

**socialenergy**<sup>®</sup>

[www.social.energy](http://www.social.energy)

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# The cheaper, greener, supplier

Delivering you organic energy for  
less, with automated energy trading.



**Reduce  
your bills  
with 100%  
organic  
energy**

**Store, trade  
& earn more  
from your  
solar energy.**

**Join the energy  
revolution...**



# Who are Social Energy?

Social Energy are digitising the energy industry, delivering organic renewable energy, through a network of homeowners with solar, across Australia.

Our smart energy platform allows you to generate, store and trade 100% renewable energy and get paid a market leading price for doing so. With our smart battery technology, you can reduce your bills by up to 100%, with 5 fully automated revenue streams.

With our exclusive trading tariff, you get access to cheap green electricity 24 hours a day, meaning you don't have to change your lifestyle, to save on your energy bills.

The lowest energy tariff on the market is made possible by our proprietary AI platform, that measures the energy usage in your home on a second by second basis. With over 600 million data points generated per home per year, the artificial intelligence (AI) can predict your energy usage and market conditions 24 hours in advance. This means we can trade effectively for you, making sure that you have the cheapest energy no matter when you need it.

As the only all in one energy retailer, VPP Operator and Battery provider, we can unlock the revenue potential of the energy markets.

You keep 70% of all the trading benefits generated by your system. We keep 30% to fund our continuing work.

**That means we earn, when you save!**

Energy retailer

Virtual power plant  
(VPP) operator

Duracell  
battery provider

# Let's go back in time

Solar is the most powerful and accessible renewable energy source, capable of transforming the way we live. With fossil fuels running ever lower and the planet entering a state of climate emergency, solar is the answer we need!

**2009** First tariffs launched  
– up to 60 c/kWh

**2011** Average tariffs  
– c. 35 c/kWh

**2013** Average tariffs  
– c. 16 c/kWh

**2016** Average tariffs  
– c. 7 c/kWh

**2017** NSW tariff closure

**NOW** [Social Energy delivers new battery trading tariff delivering outstanding returns](#)

“We wished we had bought when the tariff was higher.”



# New era, old tech...

With solar feed in tariffs changing and closing, a new opportunity was created for another product to generate the benefits to the customer.

## The Battery

The concept is simple, much like a rechargeable battery you'd use around your home, the battery stores energy and can discharge it when you need it. It adds some value, to increase the benefit of having a new solar installation.

- Increases solar usage up to 20%
- Use your solar at night
- Become independent and use grid to top up
- Charge on low night rates
- Power homes during blackouts



# The future of solar, today...

Everything nowadays is 'smart'. We have smartphones, smart homes, smart watches and even smart fridges.

Now solar technology is joining the smart revolution. With a smart battery system from Social Energy, you benefit from 5 revenue streams, as opposed to the 2 delivered with a standard battery and solar.

**SELF CONSUMPTION**

**TRADING**

**AVOID NETWORK CHARGES**

**GRID BALANCING**

**EXPORT**

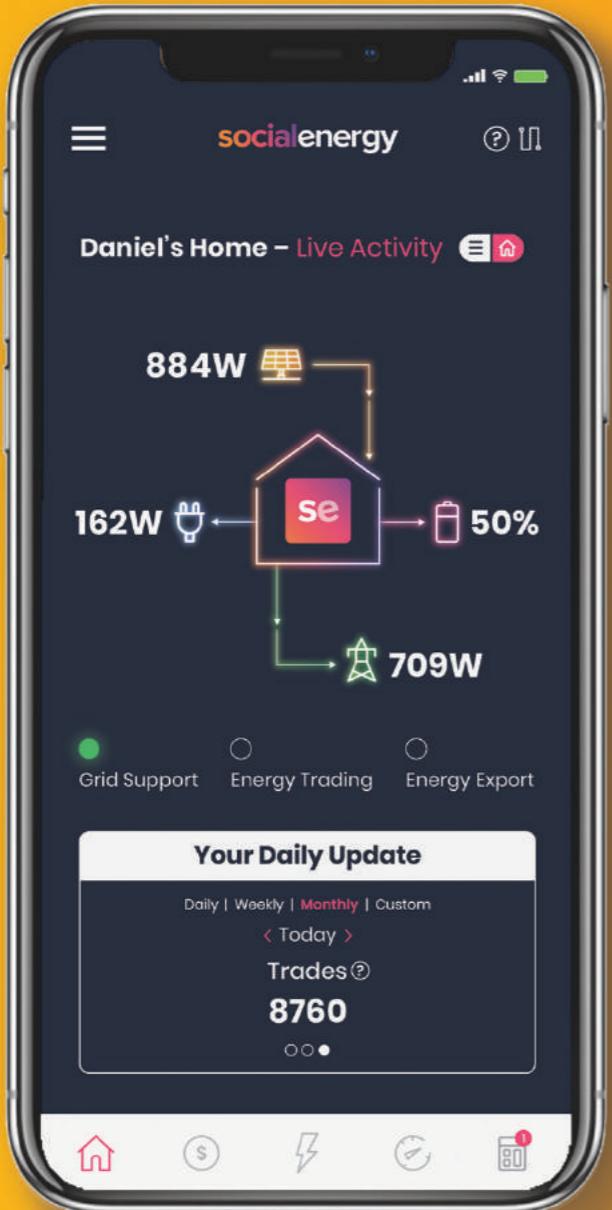
- Unlocks access to extra revenue through trading
- Powered by artificial intelligence
- Automatically buys energy when it's cheap and sells it when it's expensive
- Get paid to balance the local grid
- 99% trading accuracy



= up to \$15,450 extra<sup>1</sup>



# Clever technology, designed for you



We make things fully autonomous, so you needn't worry about what your energy is doing. But if you want to see, you can get everything in one place.

In our simple app, Social Energy customers can access their smart energy account. From monitoring your energy trading, through to seeing your direct debit for your energy bill, all of your energy is just a tap away.

Plus, you can see the difference that you're making to the environment, both historically and in realtime.

## Your monthly green report:



**215.9kWh**  
Solar generation



**75.3kg**  
Coal saved



**590.7km (petrol car)**  
Greenhouse gas equivalent



**2.6 trees**  
Planted to achieve  
the same carbon offset

# 5 ways to earn & save

With a Social Energy battery system, you unlock 5 ways to make the most out of your solar generation.

EXCLUSIVE TO SOCIAL ENERGY

## S

### **Self Consumption** [Value Level: High]

Once your home is generating free solar energy, you want to be using as much of that energy in your home as possible, reducing your paid import from the grid. Your battery will store excess solar for you to use later on in the day.



Self Consumption

## T

### **Trading** [Value Level: Medium]

Wholesale energy markets work a lot like stock markets, with prices fluctuating massively, from negative pricing up to thousands of dollars per wholesale unit! We automatically buy cheap or free energy, store it in your battery and sell it back to the grid, when it's most expensive.

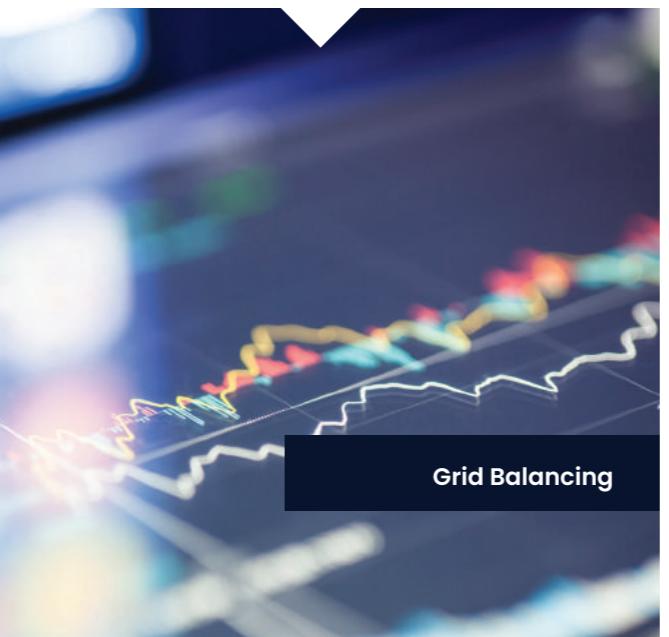


Avoid Network Charges

## A

### **Avoid Network Charges** [Value Level: Medium]

Much like the train network, the energy network in Australia has busy and quiet times of the day. To encourage usage in quieter times, networks charge lower 'off-peak' costs to use energy when many others aren't. Our AI automatically ensures you're buying off-peak energy, so that you can avoid paying peak network prices, normally built into your bill.



Grid Balancing

## G

### **Grid Balancing** [Value Level: High]

The local grid needs to constantly stay at a balanced frequency, otherwise we can end up with blackouts across the country. Social Energy's batteries are technologically capable and qualified to help balance the grid, a valuable service, which you get paid to do.



Trading

## E

### **Export** [Value Level: Low]

Our systems help to minimise your export, as we can create bigger earnings and savings through trading for you. This means you end up exporting less than a typical customer with a low-tech battery.



Export



**...this is your  
second chance  
for the best  
solar returns  
in Australia.**

**Don't miss out  
this time.**

#### **Disclaimer**

<sup>1</sup>The extra benefit is compared to installing solar as a standalone product with an Alinta No Fuss in South Australia (SA) or EnergyAustralia No Frill energy tariff with 10% green in New South Wales (NSW). Both retail energy tariffs were quoted on 15th October 2019. The extra benefit is based on a new Social Energy connected 5kW/16kWh Solax battery linked to a new 5kWp solar PV system. Assumptions include: customer annual electricity consumption of 4000 kWh (SA) or 3300 kWh (NSW) after solar. All figures are quoted including 1.8% consumer price inflation and Social Energy benefits from self-consumption, FCAS, network charge avoidance and wholesale market arbitrage. Market regulations are assumed to match the AEMO VPP Demonstration trials launched in 2019.

