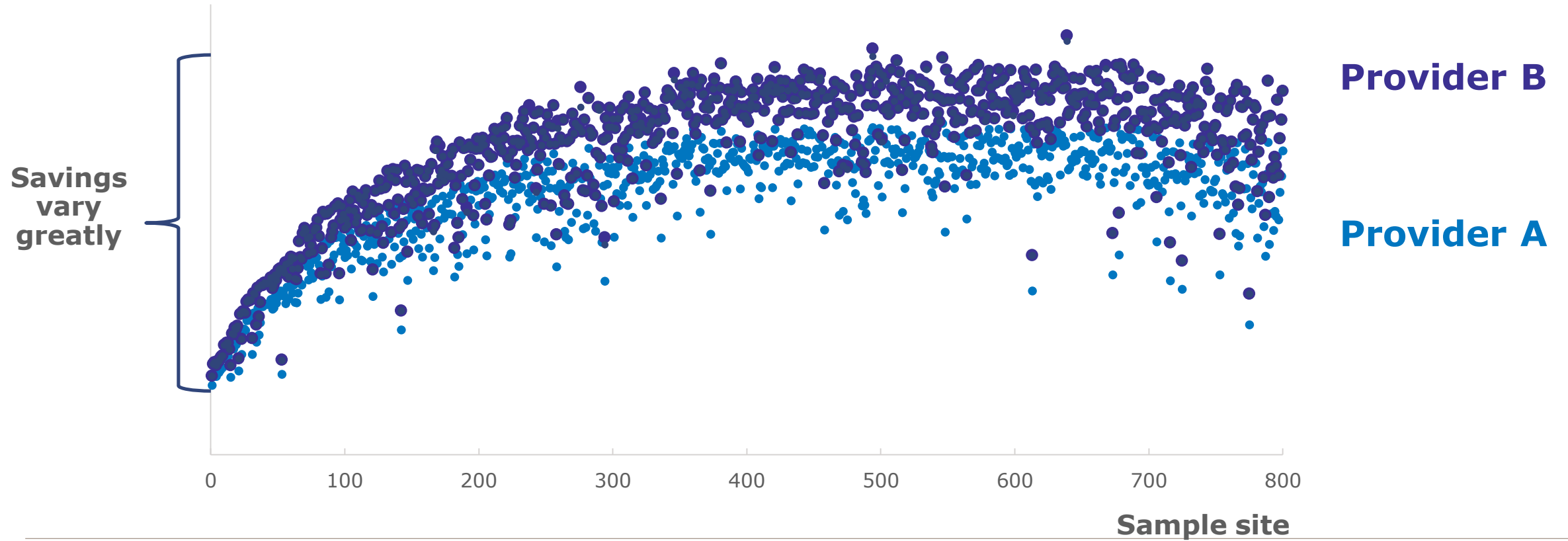
**AGL's
business
definition
is to:**

**Harness insights to
enrich the customer's
energy experience**

An Example of Harnessing Insight

Not all storage is created equal

Storage driven savings for NSW households with 5 kW of solar



Smart Ways to Pay – The Solar PPA

Increasing options for customers



Installation

We install the system, monitor it, and ensure everything is running as efficiently as possible.



Ownership

The payment options are 7, 10, 12 or 15 years. At the end of the Plan, AGL can transfer the solar system to you as set out in the solar Smart Plan.



Stress free

You don't need to worry about warranties or maintenance for the duration of your solar Smart Plan – we take care of it all.



Flexibility

By turning your roof into a power generator you can pay for what you produce or what you consume.

Key policy priorities to open markets

Policies important to ensuring new markets encourage innovation

1

**Appropriate
Technology
Standards**

2

**Competitive
Neutrality**

3

**Ring Fencing
Monopoly
Businesses**

4

**Cost reflective
Network tariffs**

The role of a (modern) energy retailer

Getting the basics right is a good start ...

1. Anticipate future customer energy needs, and ...

- ...design products and services that meet these needs.



2. Provide customers with compelling choices, but ...

- ...simplify what can otherwise be a complex product.



1. Be available in ways that suit the customer, anytime, anywhere ...

- ...enhancing the customer's energy experience.



Questions

