

Our Ref: AER23007467
Your Ref: E25001
Contact Officer: Neil Unantenne
Contact Phone: 07 3835 4624

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2 Lonsdale Street
Melbourne VIC 3000
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18 July 2025

Neil Robinson
CEP Energy Retail Pty Ltd
Level 16
1 Martin Place
SYDNEY NSW 2000

Dear Neil Robinson

CEP Energy Retail Pty Ltd application for electricity retailer authorisation

Pursuant to the delegation given to me by the Australian Energy Regulator (AER), I have assessed CEP Energy Retail Pty Ltd.'s (CEP Energy Retail) application for an electricity retailer authorisation and am satisfied that it complies with the requirements of section 92 of the National Energy Retail Law (Retail Law).

I advise that CEP Energy Retail's application for electricity retailer authorisation is approved.

The AER must grant an application for a retailer authorisation if an applicant has satisfied the entry criteria:

- a) the organisational and technical capacity criterion—the applicant must have the necessary organisational and technical capacity to meet the obligations of a retailer;
- b) the financial resources criterion—the applicant must have resources or access to resources so that it will have the financial viability and financial capacity to meet the obligations of a retailer; and
- c) the suitability criterion—the applicant must be a suitable person to hold a retailer authorisation.¹

In making its decision the AER is guided by the objective of the Retail Law.² The AER's decision is also informed by the assessment approach outlined in the AER's Retailer Authorisation Guideline. The AER consulted on CEP Energy Retail's application and did not receive any submissions.³

The AER considers that CEP Energy Retail has demonstrated its capacity and suitability to operate as an energy retailer under the Retail Law. CEP Energy Retail is therefore authorised to sell electricity under the Retail Law, as it is adopted in each participating jurisdiction (identification number: **E25001**). Please note this letter constitutes the AER issuing CEP Energy Retail's electricity retailer authorisation under section 96 of the Retail Law.

¹ Retail Law, s. 90(1).

² The national energy retail objective is to 'promote efficient investment in and efficient operation and use of energy services for the long term interests of energy consumers with respect to price, quality, safety, reliability and security of supply of energy' (Retail Law, s.13).

³ Retail Law, s.91.

The AER will publish a notice about CEP Energy Retail's retailer authorisation on its website,⁴ and its details will also appear on the AER's public register of authorised retailers (on the AER's website).⁵

If you have any further queries, or would like to discuss this further, please contact Neil Unantenne on 07 3835 4624.

Yours sincerely



Rebecca Holland
General Manager (A/g)
Compliance and Enforcement Branch

Sent by email on: 18.07.2025

⁴ Retail Law, s.96(2)(b),

⁵ Retail Law, s.119.