

# **ESB Customer Supply**

## **Proposals for 2009/2010 Regulated Tariffs**

**Gresham Hotel  
10<sup>th</sup> August 2009**

# Summary

- Domestic prices for typical households unchanged
- Price reductions for small and medium businesses
- Tariffs take account of prevailing fuel costs
- Benefits have already been delivered to customers of **all** suppliers through financial supports:
  - **January 2009** – ESB Subsidy & PSO Credit (12.5%)
  - **May 2009** – anticipated reductions brought forward from October 2009 by Network Deferrals (10.3%)

# Agenda

- ESB Customer Supply
- 2009/2010 Price Proposals
- Market Overview & Price Setting Process
- Customer Impact
- Customer Support
- Summary

# ESB Customer Supply

- Separate regulated business within ESB Group
- c. 1.8 million customers
- c. 50% Republic of Ireland market share
- Licensed as the Public Electricity Supplier (PES)
- Underlying price setting principles
- Tariff proposals submitted for CER approval

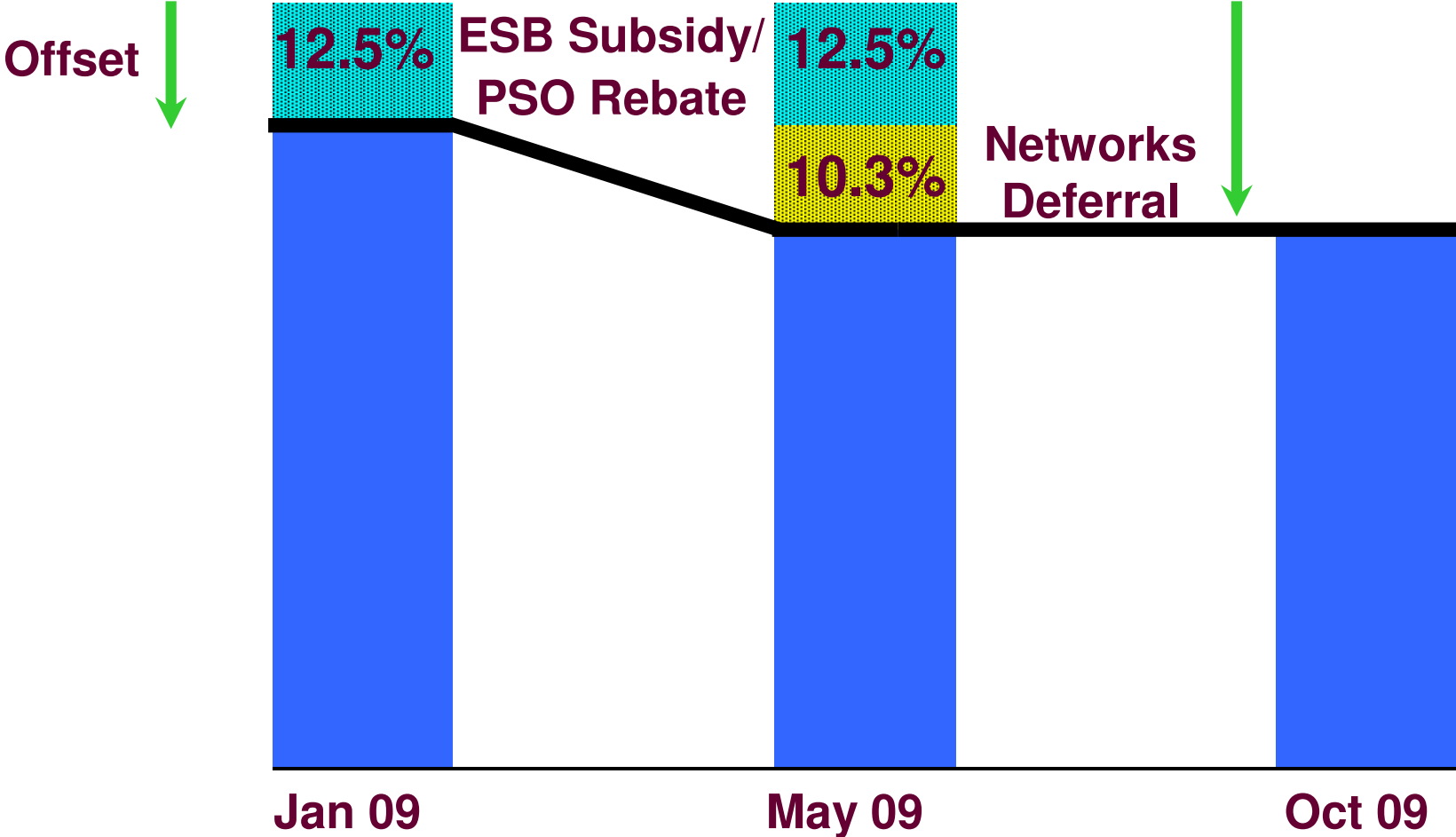
# 2009/2010 Price Proposals

<b>Customer Category</b>	<b>Bill Impact</b>
Domestic	0%
Small Business - General Purpose (GP)	-0.4%
Medium Business – Low Voltage Max Demand (LVMD)	-5.5%
Public Lighting	1.2%
<b>Overall Average</b>	<b>-0.2%</b>

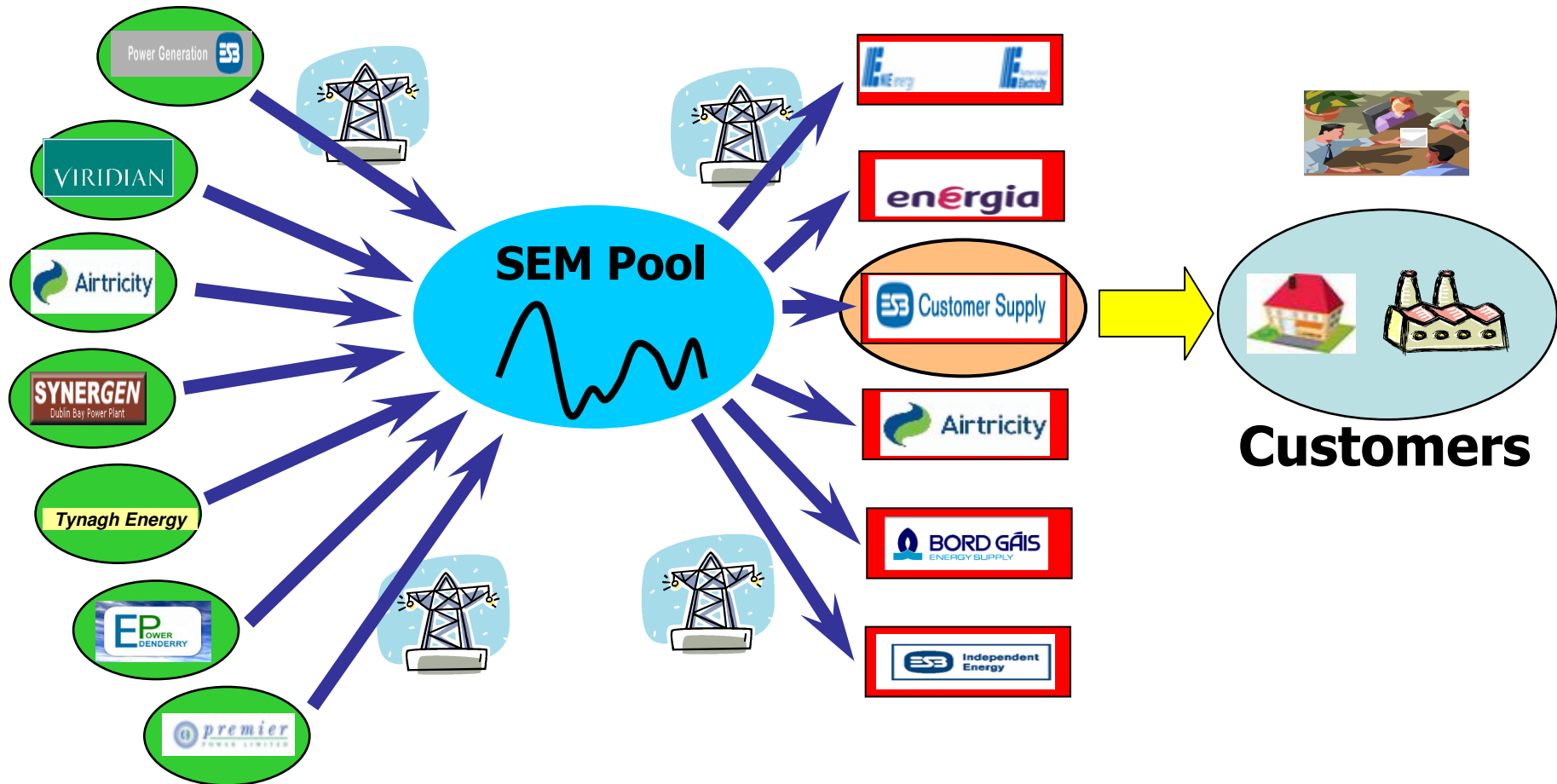
# 2009/2010 Price Proposals

- Tariffs take account of prevailing fuel costs
- Benefits have already been delivered to customers of **all** suppliers through financial supports:
  - **January 2009** – ESB Subsidy & PSO Credit (12.5%)
  - **May 2009** – anticipated reductions brought forward from October 2009 by Network Deferrals (10.3%)

# 09/10 Price Proposals – Support Impact

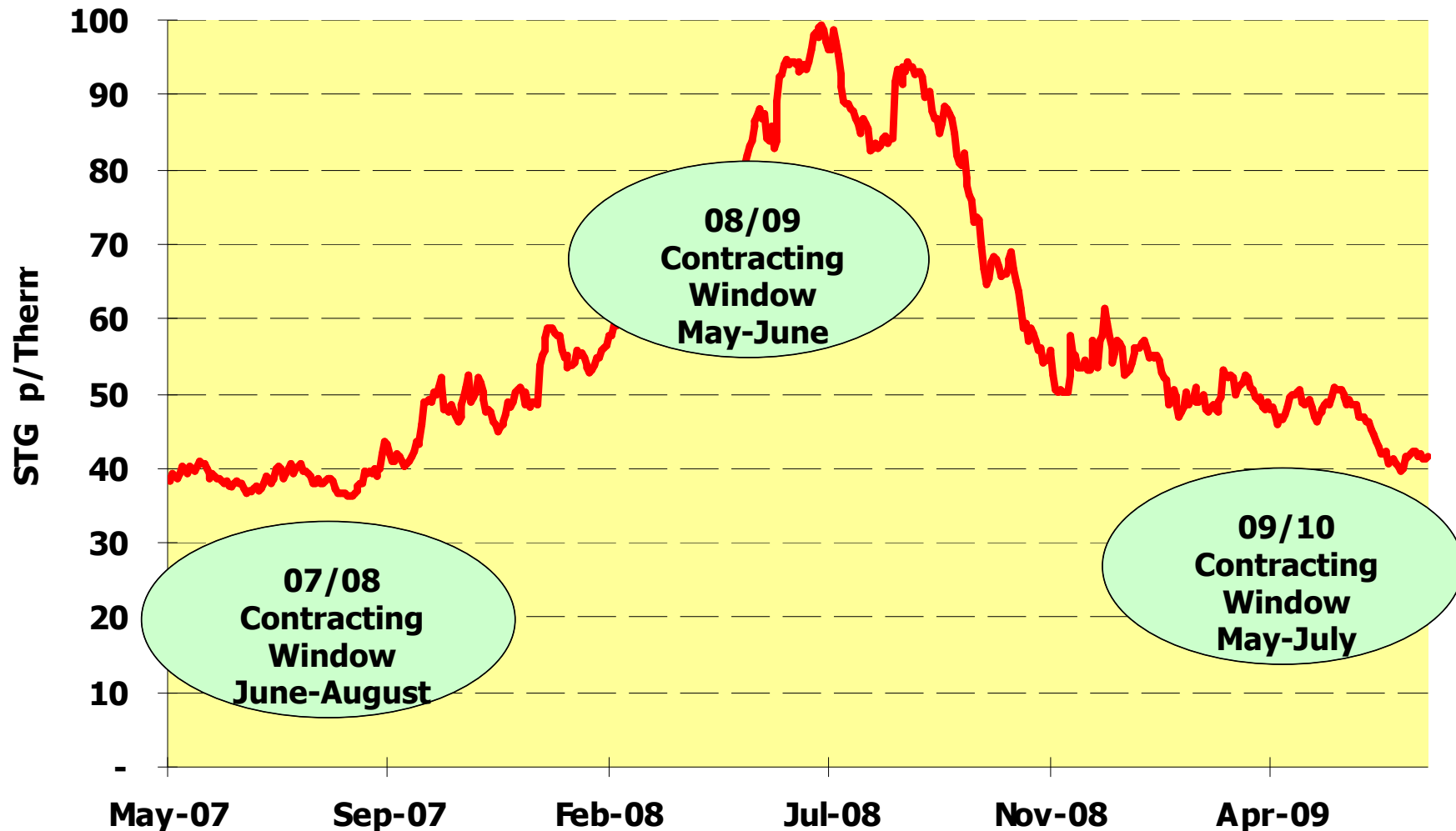


# Market Overview & Price Setting Process



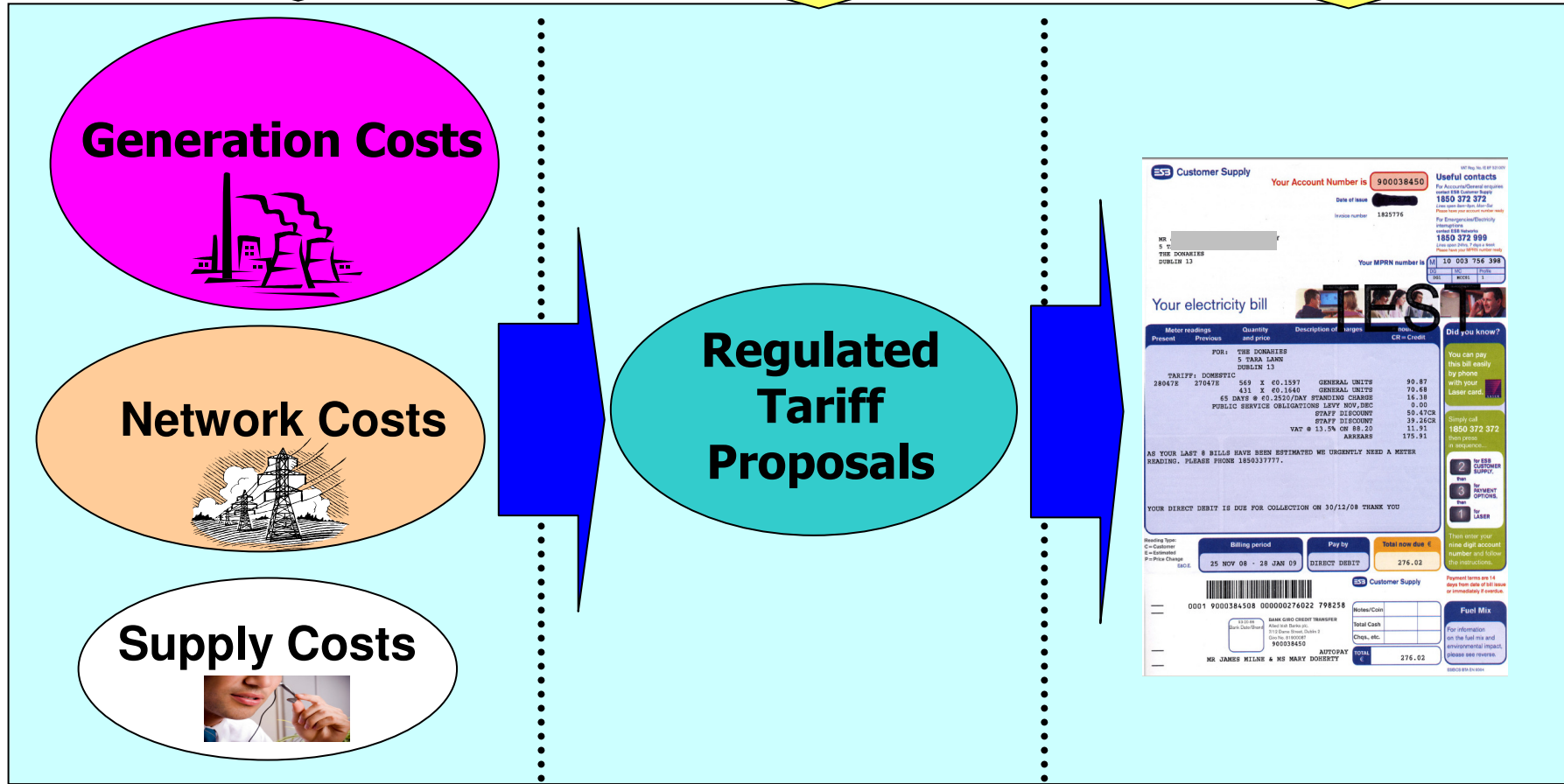


# Market Overview & Price Setting Process



# Market Overview & Price Setting Process

## CER Regulatory Process



# Customer Impact

- Standing Charges
  - No Change
- Unit Rates
  - Reductions in all Unit Rates
- Bill Impact
  - 9 Month PSO Credit Ends for Domestic & Small/Medium Businesses

# Customer Impact - Domestic

## Old Prices

Your electricity bill

Meter readings	Quantity	Description of charges	Amount €
Present	Previous	and price	CR = Credit
		Standing Charge	€15.37
		880 units X € 0.1455	€128.04
		PSO Related Rebate	- €3.82
		VAT @ 13.5%	€18.84
		<b>Total</b>	<b>€ 158.44</b>

## New Prices

Your electricity bill

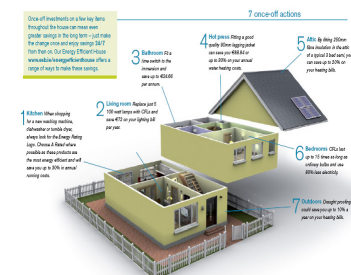
Meter readings	Quantity	Description of charges	Amount €
Present	Previous	and price	CR = Credit
		Standing Charge <b>No Change</b>	€15.37
		880 units X € 0.1410	€124.08
		PSO Related Rebate	- €0.00
		VAT @ 13.5%	€ 18.83
		<b>Total</b>	<b>€ 158.28</b>

# Customer Impact – Business

- Small Business (GP)
  - Small offices (~10,000kWh) - 0% Change
  - Small shops, convenience stores (10,000-20,000kWh) – up to 5% decrease
  - Large shops, small factories, small hotels (>20,000kWh) - 5% to 9% decrease
- Medium Business (LVMD)
  - Supermarkets, hotels, factories (>90,000KWh) - 0 to 9% decreases

# Customer Support

- Challenging economic environment
- We provide support to our customers and work closely with the relevant agencies and support organisations
- We provide information and advice to increase awareness of the benefits of using electricity efficiently



# Summary

- Domestic prices for typical households unchanged
- Price reductions for small and medium businesses
- Tariffs take account of prevailing fuel costs
- Benefits have already been delivered to customers of **all** suppliers through financial supports:
  - January 2009 – ESB Subsidy & PSO Rebate (12.5%)
  - May 2009 – anticipated reductions brought forward from October 2009 by Network Deferrals (10.3%)



Thank You