



EDF Energy is one of the UK's biggest energy companies and the largest producer of low carbon electricity. The company supplies gas and electricity to more than 5.5 million business and residential customers, making it the largest supplier of electricity by volume in the UK. Its diverse customer base includes small and medium sized enterprises, public sector organisations and leading high street brands.



**Market**

EDF Energy operates in both the business-to-consumer and business-to-business energy supply markets and generates approximately one fifth of the nation's electricity from its nuclear, coal and gas power stations, as well as combined heat and power plants and wind farms.

There are three key challenges facing the energy industry and its customers. Firstly, price volatility and affordability. The outlook for energy prices remains challenging. At this

time of economic uncertainty, managing energy costs is crucial to the survival of many businesses and energy companies have a special duty to care for their most vulnerable customers. EDF Energy consistently offers competitive prices.

Secondly, security of supply. The phasing out of fossil fuels and closure of many existing power stations has produced a growing need for new sources of energy, known as an 'energy gap'. In response, EDF Energy is supporting the Government's commitment

to develop a diverse energy mix, including low carbon technologies such as nuclear and renewable energy.

Finally, climate change. Carbon reduction through energy efficiency is taking hold as consumers and businesses realise that saving energy is a highly cost effective way to substantially reduce their carbon footprint. Legislation and national targets are bringing this to media attention.

**Product**

EDF Energy believes that businesses have four main requirements from their energy supplier and has developed its products and services to answer them.

The company offers a range of insight services to help its customers better understand how the energy markets work, current wholesale energy prices and the regulations affecting their business.

EDF Energy provides its customers with a selection of energy supply contracts, so they can manage their energy purchasing in a way that fits their in-house skills and appetite for risk.



Administration can be tedious, so EDF Energy simplifies customers' billing arrangements and provides easy access to their account information.

EDF Energy helps its business customers to save energy, reduce costs and meet carbon reduction targets. Services include: extensive energy saving programmes designed by its Energy Services team; Energy View, which tracks energy usage against targets online and its free Energy Efficiency Toolkit, an interactive resource pack that provides businesses with a step-by-step guide to developing an energy saving strategy.



**Achievements**

EDF Energy is committed to delivering excellent customer service and being as sustainable as possible.

In 2009, EDF Energy was ranked as the number one electricity provider for major business energy users in an independent customer satisfaction survey conducted by Datamonitor. It was also ranked as the top gas provider for residential customers in an independent survey conducted by JDPower on customer satisfaction in 2010.

The company has been awarded The Carbon Trust Standard, a mark of excellence given to organisations for measuring, managing and reducing carbon emissions. In addition, its Energy Efficiency Toolkit has been given a Green Apple Award by The Green Organisation in recognition of its commitment to helping others be more environmentally friendly.

In 2010, EDF Energy was awarded seven Big Ticks and chosen as an Example of Excellence by Business in the Community for its work with the British Red Cross to support vulnerable customers during

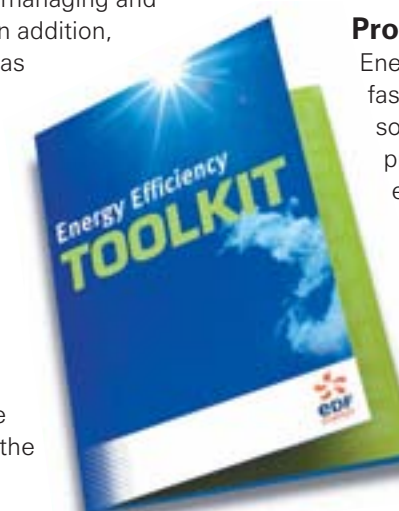


power cuts. In the same year, EDF Energy held the second Green Britain Day, a focal point for the Team Green Britain movement, which has been developed in partnership with the Eden Project, Global Action Plan and The London Organising Committee of the Olympic and Paralympic Games (LOCOG). The campaign helps people to save energy and money and have fun along the way. The initiative has hundreds of thousands of members and in 2010 won at the Sabre Awards, the Focal International Awards, the Festival for Media Awards and the Media Week Awards.

**Recent Developments**

In 2010, EDF Energy announced 'Our Sustainability Commitments', one of the biggest packages of environmental and social initiatives proposed by any UK energy company. They build on EDF Energy's existing Climate and Social Commitments and include an industry leading pledge to reduce the carbon intensity of EDF Energy's electricity generation by 60 per cent by 2020.

EDF Energy believes nuclear power has a key role to play in fighting climate change and ensuring secure and affordable supplies of energy. Subject to the right investment framework, EDF Energy has plans to build up to four new reactors, with the first commercially operational by 2018.



**Promotion**

Energy management is a complex and fast changing market for businesses so much of EDF Energy's promotional activity focuses on education to build credibility and enhance customer engagement.

In 2008, EDF Energy launched a two-year campaign to help businesses prepare for the Carbon Reduction Commitment (CRC) Energy Efficiency Scheme, a complex legislation related to reducing carbon



emissions. The campaign aimed to simplify the scheme for customers and was supported by a trade public relations programme. Among other activities, EDF Energy ran Café Energy workshops where its CRC experts explained the mechanics, risks and opportunities of the upcoming legislation. Nearly 1,000 major business customers have attended a workshop so far.

The EDF Energy Talk Power conference offers business leaders, policy makers and opinion formers the platform to discuss key energy issues and share learning. It is widely recognised throughout the industry as the best event of its type and always includes appearances from leading industry speakers, key government figures and EDF Energy's own supply and trading specialists.

EDF Energy has partnered with publishers of the well-known Dummies® franchise to create 'Carbon Management for Dummies' and 'Electricity Buying for Dummies', providing a step-by-step guide to successfully navigating today's energy market.

**Brand Values**

EDF Energy's challenge is to lead the decarbonisation of energy in Britain. To achieve this, the company aims to enable everyone to save today for a brighter tomorrow, together.

**Things you didn't know about EDF Energy**

**EDF Energy is the largest producer of electricity in the UK. It is also the biggest generator of low carbon electricity.**

**EDF Energy is working with ParalympicsGB to make them a green team ahead of London 2012 and make their training camps more sustainable.**

**Waste ash from EDF Energy's coal fired power stations is reused by the cement and construction industry, preventing more than 200,000 tonnes of ash being sent to landfill.**

**Team EDF consists of 20 athletes who are training for the London 2012 Olympic and Paralympic Games. The athletes are all sponsored or employed by the EDF Group.**

1990	1998-2002	2003	2006	2007	2010
The UK electricity market is privatised.	London Electricity, SWEB and SeeBoard are merged.	The EDF Energy brand is launched in the UK.	EDF Energy becomes the first UK energy supplier to introduce a social tariff.	EDF Energy launches its Climate Commitments, the most significant package of environmental initiatives adopted by any major UK energy company.	Also in 2007, EDF Energy becomes the first sustainability partner of the London 2012 Olympic and Paralympic Games.

2008	2009	2010
EDF Energy launches its Social Commitments, a set of pledges focusing on safety, energy affordability, security of supply, employee development and community investment.	EDF Energy merges with British Energy. It also partners with the Eden Project, Global Action Plan and LOCOG to launch Team Green Britain.	EDF Energy launches EcoManager, a wireless appliance controller that shows the cost of running electrical devices in pounds and CO <sub>2</sub> .  Also in 2010, EDF Energy combines its Climate and Social Commitments to create Our Sustainability Commitments.