

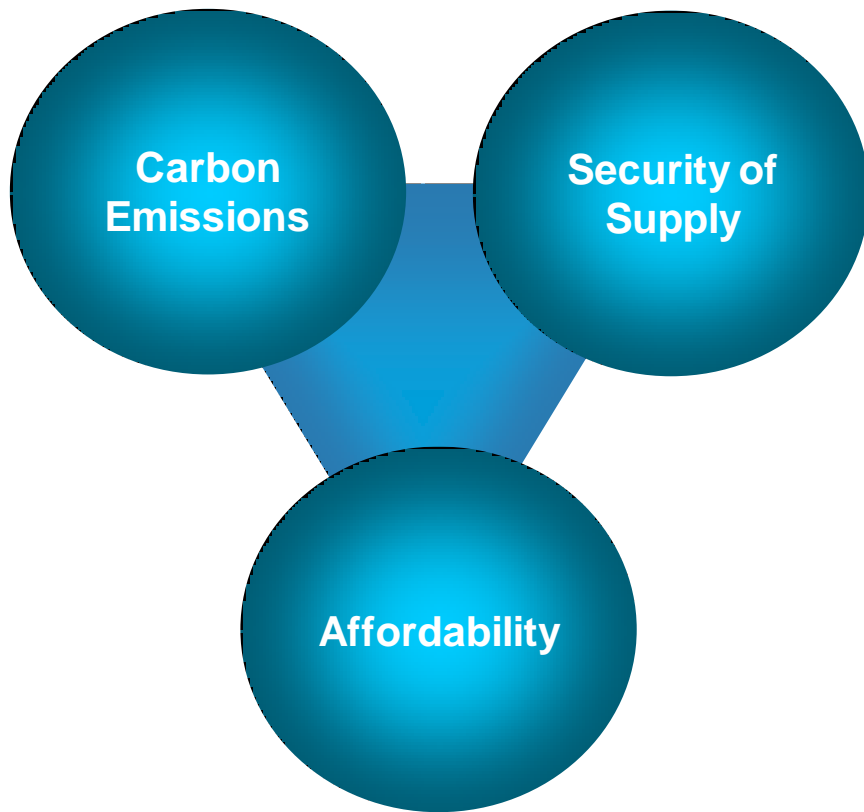
Engaging Consumers in a smart world

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The “tri-lemma” is driving rising energy prices

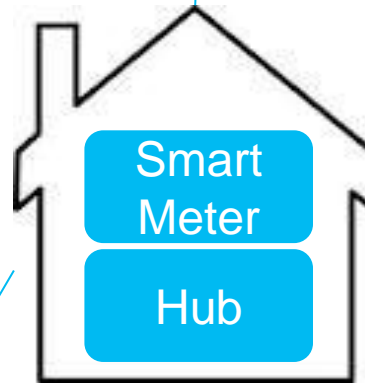


New technology is creating a smart home that enables new solutions to old problems



I want to spend less!

Make sure I'm on the cheapest tariff



Help me make my home efficient
(generation, storage and insulation infrastructure)

Help me understand and reduce my consumption
(Advice, controls and automation)

Customer pull is critical for success



So what is British Gas
doing...

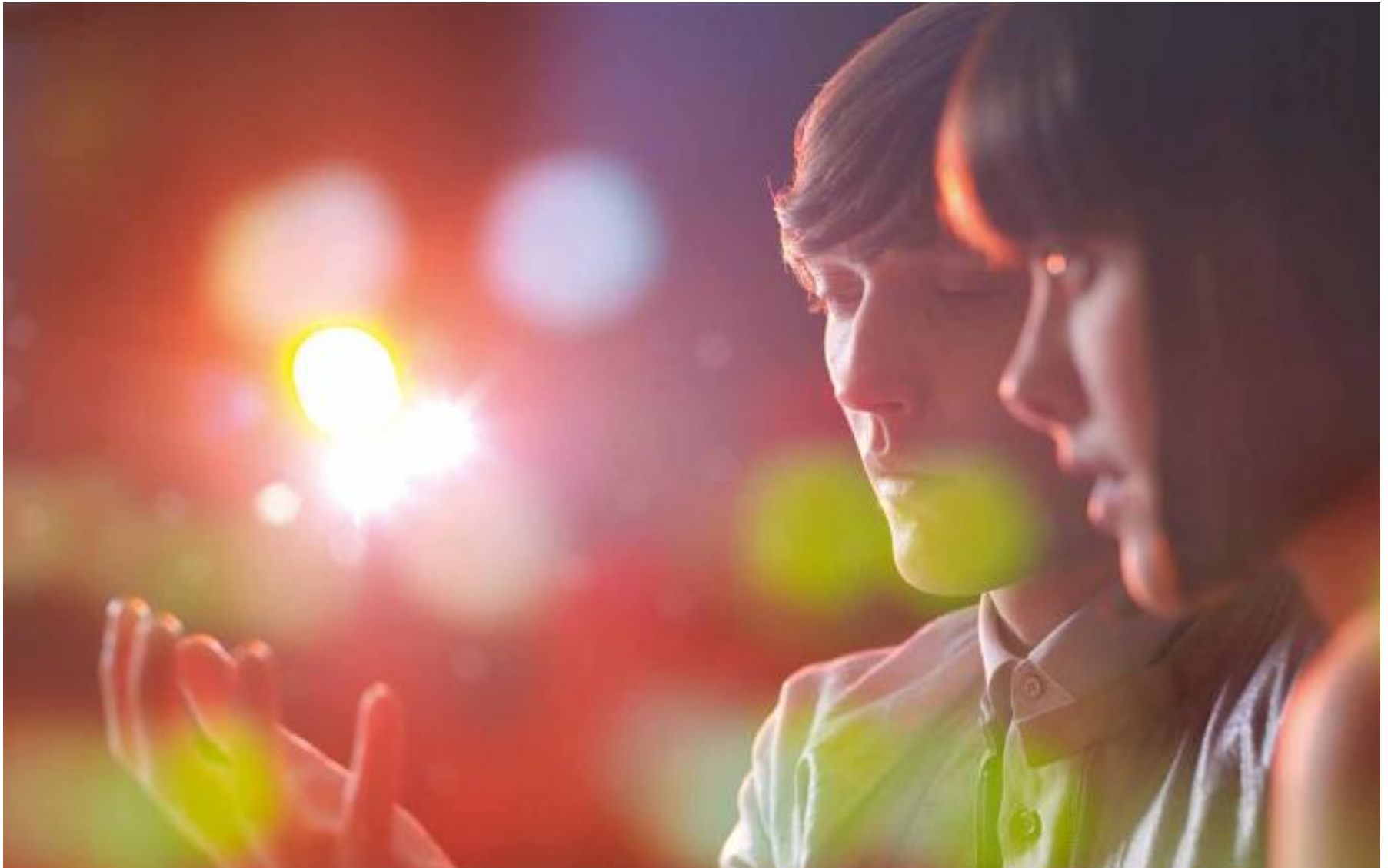
Our focus on Smart Homes provides industry leadership

500,000 meters so far

Largest Metering Company in the UK

2,000 new jobs

Understanding starts with 'nudge' theory. Traffic lights on IHD and 'orbs' at SCE




Put customers in control to reduce costs



Driving a new energy era: British Gas are leading the charge in Electric Vehicles



Hitachi Capital



The smartphone screen shows an 'Electric Vehicle' app interface. At the top, it says 'Electric Vehicle' and shows a blue car. Below that is a green button that says 'Add a charge'. Further down, it displays the following statistics:

Total electricity spend	£936.26
Total saved vs petrol	£203.18
CO ₂ emissions	125g

At the bottom of the screen, there are icons for Home, Charge, Settings, and Help.

- 100% Green tariff at standard prices
- EV charge point and solar PV
- Smart Peak / Off-peak pricing
- All supported by customer transparency



Entering adjacent markets: Safe & Secure, the smart way to protect your home

From £199,
plus £8 a
month¹



British Gas is well placed to succeed

- **Largest UK energy supplier**
 - Over 1 million business supply points
 - Over 16m homes
 - Number 1 supplier of Gas & Electricity
 - 8.5 million Home Service customers
 - 9th largest Insurance company in the UK
- **11,000 engineers – undertaking 44000 jobs per day by installing, maintaining & repairing;**
 - Boilers & Central Heating systems
 - Electrical appliances & Electrical systems
 - Plumbing & Drains
 - Smart meter leadership
 - Range of renewable technologies
- **Nationwide service capability**
 - only 5 minutes away from 99% of the UK population



Thank you!

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