



How flexibility might shape the customer base in the future

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 **Simply Energy**

2023 CONFERENCE

eea | Electricity Engineers' Association

a bit about us



We're on a mission to accelerate New Zealand's zero-carbon transition and create a more sustainable New Zealand.

We want to change how businesses think about and use energy for good.

what we do



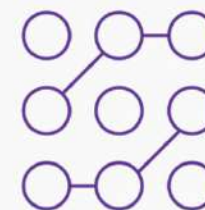
advisory

Support and insights to help you untangle challenges and maximise the opportunities as you transition to net zero.



energy

Competitive and tailored electricity supply options backed by Contact's highly renewable generation portfolio.



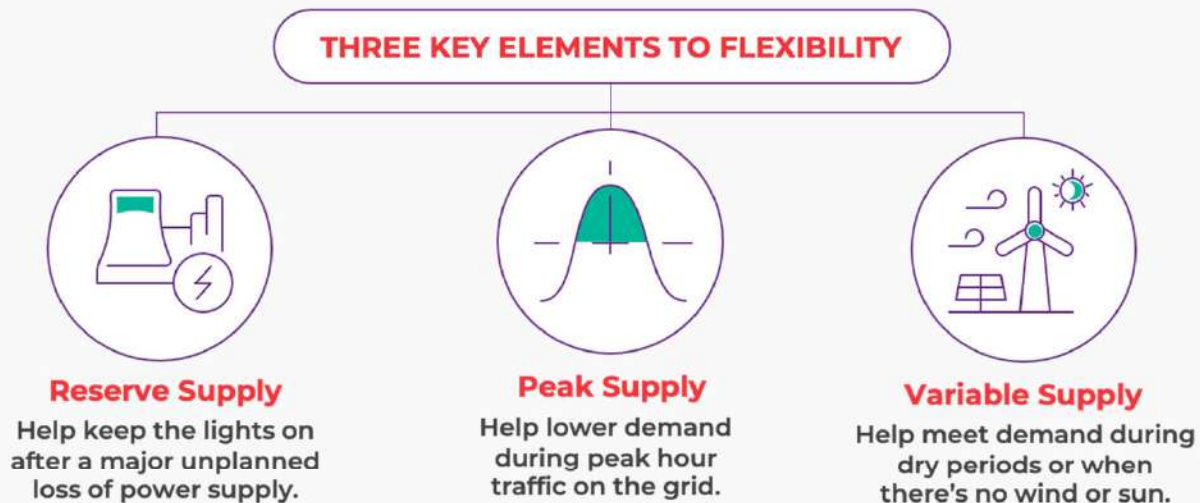
solutions

Tools and technologies that help you to unlock carbon and cost savings for your organisation.

We make the energy transition **more simple, affordable and impactful.**

why flexibility matters

Flexible demand reduces our reliance on coal and gas power, reduces carbon, lowers electricity costs, enables a staged transition, and uses grid assets more efficiently.



the impact of flexibility on customer bases

Flexibility opens opportunities for retailers to expand their customer bases

Current



■ Energy ■ Solutions ■ Hybrid

Future



■ Energy ■ Solutions ■ Hybrid

participation

Industries/sectors



Dairy	Supermarkets
Meat	Pulp & Paper
Cold Storage	Swimming Pools
Seafood	Data Centres
Fruit & Veg	Water Supply
Manufacturing	Waste Water
Residential	

Industries/sectors with existing flexibility

Equipment



Cold Storage	Boilers
Other Refrigeration	Kilns
HVAC	Pumps
Furnaces	Aerators
Compressors	Fans
Hot Water	EV Chargers

Equipment that can be turned off within minimal disruption

demand flexibility in action

Simply Flex | Frequency Response

Creating a diverse, aggregated reserves portfolio for customer revenue generation.

70+ sites

across a wide range of
industry sectors



contributing
20MW
of flexible load

the amount of power required to
run **10,000 household heaters**



thank you

 **Simply Energy**