



Good Energy Group plc **Preliminary results**

12 months to 31 December 2021

29 March 2022



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Overview



To support one million homes and businesses cut carbon from their energy and transport use by 2025.

Powering a cleaner, greener, world. We make it simple to generate, share, store, use and travel by clean power.



Transformational asset transaction

**Strategic disposal
of 47.5MW
generation portfolio
for up to £21.2m.**

Using the capital from our past to invest in our future.



Energy services: where we will play



Renewable supply

Fair priced, transparent, 100% renewable electricity



Decentralised energy

Services to generate, store, consume and share your own power



Mobility

Make it easier to own, drive, fuel and pay for an electric vehicle (EV)

Energy supply market context

● Rising prices

Rising prices throughout 2021

Price cap increasing 54% in April 2022

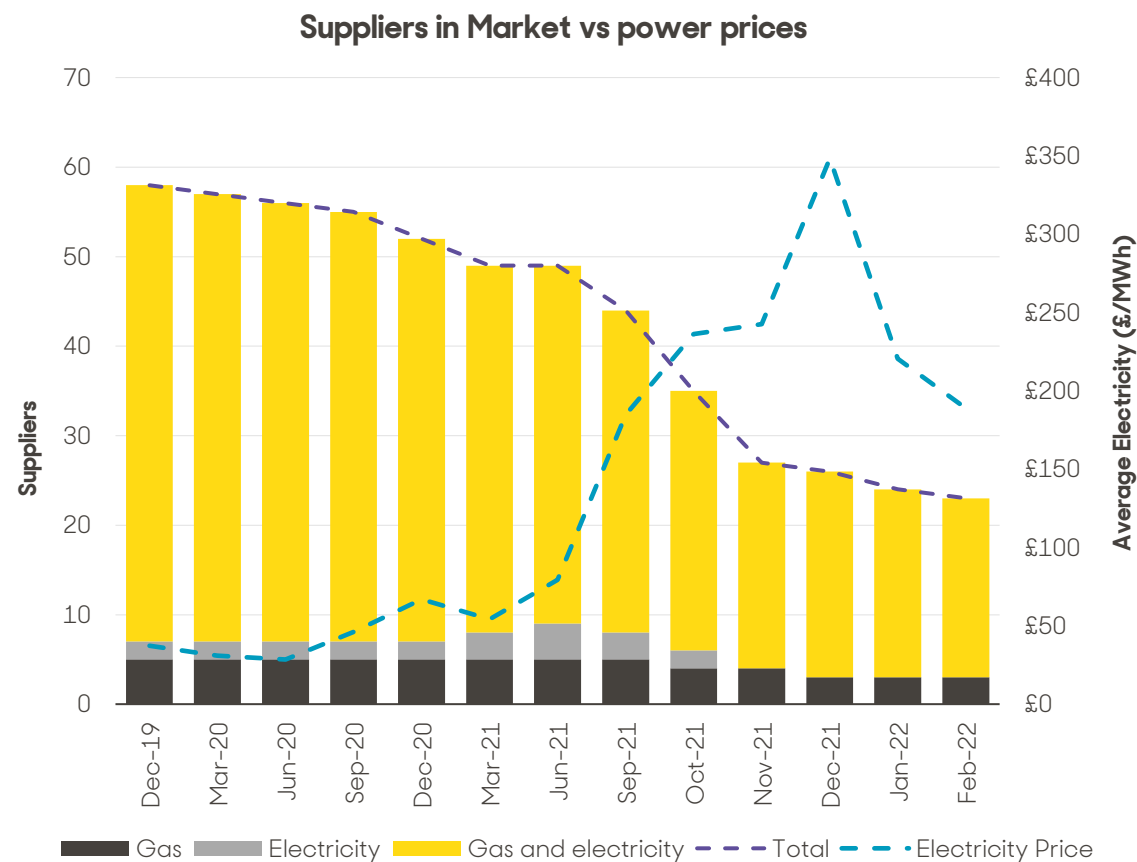
● Supplier exits

28 suppliers exited the market in 2021

● Balance sheet strength

Good cash balance provides buffer against short term volatility. Well placed to manage risks

Source: OFGEM



Energy supply market outlook

● Rising prices

Electricity up 472% and Gas up 752% year on year
(March 2022 vs March 2021)

Peak Electricity up 696% and Gas up 1,227%
(March 7 2022 peak price vs March 8 2021)

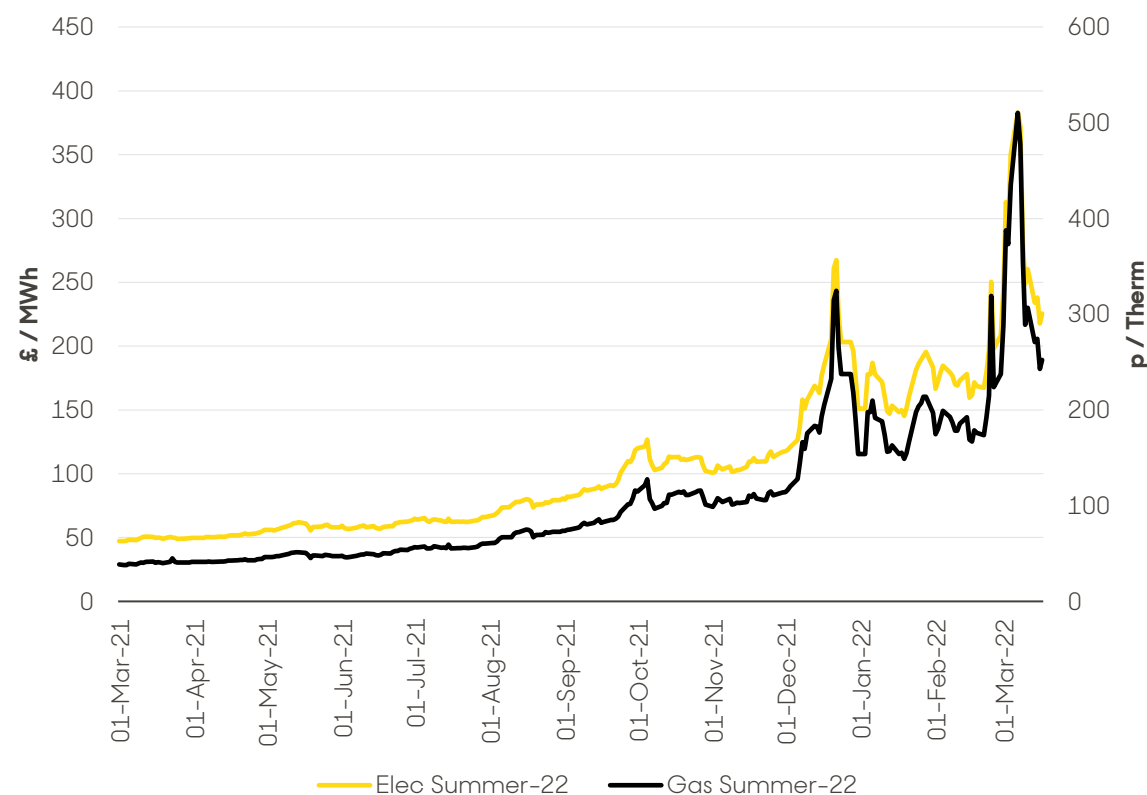
● Macroeconomic impact

Russia and Ukraine crisis increasing short term volatility
in 2022

● Forward hedging

Well hedged for summer 2022, and plan to incrementally
increase hedging for winter 2022

UK Electricity & Gas wholesale prices



Financial performance



Financial summary

Resilient performance despite significant pressure from commodity markets and low wind levels



Resilient performance

Company navigated successfully where 60% of suppliers failed



Net debt eliminated

£12m bond repayment in year and asset sale completion in 2022



Cash positive

Working capital benefit expected in 2022 following Q4 2021 price rises



Generation transaction

Sold for £21.2m
Platform for future investments

Income statement

Full year performance in line with recent trading update

● Customer number growth

Customer numbers increase and supply volume growth

● Wholesale market impact

H1 benefit from hedged positions. H2 impact of rapidly escalating wholesale prices

● Price cap derogation

Ability to raise variable tariff gives us a natural lever to offset these costs

● Asset Disposal

Creates reallocation of £6m intragroup revenue from discontinued to continuing operations

Year end £m	FY21 Underlying	FY 21 Non- Underlying	FY 21 Reported	FY 2020 Underlying	% change underlying
Revenue	£146.0	£0.0	£146.0	£130.6	12%
Cost of Sales	-£119.0	£0.0	-£119.0	-£101.1	18%
Gross Profit	£27.0	£0.0	£27.0	£29.6	-9%
Administration Costs	-£23.8	-£0.8	-£24.6	-£25.0	-5%
Operating Profit	£3.2	-£0.8	£2.4	£4.6	-30%
Net Finance Costs	-£0.6	£0.0	-£0.6	-£4.1	-86%
(Loss)/Profit before tax	£2.6	-£0.8	£1.8	£0.5	451%
Tax	-£0.3	£0.2	-£0.2	-£0.1	-372%
(Loss)/Profit after tax	£2.3	-£0.7	£1.6	£0.4	465%
Profit/(loss) from discontinued Operations, before tax	-£7.0		-£7.0	£0.0	
Tax on discontinued ops	£1.3		£1.3	£0.0	
(Loss) /Profit for the period	-£3.4	-£0.7	-£4.1	£0.4	-945%

Profit bridge 2021

Resilient performance despite significant pressure from commodity markets and low wind levels

Good Energy PBT Development FY21 vs FY20 £m



Net debt & funding

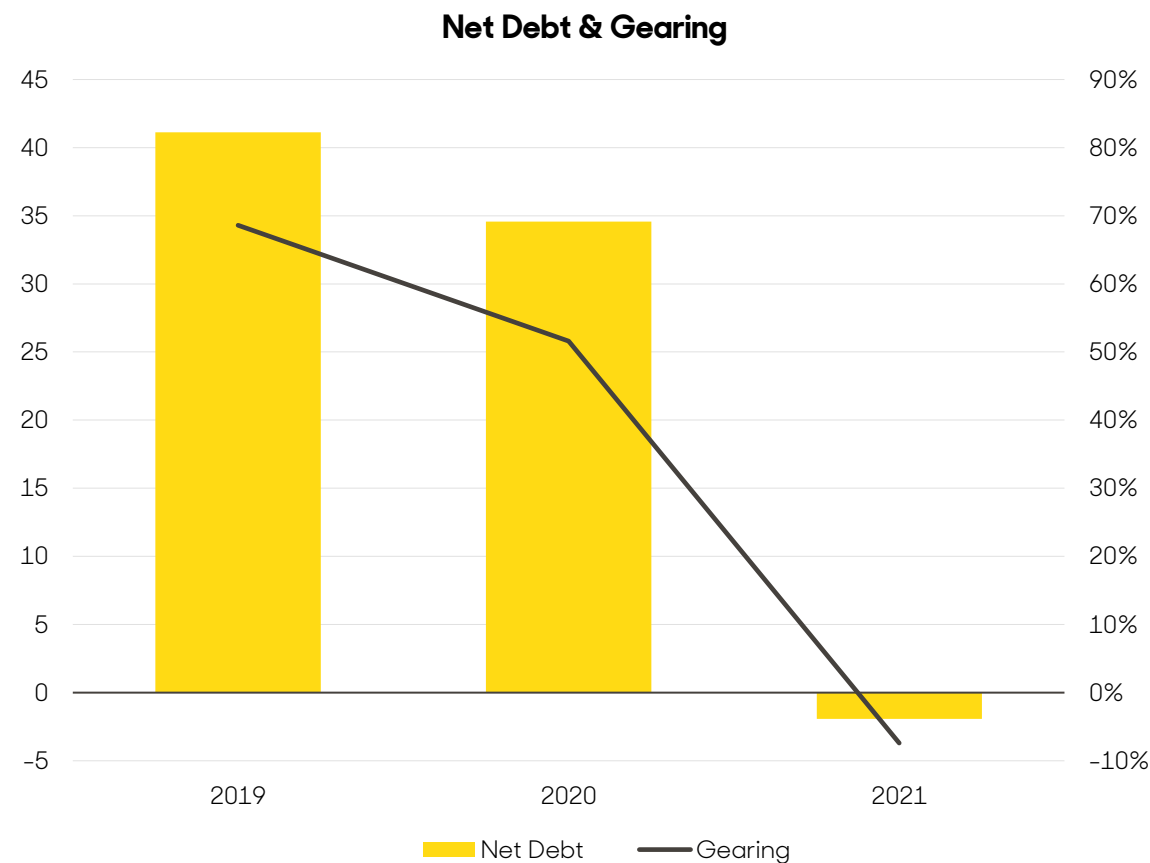
The Company is now substantially debt free, with a strong cash position

● Debt reduction

The company is now debt free on a net basis. Gross debt reduced by 87% vs 2020

● Bond

Repayment of over 70% of Good Energy Bonds II



Cashflow statement

Underlying operational performance impacted by wholesale energy market

● Cash generated from operations

Cash generative but significant reduction from 2020; high outflows in H2 resulting from rapidly rising commodity market

● Refinancing

Repayment of £11.9m of Bond and the refinancing of generation asset loans.

Year End £(000)s	FY 2021	FY 2020
Operational cashflows before working capital	£3,991	£10,628
Working Capital movement	-£95	£797
Cash generated from operations	£3,896	£11,425
Finance and tax cost	-£2,282	-£3,650
Net cashflow from operating activities	£1,614	£7,775
Net cashflow from investing activities	£961	-£598
Net cashflow from financing activities	-£11,988	-£2,562
Net increase in cash and cash equivalents	-£9,412	£4,615
Cash and cash equivalents at beginning of year	£18,282	£13,667
Cash and cash equivalents at end of year	£8,874	£18,282
Cash and cash equivalents continuing operations	£6,699	£18,282
Cash and cash equivalents discontinued operations	£2,175	£0

Cashflow collections

Systems and operational focus driving strong collections

● Strong collection performance

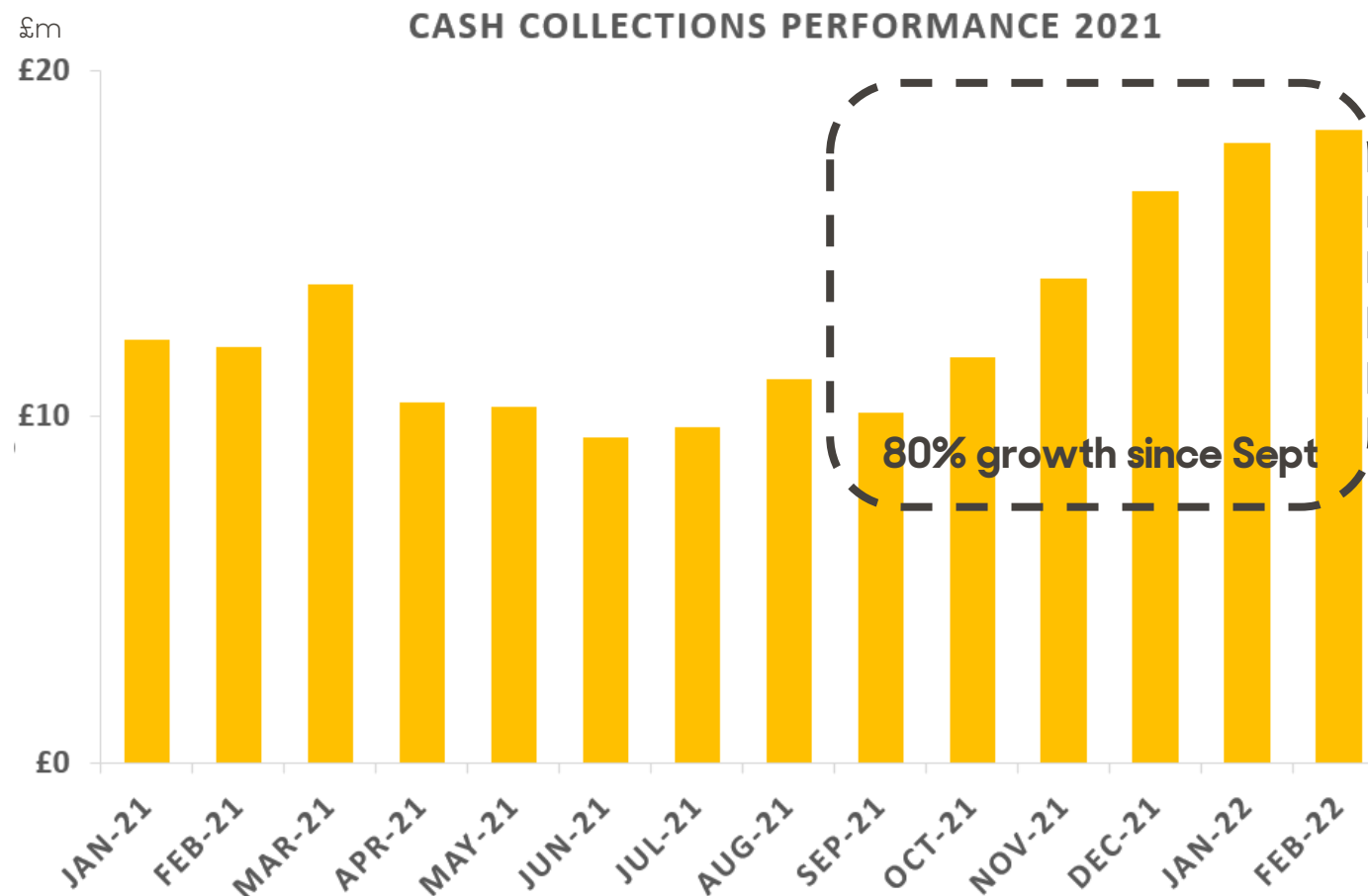
- Price rises in both Domestic and Business
- New business billing system migration completed

● Customer base

- Increased focus on good quality business partners to ensure future growth comes hand in hand with good collections performance

● 2022 outlook

- Price rises, derogation from price cap and collection performance flow through working capital.
- Cash at the end of February 2022 was £19.6m following the sale of the generation asset portfolio.



Capital allocation framework



**Organic
growth**



Acquisitions



Dividends

Strategic update

Investing for growth

1. Renewable supply
2. Decentralised energy
3. Mobility

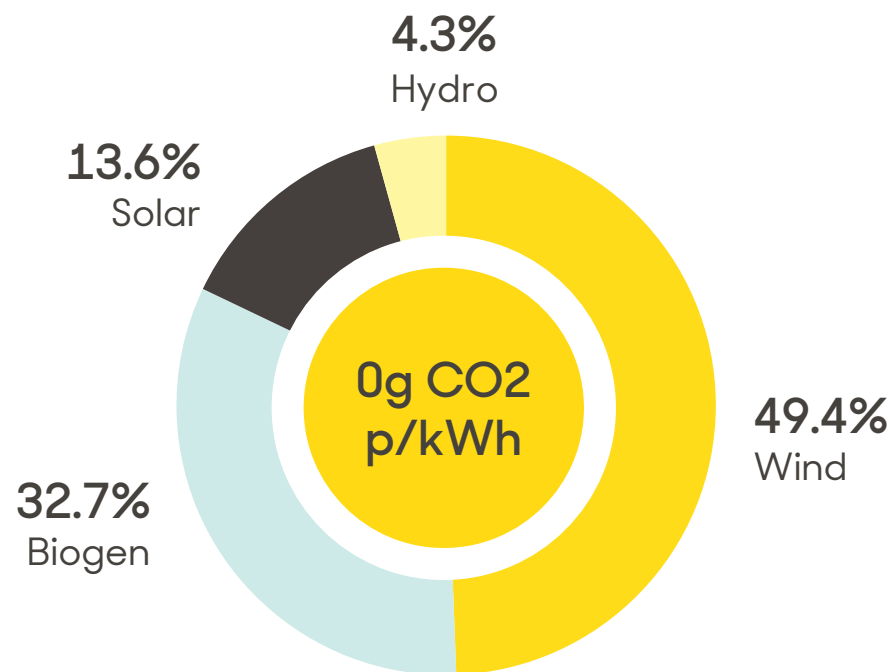


Renewable supply

Fair priced, transparent,
100% renewable electricity

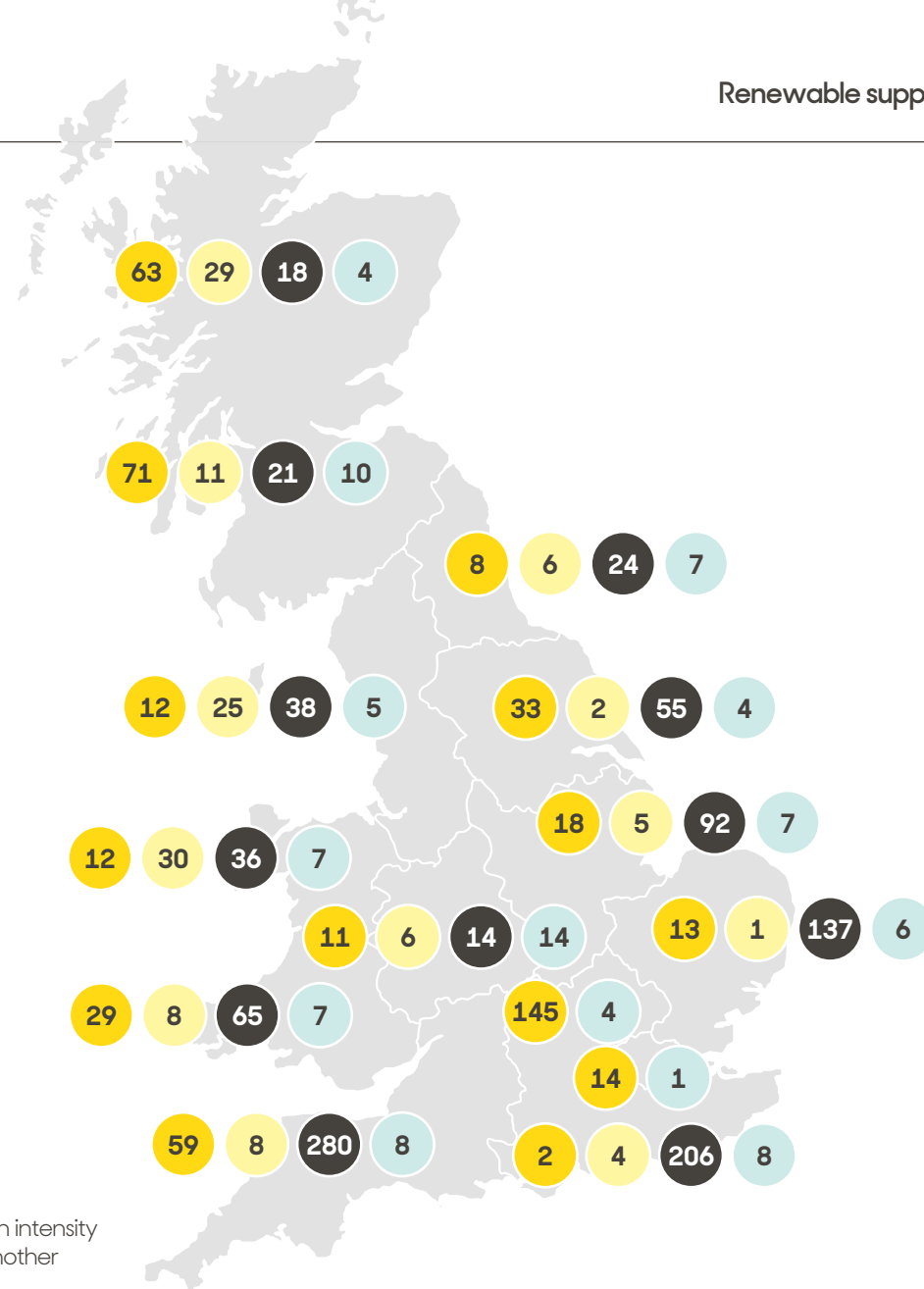


What makes us different – our 100% fuel mix



Source: Our fuel mix as of Jan 2022 49% wind, 33% bio generation, 14% solar, 4% hydro

Fuel mix disclosure period April 2020–March 2021. 0g CO₂ refers to generator emissions in the operational phase. UK Fuel Mix & carbon intensity data source: BEIS, Fuel Mix Disclosure Data Table. All energy suppliers are required to provide information on their fuel mix. To check another supplier's fuel mix, go to their website.



Renewables at a tipping point



Boris Johnson: Now is the time to plan our green recovery

We will use Britain's powers of invention to repair the pandemic's damage and fight climate change

Tories plan big expansion of wind farms 'to protect national security'

Planning rules to be relaxed so that renewables and nuclear power can boost energy independence after Ukraine invasion

Ukraine war: Boris Johnson calls on Western nations to 'take back control' of energy supplies to end 'addiction' to Russian oil and gas

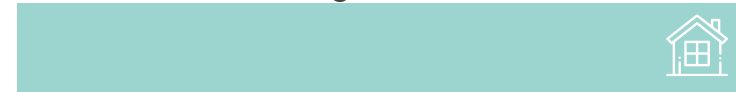
UK supply market

Most emission in 2021 came from: (tCo2e)

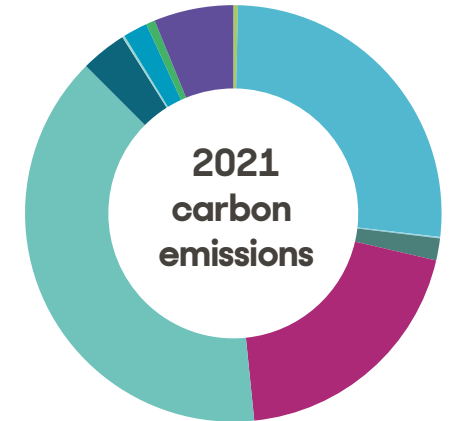
Gas: 41.96



Home work heating: 62.06



Commuting: 31.36



Business market

Source: Good Energy carbon emission reporting to 31 December 2021.

Good operational progress



Kraken

100% domestic supply
customers migrated

Delivering an 'Excellent'
4.5* rating on Trust Pilot



ENSEK

100% business
supply customers
operationally migrated

Managed through
short term migration
impacts



SMART meters

Rollout on track
22k installed in 2021
30k installed to date.



Energy trading

Migration to become own
gas shipper

Robust hedging policy
Foundations for further
trading optimisation

★ Trustpilot



Uswitch
Green Tariff
Gold Standard



Decentralised energy

Services to generate, store, consume and share your own power



A leading feed in tariff provider with more affluent domestic customers

● 93% Satisfaction rating

Customers are overwhelmingly positive about their experience with FiT

● 48% sign ups through recommendation

Almost half of GE's customers have been referred by installers

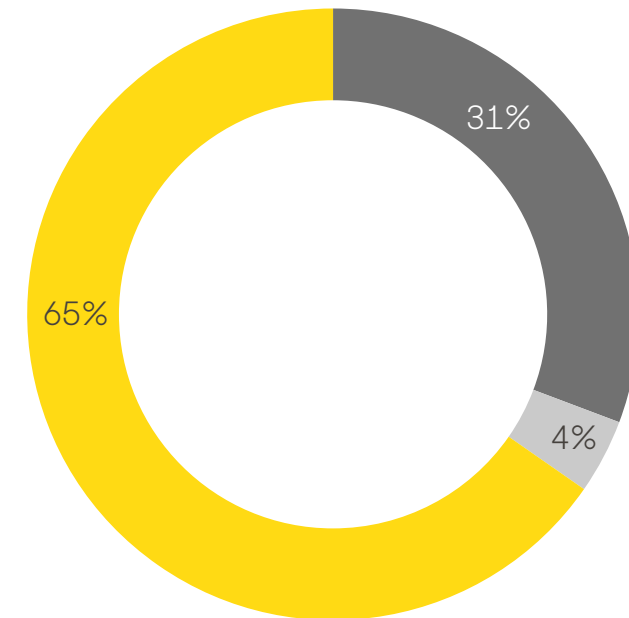
● 7% FiT customers on domestic supply

Current low level of overlap between FiT and domestic supply

● 25% unaware of retail option

Quarter of FiT customers unaware GE supplier energy, or believe switching would be a hassle

Customer numbers

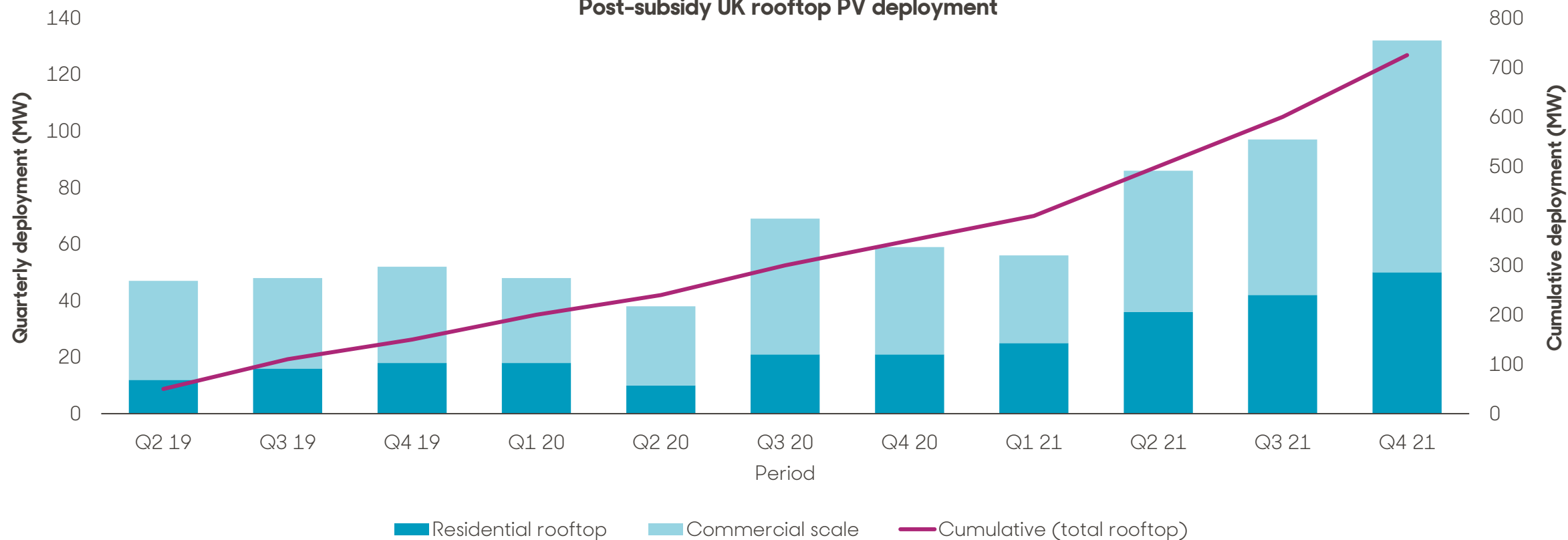


■ Total domestic supply meters
 ■ Total business supply meters
 ■ FiT meters

Source: 30 June 2021 reported numbers

Growing demand for self generation

Post-subsidy UK rooftop PV deployment



Source: Solar Media Ltd, 2022. Release date: February 2022

Smart export payments

● Get paid more for making the electricity grid greener

Ideal for homes who generate more than they're able to use.
Or who can shift load effectively

● Get paid for what you export

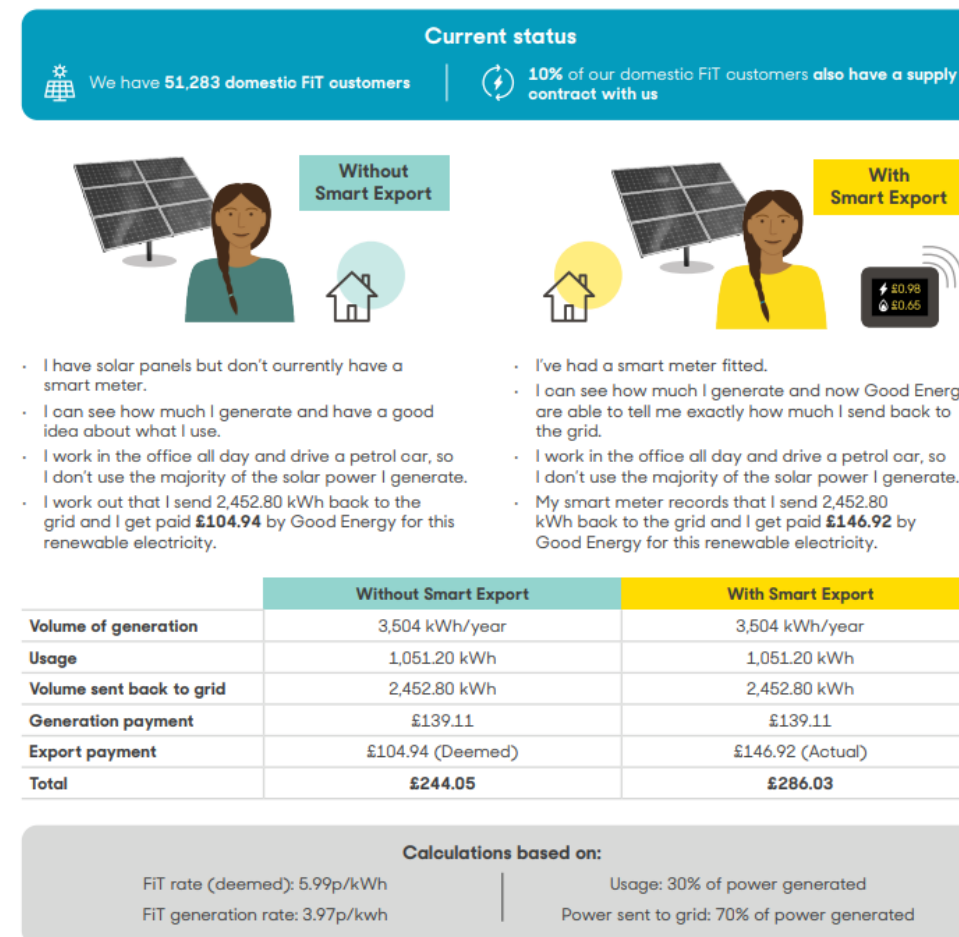
Current payments based on deemed rather than actual
export amounts

● Rewarding customers for making the grid greener

The more electricity the customer sends to the grid, the more
they get paid

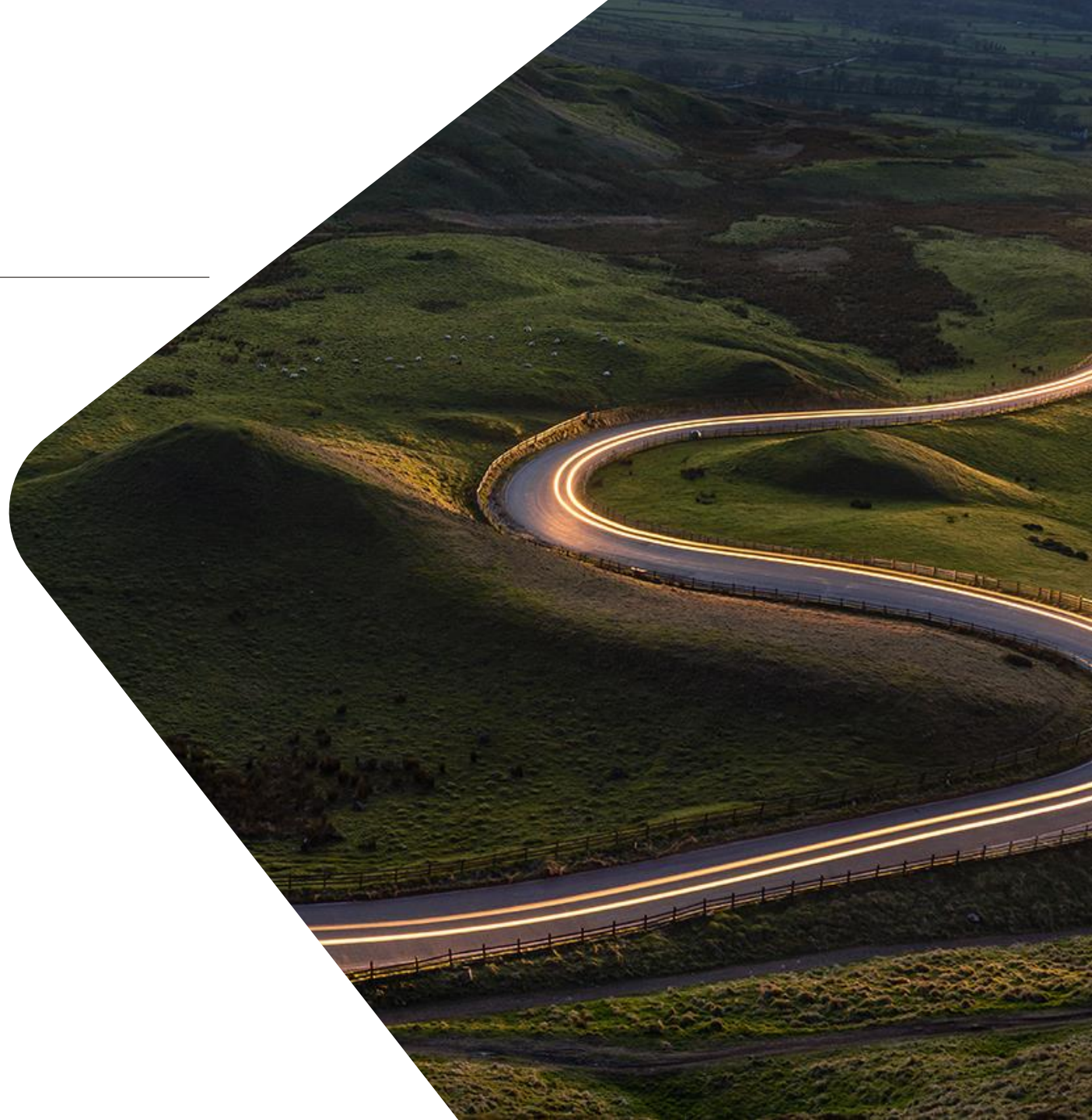
● Good Energy income stream

We make it easy to claim from OFGEM and earn a fee for
each MWh our customers export



Mobility

Make it easier to own, drive, fuel
and pay for an electric vehicle



The electric mobility ecosystem

A strong network of partnerships providing the solutions for all areas an EV driver needs



Supply

Increased electricity demand

Time of use tariffs and automated solutions to help save money and be green



Services

Zap-Map providing leading services for all EV users

Search, plan, drive, pay

Software & services
Build / Invest



Infrastructure

Public and home charging solutions required

Payment integration to remove barriers



Electric vehicles

Increased awareness of energy services

Car purchase, leasing, subscription

Assets & hardware
Partner

Zap-Map in numbers

420k

BEV on the road

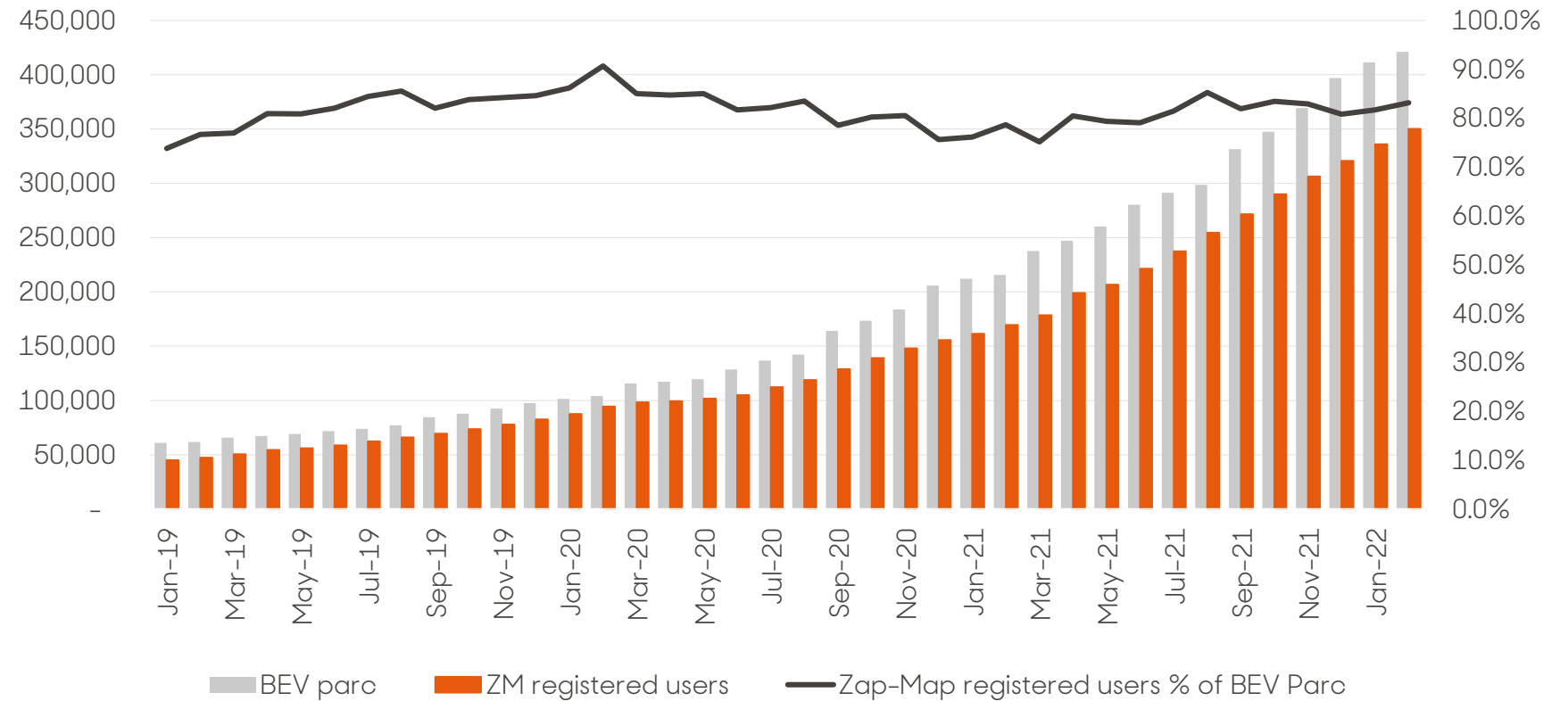
350k

Registered users

200k

Monthly active users

Zap-Map registered users vs battery EV parc



*BEV: Battery Electric Vehicle

Subscriptions

Recurring revenue streams from solving the specific needs of each segment

● Freemium model

Offers drivers value added features to simplify charging experience
Value for frequent users of the public charging network

● Feature profile

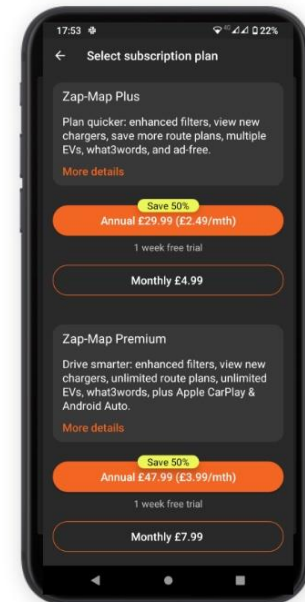
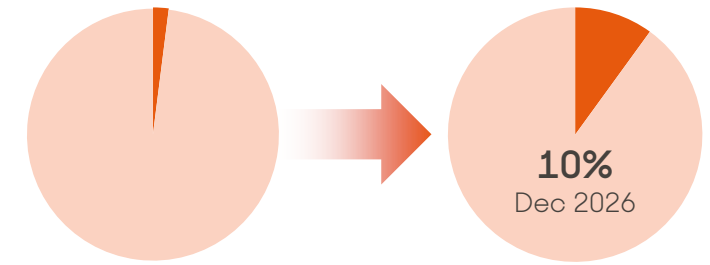
Zap-Plus: smarter search with enhanced filters and save options
Zap-Premium: in car integration with Apple CarPlay and Android Auto
Zap-Pro: new services to be introduced for fleet drivers

● Growing subscription base

Launched July 2021
Good levels of conversion, particularly new drivers

● Cross sell and bundling

Go to market routes with EV buying channels



Zap Pay

Multiple charging networks accessed with one simple payment method

- **Cross network in-app payment**

3 networks live. 9 live by April 2022

Increasing utilization. Average charge 26kWh – 29kWh

- **Increasing penetration**

15% coverage of total UK network. 25% coverage of ultra / rapid chargers

Ambition to scale significantly in 2022

- **Superior user experience to contactless**

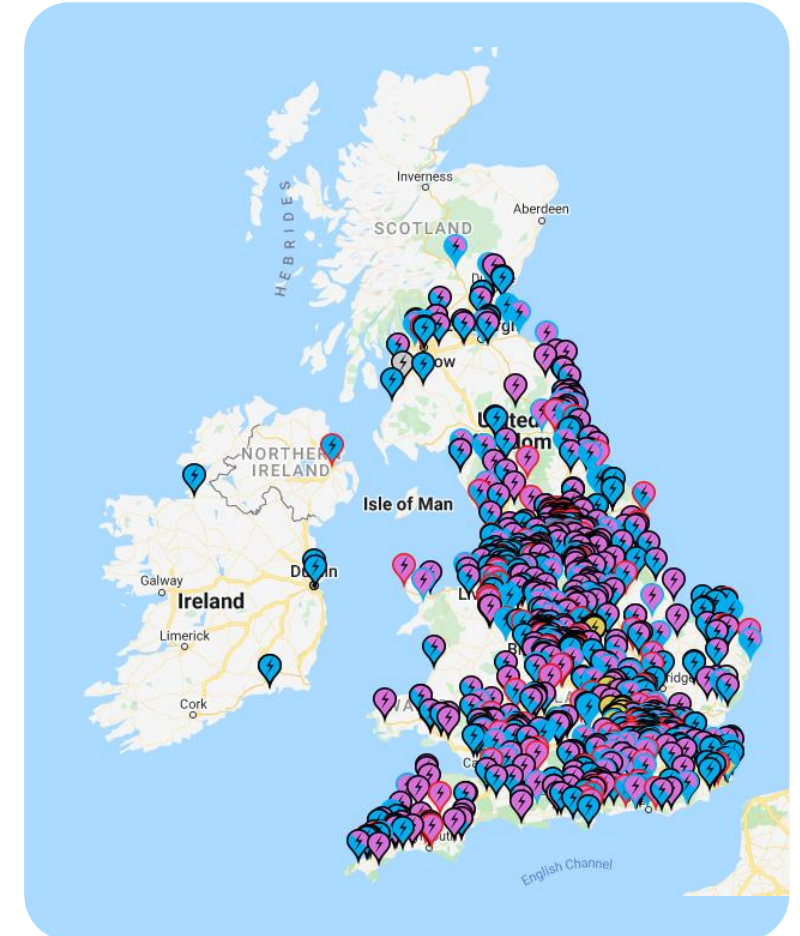
Real time charging updates

Expense management & history

- **Significant value add to charge point operators**

Drives charge point utilisation through promotion to Zap-Map userbase

Driver behavior insights data



Source: Zap Pay enabled charge point operators. Osprey, ESB Energy, Char.gy, Geniepoint, Revive, Mer, MFG, Charge my street, Connected Kerb

Zap Pay – fleet proposition launched with UK's #1 fuel card service provider Fleetcor



UK's #1 fuel card service provider



Co-branded app



Billing solution for fleet managers



Zap-Pro subscriptions



Q&A



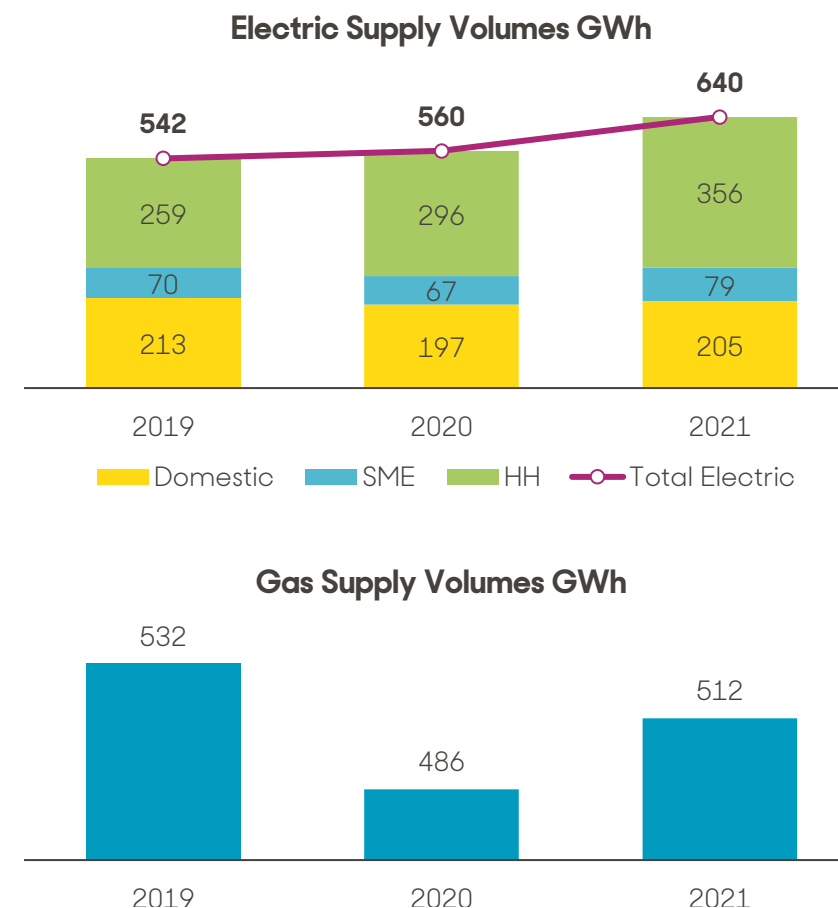
Appendix



Customer numbers & volumes

- Total customer numbers increased by 2%
- Business customers grew materially (SME +27% and HH +15%)
- Business customer demand significantly increase electricity supply volumes (2021 640 GWh, 2022 560 GWh)
- FiT customer numbers continued their long-term trend of managed growth. Leading player in FiT market.

Customer No's ('000's)	2020	2021	% Change
Domestic	85	86	1%
SME	8	10	27%
I&C	1	1	15%
FiT	178	180	1%
Total	272	277	2%



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