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8 April 2024  
Essential Services Commission  
By email

Morning [REDACTED],

Thanks for confirming the formal consultation period has now closed for Flo Energy Australia Pty Ltd's (Flo Energy) retail licence application.

Flo Energy acknowledges the submission provided by the individual through the Engage Victoria website and their concerns regarding pricing available to Victorian consumers and the nature of market competition.

Flo Energy Australia is committed to bringing an innovative approach to energy retail in Victoria, with a strong focus on delivering renewable products at an affordable price to Victorian consumers making renewable electricity more accessible and affordable by leveraging our experience and knowledge both locally and internationally. Additionally, Flo Energy focuses on providing a positive customer experience and service through our investment in our own technology. We have set out in our application the solid foundations on which we will enter the Victorian market. As a business we are solely focused on ensuring that we have a positive impact, and this is evidenced through Flo Energy Singapore being the largest independent renewable energy retailer in Singapore providing customers with access to affordable renewable energy.

Flo Energy believes that the thorough and robust process adopted by the Commission to screen energy retailers applying for an energy retail licence plays a pivotal role in helping to mitigate the concerns raised by the individual. Additionally, the existing Victorian regulatory frameworks and Commonwealth frameworks administered by the Essential Services Commission Victoria and the Australian Competition and Consumer Commission respectively are centered around consumer protections and concerns raised by the individual.

Also, we believe that the entry of new retailers that are focused on delivering affordable renewable energy solutions is particularly crucial during the current transition phase of the energy market for Victorian consumers and Flo Energy aims to be a significant contributor to this transition.

We appreciate the time taken by the individual to express their views on this matter, and we are confident that Flo Energy Australia's participation in the Victorian electricity market will serve the long-term interests of consumers by contributing to a more competitive, innovative, and sustainable energy landscape.

Yours Sincerely,

Mike  
Managing Director  
Flo Energy Australia

