

Presentation to Delegation from India



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Sydney, 28 November 2019



Leading Energy Retailer

4.2 million gas, electricity and LPG customer accounts



Ensuring Domestic Gas Supply

APLNG supplies around 30% of the east coast gas market



Growing Renewable Supply

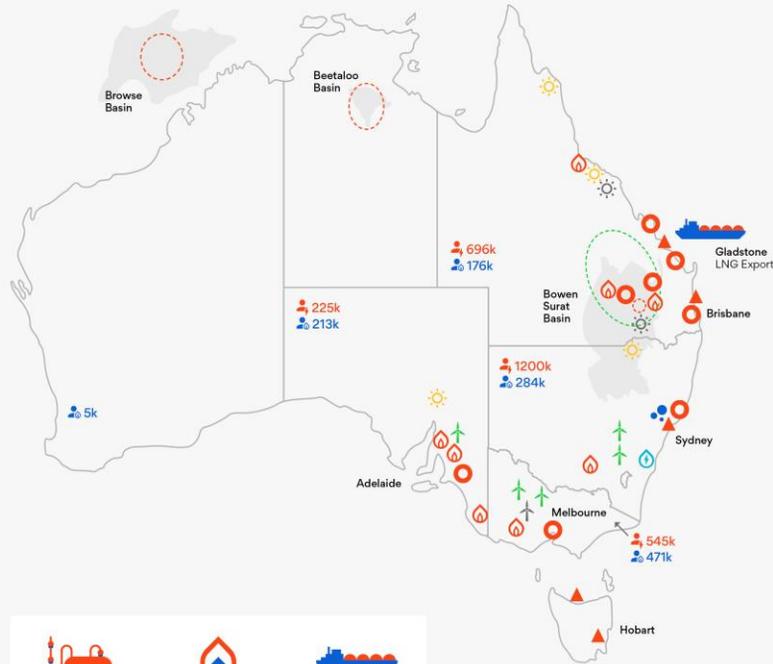
From — 13% of Origin's generation mix today to more than 25% by 2020



Significant Generation Portfolio

7,000 MW of gas, coal and renewable generation and storage across the east coast

Australia's leading integrated energy company



Australia's Largest CSG Reserve Base



Largest LNG facility on the East Coast of Australia



Supplier to Domestic and Export Markets

Where we operate

Generation

- Gas
- Pumped hydro
- Solar (contracted)
- Wind (contracted)
- Coal
- Under construction

- LPG Seaboard Terminal

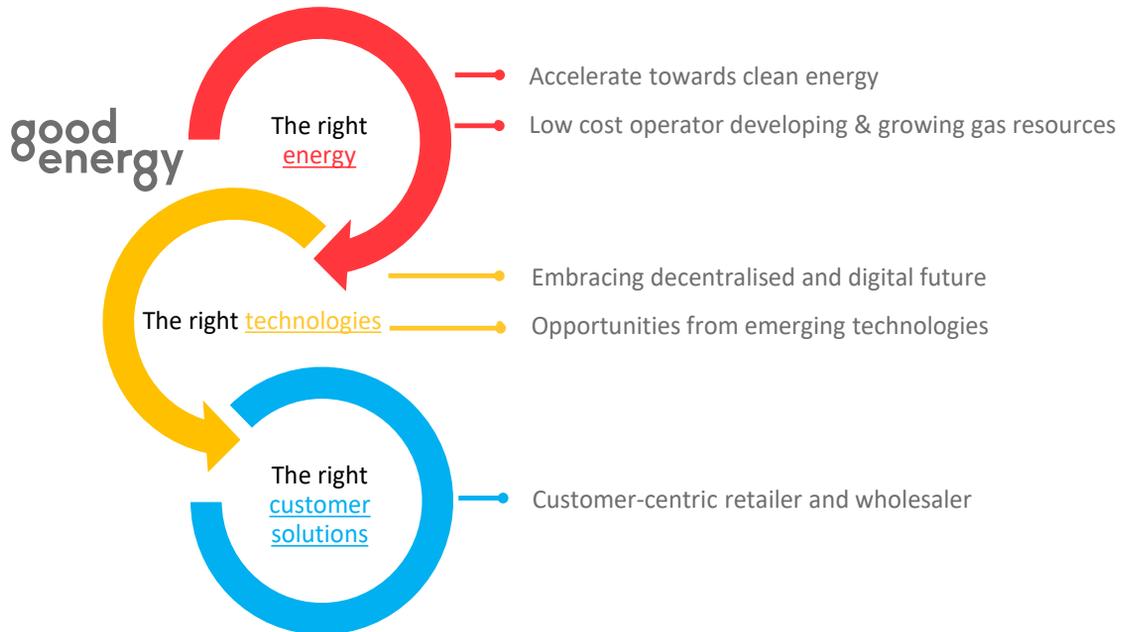
- Electricity Customer Accounts
- Natural Gas Customer Accounts

Exploration Acreage

- Origin Upstream Acreage
- APLNG Upstream Acreage
- Production Facility
- APLNG Pipeline

- Office

Connecting customers to the energy and technologies of the future



Underpinned by capital discipline, our capabilities and our commitment to all stakeholders

Executing on our strategy – making good progress



Accelerate towards clean energy

- > 25% renewables + storage capacity by 2020
- Generation flexibility supporting renewables
- Competitive fuel supply

Low cost operator developing & growing gas resources

- Increasing production and optimising cash costs at APLNG
- Investing in exploration to grow resource and scale low-cost model

Embracing a decentralised & digital future

- Digital analytics improving customer experience and internal operations
- AI orchestration platform connecting assets and data to customers
- Connected business models in front of and behind the meter

Customer-centric retailer

- Transforming customer experience – simple, seamless, effortless
- Target step change in cost position (>\$100m cost out on track)
- Growing revenue streams (CES, Solar & storage, Broadband)

Pursuing opportunities from emerging technologies



E-Mobility

Hydrogen

LNG for transport

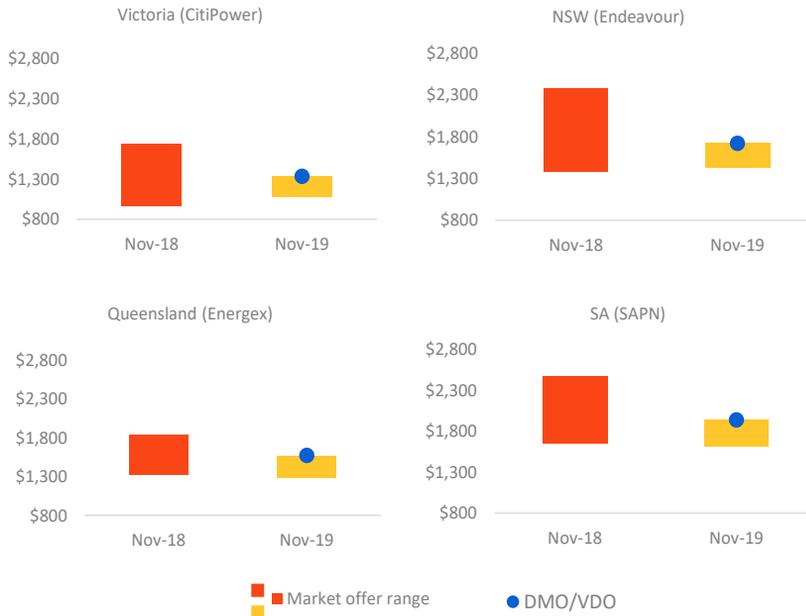


Price dispersion reduced, transparency improved



Market dynamics have changed post implementation of VDO/DMO

Market offers dispersion



- Discounts quoted off DMO/VDO reference bill going forward
- AER has guided to adjusting the DMO for movements in component parts going forward
- ESC preliminary guidance has minimal changes to VDO methodology

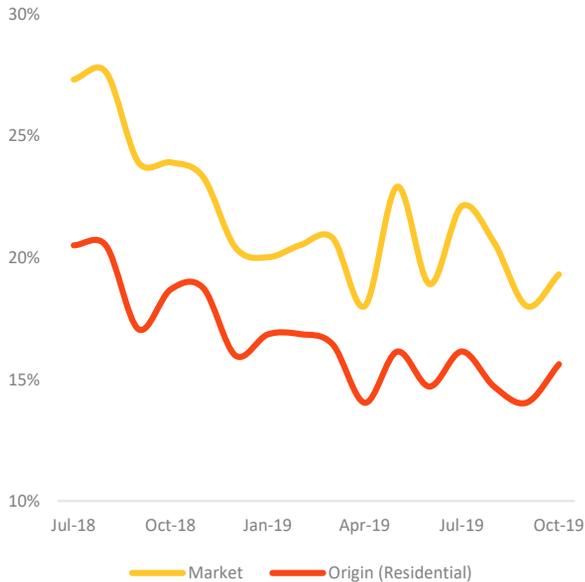
Source: Energy Made Easy/Switchon - based on DMO/VDO reference bills, as at 12 November 2019, and offers quoted prior to announcement of DMO/VDO (Nov-18) including both discounted and standing offer rates



Customer activity reduced

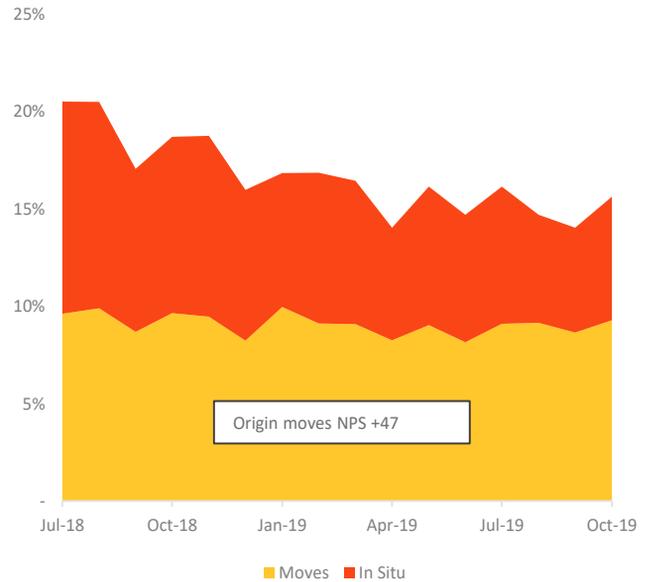


Customer churn (Monthly)



Source: AEMO/AER

In Situ vs moves churn (Monthly)



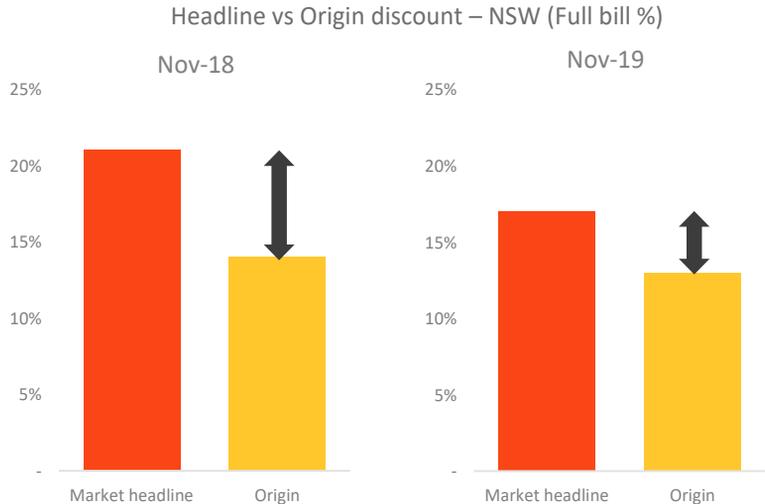
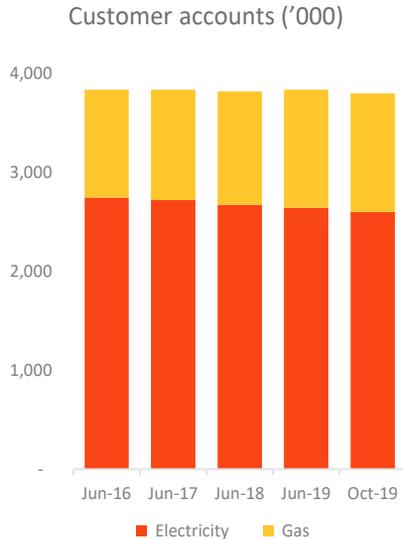
- Reduced in situ churn increases the importance of movers and new connections as acquisition channels



Considering share and value



We seek to win share, but are mindful of Customer Lifetime Value



Source: Energy Made Easy

Source: Energy Made Easy

- Customer accounts relatively steady last 4 years – down ~8k FYTD
- Currently, lower acquisition costs provide opportunity to compete effectively and maintain or grow share



Moving to a simpler, digitised customer experience



good energy **Good Energy brand**

Simpler offers

Streamlined customer journeys

Personalised, effortless digital experiences

Digitally-led customer journeys

	Max Saver Manage online and save	Flexi Flexible billing and payments	Basic Set and forget
	Broadband Bundle Bundle and save		
	Solar Optimiser Higher feed-in-tariff		

Helping customers stay in control

Move in App

Usage

Direct Debit

Analytics-driven personalised solutions

Solar

Broadband

Self meter-read

- Fewer products and price points
- Easy to compare plans
- Bundle benefits
- Digital activation and onboarding

- Simpler Moves and Renewals
- Usage insights
- Alerts and notifications
- New Connections portal

- >1.1m mobile App logins
- Digital service interactions up from 72% to 87% year on year
- Livechat volumes up 122% period on period¹ (NPS +40)
- Targeted campaigns driving digital awareness and adoption



Grow revenue streams

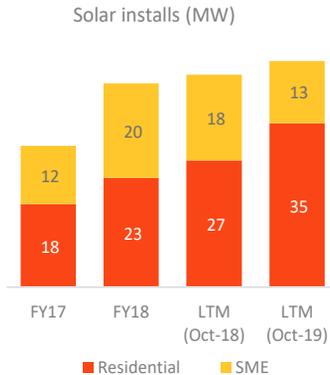


Community Energy Services



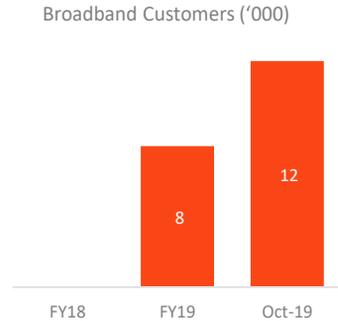
- CES allows customers to access bulk discounted prices, and benefit from the aggregated load profile
- Acquired OC Energy, adding 55,000 embedded network customers

Solar and Storage



- Strong growth in retail solar
- Solar + storage enables opportunity to engage beyond the meter
- Residential sales ↑ 30% (12 months to Oct-19 vs Oct-18)

Broadband and Adjacencies



- Provides opportunities to bundle and build customer loyalty, lowering churn
- Moves an increasing component, providing opportunities to grow adjacent services



Energy and Data are converging

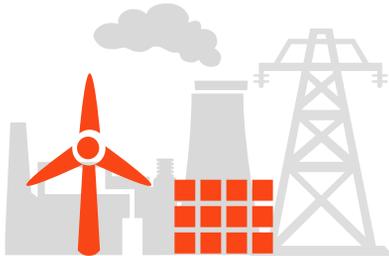


**We are experts at Energy,
and now we have to be
experts at Data**

- Every time someone consumes an electron, data is generated
- Distributed assets are democratising energy and climate change challenges the traditional supply model
- Our customers expect more insights and innovation to make their lives easier
- IoT devices and big data analytics can be used to deliver these solutions for our customers



THE GRID IS CHANGING



Centralised grid with increasing renewables

Historically ...

- Few large & reliable generation assets
- Aggregated analogue data

Moving to ...

- Increased intermittency from renewables
- Variable generation
- Increasing digitisation and data points

THE CUSTOMER IS CHANGING



Decentralised energy assets and IoT devices

- Many distributed assets & IoT devices
- Disaggregated data
- Control at appliance / device level
- Variable demand / supply
- Two-way power flows
- Greater customer value from connecting and sharing distributed assets

Origin's core skill of managing the demand / supply balance is a key strength

Deeply imbedded in the global innovation ecosystem



Co-founder of **Free Electrons**, a global open innovation program

- Over 1,500 applications
- 42 clean tech energy start-up graduates
- Now taking applications for the 4th cohort



www.freeelectrons.org

Principal sponsor of **EnergyLab**, Australia's largest cleantech start-up accelerator



Presence in **Silicon Valley**, the global epicentre of digital innovation.
Investment in **The Westly Group** fund.



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