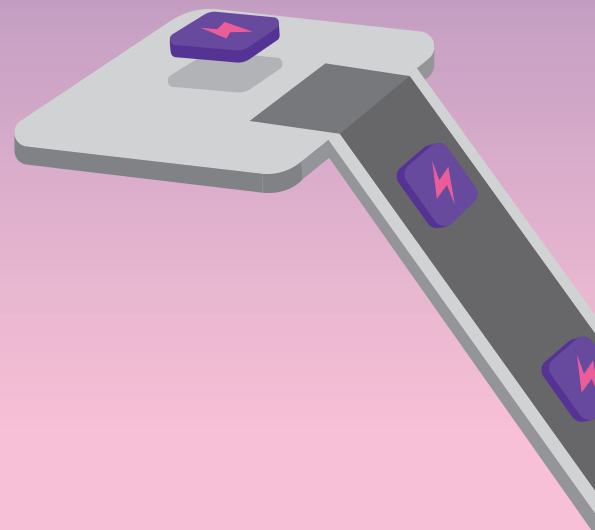


Run an energy  
business that  
you and your  
customers love.





# We're Flux.

## Your launchpad for energy customer innovation.

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**Flux is a software platform that makes it easier for you to run your energy retail business end-to-end while unlocking opportunities to innovate.**

Our platform was purpose built by people who run energy companies, so we know it works. Flux is a subsidiary of Meridian Energy, New Zealand's largest energy generator and its fourth-largest retailer.

We're a team of 150+ software developers, test analysts, designers, customer experience, and product people. Our CEO, Ari Sargent, is an industry veteran widely known for spearheading New Zealand's revolution in energy retailing.

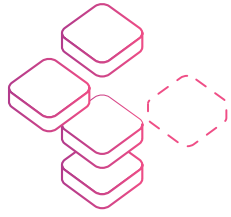
We believe buying and selling energy should be a flexible, simple and lovable experience for energy customers and the people who serve them (that's you).





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## Flexible



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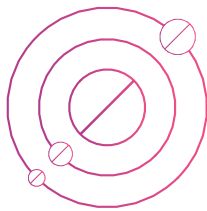
## Stay ahead of your market and competitors.

**There's a constant drive for innovation globally. Energy markets are changing because they have to.**

From regulations to price changes, the modern energy customer has different expectations and preferences. We built our platform to be adaptable with various modules and functions that can be used separately or together to suit both your customers' needs and your market. Our platform also allows you to design and create your own enticing propositions without the need for new software development and tricky tech logistics.

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## Simple



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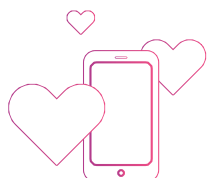
## Manage your business from just one system.

**As you know, traditional energy companies juggle as many as 40 different legacy systems from multiple suppliers - an operational headache.**

Flux does the job of all of these systems in one secure, integrated platform. We combine the customer stuff with the operational stuff to make it easier for you to manage your business and focus on the things that matter.

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## Lovable



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## Deliver an experience that you and your customers love.

**Flux is built to put customers and staff first.**

Use our platform to deliver refreshing, delightful experiences that make managing energy fun. You can even make your own enhancements to the experience you offer without expensive, bespoke development.

# Get started building an out-of-this-world energy company.

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**Flux gives you the foundation you need to successfully manage your business. With Flux you'll deliver experiences that truly delight your customers and the people who serve them.**

Achieve your innovation goals with the added flexibility of a number of utility and customer modules to choose from.

We'll work with you to identify which modules make the most sense for your business and the market you operate in.

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## Launchpad



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## Deliver a smart and simple digital experience.

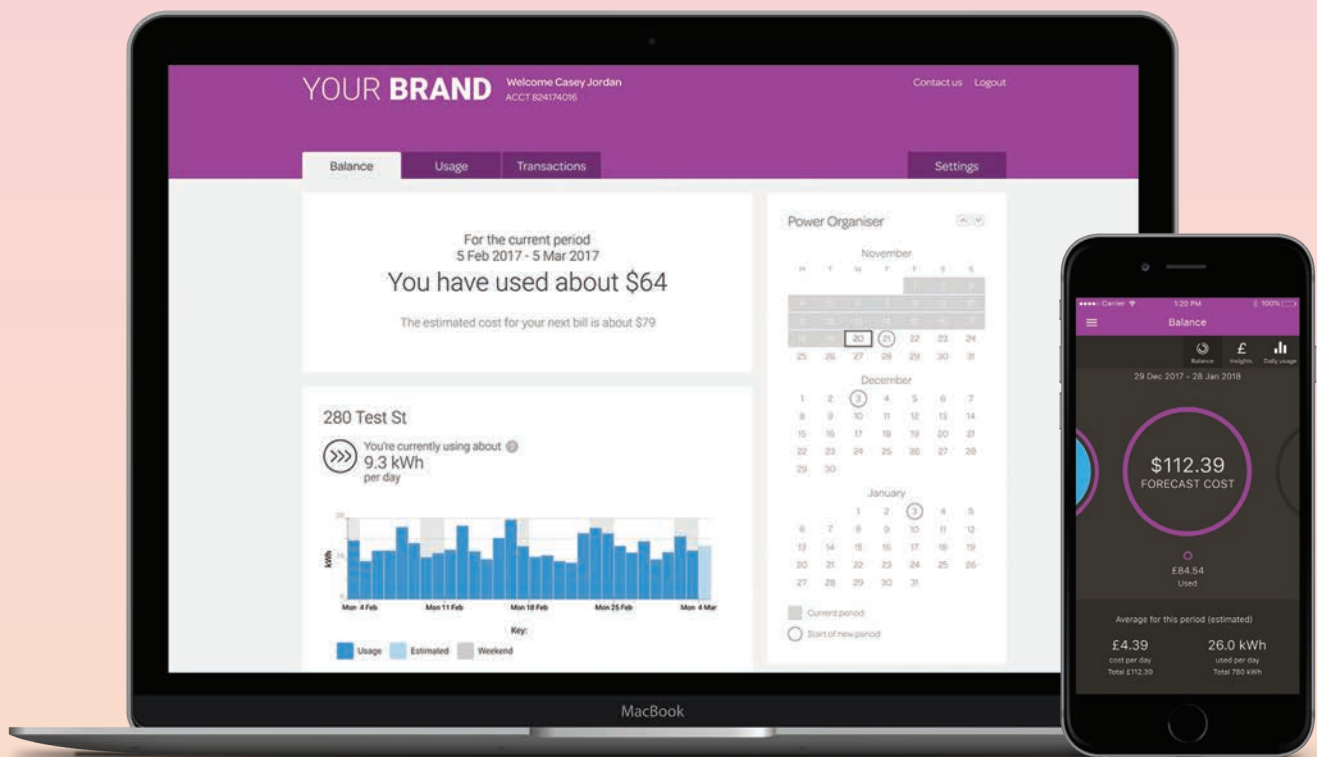
**Knowledge is power. Helping customers to better understand electricity and gas gives them control, and a reason to become more engaged with their energy consumption.**

With Launchpad, you can bill your customers on a traditional billing cycle, while winning their hearts through a thoughtfully designed digital experience. Conventional billing doesn't mean a conventional customer experience. Help your customers track their usage and know when their bill's on its way.

Underpinning our platform is the Flux admin Application (Flux App), that enables you to manage your business from one secure, integrated application simply and effectively.

The Flux App does what you need it to do, when you need it done. It's vital to successfully operating your business, with the bonus of being affordable and easy to use.

The Flux App is unique because it's integrated with the customer-facing interface for a single view of the customer. There's no need to mess around with multiple clunky legacy systems. You won't be needing them anymore. Flux does the job of all of them, only better. It's simple, intuitive and straightforward. There's nothing else quite like it. Welcome to the future of energy retailing. Welcome to Flux.



**Above:**  
Customer-facing  
display screens.

# Expand and adapt your energy offering.

Use our various modules separately or together depending on your customer's preferences and the market's demand.



## Shopper

### Shake up your market with a differentiated offering.

With Flux you'll do something that other energy companies don't do: make buying and managing energy fun. Seriously.

Flux gives you the flexibility to:

- Apply your own brand to the Shopper experience, or
- Take our out-of-the-box challenger brand, Powershop, to market.

Shopper gives your customers a reason to engage with their energy by shopping for power, tracking their usage, and choosing when they pay. They can do all of this anytime, anywhere using our thoughtfully designed web and mobile apps customised for your business.

Your customers will shop for power by purchasing 'Powerpacks' – power that's packaged up in different dollar amounts to suit their usage and budget. Powerpacks makes energy tangible for customers. It's how we turn what's typically a passive grudge purchase into an active, engaged, and ultimately delightful purchase.



## Powershop Brand

### Launch the Powershop energy retail brand in your market.

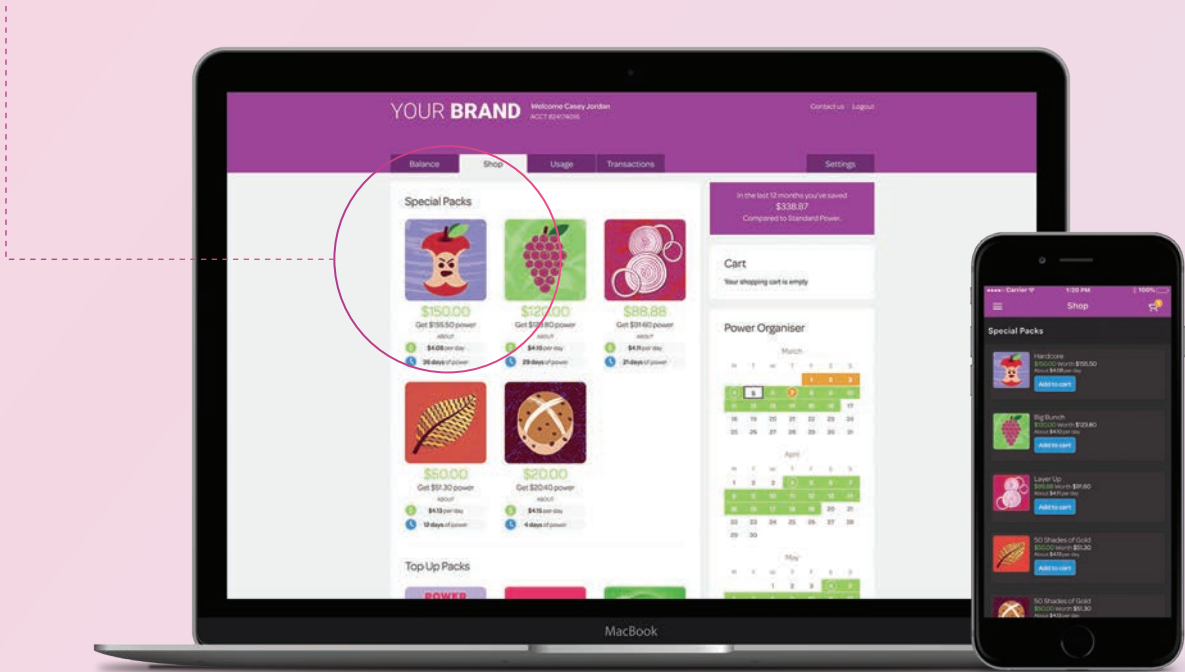
Flux powers Powershop in New Zealand, Australia and the United Kingdom - the world's first international energy utility franchise recognised for innovation, growth, and customer satisfaction.

Powershop is an award-winning energy retail brand with a proven record for shaking up markets worldwide.\*



**Shopper:**

Give your customers the power to shop for their energy using 'Powerpacks'.



**Powershop:**

Launch the award-winning energy retail brand Powershop in your market.





### White Label

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#### **Boldly go and reach new markets.**

Flux can deliver the customer-facing experience for 'Launchpad' under multiple white labelled brands. This means you can sell energy through white label partners to tap into market segments you wouldn't normally reach through your primary brand.

White labelled energy brands are served by the same Flux Application and service teams you'd use for your primary brand, making everything easy and cost effective to manage.



### FluxBiz

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#### **Equip business customers with better analytics.**

FluxBiz lets you provide your small to medium sized business customers with top-notch analytics to help them better manage their costs and improve workflows.

Operations Managers and Office Managers will be able to analyse business energy costs, know when their bill's on its way and apply tax appropriately in just a few clicks.



### Smoothpay

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#### **Give your customers the option of reliable monthly billing.**

Some customers want the convenience and reliability of paying the same amount for their energy each month with no surprises.

Smooth out your customers' energy costs across the year so their monthly bills end up being around the same amount each month. This gives them control to manage their budgets and the freedom to spend money on the things that are important to them.



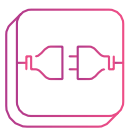
### Payment Method

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#### **Give your customers different ways to pay.**

The Flux platform integrates multiple payment methods, including credit and debit cards, direct credit, recharge cards, online banking, and cheque transactions.

Give your customers the power to pay for their energy the way they want.



### Application Programming Integrations (APIs)

#### Add functionality to the platform.

Using APIs, the Flux platform gives you the flexibility and convenience to integrate Flux technology with third party systems you might use now or in the future.

Popular integrations include marketing and CRM tools like HubSpot and MailChimp, as well as payment services, quotation providers, and external sales agencies.



### Business Intelligence

#### Run an insights driven business.

Data analytics and reporting are key to being responsive and staying one step ahead of your market and competitors.

Get a single view of real-time customer and operational data. Tackle sales, marketing, financial and other important decisions by using our reporting tools to draw tangible, usable insights.



### Advanced Debt

#### Effectively manage debt.

Give your credit team the tools they need to effectively manage debt, fast.

The Flux platform includes a comprehensive, multi-stage debt management tracking tool to stay on top of customer debt.



### Future Modules

AI, EV, Advanced Analytics, Demand Response and Energy Efficiency

#### Evolve your proposition.

As market dynamics, operational requirements and technology constantly evolve, it's important energy retailers adopt the right technology to adapt to the ever-changing environment.

The Flux platform is built and operated with an ethos of continuous improvement and agility. We help our clients evolve their propositions. Artificial intelligence, electric vehicles, advanced analytics, demand response and energy efficiency are just a few of the improvements on our radar.



**Above:**  
Powershop app  
display screens,  
powered by the  
Flux platform

## Create new experiences.

Flux gives you the tools you need to design and create your own product enhancements and offerings (within the app's constraints of course!) without the need for new software development and tricky tech logistics.

The energy retailers we work with use their own marketing, design, pricing and data teams to develop innovative propositions they've been able to take to market in a matter of weeks.

# Make your mark on the market.

## Who we're powering

We just so happen to be the power behind the internationally award-winning energy brand Powershop. We also serve eight energy retailers in three markets around the world.



New Zealand



Powershop  
New Zealand



Meridian



Australia



Powershop  
Australia



DC Power Co



United  
Kingdom



Powershop  
United Kingdom



npower  
Select



Wigan  
Warriors



Wasps  
Energy



Sainsbury's  
Energy

Change starts with  
a conversation.

**Let's Talk.**

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**We've helped energy retailers around  
the world take off using Flux.**

Let's work together to explore how we  
can be your launchpad for energy  
customer innovation.

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