Entering the UK supply market – insights and challenges

Guy Madgwick, Managing Director, Eneco UK
Who is Eneco?

Europe

- 53 Dutch municipalities
- 2.2m Customers across 5 European countries
- 1.507 MW Wind power
- 72 MW Solar power
- 101 MW Bio-energy

UK

- 10 MW Solar Energy
- 111 MW Wind energy
- 136 MW In construction
- 2 new business initiatives
- 3 business partners
- 7 communities engaged
Eneco supply markets and key lessons

The United Kingdom

The Netherlands: The incumbent - ‘Big 3’
2 million customers

Belgium: The Challenger
250,000 customers

The UK: The next generation of supply company
Our strategy
Progress so far

Research
How do we enter the market and serve our future customer desires?

Tariff
Making sure we have the capability to be competitive and renewable.

Supply Licence
Successfully granted our Domestic supply licence in April 2015.

Billing and client service
Finding the most cost effective and efficient route to supplying our communities.

Supplying the community
By the end of 2015 we aim to have over 100 customers on the Highlands Wind tariff.
Myths

- Regulatory environment is too rigid.
- The energy market is anti-competitive.
- There is only one way to satisfy billing, regulation and compliance services.
Ongoing challenges/barriers

- Stability of the current political environment
- Investor confidence
- Timescales and expense – a smaller ambition with a more engaged customer is better but it can lead to longer timescales and higher operating costs
Ends

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