



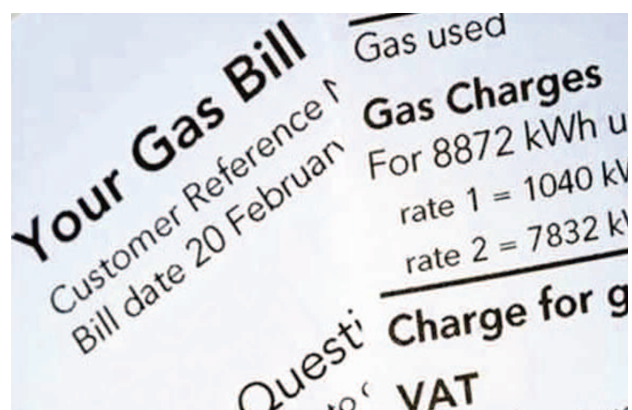
Deregulation of the energy market in Ireland provided customers with options. There are now a number of providers on the Irish Market. The main Providers being Bord Gais, Electric Ireland, Energia and SSE Airtricity. In addition, there are some smaller providers in Ireland and more recently an influx of UK and Canadian Brokers offering Gas and Electricity contracts on behalf of the Providers.

However, it is important to understand that the Providers are only responsible for selling the end of use product. They are not responsible for the transmission or distribution. The responsibility for this lies with ESB Networks (Electricity) and GAS Networks (GAS).

The transmission and distribution costs are dictated by the relevant responsible networks and the provider has no influence over these.



The providers are responsible for the unit rate only. The providers are responsible for the collection of transmission and distribution charges for the Networks which is why they appear on your energy bill.



WHY PAY MORE than you have to?

This is a common question asked in relation to energy costs and is mostly commonly answered incorrectly. When asked 'Why Pay More' most companies are advised to look at the rate and to shop around for the best rate or use a broker. **The rates portion of your bill accounts for only 40-50% of your total bill** depending which tariff you are on.

Electricity in Ireland is dictated by Gas prices which, as with all commodities, fluctuate. Providers using analysts trade futures on Gas to secure their best prices. The energy market is very competitive and it is in the interest of the provider to be in a position to provide cost effective energy to its customers.



The biggest issue for customers is that the Providers naturally only focus on the rate as this is the only area that they have responsibility for. Acheiving 'the best rate' does not mean that you have maximised your potential savings.

DIGREN AFFINITY DEALS

Most Providers offer affinity deals that provide members of the association or group with preferential rates. However, in many cases these don't work as effectively as they could. It is very difficult to provide a specific 'one rate fits all' solution. Invariably, some members of the association win and others don't.

Those that don't will not avail of the 'offer' in following years. With members dropping from the affinity deal the rate increases and the effectiveness dwindles.

The Digren Energy Affinity Deal is unique, in so far as we carry out a full analysis for all members, initially to ascertain the viability of the Affinity Deal. Once completed, we present a proposal to the association which generally includes offers for different meter types through multiple providers.

- Provides individual Energy Profile Analysis per MPRN per client.
- Provides rates across different Tariff bands.
- Offered through a number of Providers.
- Provides quarterly tracking reports.

