

Good Energy Shareholder update

June 2021

A hand holding a glowing lightbulb against a background of sunlit foliage.

good
energy



Good Energy shareholder presentation

Agenda

Good Energy is a British renewable electricity company with a difference

For more than 20 years, our mission has been to power a cleaner, greener world

Today, that is what we are – an energy company for the future

Intro

Nigel Pocklington, CEO

Page 4

Trading update

Rupert Sanderson, CFO

Page 7

Strategic outlook

Nigel Pocklington, CEO

Page 9

Q&A

Nigel Pocklington, CEO
Good Future Board members
Shareholders

Page 14

Overview

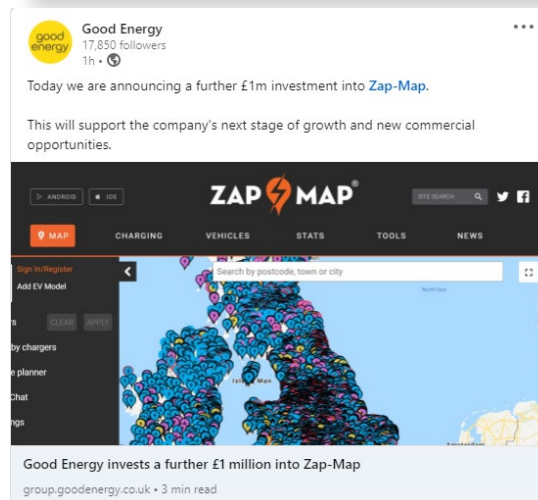
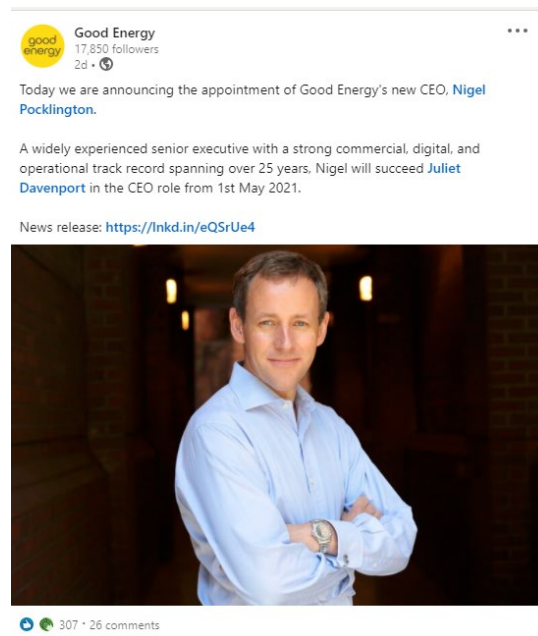
Nigel Pocklington
CEO





Overview

2021 notable activity



Juliet Davenport to step down as CEO as Good Energy looks to grow digital business



Renewable Nation: Pathways to a Zero Carbon Britain



Good Energy Green Accreditation

All of Good Energy's tariffs achieved Gold Standard [Green Accreditation](#) under Uswitch's newly launched accreditation scheme in 2021. SVT Electricity, Good to Fix Electricity, SVT Gas and Good to Fix Gas are accredited as Gold level Green thanks to the supplier's commitment to sourcing and supplying renewable energy.

Trading update

Rupert Sanderson
CFO

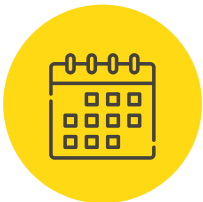
The logo for Good Energy, featuring the words "good" and "energy" stacked vertically in a lowercase, sans-serif font, enclosed within a solid yellow circle.

good
energy



Financial performance

Trading update



Current performance

Performance in year to date in line with management expectations

Improvement compared to same period in 2020 which was affected by COVID

Continued investment in people, processes, and technology. System integrations and smart meter rollout on track

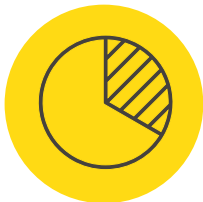


Balance sheet and liquidity

Cash collection remains in line with seasonal expectations while managing expected short term impact of business system migration

Repayment of 70% of Bond II on 30 June 2021, for £11.5m

Balancing the return on our assets, operating requirements, investment for growth and the resumption of dividend payments



Zap-Map & product launches

Zap Plus & Premium subscription service launched, including Apple CarPlay

Zap-Pay continue to roll out across networks

GE releasing new electric vehicle time of use tariffs. Zap Flash & Green Driver

Strategic outlook

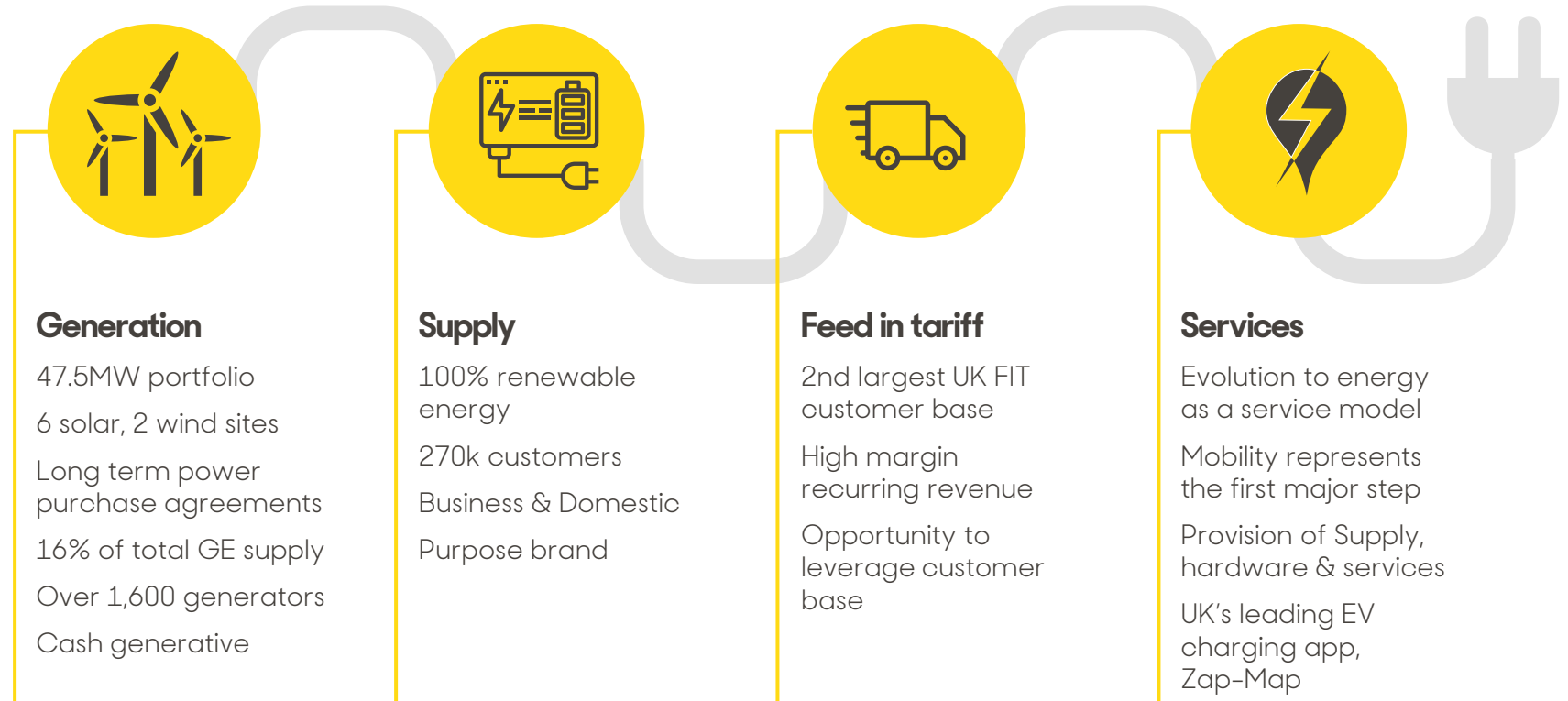
Nigel Pocklington
CEO



Vertically integrated next – generation energy company

Good Energy is a next-generation energy company, founded on a deep green domestic offering

A strong and competitive core business, with a mature wind & solar generation portfolio, and an increasing focus on small businesses and electric mobility.





Strategic update

Building blocks in place

Kraken customer service platform

Implemented for 100% of customers

Technology platform for scalable future growth

Delivering significant returns already though operating leverage

Mobility as a Service

Offering focused on supply, hardware and services

Partnerships to accelerate offering

Domestic EV solution and smart tariffs launching

Smart meters

Unlocking the potential of future energy systems

2020: 5,100 SMETS2 smart meters installed

2021: 20-30,000 planned installs. Ramping up in H2 2021

Proposition pipeline

Mobility as a Service for businesses and fleets

Smart domestic services including roll out of EV, solar, heat and storage

Business solutions in Selectricity and Smart Export Guarantee

Ensek business billing platform

Offer a more digital service for businesses

Improved customer service and self serve portal

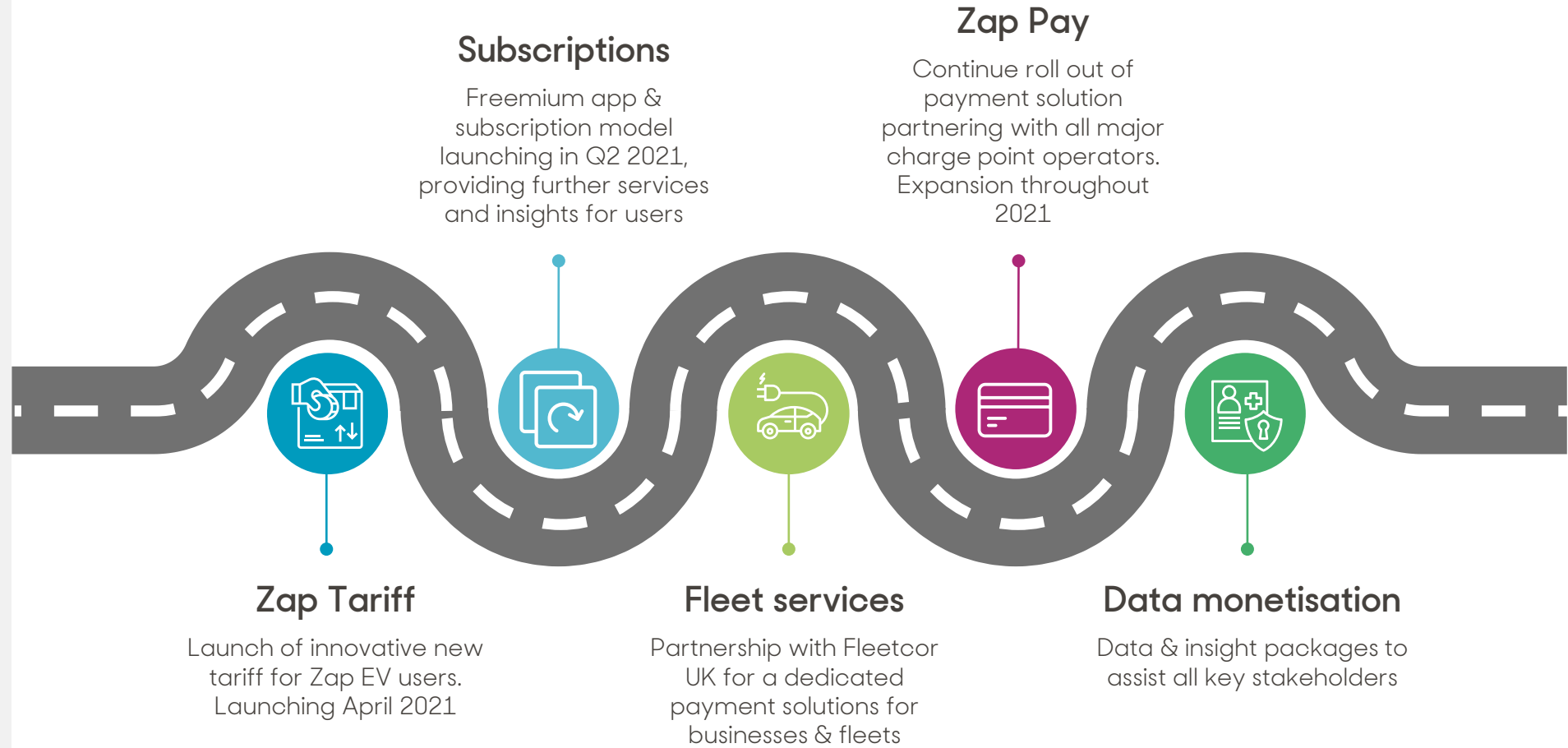
Over 80% of business customers migrated to date



In focus Mobility & EV

Commercial milestones 2021

Critical business milestones underpin investment strategy, driving customer loyalty and maintaining engaged userbase





Strategic update

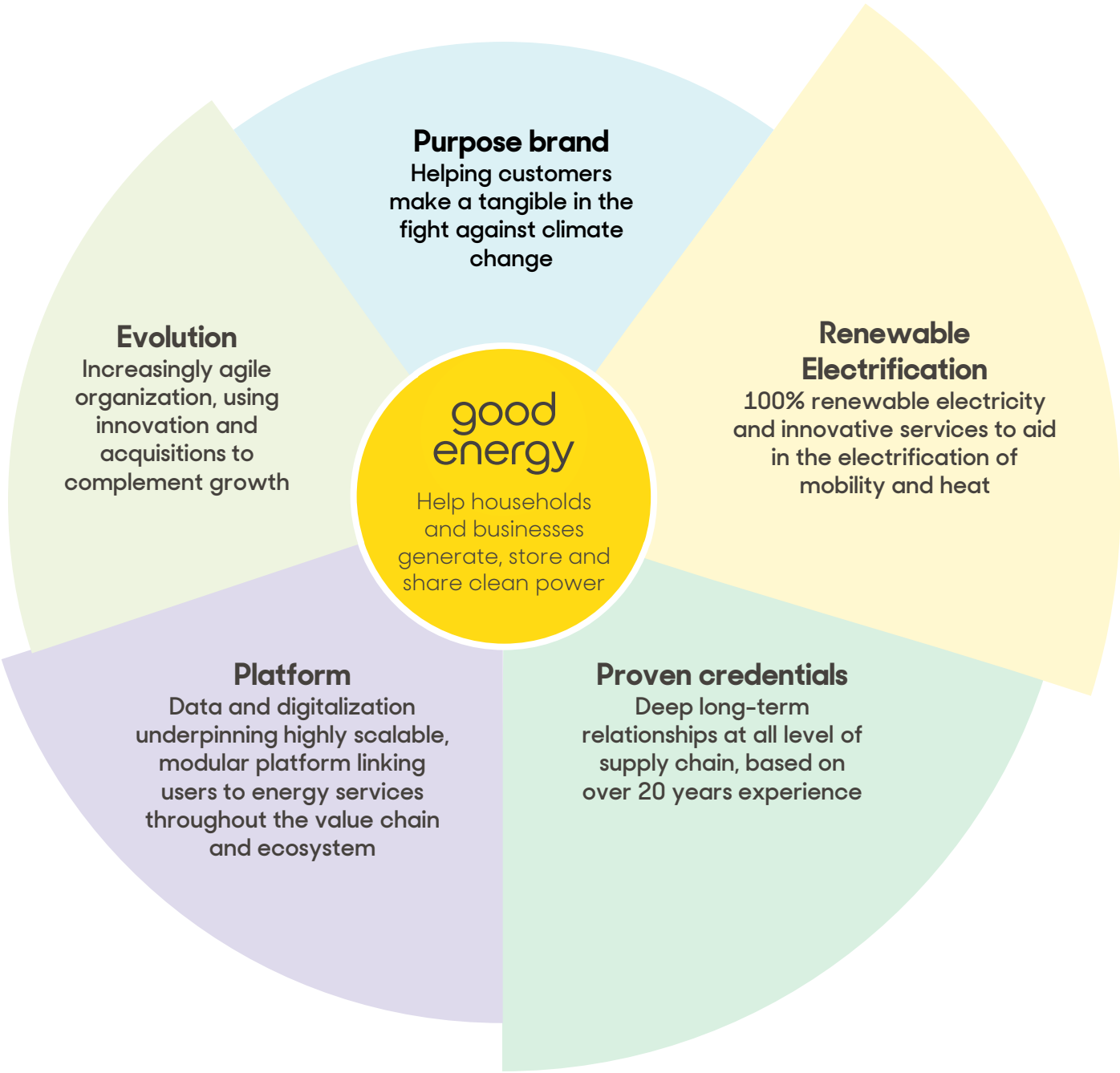
Energy as a service

Integration implemented

Leader in renewable energy supply and services. Proven credentials as 100% renewable electricity supply

Strong societal and regulatory drivers of mass shift to renewable energy consumption

Growing market of business and domestic customers looking to make an impact on climate change



Q&A

Nigel Pocklington
CEO

Jack Solly
Good Future Board

Kathryn Gornall
Good Future Board



Good Future Board

● The Board

Made up of 6 secondary school-aged students

● Listening to leaders of tomorrow

They will feed into how Good Energy is run and make sure the voices of tomorrow's leaders are heard

● Influencing from within

We'll look to them for ideas, thoughts, dreams and challenges that we wouldn't have thought of ourselves.

● Innovation driving change

Creativity from the perspective only someone who has their whole future ahead of them can have.



Jack Solly, 12, Devon



Ada Wood, 14, Cumbria



Mahnoor Kamran, 16, Stoke-on-Trent



Kathryn Gornall, 15, Chester



Akash Thaker, 17, Leicester



Shaina Shah, 13, London

Shareholder Q&A

