



AUSTRALIAN ENERGY
REGULATOR

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4 December 2017

Mr Geoff Titus
Chief Executive Officer
ZEN Energy Retail Pty Ltd
Level 1, 100 Hutt Street
Adelaide SA 5000

By email: gtitus@zenenergy.com.au

Dear Mr Titus

ZEN Energy Retail Pty Ltd application for electricity retailer authorisation

On 28 November 2017, the Australian Energy Regulator (AER) considered and approved ZEN Energy Retail Pty Ltd.'s (ZEN Energy's) application for an electricity retailer authorisation in accordance with s.92 of the National Energy Retail Law (Retail Law).

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

¹ Retail Law, s. 90(1).

Retailer Authorisation Guideline. The AER consulted on ZEN Energy's application and did not receive any submissions.³

The AER considers that ZEN Energy has demonstrated its capacity and suitability to operate as an energy retailer under the Retail Law. ZEN Energy is therefore authorised to sell electricity under the Retail Law, as it is adopted in each participating jurisdiction (identification number: **E17006**). Please note this letter constitutes the AER issuing ZEN Energy's electricity retailer authorisation under s. 96 of the Retail Law.

The AER will publish a notice about ZEN Energy'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 Susan Faulbaum on 08 8213 3463.

Yours sincerely



Sarah Proudfoot
General Manager | Retail Markets

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.

⁴ Retail Law, s.96(2)(b).

⁵ Retail Law, s.119.