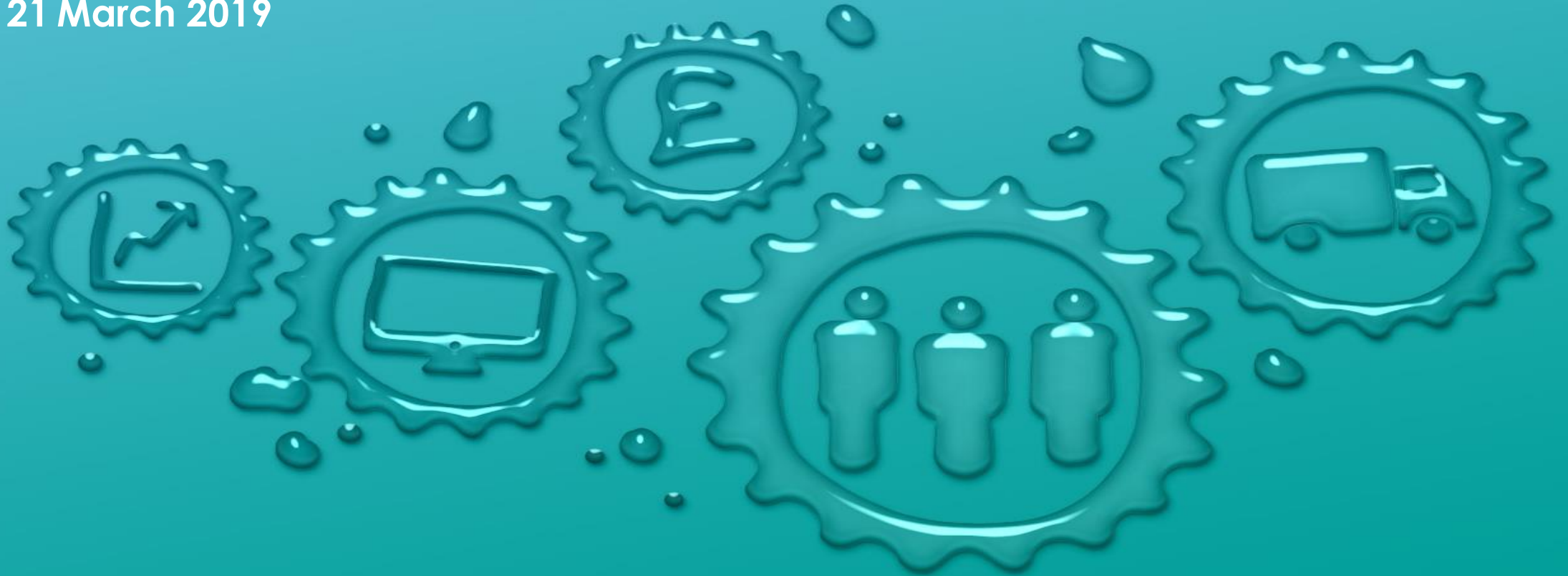


Water Plus

Presented by Tony Craig

21 March 2019





Agenda

- The water market – 2 years on....
- Expectations
- Market update
- Key market challenges
- The Water Plus Journey
- Summary and any questions



Retail water market - Expectations

More choice

- A greater choice of retailer's and new entrants
- Switching decisions based not only on price
- Increased services and more propositions on offer

Improvement to service

- Consolidation option for multi site customers
- Making it easier for customers to do business
- Multiple contact channels and dedicated points of contact

Downward pricing

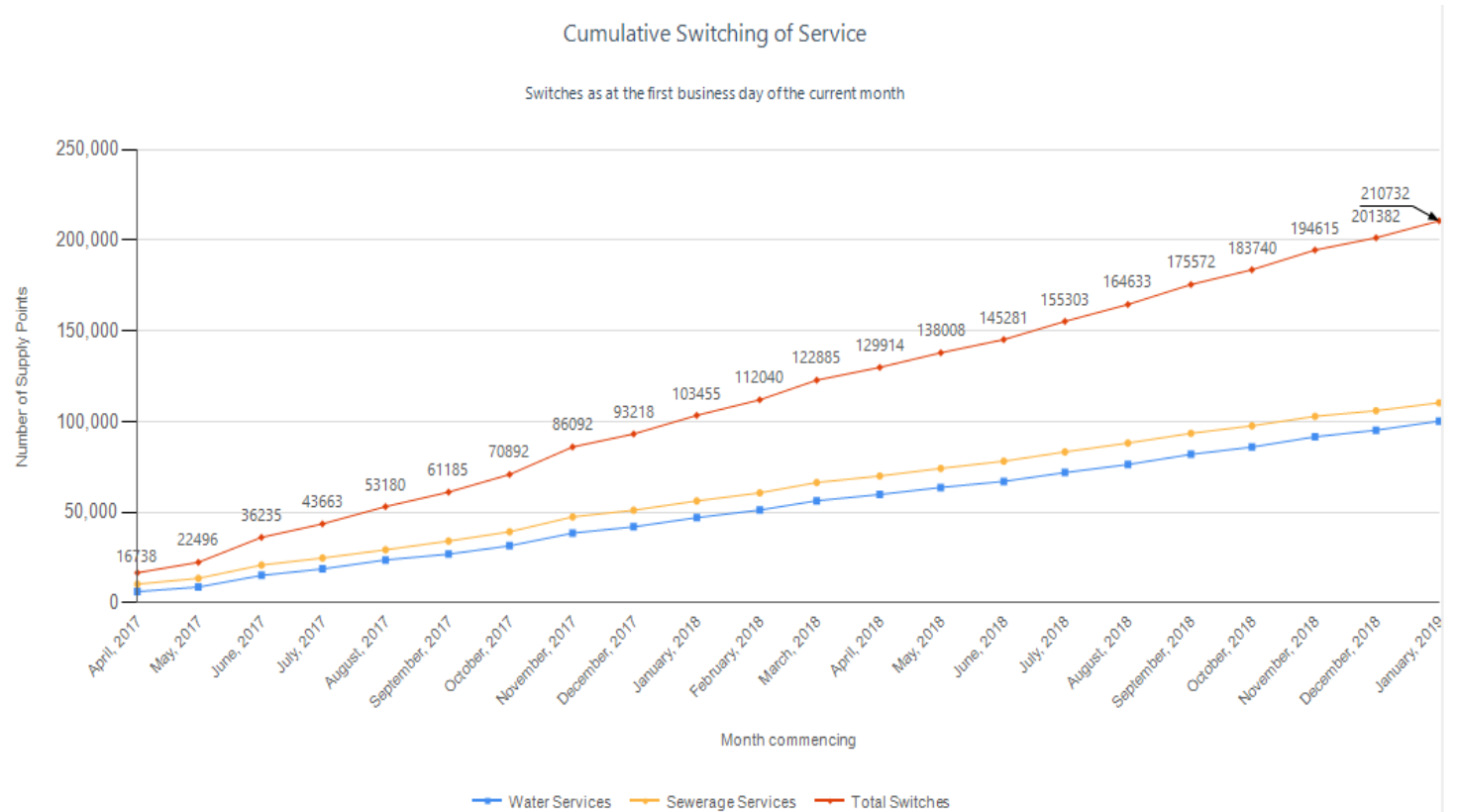
- Tight margins
- Retailer's having to be more cost efficient

Increased innovation

- New products, services and online tools
- Improved water management services

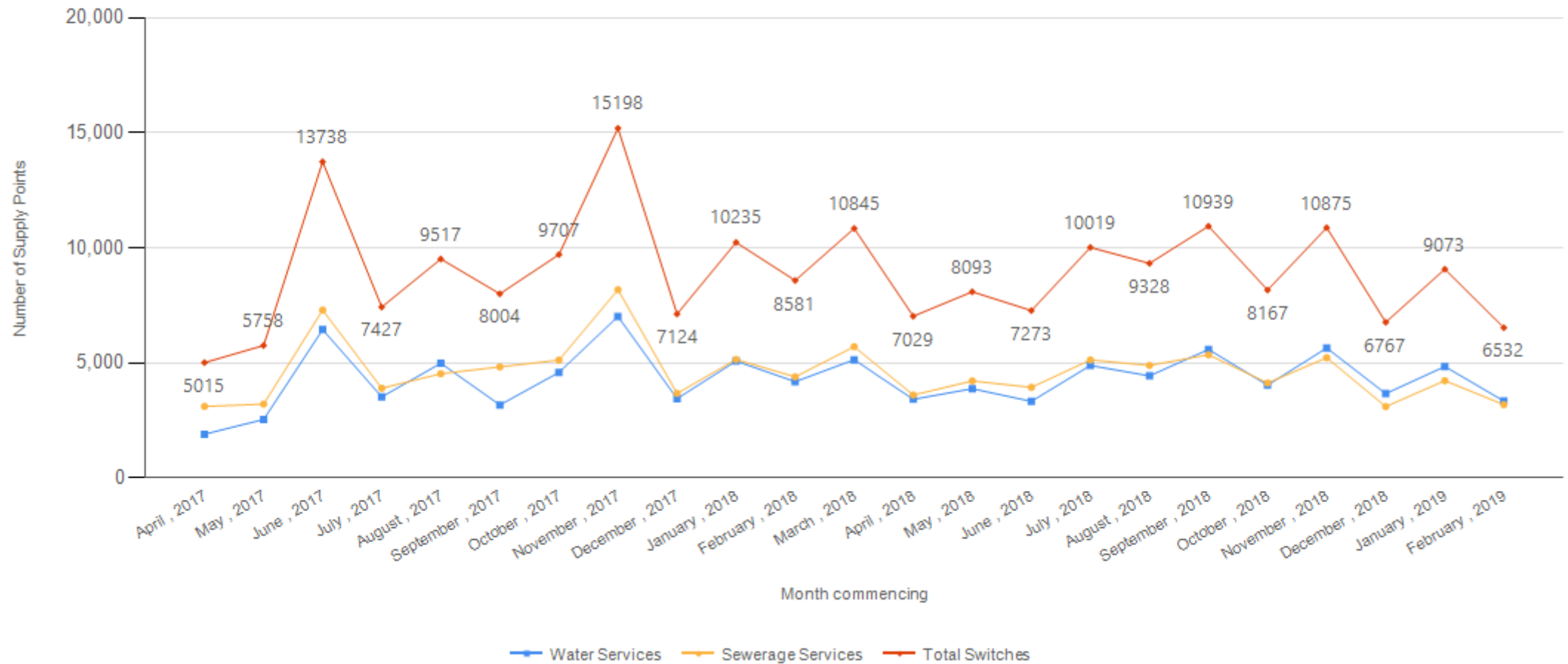
The water market – and 2 years on...

- £2.5b annual revenue
- 1.2m businesses
- 8% of sites switched
- 30 plus retail licenses granted
- Complaint levels >1% of customer base



Monthly Switching Rate

Total supply points switched as at the first business day of the current month: 216,965





Key market challenges

- Standardisation of pricing
- Wholesaler processes and interactions
- The quality of the market data
- Low margins

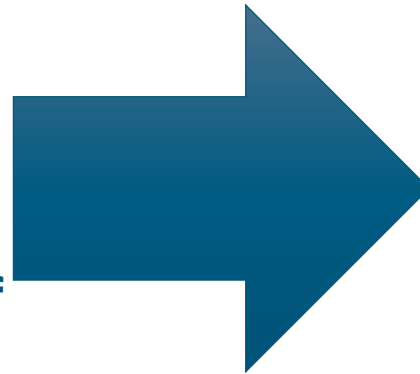
The Water Plus Journey

We are working behind the scenes to make things smoother for our customers



Next 1-3 Months

- Improved service process including additional resources
- All customers migrated to single billing system
- Catch-up billing on a small number of complex accounts
- Improve our online customer portal and launch broker pricing portal



Next 3-6 months

- Integrated CRM system
- Improved wholesaler management processes
- Continued systems unification to improve billing and service reliability

Pricing Portal Launch



- **Launched in partnership with UD group**
- **Ability to quote across all areas and multiple sites**
- **Value threshold of £150k**
- **Ability to flex commissions**
- **Quote to full contract stage**
- **Full reporting**



Why Water Plus?

Safe pair of hands
(knowledge and expertise)

Collaborative approach

Invest in long term relationships

Innovative



Summary

- **The market is maturing broadly in line with expectations**
- **System and market issues have caused some service challenges for most retailers**
- **Innovation has been slow to happen but some retailers are now focused in this area**
- **There is a significant opportunity for TPIs/brokers and other water efficiency providers**

Thank you

Any questions?

