MIGRATE

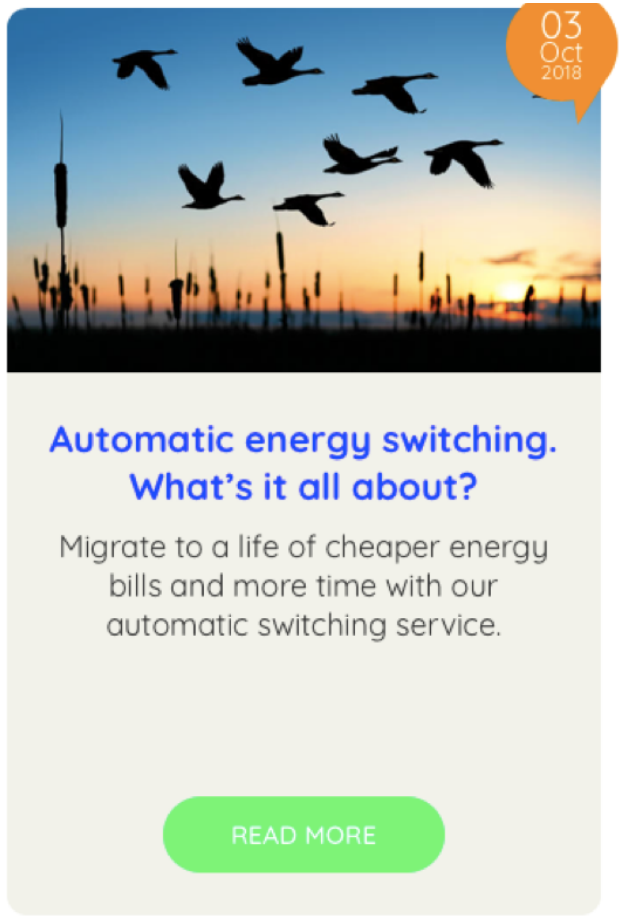
AUTOMATIC ENERGY SWITCHING WITH A SOCIAL PURPOSE

ALEO London Forum Meeting - May 2019

Partnership Document

What is Migrate?

- Migrate is a free service that saves households money on their energy bills automatically year after year
- Our technology switches local households seamlessly to a new energy supplier each time their cheap deal is about to expire and before they are moved onto their supplier's expensive Standard Variable Tariff (SVT)
- Our service is 100% free for both households and local councils and takes just 3 minutes to sign-up
- Our households saved over £315 on average in 2018



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Rationale

- 65% of UK households sit on expensive SVTs and could save >£300 every single year by switching energy provider
- Switching penetration remains around 20% in the UK with the process seen to be too time consuming and a hassle to stay on top of
- Migrate is a service with a social conscience that is dedicated to helping households save money on their energy bills automatically and to reaching those areas that could benefit the most from our service
- Migrate also seeks to help local public services and community groups generate income

70% of people surveyed indicated that they would find an auto-switching service more appealing that the alternatives
(Delta E&E 2018)

Our users saved over £315 on average in 2018

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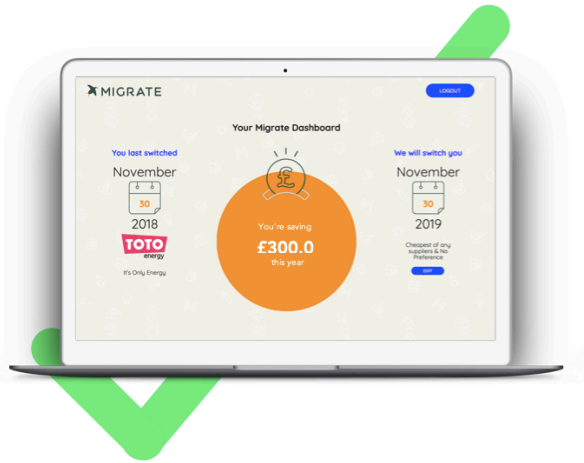
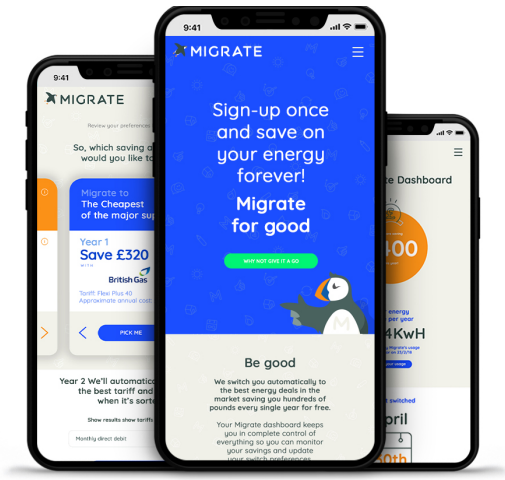
How Migrate works – 1

- Our technology simply, safely and automatically switches households to the cheapest energy supplier every single year
- The sign-up process takes just 3 minutes and is fully GDPR compliant
- Households chose their preferences for switching, such as ‘green’ suppliers only or Warm Home Discount suppliers, and Migrate looks after the rest
- All meter types are supported, including pre-payment if requested
- We have online chat, email, and a telephone helpline for support
- Households can access their own dashboard to view and update their information, or leave Migrate, at any point





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How Migrate works – 2

Sign up for free in 2 minutes

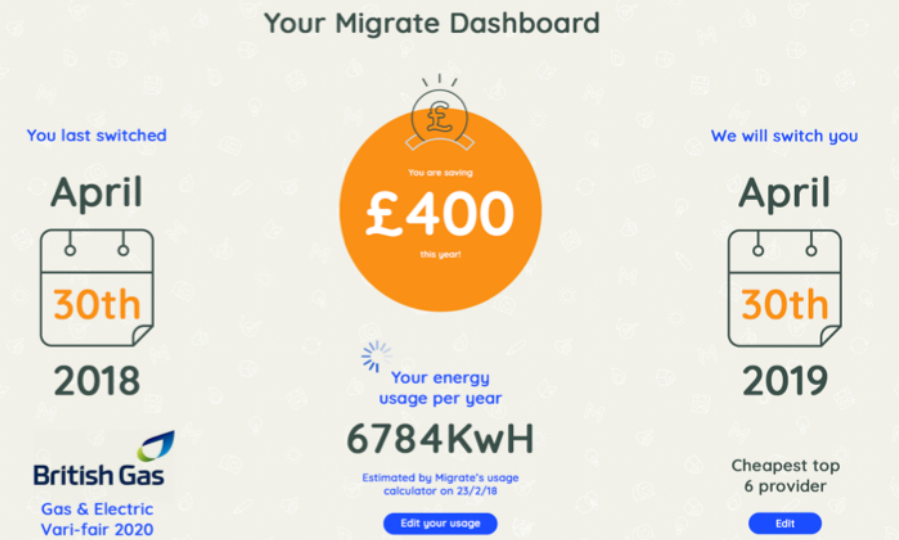
Don't worry if you don't have a bill to hand

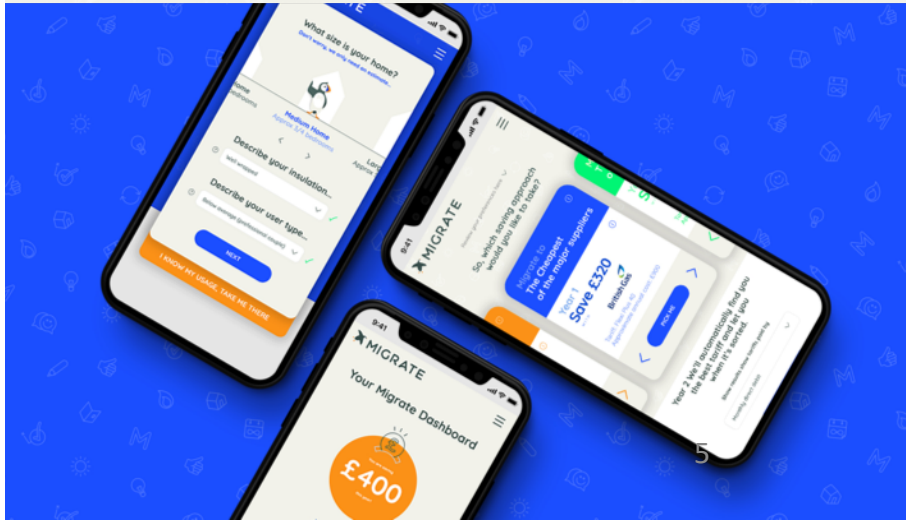
We'll migrate you to the best deal today

No other service can switch you to more suppliers than Migrate

Keep saving on your bills forever

Migrate works its magic, automatically re-switching you onto the best tariff every year



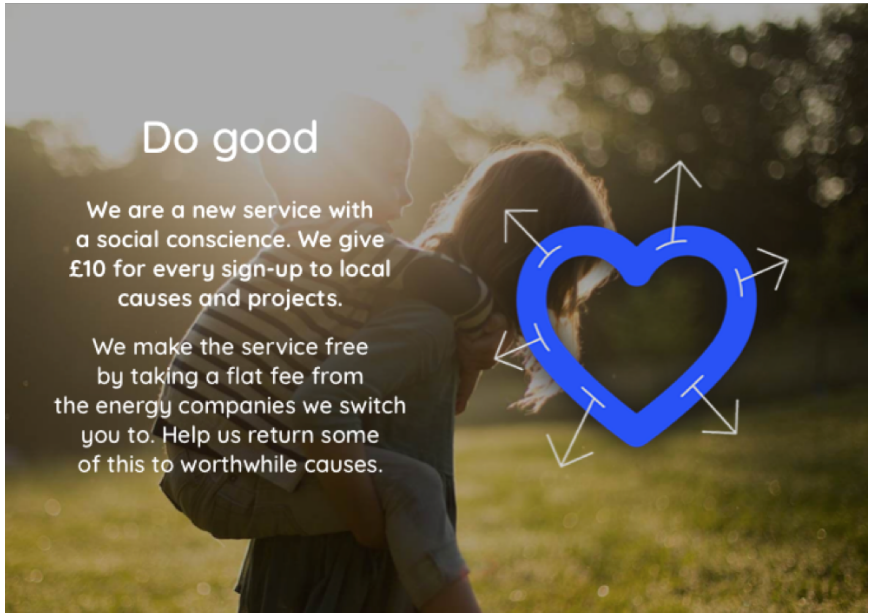


Why partner with Migrate? – 1

- Migrate is a service with a social conscience dedicated to helping households in your area save money on their bills to help reduce **fuel poverty**, **improve health and well being**, and to help **family budgets** stretch that bit further year-after-year

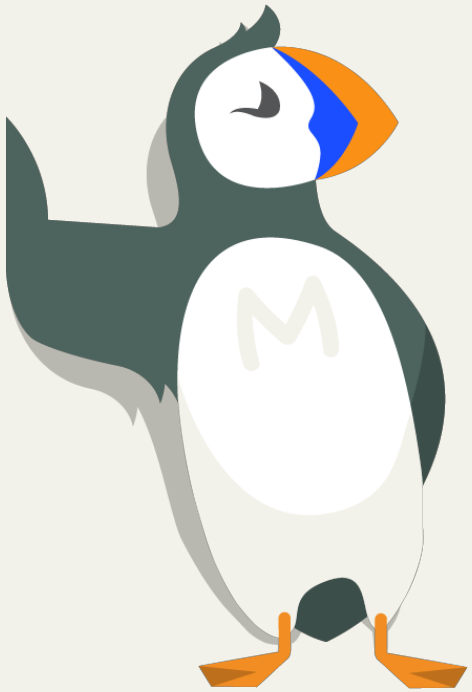
- For every sign-up we generate we also donate revenue back to local grassroots projects and causes through our *community giveback* programme

- In addition to our *Community Giveback* programme, Migrate also seeks to help local councils and public bodies **generate income**



Why partner with Migrate? – 2

- Income generation potential for councils and public bodies - **market leading commission rates per sign-up**
- Much less input is required from hard-stretched public services relative to other switching schemes that require annual re-education and engagement
- **This is about forming a true partnership with local public services – we are not looking for any money from partners**
- The savings that we make for specific households and partner councils are higher than other switching services



What can we offer?

- Branded partner landing pages and websites
- Live dashboard for each council / partner organisation to see sign-ups and switching information
- Switching information available on dashboard cross-referenced geographically (at LSOA or Ward level) with fuel poverty data and with the governments Index of Multiple Deprivation domains (IMD)
- Dedicated phone and email support for customers
- Revenue generation for every sign-up delivered
- Press releases & marketing materials provided
- Dedicated support should partners have any questions

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How does a partnership work?

- Include Migrate.co.uk in any council or community newspapers and press releases and links from council websites
- Promote on social media accounts
- Inform local community groups in your area who might want to help get the message out e.g. local community umbrella organisations or residents associations
- Target particular groups at risk of fuel poverty or those on low incomes, and make Migrate.co.uk part of your fuel poverty, energy efficiency, and winter pressures programmes
- Inform your staff and partner organisations that they could also benefit so they can help spread the word

Important Information

- Our automatic switching technology has been developed to the highest quality standards in consultation with industry regulators. We continue to work in combination with BEIS on new switching initiatives.
- Migrate is fully GDPR compliant.
- Our technology is completely scalable to provide consistent and reliable service
- Further information can be found by visiting our Terms and Privacy policy @ migrate.co.uk

- **Contact details:** George Chalmers, CEO, George@migrate.co.uk, 07758228496

Automatic home energy switching

Migrate saves households money on utility bills, hassle free. Every single year

The service is 100% free and saves households £300-700 each year

It’s automatic, free and painless

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