



From  
complexity  
to clarity.

# Your journey to a renewable future.

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01

Why we're here.

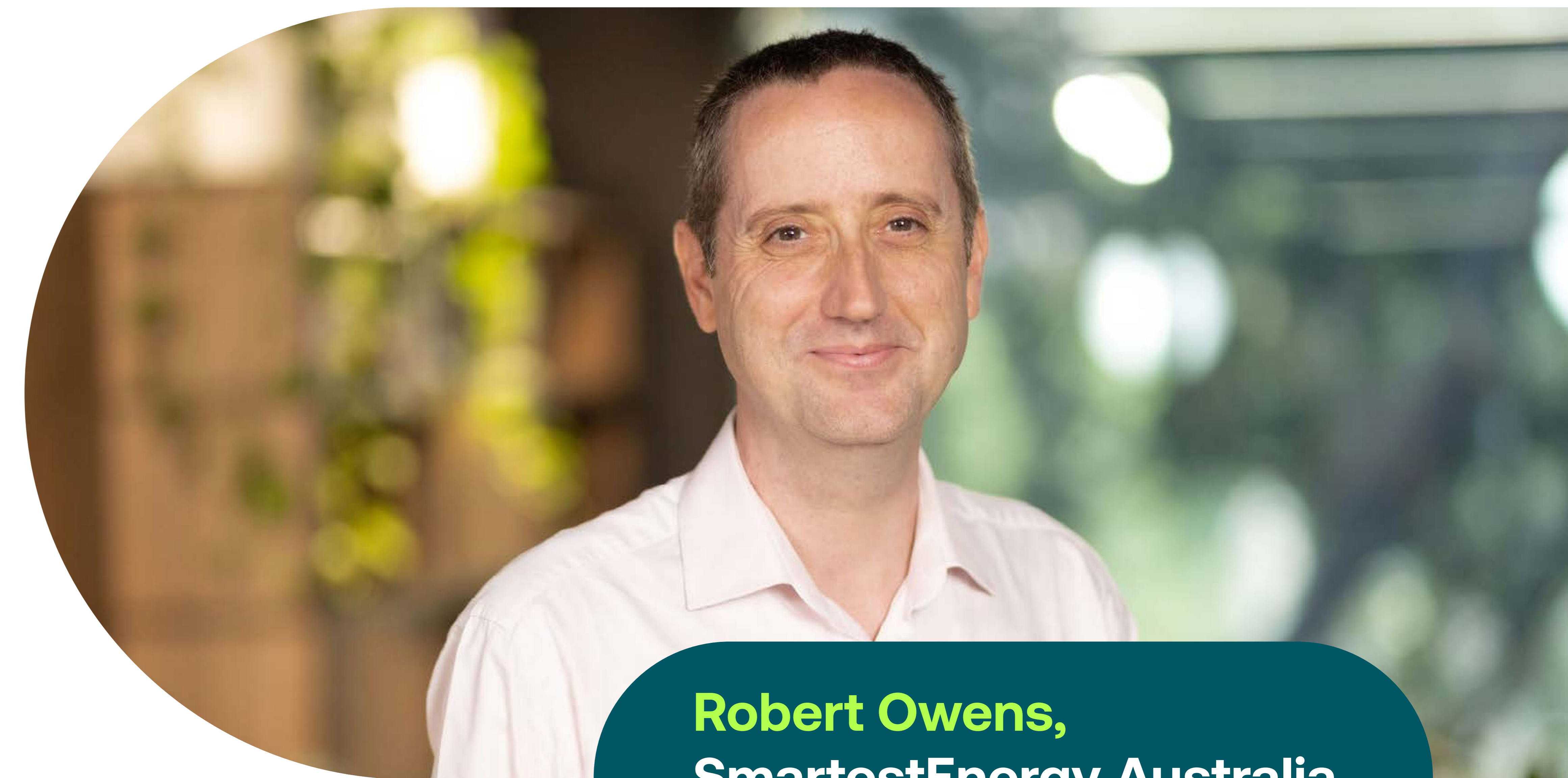
# Why we're here.

## Insights from the CEO.

At SmartestEnergy, we're on a mission to tackle a common challenge that organisations across Australia face: the struggle to access abundant renewable energy in a complex landscape where it often remains a costly burden rather than a strategic asset. With a clear goal to empower our customers towards a net zero future, we are committed to changing the traditional energy narrative.

We're here to empower businesses to make better, greener energy choices and transition to net zero. Our people-powered retail solutions, user-friendly technology and unbiased advice as an asset-light, independent renewable energy company ensure that we're able to reduce complexity in a way that our customers are not just participants, but also thrive in the Australian carbon-neutral economy. Our approach to the Australian energy market is driven by a flexible model that underpins our global excellence. This adaptability and financial backing by Marubeni, enables us to meet the unique needs of our business clients, offering not just reliability, resilience and efficiency but fostering a partnership that supports their growth and sustainability ambitions.

Our vision is to lead the way to a 100% renewable energy system that delivers a better future for all. To accelerate this transition to clean energy, we reduce complexities, connect generators with customer demand, create new jobs and champion a greener, smarter energy future for generations to come.



**Robert Owens,**  
**SmartestEnergy Australia**  
Chief Executive Officer

02

About  
SmartestEnergy.

# Net zero – empowering the energy transition.

SmartestEnergy is a people-powered renewable energy company. We're empowering a renewable future by helping switched on businesses across the Eastern coast of Australia transition to net zero by offering smart clean energy solutions.

We're asset-light, operating without bias. Our retail solutions for clean energy suit different needs and stages of the sustainability journey. Supporting the clean energy transition, by reducing complexities and increasing clarity, is our passion and what we do best.

We know the journey to 100% renewable energy is complex because everyone is at different stages with unique needs. That's why we offer flexible, unbiased solutions tailored to your unique requirements.

Our expert team is committed to long-term partnerships, providing realistic and pragmatic support in a rapidly evolving market.

With our customer solutions, buying and selling clean energy becomes simpler, driving the future of decarbonisation in Australia.



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We're all about simplifying renewable energy. We cut through the jargon to make green concepts clear and engaging. Transparency is our priority, and we encourage open, honest communication. At SmartestEnergy, people matter most. We value our team, customers, generators and partners, fostering strong relationships through deep understanding.

**Dan Smith**, Senior VP Commercial

 **smartestenergy**  
Australia

# Net zero – driving positive change in the system.

Via an energy model that is more fluid, fair, flexible and transparent.

We're on a mission to create a better energy system by setting an example; being more fluid, fair, flexible and transparent. We pride ourselves on our constant focus on making the net zero transition easier for everyone,

and on a 100% renewable future. We're completely transparent about our contracts and the way we do business. And we're bringing consumers and generators together to drive positive change.

## Our vision

Our vision is to lead the way towards a 100% renewable energy system, creating a better future for all.

## Our purpose

To empower, educate and enable everyone to make better, greener energy choices and transition to net zero.

## Our values

Think customer.  
One team, one future.  
Innovate to accelerate.  
Own it.

# Building strong – partnerships that energise.

Putting people and understanding at the heart of better relationships.

The energy market isn't just about buying and selling energy; ultimately, it's about people and relationships. We provide energy solutions and unbiased expertise that help our customers and partners to succeed. **By really listening to and understanding their needs**, we can support them every step of the way on their renewable energy journey, enabling better energy decisions.

**We're experts in our field but we're human and relatable.** So, as we grow our network of consumers, generators, brokers and employees we never lose sight of what's important – a true partnership that energises success. It's partnerships and people that will get us closer to our vision of a 100% renewable energy system.

We are members of:

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## Did you know?

SmartestEnergy engages with over 70 market brokers and consultants to deliver our customer solutions.





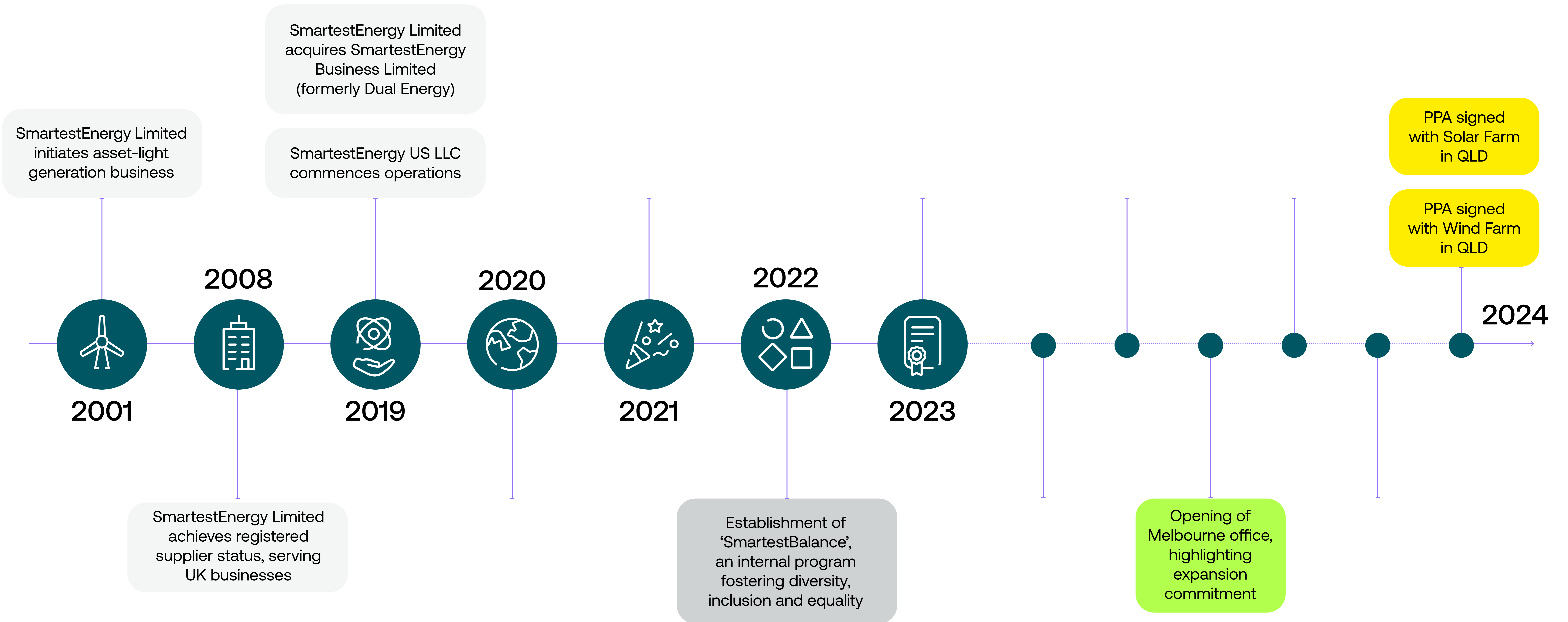
# 10 reasons – why choose us.

- ✓ **Customer-Centric Approach:** We think customer and prioritise customer needs as an independent aggregator and energy trader.
- ✓ **Financial Stability:** Backed by Marubeni, a Fortune Global 500 company, we ensure robust, long-term financial stability with a BBB+ rating by S&P Global..
- ✓ **PPA Expertise:** As specialists in integrating Power Purchase Agreements for commercial and operational outcomes, we provide expertise in navigating renewable energy agreements for all businesses.
- ✓ **Extensive Market Experience:** With over 20 years of operations in the UK, Europe, Australia and the US, we bring extensive market experience to the table.
- ✓ **Verified Renewable Energy:** With a commitment to clean energy, we partner with renewable generators offering independently audited and verified renewable energy labels, ensuring transparency and credibility in sustainability efforts.
- ✓ **Carbon-Neutral Certification:** Certified as a carbon-neutral organisation by Climate Active, we take tangible action on emissions, contributing to environmental sustainability.
- ✓ **Exceptional Customer Service:** Our local Australian team delivers exceptional service, reflected in a high NPS score exceeding +50.
- ✓ **Flexible Account Management:** From dedicated account managers to an accessible customer portal, we offer flexible options to manage contracts, ensuring tailored support and regular performance evaluations.
- ✓ **Accurate and Timely Billing:** Utilising modern cloud-based systems and a customer portal, we provide accurate, timely and flexible billing solutions, accommodating tailored hierarchies and multiple bill recipients.
- ✓ **Diversity and Inclusion Commitment:** We are committed to fostering a diverse and inclusive workforce, enhancing innovation through varied perspectives.

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Global resilience,  
local brilliance.

# History – 20+ years of experience.



# Finance – Marubeni backing.

SmartestEnergy, backed by Marubeni Corporation's robust financial support and strong credit rating (Moody's – Baa1, S&P Global – BBB+), ensures reliability and stability for our partners. Aligned with Marubeni's low-carbon strategy, we promote renewable energy trading and support the transition to a low-carbon society.

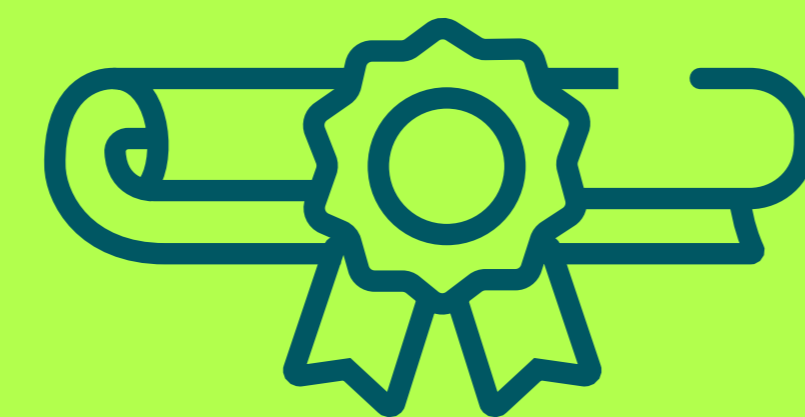


## Marubeni



**1858**

Founded in 1858 with more than 160 years of history



**No 190**

Fortune Global 500 Companies List



**45,995**

Group employees working in 131 branches and offices worldwide



**AU\$94.57bn**

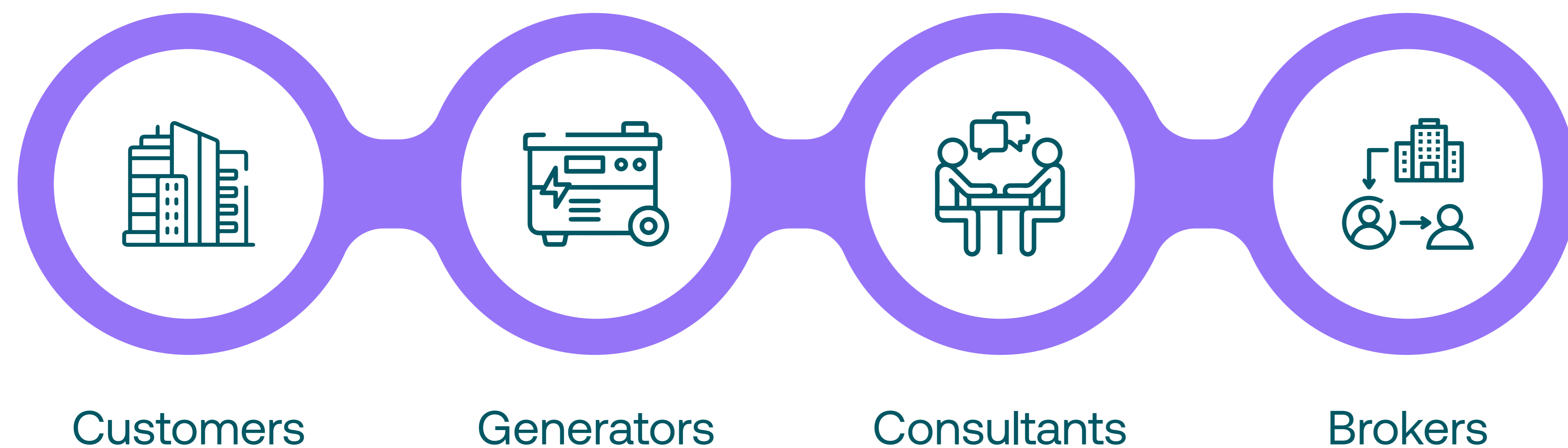
Revenue (equivalent to US\$63.32bn)

# Engagement – connecting communities.

SmartestEnergy is a people-powered energy company empowering switched on customers, generators and partners to get to net zero.

As a growing community, we can make the system fairer and more powerful. And champion greener smarter, energy for generations.

**Join our community of #CleanEnergyChampions.**



Scan to subscribe to our newsletter  
and download our company resources.



# Initiatives – SmartestBalance and Giving Something Back.

At SmartestEnergy we believe that our journey is not just about financial successes; it's about creating meaningful and lasting positive impacts on the communities we serve.

Our **SmartestBalance** program fosters equality, diversity, and inclusion through employee engagement in Steering Groups. These groups focus on diverse perspectives such as sexualities, cultures, and women in energy. Members contribute to our blog, sharing insights on cultural events, and promote inclusivity with initiatives like pronoun signature templates and a diversity calendar on our intranet.

## Our SmartestBalance Mission

“To create a culture that is open, collaborative, and inclusive. A place where people can bring their authentic selves to work. To empower people to take action”.



Through our **Giving Something Back** program, our Australian staff actively participate in charitable fundraisers and volunteering activities year-round, backing local community initiatives like:

**Ecologi:** Growing forests by planting trees for newsletter subscribers and supporting reforestation efforts through donations.

**Clean Up Australia:** Taking action to clean areas around our workplaces and communities.

**Greenfleet:** Volunteering and donating to support reforestation efforts.

**Foodbank:** Organising food collection drives and donations of non-perishable items to those in need

## Services and Certifications.

# Service – committed to excellence.

For informed clean energy choices.

As a people-powered, asset-light energy company, we act as an independent aggregator and trader, adapting to the ever-changing energy market and customer needs with unbiased advice. Our drive for exceptional service and transparency motivates us to continuously update our offerings and partner with our customers to empower a renewable future. We pride ourselves on delivering excellence through accurate, timely services and an easy-to-use customer portal, ensuring satisfaction through effortless access to information and prompt invoicing.



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We truly appreciate the great work done by SmartestEnergy, especially in terms of responsiveness to billing enquiries and how proactive they're in general. It's made the payment process much smoother on our end—that's for sure.

**Ojasvi Jyoti**, Renewable Energy Consultant

**ENERGET1°C5**

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With a strong 359% year-on-year increase in delivered volume, our journey has taken us from 81 GWh in FY21/22 to an impressive 371 GWh in FY22/23. This growth is more than just numbers; it reflects our team's dedication and expanding presence in the Australian market.

**Robert Owens**, Chief Executive Officer

 **smartestenergy**  
Australia





# Certification – carbon-neutral organisation.

Climate Active.



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As a renewable energy retailer, becoming carbon neutral not only aligns with our vision to empower switched-on customers, generators and partners in Australia to get to net zero but also makes strong business sense. We have diligently reduced our carbon emissions and will continue to invest in projects that contribute to emission reduction or removal. As a result, our emissions are now neutral.

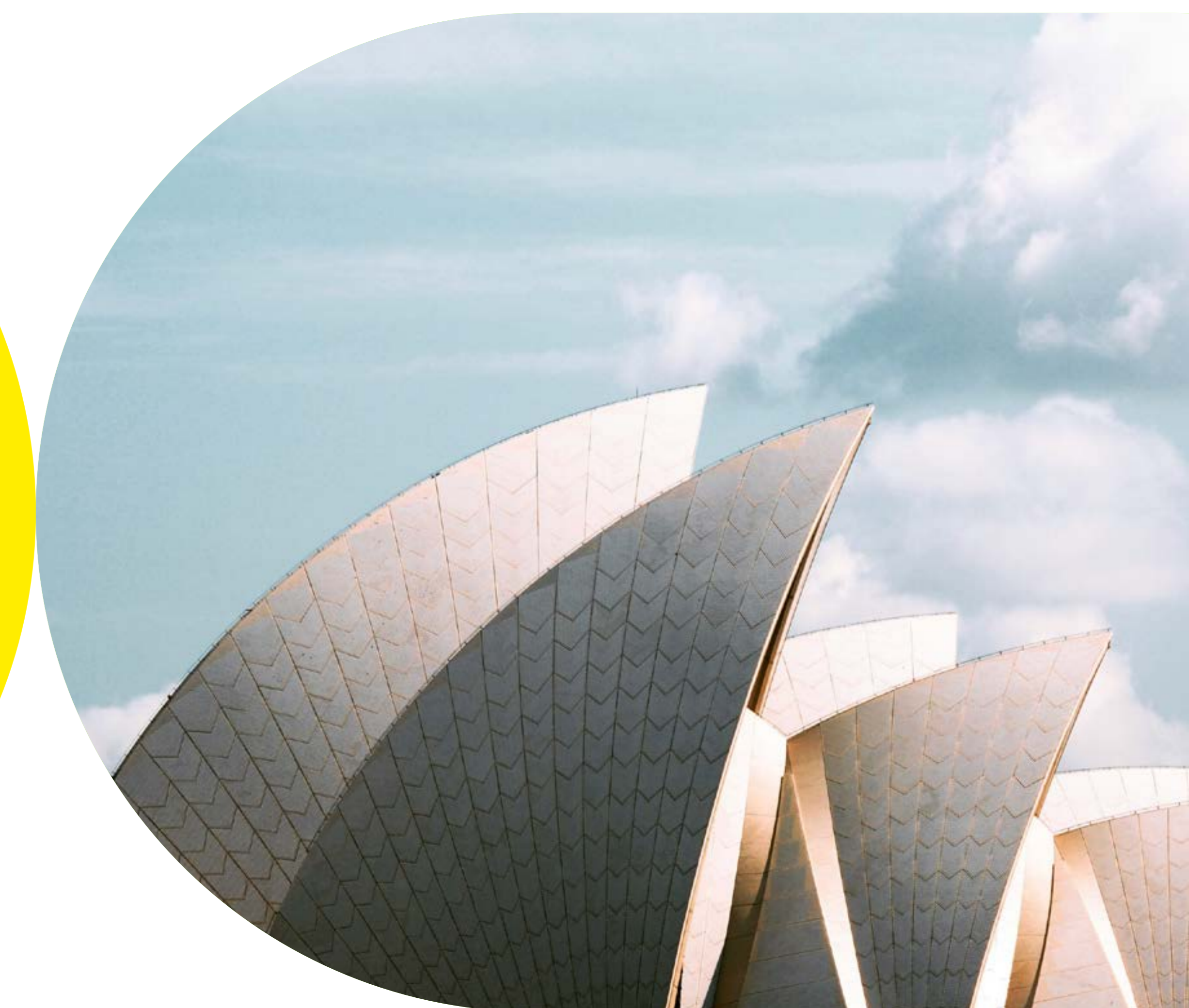
**Robert Owens**, Chief Executive Officer



**SmartestEnergy is certified carbon-neutral by Climate Active, an Australian Government initiative.**




This certification reflects our commitment to measuring, reducing and off-setting emissions across all our Australian operations, achieving a carbon-neutral footprint. Through voluntary investments in emission-reducing projects, we exemplify environmental leadership as an independent renewable energy retailer, empowering a renewable, net zero future for all.






# Emissions – proactive reduction strategy.

We've established the following strategies to achieve our ambitious emission reduction goals:




**Emissions Reduction Strategy**  
SmartestEnergy is dedicated to reducing emissions across its Australian operations by at least 30% below the base year 2021/22 levels by 2030.



**Travel**  
The company supports remote work and encourages employees to work from their home state whenever possible. For essential flights, SmartestEnergy Australia encourages staff to opt for carbon offset options.



**Partnerships**  
Whenever feasible, SmartestEnergy selects partner organisations that are certified Carbon Neutral by Climate Active or their UK equivalent, such as The Carbon Trust.



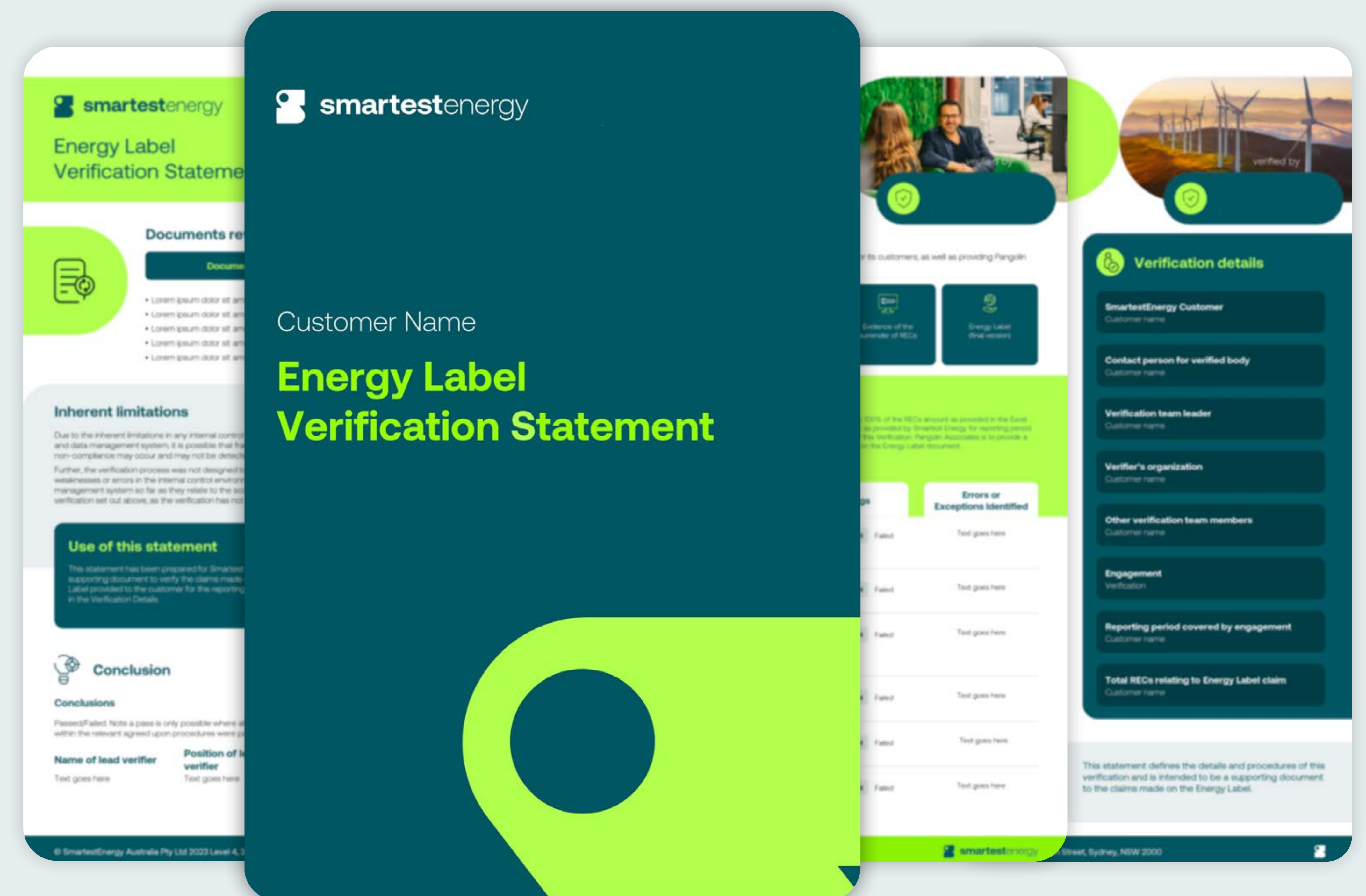
**Office**  
The Sydney office of SmartestEnergy Australia is powered by 100% GreenPower, reinforcing the company's commitment to sustainable energy sources.

# Bonus – verified energy labels.

Our labels, verified by independent auditors, confirm 100% renewable energy use or CPPA participation for customers. Serving as evidence of renewable electricity procurement, they highlight customer commitment to sustainability and a greener future. Designed for clear stakeholder understanding, your energy label and accompanying statement and report not only symbolise but also prove your business' environmental activity, verified by independent auditors.



**The SmartestEnergy Renewable Energy Label** provides evidence of the acquisition of renewable electricity against your consumption for the stated time period. The accompanying report provides comprehensive information on the certificate specifics, including submission to the Clean Energy Regulator (CER). Details like the fuel source for the generator that produced these certificates help your organisation connect to your investment in sustainability.



# Benefits – effective communication and marketing.

We understand the importance of effectively communicating the benefits of renewable energy agreements to your business and maximising associated marketing opportunities. As your preferred retailer, SmartestEnergy aims to work with selected developers that have granted permission for benefits such as:

- ✓ Joint marketing and communication initiatives related to the project.
- ✓ Access to the project site for events like groundbreaking ceremonies and stakeholder tours.
- ✓ Permission to capture photos and videos and use promotional materials.
- ✓ Utilisation of visuals for corporate publications and marketing.
- ✓ Regular updates on project milestones.



Additionally, we will work with your internal stakeholders to ensure a clear understanding of the agreement's implications and provide guidance on renewable energy statements to avoid greenwashing claims.

# Team – connect with us.

Your best contacts to discuss your energy needs:



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# Start now – switch on to clarity.



 **smartest**energy

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