

4.1 APPLICATION SUMMARY

4.1.1 Identification of the applicant and a description of the applicant's structure and key organisational relationships.

Metro Power Company Pty Ltd trading as WHOLESALE DIRECT ELECTRICITY ABN: 76 115 167 569
(*Wholesale Direct Electricity*):

- is a proprietary limited private company incorporated in Australia;
- was founded in July 2005
- has no operations or associated businesses in countries other than Australia;
- is principally owned by the Sole Director (Timothy Edwards) and its employees;
- owns two start-up entities, Metro Power RE Pty Ltd and Rerebar Pty Ltd

4.1.2 A description of the proposed licensed service(s).

The *Wholesale Direct Electricity* mission is to provide our customers with access to wholesale electricity prices and the flexibility to manage their business costs by securing direct-purchasing opportunities to support wind and solar farm operators.

Large use customers (greater than 160MWh per annum) who use *Wholesale Direct Electricity* will provide prudential support and pay a monthly fee to:

- obtain their electricity from wholesale generators, the WEM Balancing and STEM market
- obtain their renewable energy credits from renewable power stations and wholesale suppliers
- pay for their network charges
- pay for their AEMO fees and related charges
- pay for Metro Power service fees for trading administration, overheads and E2M technology benefits

4.1.3 A description of any service infrastructure/works involved

The applicant will use its own data centre infrastructure, E2m apparatus, include its own power station infrastructure, primary and secondary operations control desk, to operate its services. AEMO, Western Power and Customer assets and equipment are used, but not controlled by the applicant. Metro Power offer to utilise and update its existing ETAC with Western Power for its customers.

4.1.4 A description of the supply area(s) for the proposed licensed services.

Supply will be to all large use contestable business customers (>160MWh p.a.) on the SWIS grid.

4.1.5 Information about the status of other essential regulatory approvals required to commence operation under the licence.

- Metro Power Company Pty Ltd is already Wholesale Market Participant ('MPOWER') for both Market Generator and Market Customer classes.
- Metro Power Company Pty Ltd already has a valid ETAC Agreement with Western Power that can be updated to accommodate the needs of customers obtained under a retail licence and new trading name.
- Metro Power Company Pty Ltd is already a user of the Western Power Metering Portal and can easily extend its services to include customers obtained under a retail licence.
- Metro Power Company Pty Ltd is already Registered with the Clean Energy Regulator (CER) to generate and create Large Scale Generation Certificates from its approved solar farm, Ambrisolar_PV1. The CER has confirmed this can be upgraded to accommodate the proposed Retail licence as a 'liable entity'.
- Metro Power Pty Ltd is already a registered user of the Austraclear account system, which will be utilised and extended for customers obtained under a proposed retail licence.

4.1.6 Information about why grant of a licence would not be contrary to the public interest.

Since the establishment of the Wholesale Electricity Market in Western Australia, Metro Power Company's innovative energy services have provided support to over 82 industrial, mining and large commercial electricity users in the State by providing valuable decision support around load management and electricity supply procurement, together with ai-based analytics that target then reduce inefficient equipment operation. Metro Power was delighted to win the WA Innovator of the Year – Growth Category, for its efforts in this regard and has since obtained ISO9001:2015 Quality-endorsement for its services as the technology matures with the support of its WA stakeholders.

Metro Power has contributed to the successful triple-bottom-line sustainability of its customer segment and has used its deep engagement with customers, its primary stakeholder, to steer the development of the service which will now require a Retail licence in order to assist a broader range of customers in Western Australia.

By acting for the large-use customer to lower their energy and emission costs, Wholesale Direct Electricity, will reduce the administrative governance and transactional overheads for the customer, network operator and the AEMO while delivering lower emissions, lower business electricity costs and higher productivity and jobs to the State of Western Australia.