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5 February 2024

Matthew Giampiccolo
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Simply Energy

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By email to: [REDACTED]

Dear Mr Giampiccolo

Application under section 33 and 34 the Better Bills Guideline

I refer to Simply Energy's (**Simply**) application of 17 January 2024 under sections 33 and 34 of the Better Bills Guideline (**Guideline**) for approval to include an additional message among Tier 1 information. In particular, Simply has requested to include the following name change message among Tier 1 information on its small customer bills issued from February 2024 until April 2024.



Important Update

Simply Energy is becoming ENGIE in April 2024.

For more information, please contact us or visit [simplyenergy.com.au/engie](https://www.simplyenergy.com.au/engie)

The AER has considered Simply's application and has decided under section 35 of the Guideline to approve the request.

Tier 1 of the Guideline is intended to contain key, essential information only. In making this decision, the AER acknowledges this time limited additional message is potentially useful for customers and may help reduce customer confusion about the name change. It may also mitigate the risk that customers do not engage with bills displaying the new brand name (particularly with important Tier 1 information around payment and how to raise disputes/queries), helping to support the bill objective outlined in Rule 25A(3) of the National Energy Retail Rules.

Should you wish to discuss any of the above, please contact Georgiana Copeland on [REDACTED]

[REDACTED]

Justin Oliver
Member
Australian Energy Regulator