

Australian Energy Regulator
GPO Box 520
Melbourne VIC 3001

16th November 2020

To whom it may concern,

RE: SMART ENERGY PTY LTD ELECTRICITY RETAIL LICENSE APPLICATION

We are writing in response to the application to the Australian Energy Regulator from Smart Energy Pty Ltd for a retail electricity license to operate in the NEM.

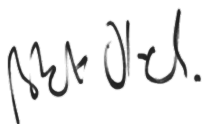
SmartestEnergy Australia have concerns around the similarity of business names, with the potential of creating confusion in the market between the two organisations, to the detriment of consumers and both organisations.

SmartestEnergy was established in 2001 operating first in the United Kingdom and subsequently expanding to include subsidiaries in the United States and Australia in recent years.

SmartestEnergy Australia was granted its retail electricity license for the NEM in May 2020 and has started acquiring retail customers and developing an Australian market presence. Our hope is that Smart Energy would consider a name change for its retail business to avoid any potential issues between two similarly named organisations who are both participating in the retail electricity market.

SmartestEnergy Australia has no other concerns or issues with Smart Energy's retail electricity license application.

Yours Faithfully,

A handwritten signature in black ink, appearing to read "Robert Owens".

Robert Owens
Chief Executive Officer, SmartestEnergy Australia