

Energy One Limited

Level 14, 71 Macquarie Street
Sydney NSW 2000
GPO Box 3968, Sydney NSW 2001
Telephone: +61 2 8252 9898
Facsimile: +61 2 8252 9888

10 April 2014

Energy One Limited publishes Corporate Profile document.

Energy One Limited (ASX: EOL) has prepared a Corporate Profile document, containing pertinent information about the Company including:

- Capabilities
- Products
- Publicly available financial data

The document is also available for viewing at Energy One's updated website www.energyone.com.au

(on the "Announcements" page).

Energy One Limited



Reena Minhas

Company Secretary



Energy One Limited (ASX:EOL) is a market-leading supplier of trading and risk management technologies for wholesale energy markets

Energy One Limited (ASX:EOL)

Company Overview

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Strategic Positioning:

Market leader of high value software products and services to wholesale energy, environmental and carbon trading markets in Australia.

Lead Product:

Wholesale Energy Trading Suite – a comprehensive, integrated system for managing wholesale energy operations



Vision:

To be the market leader in integrated platform solutions across a customers' entire wholesale energy business

Status:

10 years+ of experience with track record of providing sophisticated solutions to Australian energy market customers

Ancillary Services:

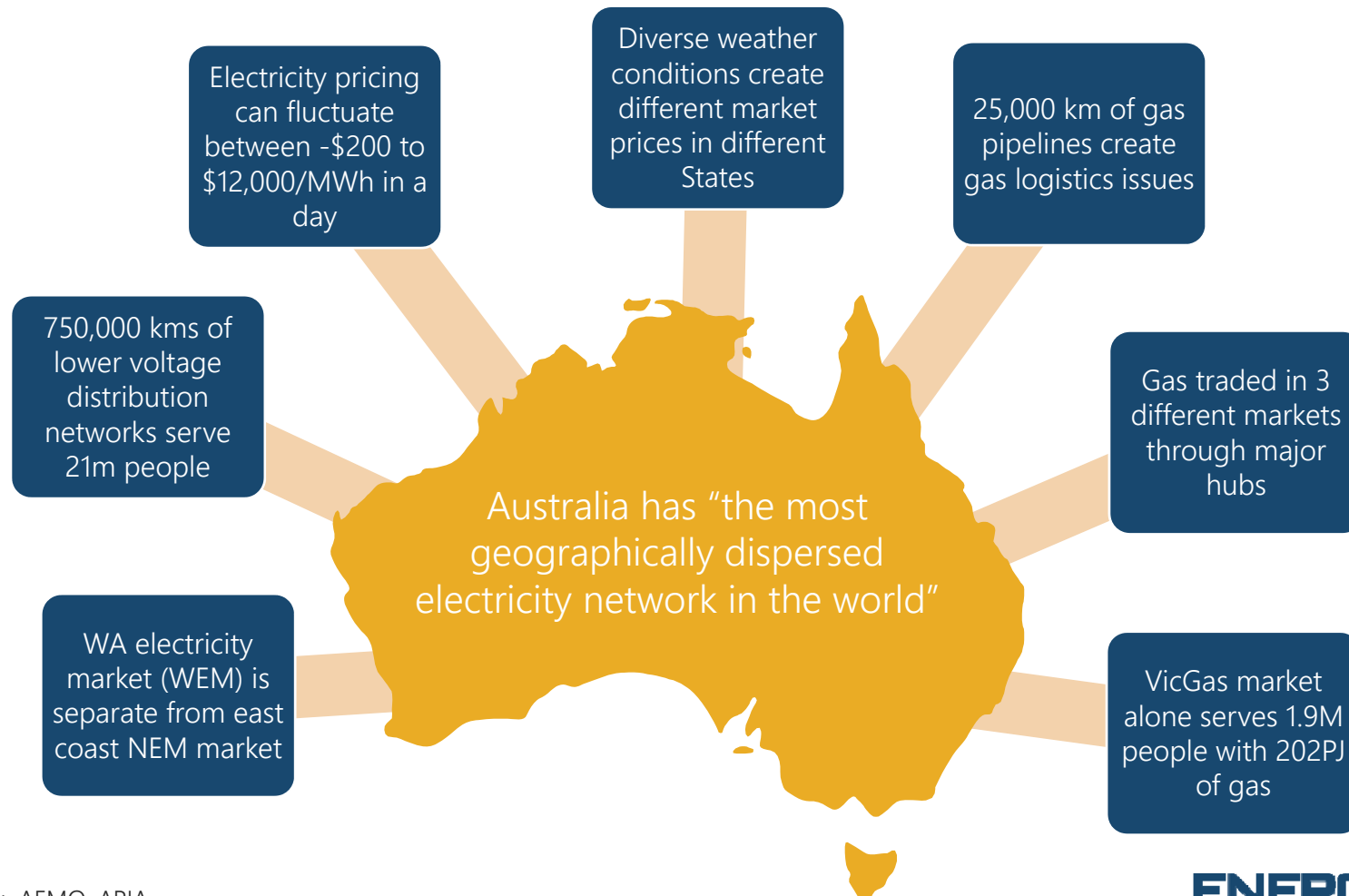
Consulting, technology and managed services



Australian Energy Market

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One of the most diverse and sophisticated markets in the world

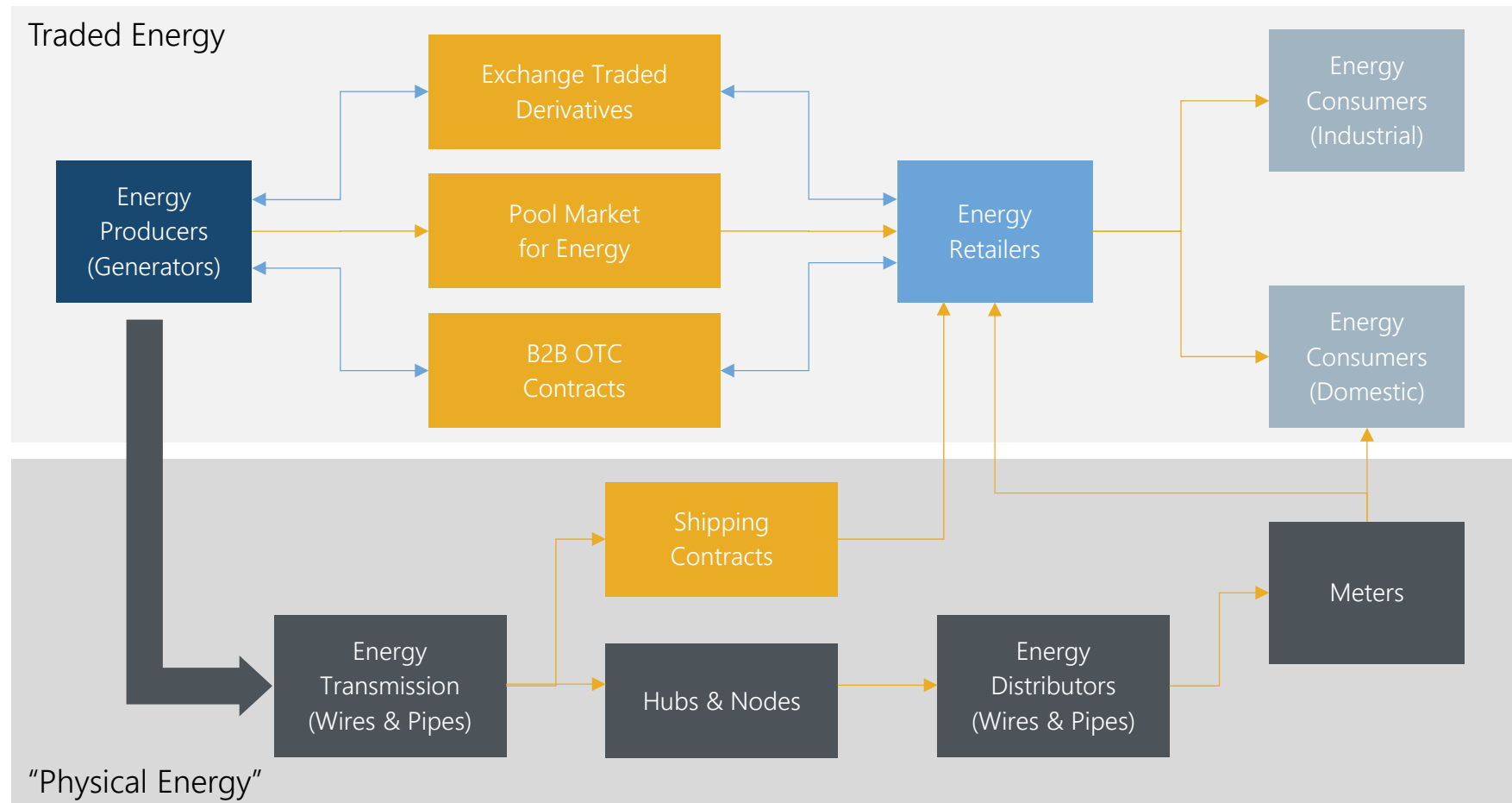


Source: AEMO, APIA

Market Structure

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Sophisticated systems are required to manage the complex and inter-dependent trading arrangements.



Energy Market factors

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Energy One systems provide reliable energy trading and risk management systems for these factors.

Factors
influencing
energy market
prices and
direction

Wholesale electricity prices starting to recover:

Post the GFC, the spot price for electricity fell by as much as ~50%. The resultant loss of value from the market forced rationalisation, consolidation and fiscal conservatism. With spot prices now restoring to former levels, investment and renewal are returning to the market.

Wholesale Gas prices predicted to rise:

Supply uncertainty surrounding LNG production and higher export prices affecting wholesale markets means that the domestic gas market is in a state of uncertainty regarding long term gas pricing and supply.

Fixed retail prices and floating wholesale prices:

Many retail energy consumers pay regulated energy prices. This ensures that retailers must effectively price and hedge the exposure to fluctuating demand and floating wholesale prices. Systems are required to capture, value and manage complex energy derivatives trades.

High costs of operations:

The complexity of market operations - due to uncertainty (weather, pool prices), fragmented nature (both formal and non-standardised markets) and inter-dependency (many participants) of the landscape means that large teams of people are needed to manage daily operations of buying, trading and shipping energy.

Carbon and Renewable energy schemes:

There is a large array of environmental schemes and obligations that require management by energy market participants. However, long-term investment and trading decisions are being made daily. Players need adequate analytics and decision-support systems.

Overcoming Challenges

Energy One solves challenges for wholesale energy management.

Participant	Challenges faced	Energy One products
Generators	Accurate, compliant energy pool bidding	✓
	Energy operations (B2B, bid preparation, monitoring, compliance)	✓
	Energy derivatives trading (e.g Swaps, Options, Exotics)	✓
	Hedging output in volatile price market	✓
	Deal capture, risk management, settlements	✓
Retailers	Hedging load against pool	✓
	Energy derivatives trading and management	✓
	Pool reconciliation	✓
	Meter data	✓
	CRM & Billing	✓
	Logistics (e.g. pipelines)	✓
	Deal capture, risk/valuation, settlements	✓
	Renewable energy compliance	✓
	Energy operations (B2B, bid preparation, monitoring, compliance)	✓
Pipelines	Deal capture, settlements	✓
	Contract and network optimisation	✓
Customers (Retail)	Carbon accounting	x
	Carbon trading management	✓
	Energy monitoring	x
	Retail invoice reconciliation	x

Wholesale Energy Trading Suite

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Comprehensive, energy management operations system

EnergyOffer

Physical energy
bidding
platform

A high performance market transaction platform for Electricity and Gas across all major Australian networks

EnergyOne Trading

Energy trading
& risk
management

Proven energy contract management system with full reporting and analytics for electricity, gas, carbon, fuel and FX trades.

EnergyFlow

Energy business
workflow
automation
platform

Automated business operations (logistics, green certificates etc) to reliably reduce workload and realise efficiencies

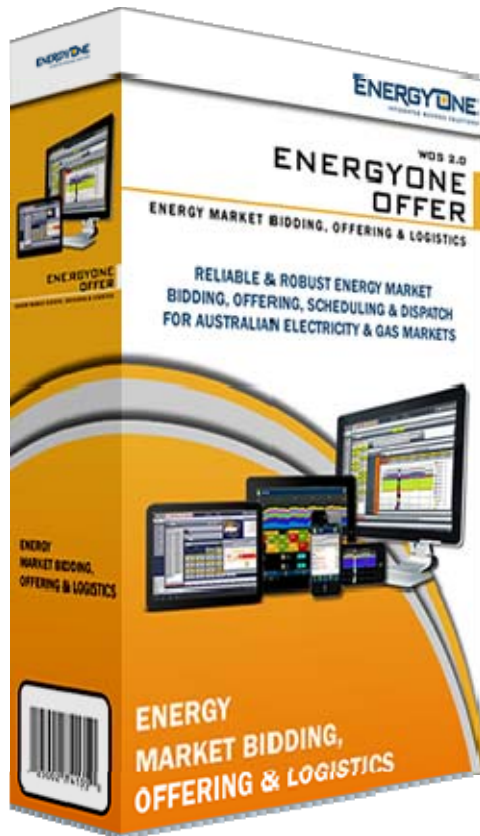
EnergyDashboard and Business Intelligence

User-configured dashboard (alerts, feeds, task manager etc) offering reporting and analytics



EnergyOffer

Multi-commodity, multi-market platform for energy spot bidding



Turnkey enterprise platform for high volume, 24/7 trading across electricity and gas markets. Can efficiently manage bids for up to 50 generation units simultaneously.



No.1 spot trading system available in the NEM (11,000MW+ bid daily) and best of breed for WA energy trading needs



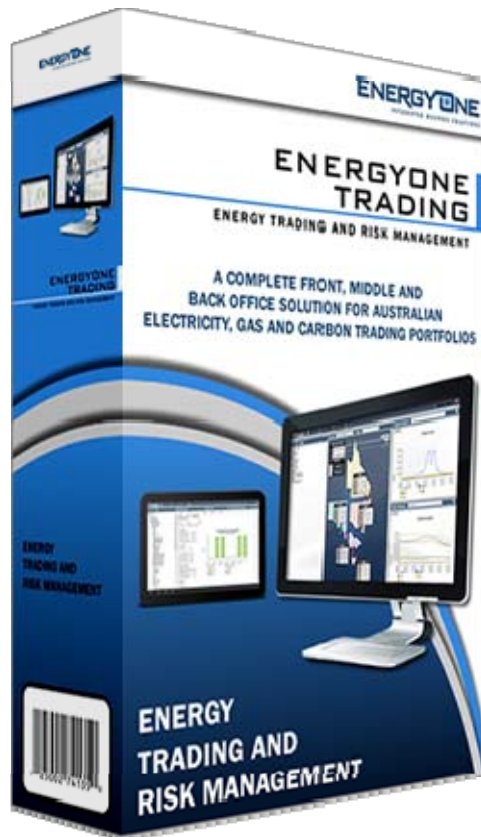
Enables rapid, reliable and auditable energy bidding for the WA Balancing, STEM, Resource Planning and Bilateral markets



New version to incorporate more commodities, and tradable in other geographic markets.

EnergyOne Trading

A turnkey, best-in-class solution for major energy clients



Complete, out-of-the-box, integrated energy contracts management system for electricity, gas, environmental and carbon trade management



Deal capture, valuation, risk, settlements, reporting and full analytics capability, for market, portfolio and position



Market-leading Energy Trading and Risk Management vendor-supplied solution available in Australia (61 TWh of energy contracts under management)



Captured, valued and settled contracts for energy, carbon obligations and power purchase agreements, plus many million environmental certificates

EnergyFlow

Energy operations software

Simplified, reliable, auditable automation of energy business tasks such as:

- ✓ Gas logistics, nominations and flow management
- ✓ Energy bids
- ✓ Settlement processes
- ✓ Environmental certificate management and much more.



EnergyFlow provides capability to:

Reduce workload for wholesale market operations teams

Case Study:
Decreased task effort for staff by 20%

Reduce risk for the business through reduction of errors

Simplify complex, time consuming processes

Improve reporting with integration to market systems

Integration

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Pulling it all together and maximising the power of the Energy One Suite



Energy Dashboard

- The EnergyDashboard provides a vibrant, user-configurable single point of reference for all wholesale operations (trading, analytics, alerts, messaging)

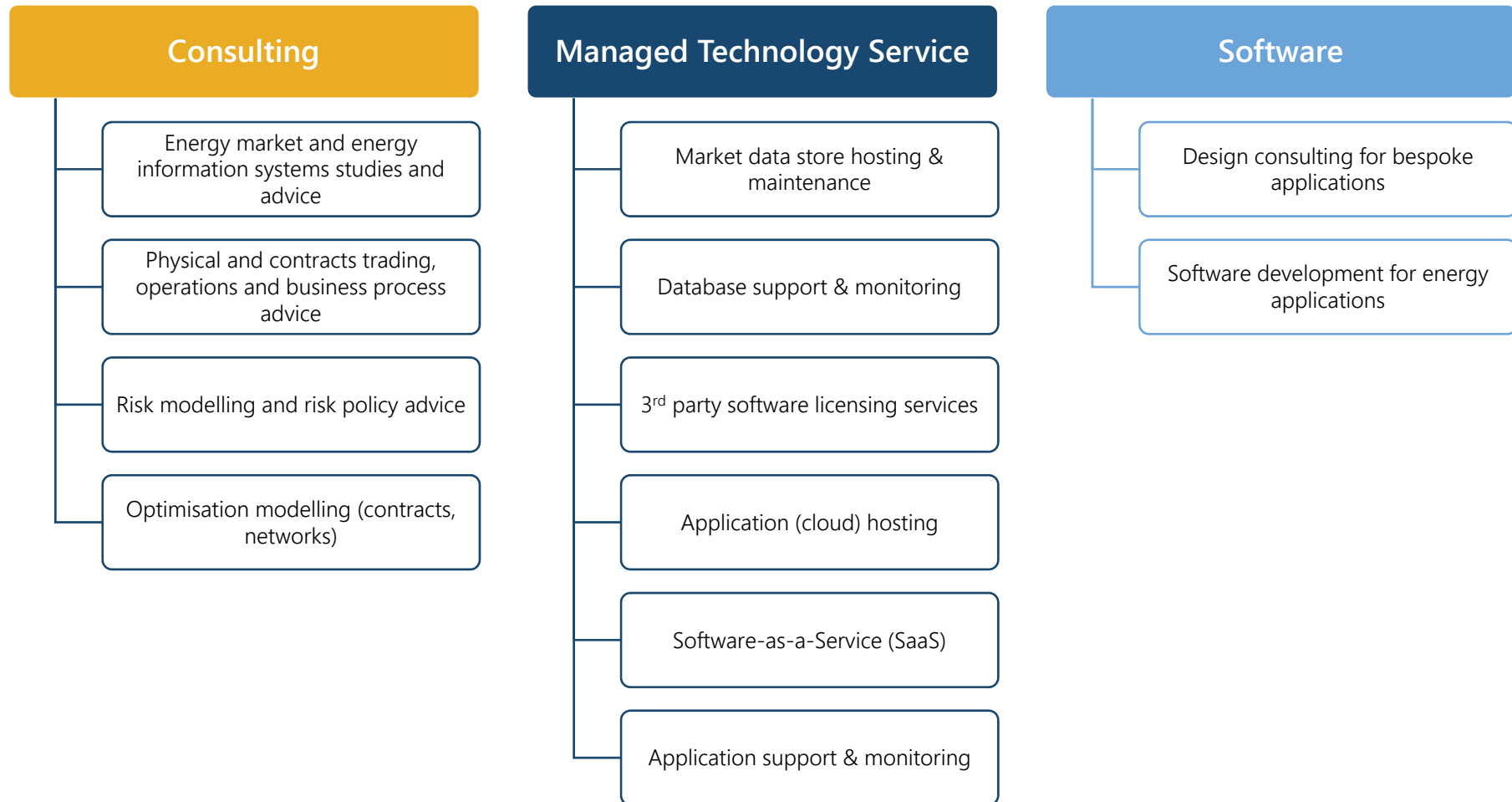
Energy Business Intelligence

- The energy sector has more "big data" than many industries. Energy One offers a range of data warehousing, transformation and reporting tools developed using established technologies.

Services

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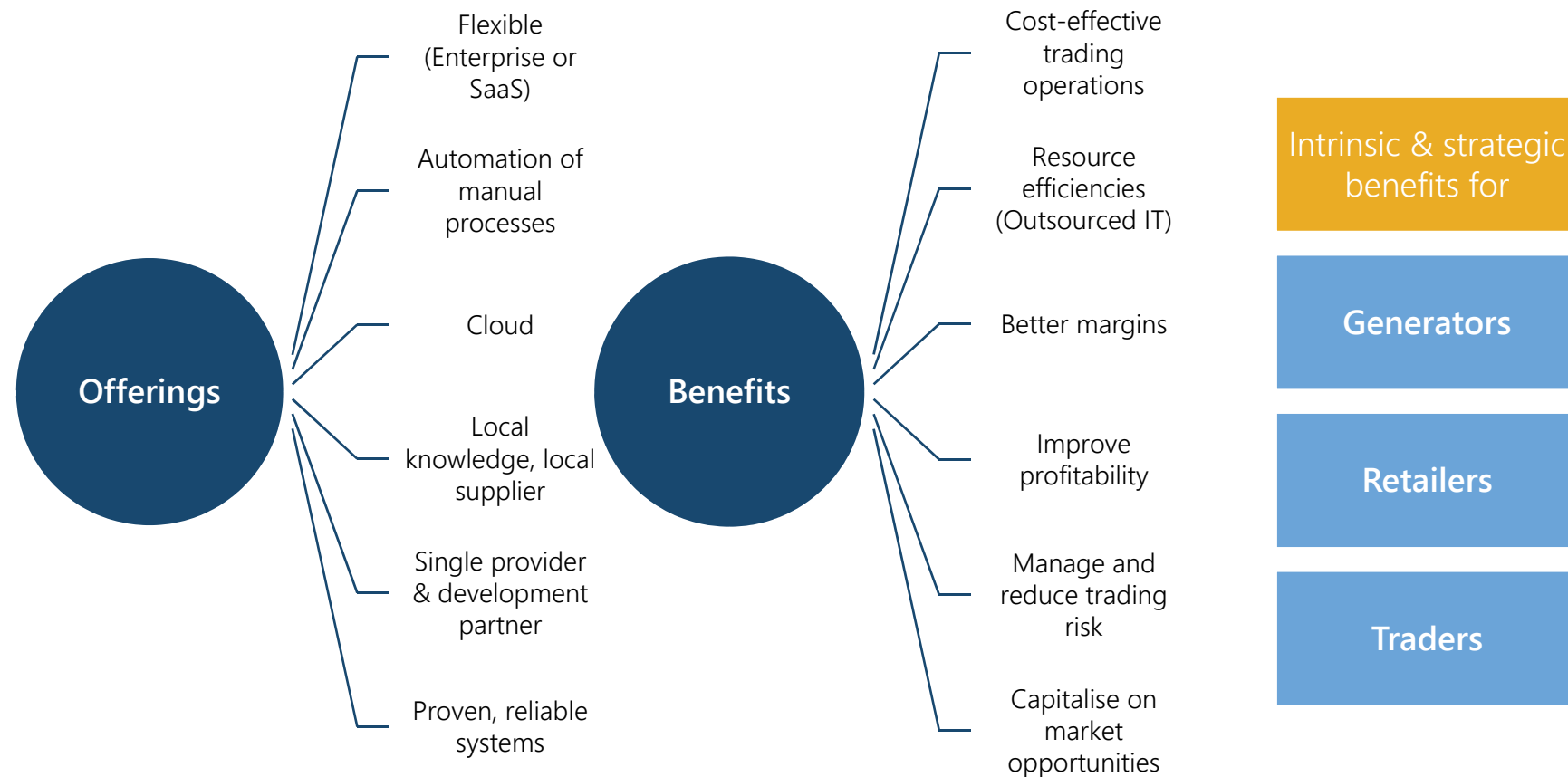
Energy One offers services to complement software products. A complete service offering for wholesale energy clients



Value Proposition for Target Markets

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Efficient management of the entire wholesale energy portfolio



Market-leading

Energy One works with blue-chip energy market participants:

- ▶ Large Retailers – of gas and electricity, with customer bases of millions of customers
- ▶ Energy generators representing 11 GW+ of capacity, including:
 - Baseload power stations
 - Peak load generators
 - Renewable energy suppliers
- ▶ Traders with complex proprietary trading portfolios
- ▶ Hedge funds
- ▶ Environmental certificate traders
- ▶ Recently signed agreement with large energy company, Alinta Energy, for supply of systems.

Competitive Landscape

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Energy One has distinct competitive advantages covering the entire value chain

	Energy One	Competitor 1 "Global player"	Competitor 2 "Local supplier"
Australian market-compliant	Yes	No	Yes
Software-as-a-Service (SaaS)	Yes	No	No
Cloud-based offerings	Yes	No	No
Comprehensive product suite	Yes	Partial	No
CRM/ERP Integration	Yes	Yes	No
Multi-market	Yes	Yes	No
Multi-commodity	Yes	Yes	Yes
Carbon products	Yes	Yes	No
Analytics & reporting	Yes	Yes	Yes
Turnkey installation	Yes	No	Yes
Value-added IT services	Yes	No	No

International growth opportunities

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Energy One is seeking strategic opportunities with upside potential

- ▶ Energy One can leverage its position into markets with a similar energy structure and regime (see map)
- ▶ To date, the company has commenced initial steps to market into other geographies.
- ▶ Opportunities are sought overseas that offer strategic and value benefits



Expansion Plan

Near term growth strategy

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Diversification

Product range. Considerable investment has been made in R&D to produce innovative new products to address market need.

Ancillary services (hosting/analytics/other value added services)

Annuity-based pricing model (SaaS based on users and functionality)

Grow customer base

Geographic expansion overseas to countries with similar regimes

Adjunctive industries

Grow by acquisition

Acquire other vendors

Complementary services

Offer products to industry verticals with similar data-intensive structures.

Experienced Board of Directors

Expertise in energy, technology, finance, business and systems

Mr Ottmar Weiss
Chairman



25+ years in banking, finance and risk management and was previously at Macquarie Bank as Global Head of Equity Capital Markets and a member of their Executive Committee

Mr Shaun Ankers
CEO / Director



20+ years business experience focused on growth and development of technology business including enterprise sales to utilities and major clients

Mr Andrew Bonwick
Director



Former Managing Director of Australian Energy Limited and Marketing Director of Yallourn Energy with background in management consulting

Mr Vaughan Busby
Director



Previously CEO and Managing Director of Energy One, and Managing Director of Ferrier Hodgson with considerable experience in turnaround and restructuring

Mr Ian Ferrier
Director



Co-founder of Ferrier Hodgson. 40+ years experience in corporate recovery and turnarounds and a Fellow of the Institute of Chartered Accountants in Australia

Energy One (ASX:EOL)

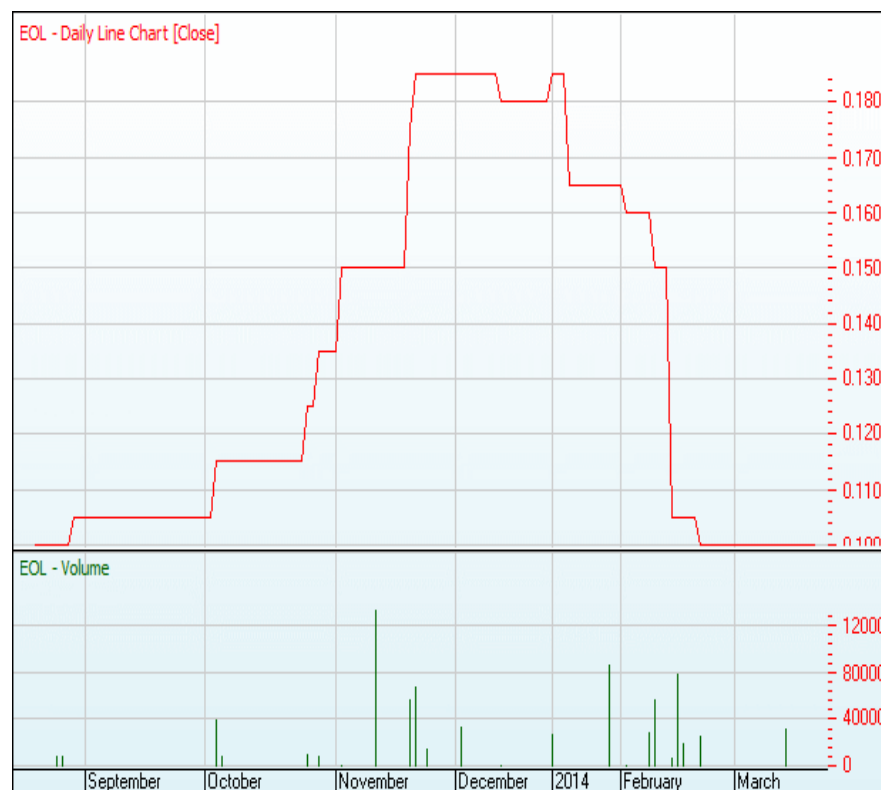
Market details

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Company Details (as at 31/3/14)

Ord Shares on Issue	17.94M
Share Price	\$0.10
Market Cap	\$1.78M
Top 20 Shareholders	88%
Revenue (FY13)	\$2.44M
EBITDA (FY13)	\$0.15M
Cash (at 31 Dec 13)	\$1.79M
Debt	Nil

6 month share chart



Company Highlights

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Developing unique, leading software for blue-chip clients in a fast-moving, dynamic market.

No.1 supplier in Australia for energy trading systems and contracts under management

Compelling value proposition for customers to realise efficiencies and improve compliance and profitability

Market potential with an established brand, new products, service offerings and international opportunities.

Experienced leadership and sales team with reputation and influence in the energy trading industry

Strong recent investment in R&D has resulted in new products to address market growth prospects

Scope for shareholder value creation based on current metrics

Contact Us

To participate in the future of Energy One

Energy One is a leader in the market, with scope to capitalise on its investments, capabilities and asset base to deliver sustained, long term growth

Mr Shaun Ankers
CEO / Director

T: +61 2 8252 9898
E: enquiries@energyone.com.au

Head Office:
Level 14, 71 Macquarie St,
Sydney NSW 2000

