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7 May 2024

Matthew Giampiccolo  
Manager, Regulation and Policy  
ENGIE

**By email to:** [REDACTED]

Dear Mr Giampiccolo

### **Application under sections 33 and 34 of the Better Bills Guideline**

The AER has considered Simply Energy's (**Simply**) application of 7 March 2024 made under sections 33 and 34 of the Better Bills Guideline (**Guideline**) for approval to include two additional messages among Tier 1 information. From 15 April 2024, Simply has rebranded to ENGIE, and shall be referred to as such for the remainder of this letter.

On 3 May 2024, the AER decided under section 35 of the Guideline to **approve** the request to include the following name change message among Tier 1 information on ENGIE's small customer bills until 15 October 2024.




#### **Important Update**

Simply Energy is now ENGIE. You will see the ENGIE name in all future communications, bills and on our website.

For more information, please contact us or visit [engle.com.au/becoming-engle](https://engle.com.au/becoming-engle)

The AER made this decision because, while the inclusion of the text reduces white space in Tier 1, a time limited simple message explaining the rebrand from Simply to ENGIE is likely to ultimately reduce customer confusion. It builds off the [AER approved message](#) customers saw between February 2024 and April 2024. Customers may also be more likely to engage with ENGIE bills having seen this message, avoiding non-payment and getting into arrears.

The AER has also decided under section 35 of the Guideline to **refuse to approve** the request to include an account summary box among Tier 1 information on ENGIE's small customer bills on an ongoing basis.

 <b>Account Summary</b>	
Total amount of your bill	\$131.56
Payment received - thank you	\$131.56
Balance brought forward	\$0.00

The AER made this decision because it is concerned that additional dollar amounts in Tier 1 may detract from the 'amount due' (already included in Tier 1) and risks confusing customers on what they need to pay. The AER also considers the information contained in the account summary box could be included as part of the 'understand your bill' section (section 41(c) of the Guideline), which is Tier 2 information.

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

[Redacted]

Yours sincerely

[Redacted Signature]

Justin Oliver  
Member  
Australian Energy Regulator