



Good Energy Group plc

Strategic overview for UK Investor Magazine Virtual Investor Meeting

8 February 2022



About Good Energy

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



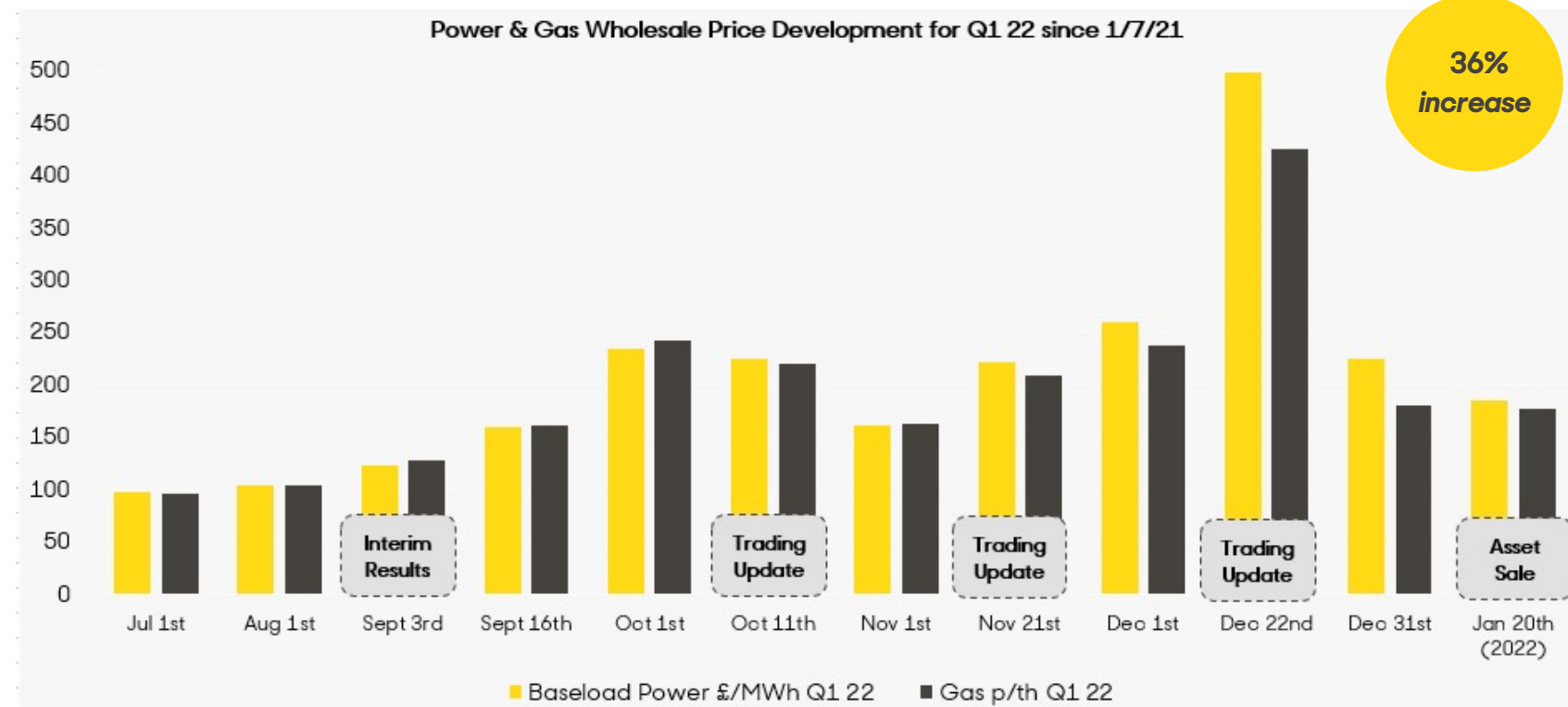
Uswitch
Green Tariff
Gold Standard



Update on market environment

Market stabilising but prices remain high

- Rising wholesale energy prices throughout Q4 2021
- Sustained low wind, with December up to 33% below seasonal norms
- Electricity and gas prices were 36% and 35% higher in December than November
- Oct 11th Trading Update – expectations were still achievable, but we clearly highlighted volatility
- In Nov update, we predicted a more normalised market with fewer participants by Spring – 22 remain, 29 have exited



Accelerating the shift to energy services



Core supply business

100% renewable electricity

One of the UK's leading feed in tariff provider

Power sourced from over 1,900 small generators



Decentralised energy

Investing in new systems for FiT customers

Developing smart export capability

Enhancing digital solutions



Mobility

Zap-Map, the UK's leading EV mapping platform to search, plan, pay, share and drive

Time of use (TOU) tariffs for EV drivers launched and driving behaviour changes

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

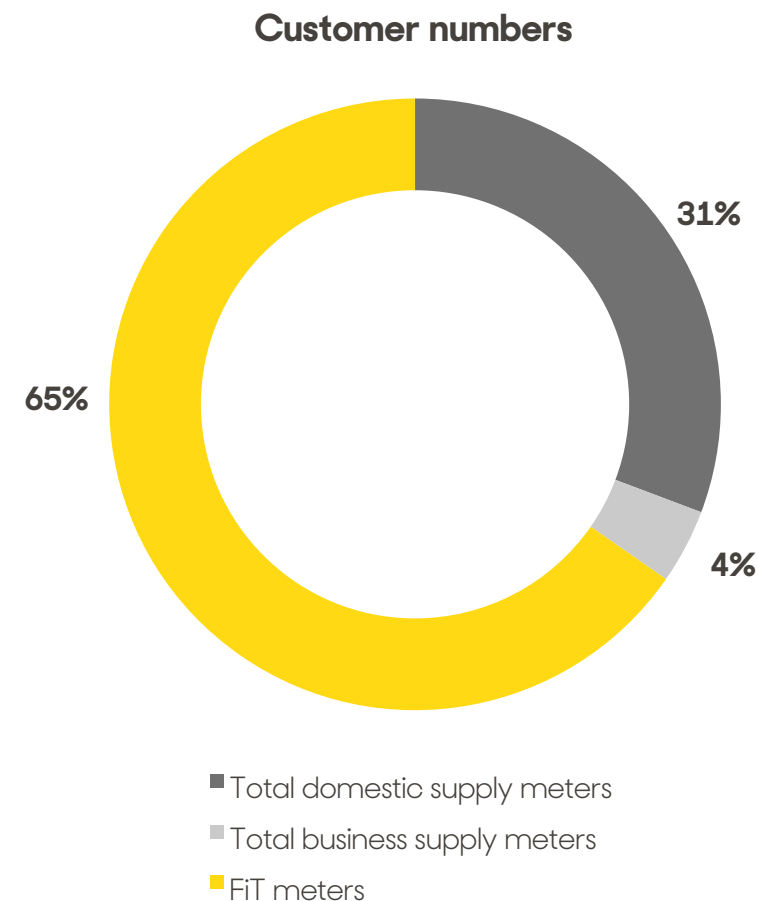
● 7% FiT customers on domestic supply

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

Source: 30 June 2021 reported numbers



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

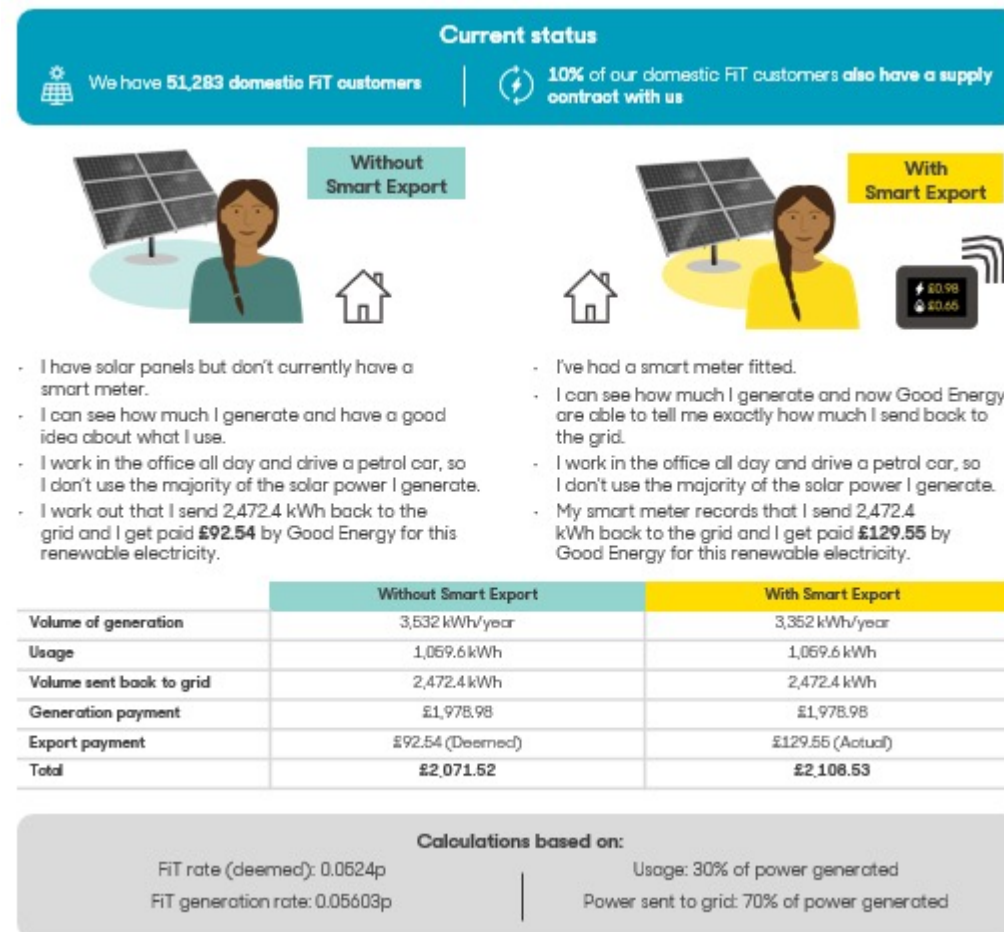
Current payments based on deemed rather than actual export amounts

● 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



Zap-Map: more than an app

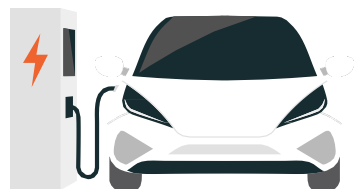
Good Energy subsidiary Zap-Map is a digital platform which enables revenue streams from both consumers and business

With the app at our core, we've developed a range of products across consumers, fleet and business that leverage our position at the centre of the EV charging market



Zap-Map in numbers

Zap-Map is the UK market leader, with an actively engaged user base



400k

BEV on the road



640k

downloads



320k

registered users



180k

monthly active users



95%

*of public
charging points*



70%

*Showing
live data*



2500k

*cross platform
map users*



20k

monthly chats



15k

monthly routes planned

Thank you

