

# British Energy

## Options for energy buyers seminar

---

Presented by Oscar Vickerman

British Energy Direct Ltd

# Introduction

---

- British Energy today
- Market insight
- Our approach

# British Energy today

- FTSE 100 Company
- Approximately 5,500 staff
- Turnover ~ £1.5bn (05)
- Largest UK electricity generator (around one fifth of UK supply)
- Station portfolio
  - 8 nuclear power stations, capacity of 9,568MW
  - 1 coal-fired station, capacity of 1,960MW
- Average annual output of 67-74 TWh over past five years



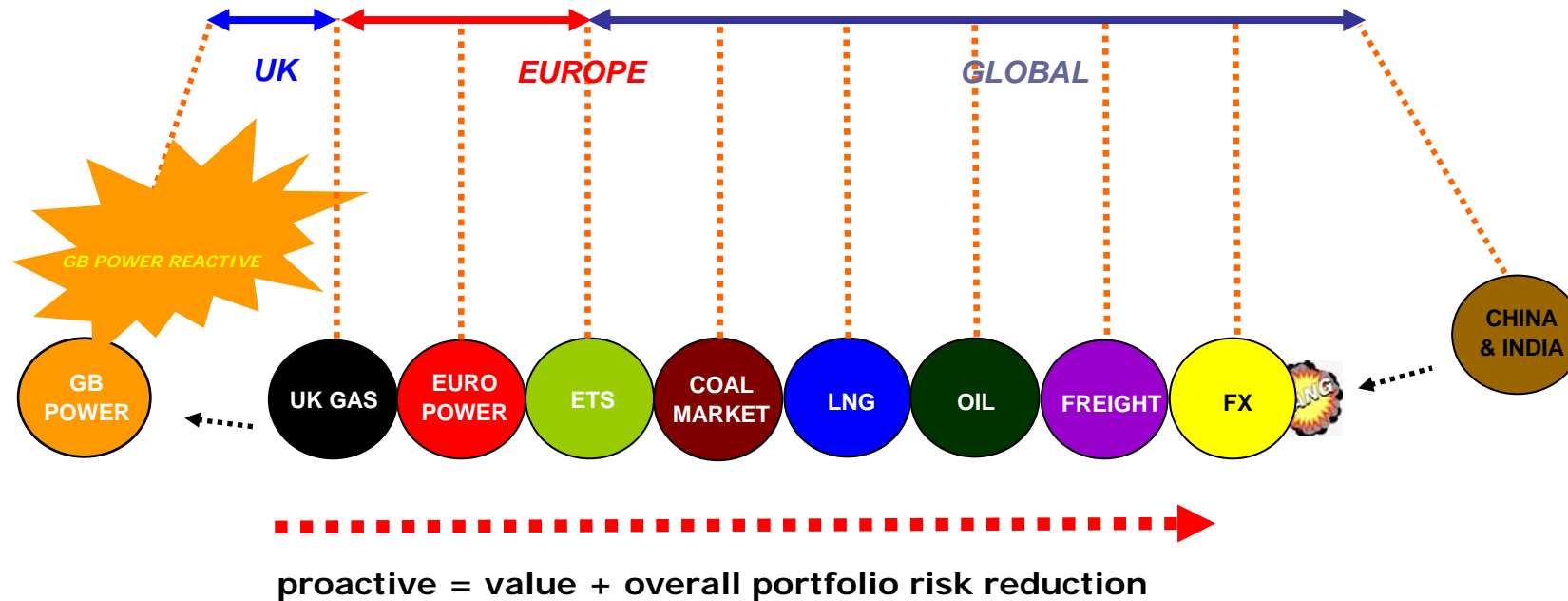
# British Energy Direct Ltd

---

- One of the largest providers in the I&C sector
  - Supplying over 30TWh
  - 45% of British Energy's production
- EIC Customer Satisfaction Survey (top 500 users)
  - No.1 for 26 Consecutive Quarters
- Datamonitor Major Energy User Survey (top 2500 users)
  - No.1 with an extending lead
  - 97% overall customer satisfaction
- Datamonitor Intermediary Research
  - No.1 supplier with strongest reputation and relationship

**Built on service, billing quality and price**

# Influences on market prices



- Moved from an energy island to a world energy market over the past 3 years
- Complex interactions
- Both global & European market prices affect your business drivers
- Are “off-the-shelf” products appropriate without taking business exposure into account?

# Influences on market prices

---

Issues that might prevent prices returning to historical levels

- Oil Market?
- Environmental Issues?
- European Power Price Floors?
- UK Supply / Demand Balance?

**'The supply sides of most world energy markets  
are becoming tighter'**

## Our Approach

---

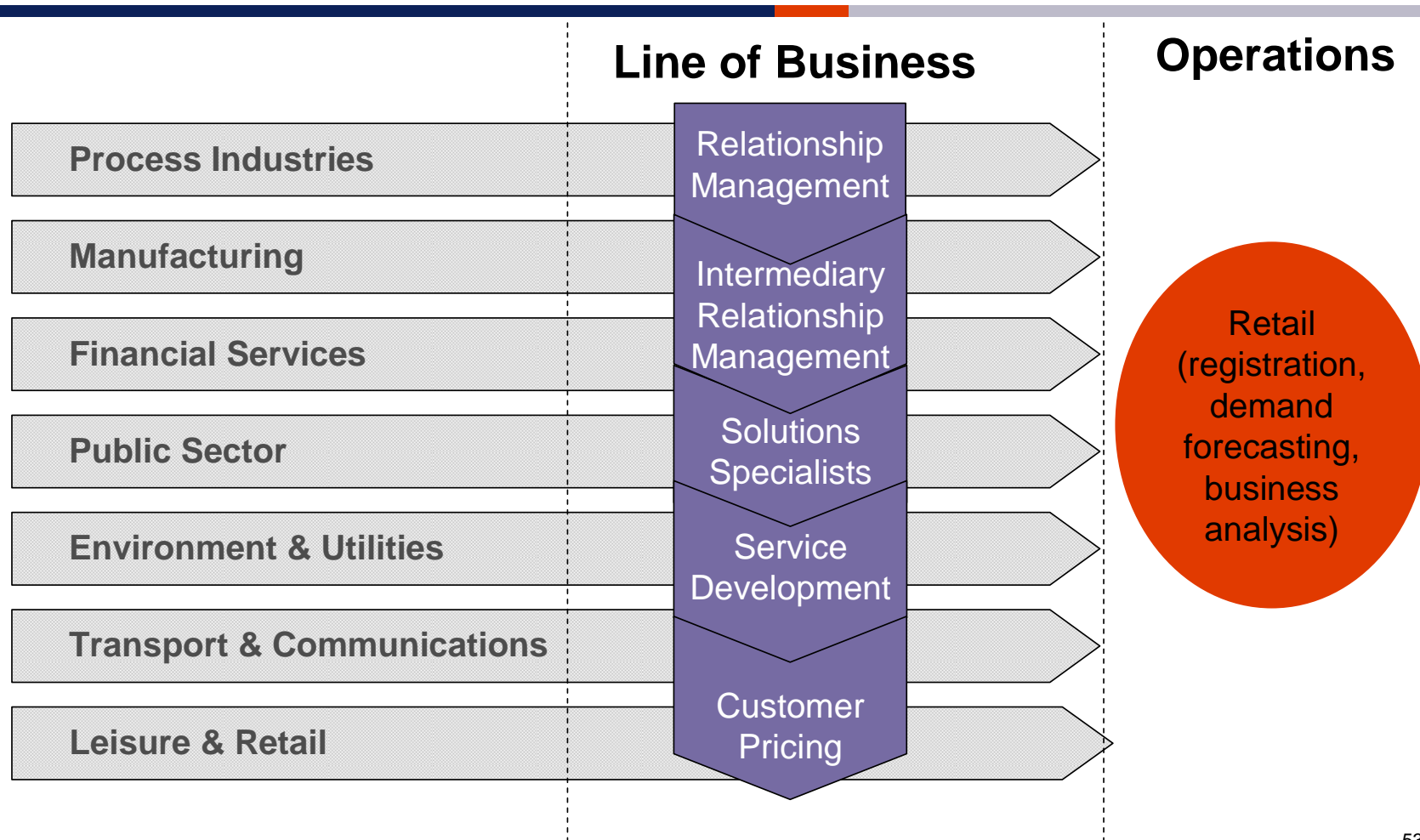
- Committing to understand your sector and business challenges by evolving to meet your changing needs
- Understand that an “off-the-shelf” product may not fulfil requirements of your business
- We will work to understand your 1 Yr, 3Yr and 5Yr business plan
- Working in partnership with you to develop bespoke solutions based on your business needs rather than just ‘product peddling’
- We can provide solutions to match your short & long term plans

## Our Solution

---

- Since 4<sup>th</sup> April we have re-organised our entire business around yours
- Set up sector based 'customer teams' dedicated to delivering a complete end-to-end service
- Relationship management focus; not just account management
- Creation of an improved solutions platform
- Continuing to underwrite everything we do with exceptional customer service

# New retail 'lines of business' structure



## Conclusion

---

*We would welcome a conversation with you to understand your current requirements and future vision*