

Enhancing transparency in retail contracts by introducing colour signals

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Agenda

1. Description of the current situation in Greece
2. The new Tariff methodology implemented from 1st January 2024
3. Structure of the energy bills
4. RAAEY's proposal



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Description of the current situation in Greece

320 different electricity products provided by the Suppliers 7,5 million electricity meters



The Suppliers in the Greek Retail Market

1. ΔΕΗ Α.Ε., ΔΕΗ
2. ΜΥΤΙΛΗΝΑΙΟΣ Α.Ε. - ΟΜΙΛΟΣ ΕΠΙΧΕΙΡΗΣΕΩΝ, PROTERGIA
3. ELPEDISON Α.Ε., ELPEDISON
4. ΖΕΝΙΘ (ΕΠΑ ΘΕΣΣΑΛΟΝΙΚΗΣ - ΘΕΣΣΑΛΙΑΣ Α.Ε.), ΖΕΝΙΘ
5. ΦΥΣΙΚΟ ΑΕΡΙΟ ΕΛΛΗΝΙΚΗ ΕΤΑΙΡΕΙΑ ΕΝΕΡΓΕΙΑΣ, ΦΥΣΙΚΟ ΑΕΡΙΟ
6. ΗΡΩΝ ΘΕΡΜΟΗΛΕΚΤΡΙΚΗ Α.Ε., ΗΡΩΝ
7. ΕΛΙΝΟΙΛ ΕΛΛΗΝΙΚΗ ΕΤΑΙΡΕΙΑ ΠΕΤΡΕΛΑΙΩΝ Α.Ε., ΕΛΙΝΟΙΛ
8. ΘΩΜΑΣ ΣΟΥΜΠΑΣΗΣ Μ.Ε.Π.Ε., Θ. ΣΟΥΜΠΑΣΗΣ
9. NRG SUPPLY AND TRADING ΕΝΕΡΓΕΙΑΚΗ Α.Ε., NRG
10. ΟΤΕ ΑΚΙΝΗΤΑ Α.Ε., ΟΤΕ ESTATE
11. VOLTERRA Α.Ε., VOLTERRA
12. VOLTON ΕΛΛΗΝΙΚΗ ΕΝΕΡΓΕΙΑΚΗ Α.Ε., VOLTON
13. [EUNICE] WE ENERGY Α.Ε., WE ENERGY
14. ΒΙ.ΕΝΕΡ Α.Ε. ΕΝΕΡΓΕΙΑΚΕΣ ΕΠΙΧΕΙΡΗΣΕΙΣ Α.Ε., ΒΙΕΝΕΡ
15. ΒΙΟΛΑΡ Α.Ε., ΒΙΟΛΑΡ
16. ΚΩΝΣΤΑΝΤΙΝΟΣ Β. ΜΑΡΚΟΥ Α.Β.Ε.Ε., Κ.Β. ΜΑΡΚΟΥ

Why do we have so many electricity supply products?

Electricity suppliers have the right to have as many supply products as they wish.

The Greek retail market base their products and prices on the established wholesale market, where prices fluctuate during the day (i.e. electricity prices vary by the hour/day). Retail Suppliers purchase wholesale and sell retail, through the implementation of various trading policies. Moreover, due to the vastly different needs and desires of Consumers, retailers develop supply products based on their profiles (i.e. household, business, etc.).



2

The new Tariff methodology
implemented from January
1st, 2024

Describing the problem

- **All consumers had to select their tariff and Supplier by 31.12.2023.** To do so, they had to be properly informed about and educated on the available products and tariff characteristics
- The Greek regulator and the Ministry have launched an informative campaign to educate citizens about this new era. This initiative represents a pivotal move in aligning Greece's energy policy with contemporary environmental sustainability goals.
- **Consumers who did not make a choice** by the given deadline, **were automatically transferred to the Special Regulated Tariff** of their current at the time supplier.
- Exclusions: those who had signed a fixed tariff supply contract or those who objected until 31/1/2024.

Explaining colour coding for invoices.

Colour coding was introduced to simplify the way Consumers interpret and understand the nature of the different available tariffs. This way, Consumers can better make comparisons between electricity Suppliers.



Explaining colour coding for invoices.

- The **colour** markings on the invoices (energy bills) provide essential information about the features of the supply product (i.e. when prices change). The consumer, seeing the color of the supply product, can immediately perceive its main characteristics.
- There are **four colour markings** of the supply products





Structure of the energy supply products

Making the Right Choice



Explaining colour coding for invoices. (*Transparency Marks*)

"**Transparency Marks**" on electricity supply products were introduced to make it easier for consumers to choose the tariffs offered by suppliers.

The price of electricity supply products can be:

Green Special Regulated Tariff	Standing Charge + Basic Supply Charge + Adjustment Mechanism
Yellow Variable Tariff	Ex-Ante: price changes at the start of the month Ex-Post: price changes at the end of the month
Blue Fixed Tariff	Fixed for the duration of the contract
Orange Dynamic Pricing	Price changes every 15, 30 or 60-minute intervals

Special Regulated Tariff

The Special Regulated Tariff, with **green** labelling

The Supplier announces the price to be charged by the first day of every month, i.e. Consumers will know every 1st of the month the price they will pay.

Fixed Tariff

The Fixed Tariff, with **blue** labelling

Fixed supply price (€/kWh) for the entire contract duration (e.g. 12 months).

Variable Tariff

The Variable Tariff, with **yellow** labelling

Includes tariffs with variable supply charges (€/kWh), where the price changes according to fluctuations in the wholesale electricity market.

Dynamic Tariff

The Dynamic Tariff, with **orange** labelling

Includes tariffs whose price changes based on intraday and/or Day Ahead (DAM) Wholesale electricity market prices.

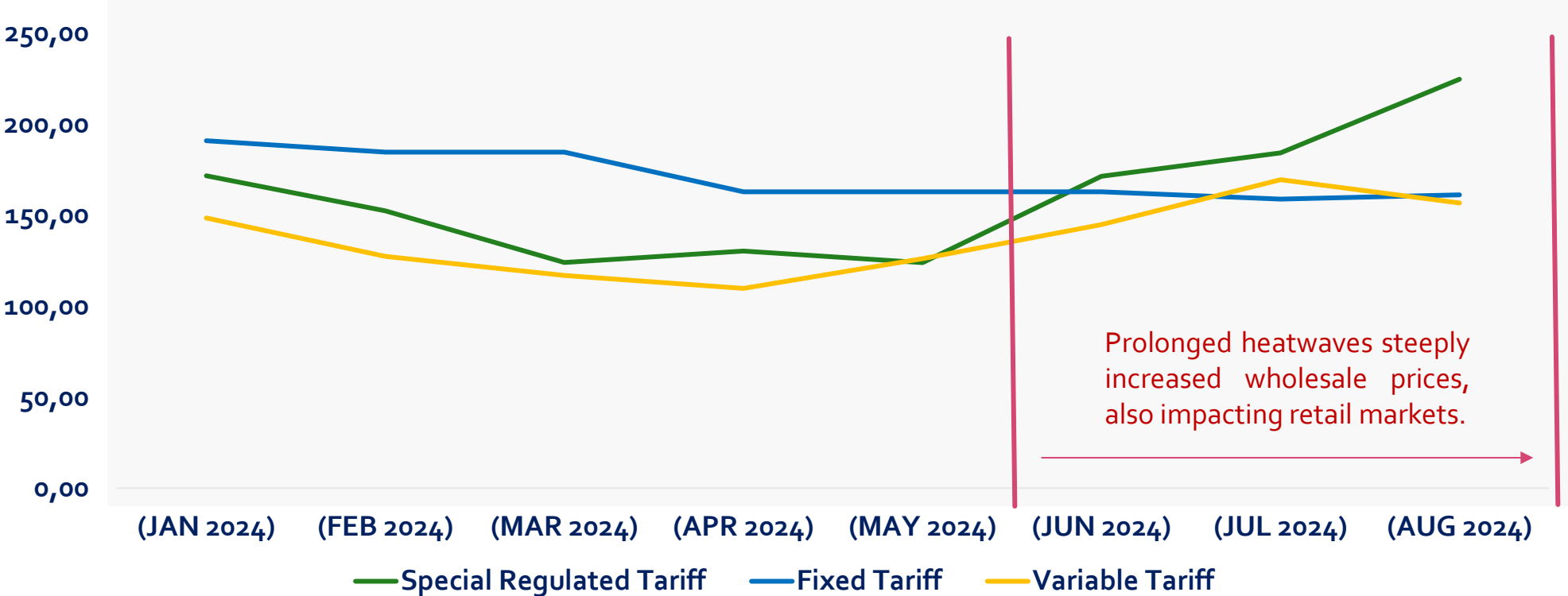
A prerequisite for offering these tariffs is the existence of an installed smart meter.

IT'S WORTH NOTING THAT:

- At the 9th of January 2024, 95% of the consumers have switched to the green tariff.
- But on June 70% of consumers who choose to move to another provider join the yellow tariff with the remaining 30% choose the fixed blue tariff (7 out of 10 consumers).

The Special Regulated Tariff has reduced the electricity price (€/MWh) | Competition & Transparency

Electricity Price Fluctuation per Supply product in Greece (€/MWh), [Q1-Q3 2024]



The transition from one tariff to another as well as the change of supplier is free, without compensation for the supplier except for those who have fixed price contracts (blue tariff) the departure from which is done by paying compensation for early termination of the contract



Guide for consumers

Consumer Guidelines

Consumers should pay particular attention to the tariff parameters given by the suppliers, such as:

- consistency discount rates
- Time-of-Use pricing (night hours, RES peak hours)
- fixed rates
- the range of consumption corresponding to the kW/hour charge price
- early payment penalties departure
- gifts

Consumer Guidelines

1. Consider Your Budget:

Determine what you can afford monthly. Fixed-rate tariffs can help with budgeting, while variable-rate tariffs might offer savings if you can manage the risk of price changes.

2. Check for Incentives:

Some providers offer incentives like discounts for direct debit payments or for using less energy during peak times.

3. Read the Fine Print:

Ensure you understand the terms and conditions of the tariff, including any exit fees if you decide to switch providers before the contract ends.



Thank you for your attention!

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