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By Email Only

## OVO Energy Response to Consultation on the implementation of the CMA's Whole of Market recommendation

OVO Energy is the largest independent energy supplier in Britain. Founded in 2009 by entrepreneur Stephen Fitzpatrick, OVO Energy redesigned the energy experience to be fair, effortless, green and simple for all customers. Today, OVO Energy is a progressive energy company that serves more than 850,000 retail energy customers, striving to deliver more clean, affordable energy for everyone. Our core values encompass fair pricing, top customer service, clear and simple information, and innovative technology to make managing energy easier.

OVO Energy welcomes the Ofgem proposal to remove the Whole of market requirement for Price Comparison websites (PCWs). We believe providing customers with an opportunity to choose a tariff and switch directly through PCWs will increase customer engagement, competition and switching across the market.

Additionally, we believe the removal of the Whole of market requirement will prove to be beneficial for increasing smaller supplier engagement with PCWs and allow suppliers to create more innovative and targeted tariffs which will benefit customers.

We support Ofgem's minded to position to permit Confidence Code members to show only deals to which they can switch consumers to, provided they explain the market coverage of their results and provide a link to the Citizens Advice comparison tool. We agree that consumers need to have access to a Whole of Market view, but as users of PCWs are by their nature very engaged with the market, PCWs should have the flexibility to show this in the way that meets their consumer needs most effectively. This could be fulfilled either by retaining their own Wider Results view, or by signposting to the Citizens Advice Comparison Tool.

If you wish to discuss any points in detail OVO Energy would welcome any further questions by email [policy@ovoenergy.com](mailto:policy@ovoenergy.com).

We look forward to hearing from you.

Kind regards,  
Jennifer Mann  
Regulation and Compliance Manager