



Flo Energy
Australia Pty Ltd
ACN 664 209 330

PO Box 448
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Victoria 8009

hello@floenergy.com.au
floenergy.com.au

12 April 2024

Essential Services Commission

By email

Dear [REDACTED],

Flo Energy Australia notes the submission provided by Progressive Green Pty Ltd trading as Flow Power in relation to our application for a licence to sell electricity in Victoria and welcomes the opportunity to respond.

Flo Energy is the largest independent retailer in Singapore with a well established brand. Flo Energy's expansion into the Australian market is to provide consumers with products and offerings that are uniquely different from existing retailers.

Flo Energy Australia will be focused on providing business and residential customers with the opportunity to obtain renewable energy at an affordable price, and invest in the environment and renewable energy generation. We pride ourselves on our point of difference both in Australia and internationally. It is this difference that's enabled us to be the largest independent renewable retailer in Singapore.

Our commitment to creating and investing in a sustainable future for generations on a global scale is the primary driver to enter the Australian and the Victorian market. We believe our products and offerings will substantially differentiate Flo Energy Australia not just from 'Flow Power', but also other electricity retailers. Our proposed electricity products are currently not available in the Australian / Victorian market.

Flo is a growing, international brand with plans to expand into other territories, and we see no benefit in losing our point of difference or creating confusion with 'Flow Power' - a limited local brand. The look and feel of the 'Flo' brand is significantly different to 'Flow Power' including the colour scheme, marketing, and tone of voice. Our website is vastly different to 'Flow Power's'. Refer below to screenshots of the two websites.





FLOENERGY.COM.AU

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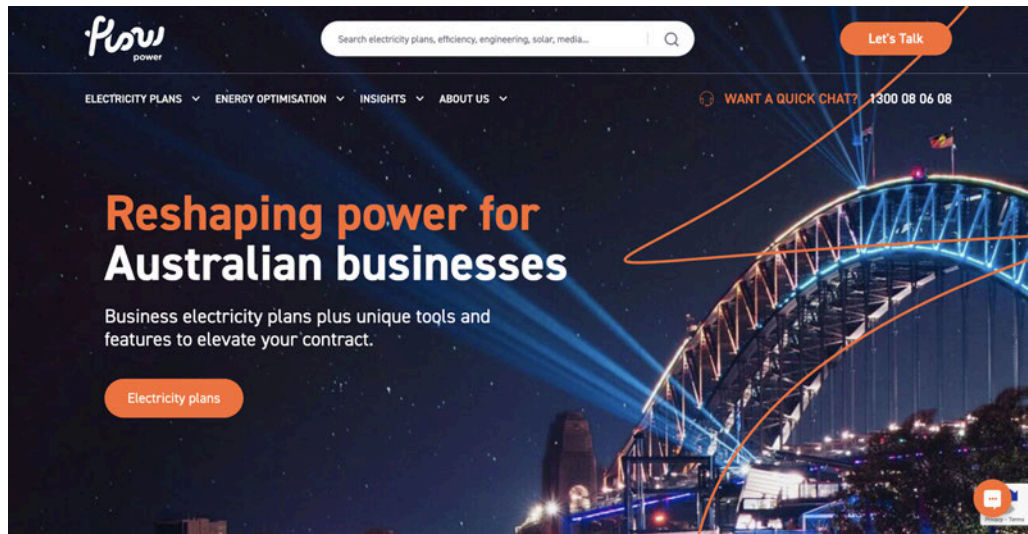
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Flo Energy Singapore Website (to be launched in Australia under the National Energy Law and Victorian Energy Code of Practice):



Flow Power Website



When marketing and promoting our products, Flo Energy will significantly invest in reinforcing our unique point of difference with Victorian consumers to ensure we build our own brand presence in Victoria and Australia as we have done in Singapore. We see no benefit or upside to Victorian consumers or our own brand in creating market confusion.

In relation to the trademark applications which Flo Energy did not pursue, this was attributed to a commercial and strategic change in our approach to trademarking.

It is important to note that Flo Energy has completed a public consultation process with our application for a National Retail Authorisation with the Australian Energy Regulator and 'Flow Power' *did not* raise any concerns at that time.





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The licence application process is to ensure that an applicant has the technical, financial, and organisational capacity to operate as an energy retailer and to comply with the relevant regulatory requirements, which we have demonstrated in detail.

The concerns raised by 'Flow Power' are not relevant to the assessment of our application for a licence to sell electricity in Victoria.

We also note that the existence of similar names in the energy retail market is not uncommon. There are numerous examples of retailers with similar names operating in the NEM without causing confusion to customers. The market is well-equipped to accommodate the entry of new retailers with distinct brands and offerings.

We firmly believe that Flo Energy Australia will contribute to the long-term interests of Victorian consumers through our unique customer propositions and products, our business model and advanced technical capacity and experience both locally and internationally.

Kind regards,

Mike Pucar
Managing Director

