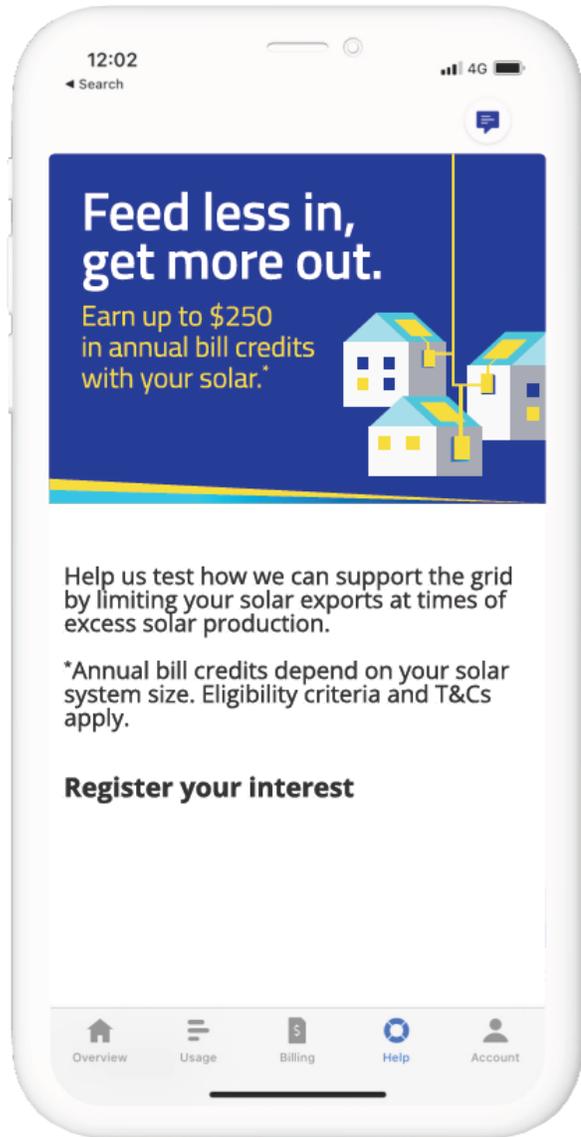


# Customer lessons from Market Active Solar

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## Offer

Earn up to \$500 in credits a year towards your electricity bill

Credits vary by solar inverter size:

- Small (4 - 6.99kW) - \$240 p.a.
- Medium (7 -9.99 kW) - \$400 p.a.
- Large (10 - 15kW) - \$500 p.a.



# Confusion with Solar Curtailment risks eroding customer trust



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## Insight

**Concept confusion** – customers struggle to understand what curtailment actually is

**Unclear rationale** – Customers don't know why curtailment needs to happen

**Value concern** – Fear of losing out on Feed-in-tariffs (FiTs)

**Battery Uptake** – Disinterested in Solar Curtailment

## Evidence

*"I'm 83 years old, I'm too old and this is too complicated"  
"Will you turn my solar system off?"*

*"I thought we need more renewable energy, why are you curtailing my solar?"  
"I tried to do some reading, but I got too overwhelmed"*

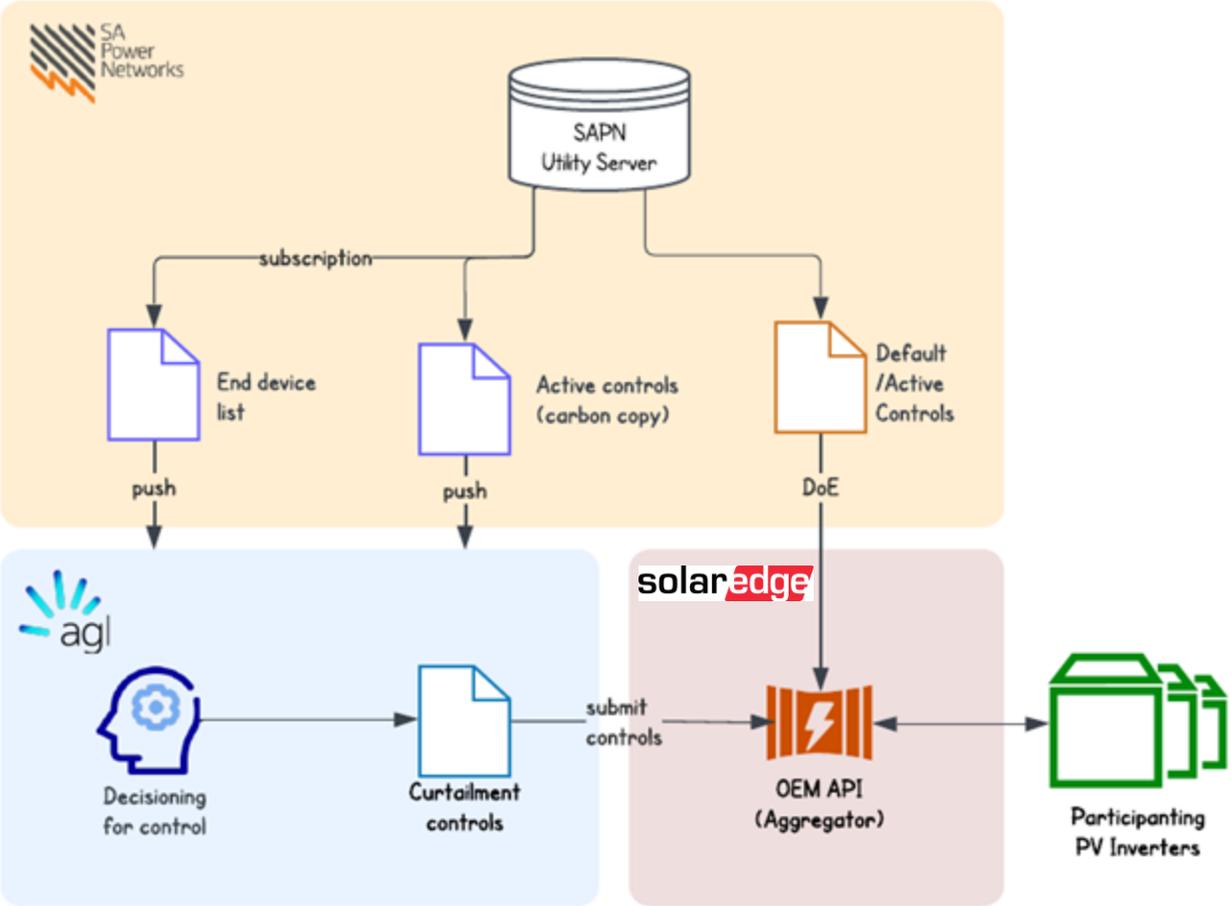
*"I am not sure it's worth it, I will lose out on my FiTs"  
"\$250? No, thank you"*

*"I'm thinking about getting a battery and don't want to mess with anything"  
"I am getting a battery installed, I don't need this"*

# Maintaining customer experience has been challenge due to the sheer number of actors

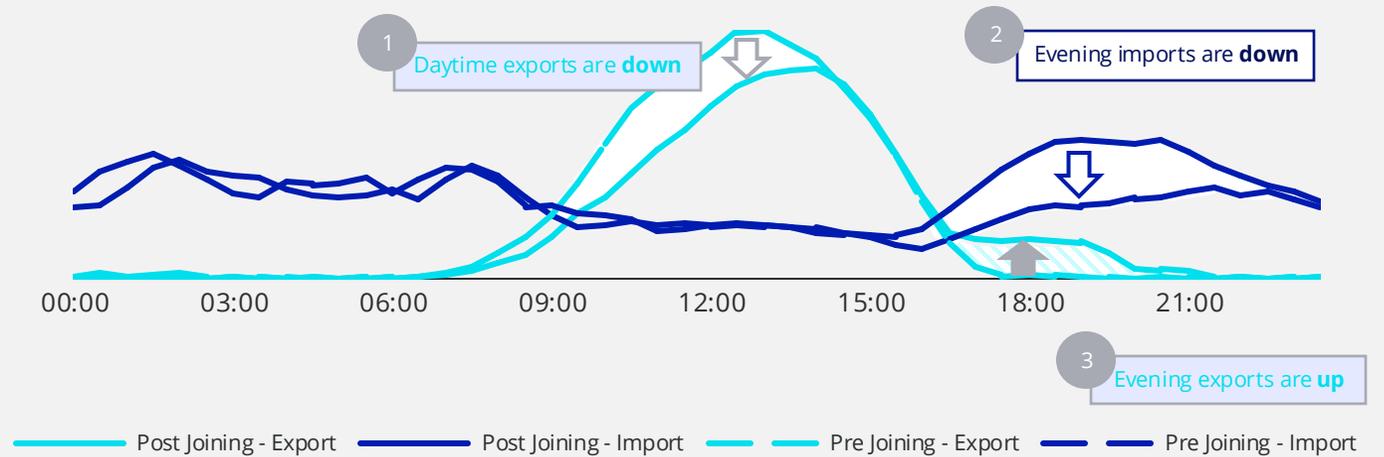


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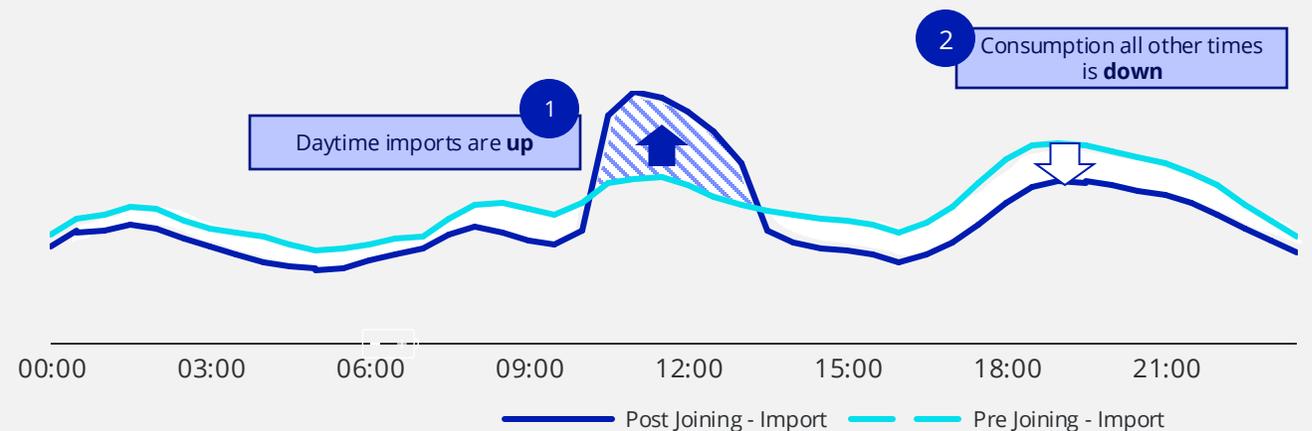


We are also finding by offering smart flex tariffs reshape customer behaviour — cutting exports and boosting midday self-consumption.

**Battery Rewards** customers are exporting less during solar soaking times and more during evening peaks



**3 for Free Customers** are importing significantly more during the day and less at all other times



# Questions

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