

9 March 2021

General Manager
Retail Markets Branch
Australian Energy Regulator
GPO Box 520
Melbourne VIC 3001

**ACAT Submission - EA Connect Application for Electricity Retailer and Gas retailer
Authorisation**

Ref:

- ACAT Submission - EA Connect Application for Electricity Retailer and Gas retailer Authorisation - Dated 18 February 2021.

Dear General Manager,

In review of the letter issued by ACAT, dated 18 February 2021, EA Connect would like to address any concerns with the following:

Although EA Connect Pty Ltd is a new start-up business, it is separate from, but wholly owned by, Ellis Air Conditioning Pty Ltd and Ellis Air Conditioning (Qld) Pty Ltd. The use of "EA" in our company name and branding is borne out of an abbreviation of "Ellis Air", which was designed to create a familiar tie between the "family" of companies.

Company name and branding aside, in all documentation, EA Connect Pty Ltd uses "EAC" in all published abbreviations, which is again a tie to all existing published abbreviations relating to Ellis Air Conditioning Vic, and Ellis Air Conditioning Qld. This now gives us "EAC", "EAV" and "EAQ", as a complete guide to current terminology.

Ellis Air Conditioning, as a business and brand has been in operation since 1964, with a long standing and mature client base relating to central energy plant services within facilities and campus networks. To keep matters in perspective, this is almost half a century longer than the existence of most retailer corporate brands in the NEM, (*with the exception of the Australian Gas Light Company "AGL"*).

EA Connect Pty Ltd believe that this will give enough surety of segregation from any references to TRUenergy / EnergyAustralia, and consumers and customers are very unlikely to be confused or misled by our use of "EA Connect" or "EAC" with our goods and services.

Kind Regards,



Ashley Robinson
Chief Operating Officer