

Application Summary

This Application Summary addresses the requirements set out in section 4.1 of “Licence Application Guidelines – Electricity, Gas and Water Licences” issued by the Economic Regulation Authority.

4.1.1 Identification of the applicant and a description of the applicant’s structure and key organisational relationships.	
Applicant	Regan Power Pty Ltd
ABN	49103145731
Registered business address and address for correspondence	4/90 Catalano Circuit, Canning Vale 6155, WA
Contact	Nikhil Jayaraj Managing Director nikhil.jayaraj@regenpower.com Phone: +61 8 9456 3491
4.1.2 A description of the proposed licensed service(s).	
Form of energy for which retailer Authorisation is sought	Gas (G)
Type of company	Regen Power is a private company that is wholly owned by its shareholders. It is not part of a group of related companies and/or party to a partnership, joint venture or alliance agreement with another company.
Nature, Type of customers and scope of operations	Regen Power is seeking to obtain authorisation as a retailer from the ERA to retail Gas to residential and small business customers. <ul style="list-style-type: none"> • Regen Power has not previously held a retailer authorisation in Australia or overseas. • Regen Power has not made any previously unsuccessful licence applications in Australia or overseas. • Regen Power will offer market retail contracts to customers (both residential and business).
4.1.4 A description of the licence operating area(s) for the proposed licensed services.³⁹	
Jurisdiction- Supply Areas	Coastal Supply Area - Western Australia
4.1.5 Information about the status of other essential regulatory and contractual approvals required to commence operation under the licence.	
<p>Regen understands that to operate as a NEM authorised retailer that it must have key relationships and processes set up and functioning. These include:</p> <ul style="list-style-type: none"> • AEMO – registration – wholesale purchasing and trading • Austraclear – wholesale settlements • Network/Distribution companies • Ombudsman <p>Regen Power has begun to engage with the above to advise of its intent to enter the retail market</p>	

4.1.6 Information on how the licensed activities will be funded. This can be high level and does not need to include commercially sensitive or confidential information.

The licenced activity will be funded with capital from main business and a facility loan.

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

In providing Regan Power energy products and services to its customers, Regan Power will seek to uphold the ERA's commitment to ensuring they do not grant a licence that would be contrary to the public interest.

Interests of customers generally or of a class of customers

Regan Power will contribute to the Western Australian energy market by providing greater competition, better consumer choice and fairness, and improved services.

Competition in electricity and gas industry markets.

Regan Power will actively provide to its customers greater savings in their energy plans. Focusing on technology-advancement in the energy retail and energy industry as a whole, Regan Power will bring more competition by creating customer-suited energy plans and service differentiation to the Western Australian customers.

Economic and regional development factors, including employment and investment growth.

Regen's current approach is to compete aggressively on price while continuing to provide a high level of customer service. Regen Power is a long-term nationwide business with offices in Perth, Sydney and Brisbane. Its play to enter the Western Australian market supports its nationwide footprint and therefore it will be able to deliver a sustainable price, quality customer service and reliable practices to ensure the interests of the industry are upheld and that its consumers are satisfied.

Economic and regional development factors, including employment and investment growth.

The Regan Power business model is built on a long-term running business and footprint which will allow it to bring efficiency (to the customers) and will be the key to sustainability in the industry-driving investments to the company and industry in the long term. Expansion of its services will also lead to greater opportunity for employment for Western Australian locals as they expand their local footprint.

Policy objectives of the Government in relation to the supply of electricity and gas.

Our key personnel have extensive experience in dealing with compliance and regulatory matters within the Australian energy industry. The objective of a consistent regulatory approach will be achieved by the application of the same regulatory standards (Regan Power has suitable experience operating in NECF) and Regan Power will ensure controls are in place for all Western Australian specific regulatory obligations.

Regan Power will be operating in multiple jurisdictions. The Company will offer a consistent approach, proposition, and procedures to enable consistency across all states, tailoring its approach to account for the respective local regulatory requirements of each state.