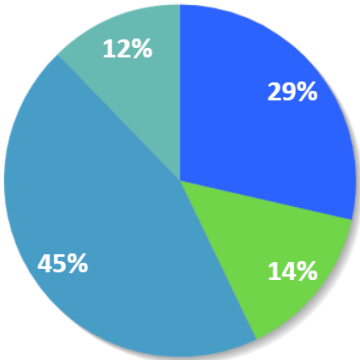


eVoting Results Session 4

Session IV Q1: What innovative business models do you expect customers to search for in 5-10 years from now?

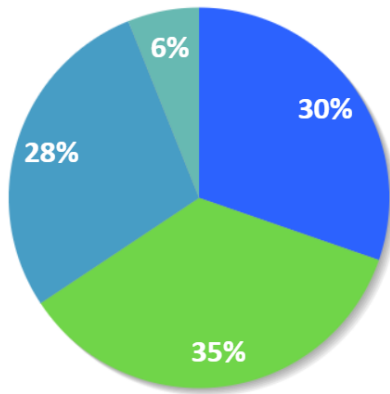
Total votes: 63



- C. Customisation** - customers will layer services from different providers based on brand preferences
- A. They just want energy**. They don't care about utilities offering them innovative stuff
- B. Bundles** - it's no fun to shop around with too many companies. Customers need one main intermediary from which they can buy various goods and services
- D. Community** - customers will get together and take the energy transition in their hands (e.g. energy cooperatives, collective switching, peer to peer, etc.)

Session IV Q2: Who will provide the most attractive energy service package to consumers in the future?

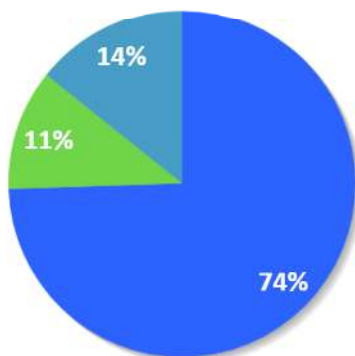
Total votes: 60



- D. None of the above (disruptive companies and/or blockchain will change everything)
- B. Technology companies (e.g., Google, Apple, Microsoft and the like)
- A. Traditional electricity suppliers
- C. Telecom firms

Session IV Q3: What if household consumers do not want to be empowered? Shouldn't we leave demand response and all the likes to industrial customers?

Total votes: 61



- C. No - it may take time to develop (electrification of transport, new smart appliances, etc.) but demand response for household customers will eventually fly
- A. Yes - there is no real value in empowering household customers anyway
- B. Yes - politicians will never allow market signals to be fully passed on to household customers

Session IV Q4: By approximately 2025, which of the following energy services will contribute most to retail EBITDA?

Total votes: 51

