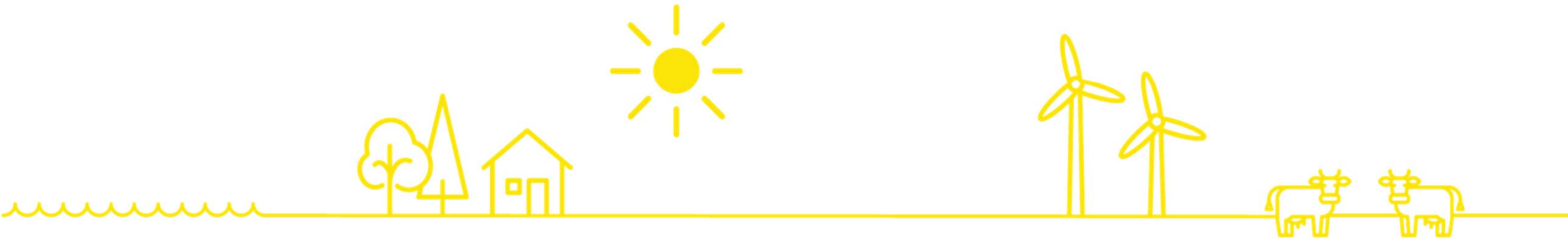


# Good Energy Group plc

2018 Annual General Meeting

21st June 2018



# Today's Agenda

Chairman's introductions

Market overview & 2017 review

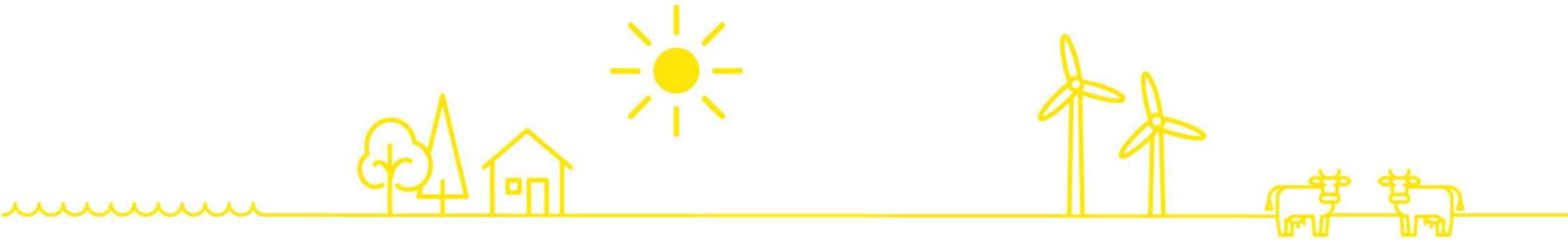
2018 trading update

2018 and beyond

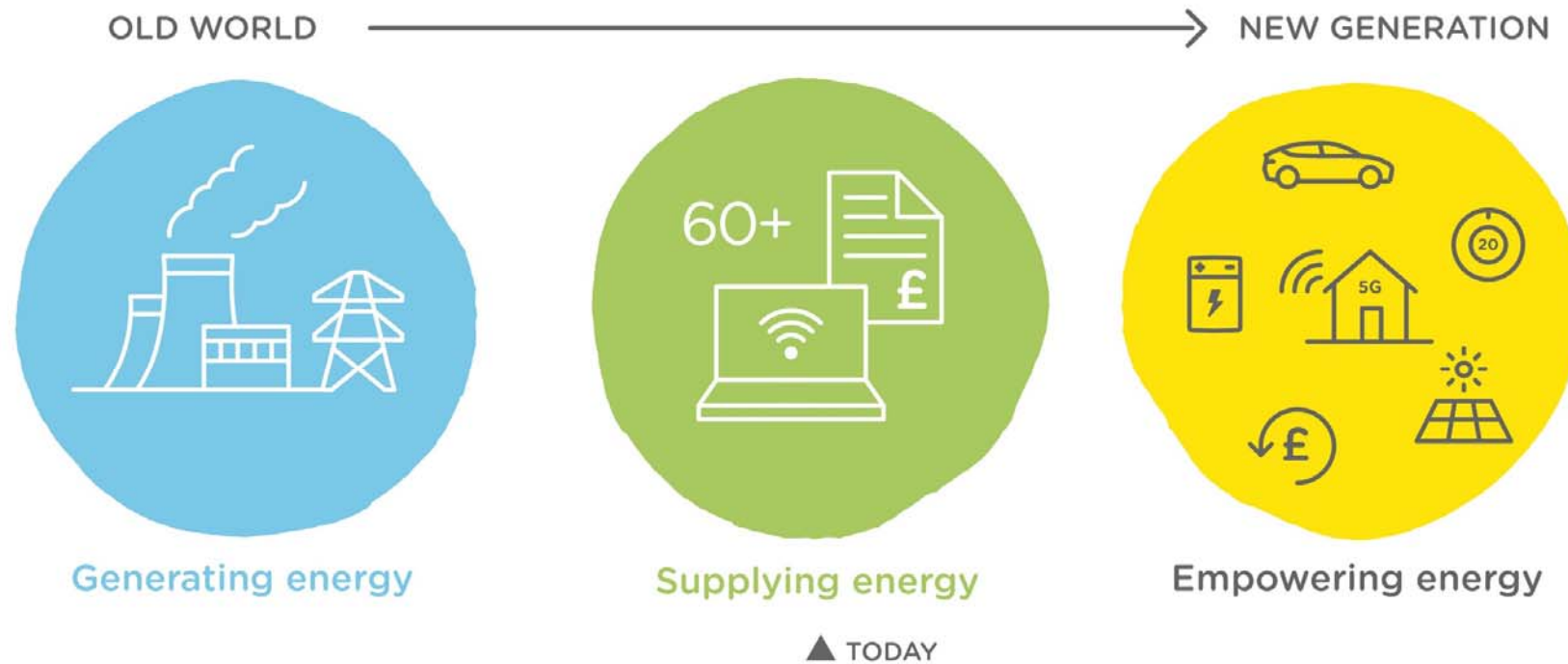
Q&A



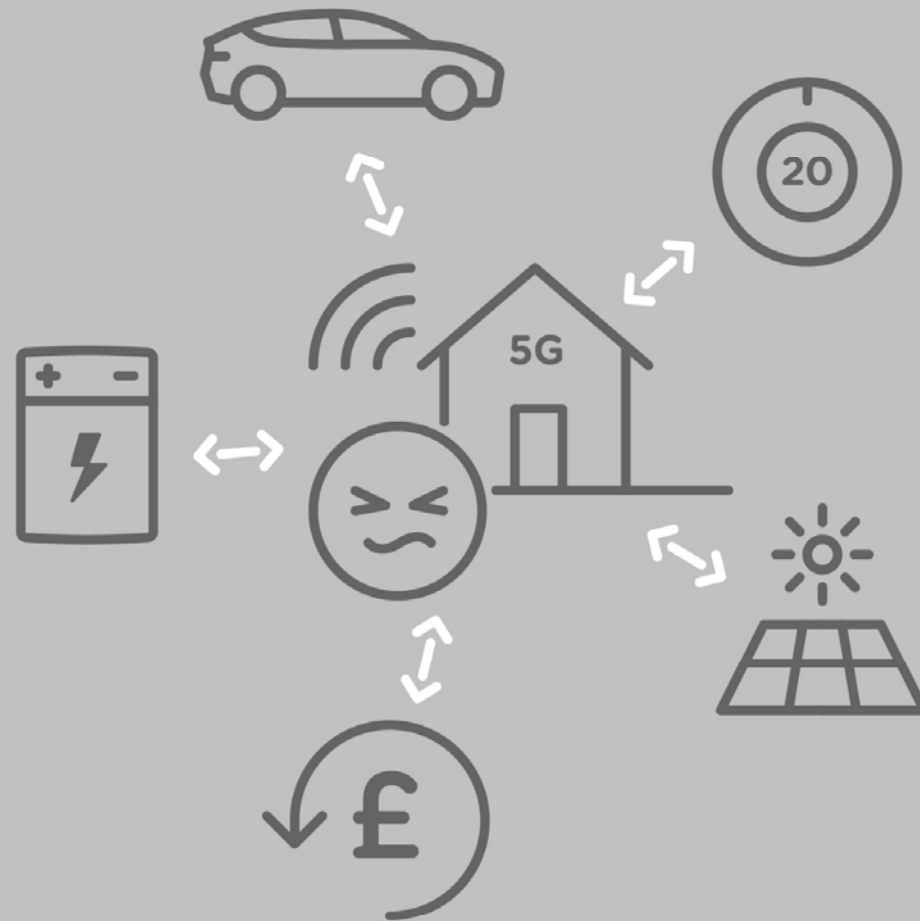
# Market overview & 2017 review



# Market Overview - Power to the People



Good Energy constants:  
100% renewable  
Trusted customer experience



**Isolated technology**  
Complicated and hard work



Empowering energy in the home  
Seamless integration



Empowering energy in the workplace  
Seamless integration

# Good Energy, Good position





# 2017 Highlights

Growth in revenue, customer numbers and gross profit in line with our expectations for the year.

Business volumes increased by 46%.

Continued to take sector market share and invest in the capability to deliver ongoing growth.

Frontrunner of the decentralised energy market with a growing share of 18% of the FiT market.

That solid performance has allowed us to continue to invest for the long-term.

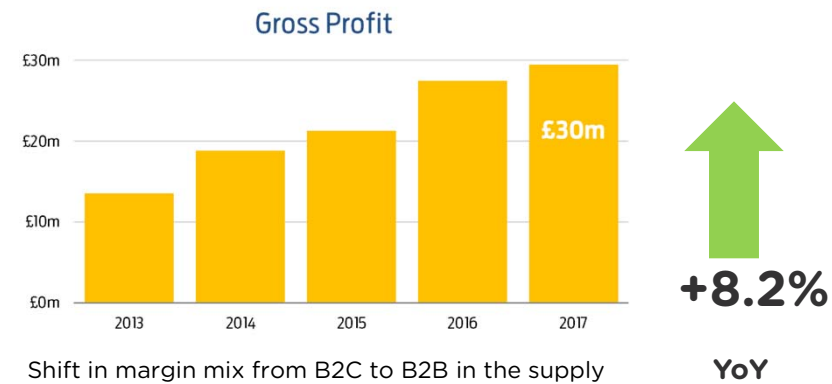
Customer billing engine is in place, allowing Good Energy to unlock the power of SMART metering.

# 2017 Highlights

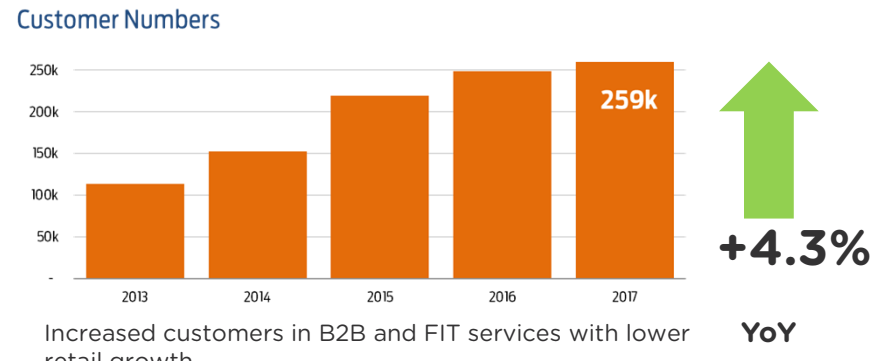
**Shape of growth and performance driven by plan to shift towards new business and decentralised energy**



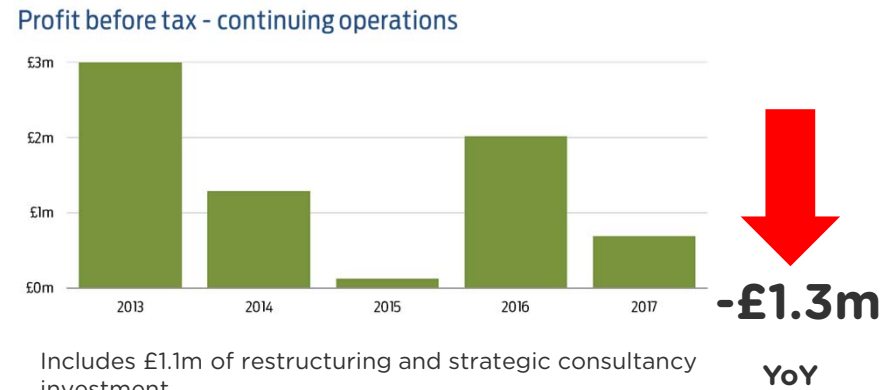
Revenue driven by supply volume



Shift in margin mix from B2C to B2B in the supply business



Increased customers in B2B and FIT services with lower retail growth



Includes £1.1m of restructuring and strategic consultancy investment

# 2018 Trading Update

Performance benefitted by unseasonably cold winter.

Stable customer numbers.

New billing infrastructure working – 99% of customers billed on time.

Large-scale solar energy asset sale on track.

Strong Good Energy Bond renewal uptake, at a lower coupon rate of 4.25%.

# 2018 Expectations

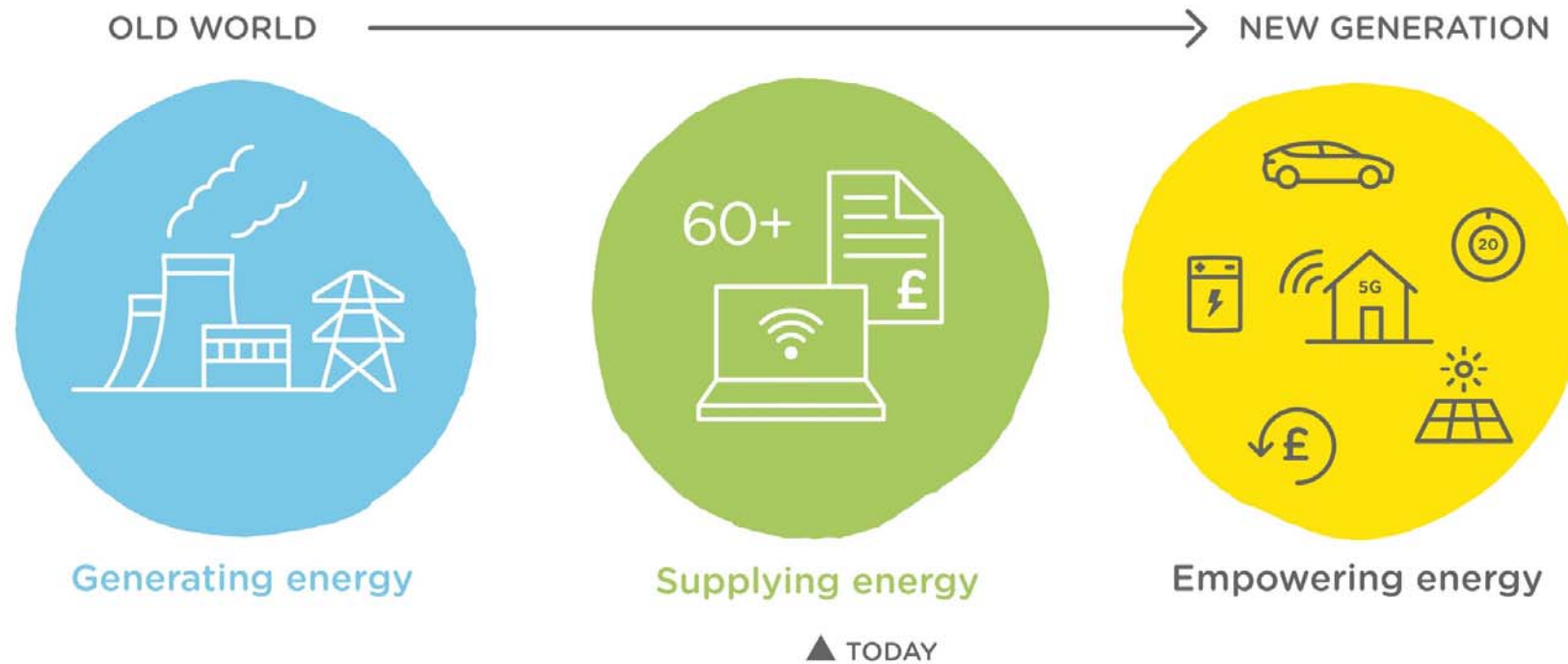
Profit expected to be weighted towards the first half of the year.

Increased investment in second half in key growth areas:

- Sales team
- Digital and developer capability
- Customer relationship management

Overall we continue to expect 2018 to be a year of financial progress for the group

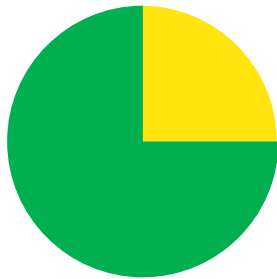
# Strategy - 2018 & Beyond



Good Energy constants:  
100% renewable  
Trusted customer experience

# Evolving Good Energy Customer

Technology now allows us to service more customers.



‘Eco Warrior’

‘Eco Worrier’

# Energy Awakening



Energy is becoming tangible.

Easier to switch than ever, it's more confusing too.

Personalised energy planning services.

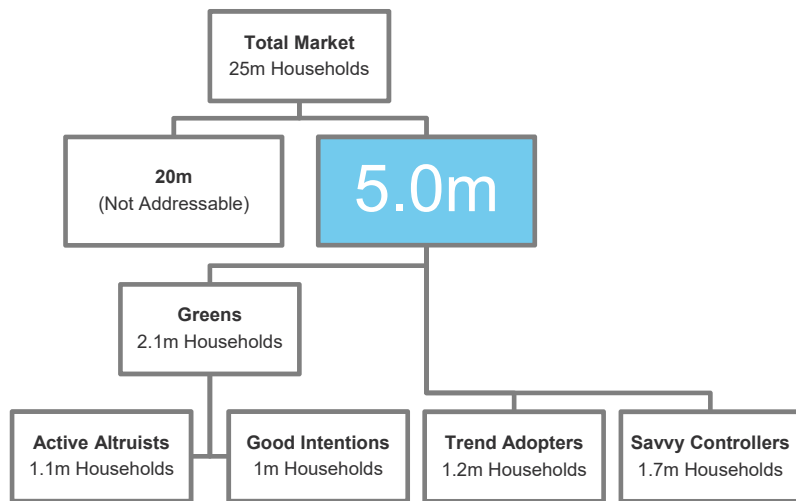
Optimisation of energy usage.

Low waste power environment.

# Significant Addressable Market Identified

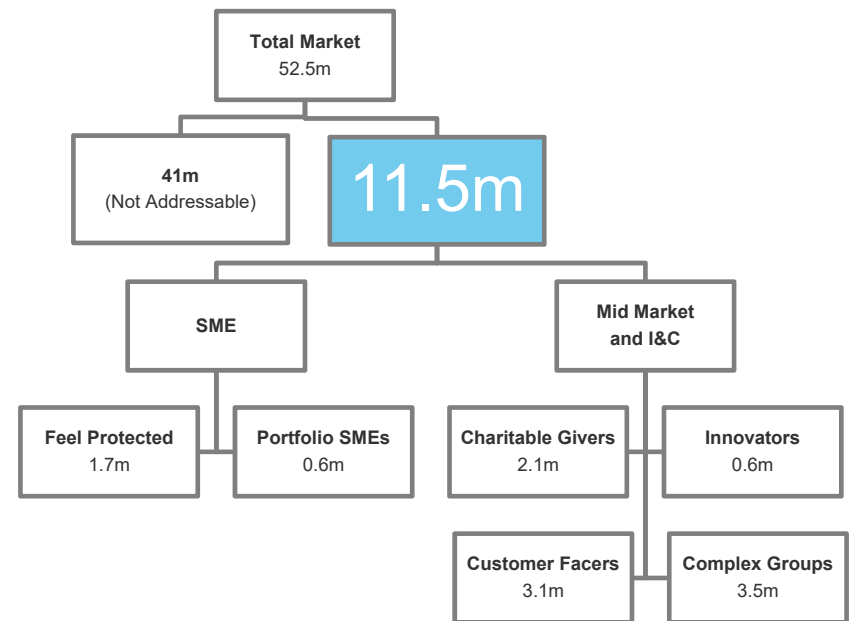


Retail supply market size and target segments.



Business supply market size and target segments.

Household Equivalent Conversion





# Technology



SMART meters the foundation of change.

Increased investment.

Data provides real customer empowerment/value.

Energy usage control, storage, electric vehicles and renewable energy.

# Strategic Partners



eden project



University of  
**Salford**  
MANCHESTER

**newmotion**  
charge smart



*good energy*

# People



Matching change and challenges in the energy market.

Driving technological capability and customer experience.

- David Ivell, Chief Technology Officer (June 2018)
- Sarah Morgan, Customer Services Director (June 2018)
- Paul Tavener, Interim Marketing Director (May 2018)

Full Executive team now in place to support strategy

# Board



## Welcome

- Tim Jones, moneysupermarket.com's Chief Information Officer (Dec 2017)

## Thanks

- Rick Squires, stepping down
- Well progressed in our search for a NED with technology and disruptor brand experience

# Summary

Solid 2017 performance.

Strong start to 2018

Continue to expect 2018 to be a year of financial progress for the group

Reshaping Good Energy, reflecting our view of the changing market.

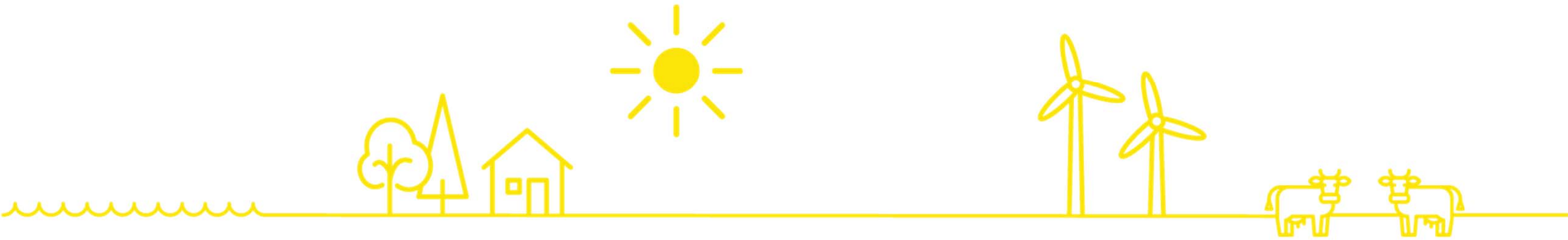
Continuing to lead the change from old energy to new generation.

Interim results September 2018.

# Q&A

Led by

Board of Directors



# Tell us what you think

Visit

[www.bit.ly/GEtoknow](http://www.bit.ly/GEtoknow)

