We are not in a position to comment on much of the content of this discussion but simply add our voice to hoping to see all consumers (including SMEs) enjoy more transparency, fairness and ease of making an informed decision between different tariffs and providers. To that end, in our mind, this should include it being obvious who is the supplier working in conjunction with the white label provider, what is the exact relationship i.e. which of the business models you list is being employed, that the TCR (and QR codes if they happen) apply, that the obligation to move customers on to the cheapest tariff applies, that the same bundling and cashback restrictions apply, but that these tariffs can operate in addition to, and not as part of, a supplier's restricted 3 tariffs per fuel type. In our mind, that would ensure that additional choice is provided in the market but that all choices are fair and are offered on a level playing field.

Many thanks Jane Lucy CEO