Octopus Energy Group
Indiana URC Roundtable
Implementation re: FERC Order 2222

September 2023
Agenda

- Company overview (2 mins)
- Kraken Intro (4 mins)
- DER Case Studies (4 mins)
- Key Insights (5 mins)
Total time (15 mins)

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Octopus Energy Group Tentacles

Energy Supplier
- 8m customer accounts
- 8 countries
- #1 for customer service
- World-leading customer flex

Kraken Licensing
- 9 countries
- 42m customer accounts
- 30+ migrations
- KrakenFlex: 4.3GW contracted

Generation
- >$7B renewable assets managed (3+GW)
- 9 countries

Services
- Electric Vehicles
- Electroverse
- Heat pump R&D & installations
- Solar and smart meter installations
“The software platform that utilities needed”

Julian Spector, Canary Media

Octopus Energy is bringing clean, distributed energy to the masses

The clean-energy retailer is both serving and disrupting the utility sector — selling software, renewable power, smart home energy devices and more.

10 May 2023
Kraken is the new **operating system** for utilities

End-to-end platform for future energy

+ Reimagined customer service model
Kraken is the single, **end-to-end platform** for future energy.

**KrakenTech**
- CIS Billing
  - Resi, SME, I&C
- Meter Data Management
- CRM
- Customer Interaction

**KrakenFlex**
- Asset Mgmt & Control
  - Resi, I&C, Utility Scale
- Realtime Alerting
- Asset & Portfolio Optimisation
- Asset Reporting & Analytics

Kraken is a single, technology platform for customers, replacing the traditional multi-solution stack.

KrakenFlex is an energy flexibility platform with rich asset management and live control, reporting, and optimisation.
Kraken enables Octopus Energy to lead the charge towards a clean energy future through a diverse set of offerings:

**Demand Response Aggregation:** Intelligent Octopus

**VPPs:**
- Texas ADER Pilot

**Dynamic Rates:** Fan Club

**Home Electrification:**
- ‘Zero Bills Homes’
Intelligent Octopus: Europe’s largest VPP and Texas’s first “demand-response rate”

IO capacity growth

Integrations
4-6 weeks onboarding

% EV mkt covered

22% → 40% → 45% → +80%

350MW 47,000 EVs
VPPs in Texas!
Aggregate Distributed Energy Resources (ADER) Pilot

● The ADER pilot is a demonstration of VPPs, similar to FERC 2222, but with a much more rapid timeline
● Phase 1: 80 MW of DERs will be procured; 40MW of which will be eligible for non-spin, the remaining for real-time energy settled at SPP
  ○ Note: Octopus has already been monetizing all load management and power exports into ERCOT’s real-time energy market
  ○ Minimum Aggregation for non-spin is 100kW, 30-minute notice, and 4-hours of performance
  ○ Every aggregation needs at least one battery
  ○ The retailer plays a central role in orchestrating the pilot - all ERCOT revenues for the pilot are paid via the retailer’s QSE relationship with ERCOT
  ○ Duration of phase 1 of the pilot is 12 months
Key Lessons Learned

- Interoperability
- Data access
- Market rules that treat batteries like batteries
- DER-agnostic
- Dual-participation is key

Analysis by Wood Mackenzie projects 262 gigawatts (GW) of new DER and demand flex capacity will be installed in the US from 2023 to 2027, nearly equal to the 272GW of utility-scale resource installations also expected over the same timeframe.
Thank you

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