

# How flexibility might shape the customer base in the future

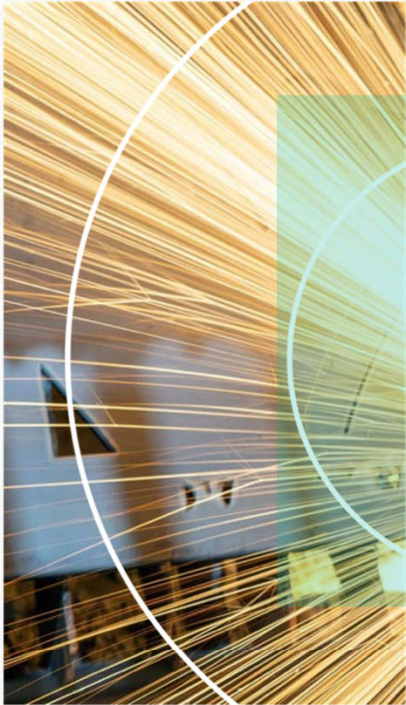
Luke Cartmell-Gollan,  
Commercial Development Manager

 **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



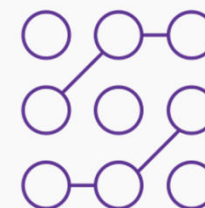
### **advisory**

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**

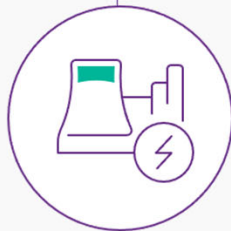
Tools and technologies that help you to unlock carbon and cost savings for your organisation.

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

## why flexibility matters

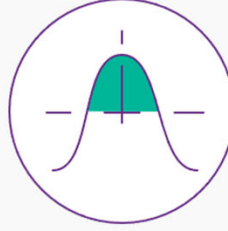
Flexible demand reduces our reliance on coal and gas power, reduces carbon, lowers electricity costs, enables a staged transition, and uses grid assets more efficiently.

### THREE KEY ELEMENTS TO FLEXIBILITY



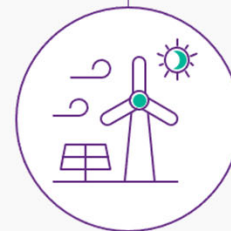
#### **Reserve Supply**

Help keep the lights on after a major unplanned loss of power supply.



#### **Peak Supply**

Help lower demand during peak hour traffic on the grid.



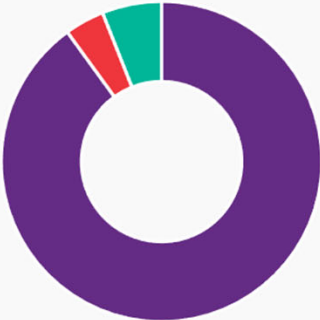
#### **Variable Supply**

Help meet demand during dry periods or when there's no wind or sun.

# 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.

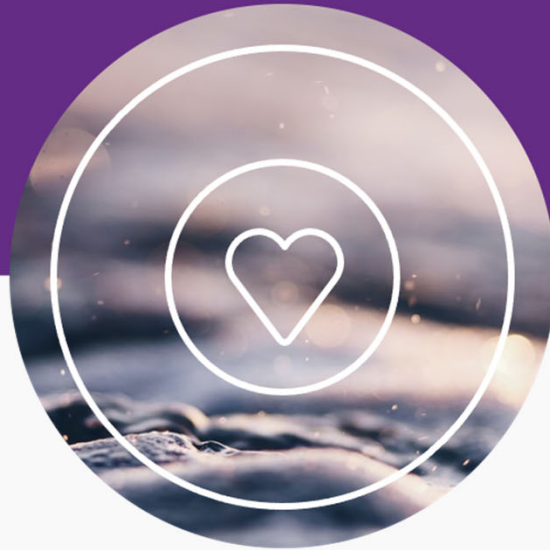
70+ sites

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**