



Introducing Octopus Zero™

What if it were possible to decarbonise our homes and not have an energy bill at all....?

energy



Your energy account

1st Sep 2022 - 30th Sep 2022

On 21st Sep 2022

Your balance was zero:

£0.00

1. Your Zero Bill home

You still have **92% of your annual quota** left

Electricity imported

31st Aug 2022 — 28th Sep 2022

472 kWh

Electricity exported

31st Aug 2022 — 28th Sep 2022

732 kWh

As of 30th Sep 2022

Your balance is zero:

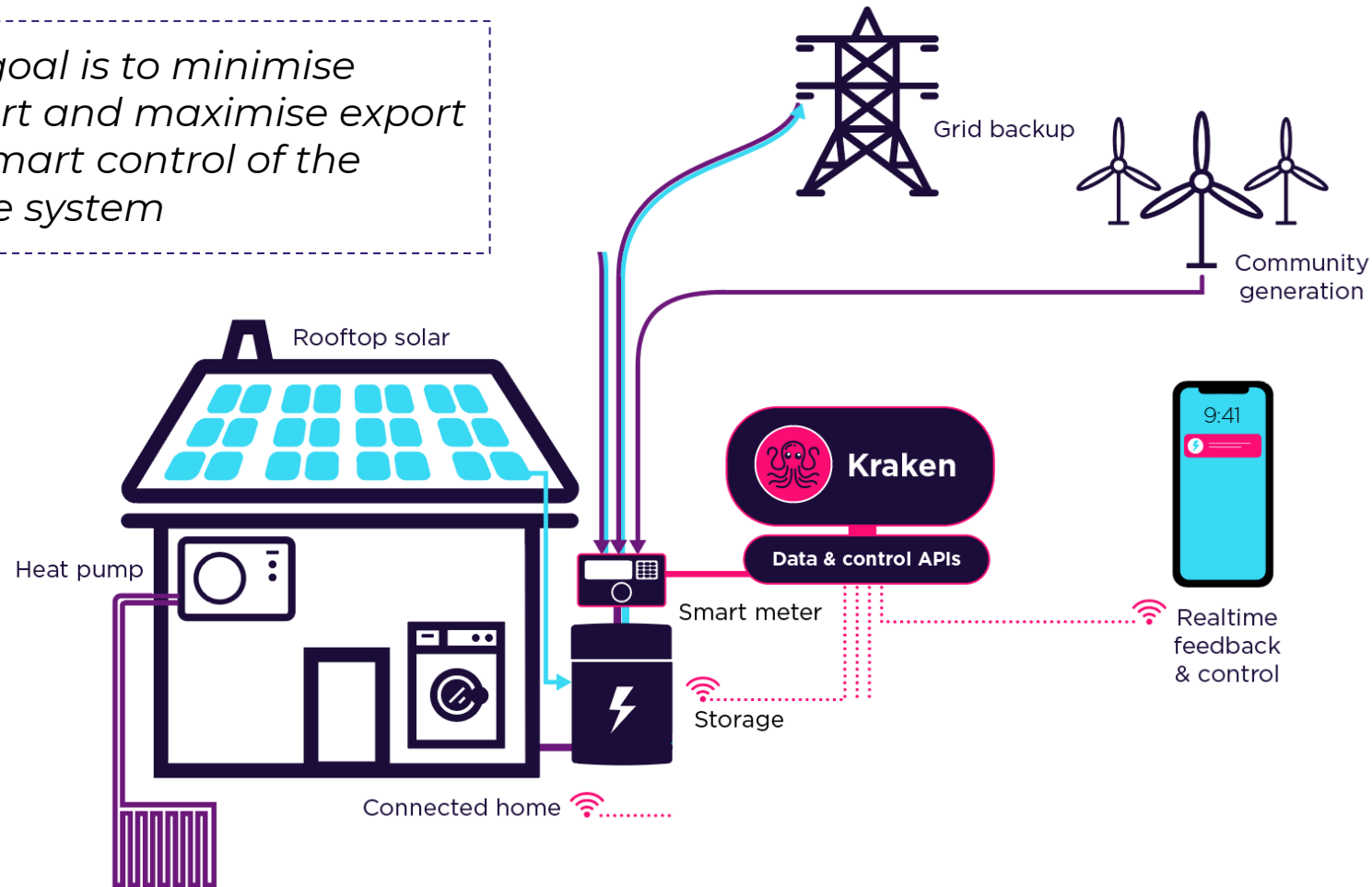
£0.00



octopusenergy

We have **fed all of our learning** into our Kraken engine to deliver our zero bills homes proposition

The goal is to minimise import and maximise export via smart control of the home system







The Zero Bills Homes proposition **creates a “win”** for all parties involved



- ✓ No energy bills for customers
- ✓ Commercial upside for house builders
- ✓ Increased borrowing power
- ✓ More valuable homes

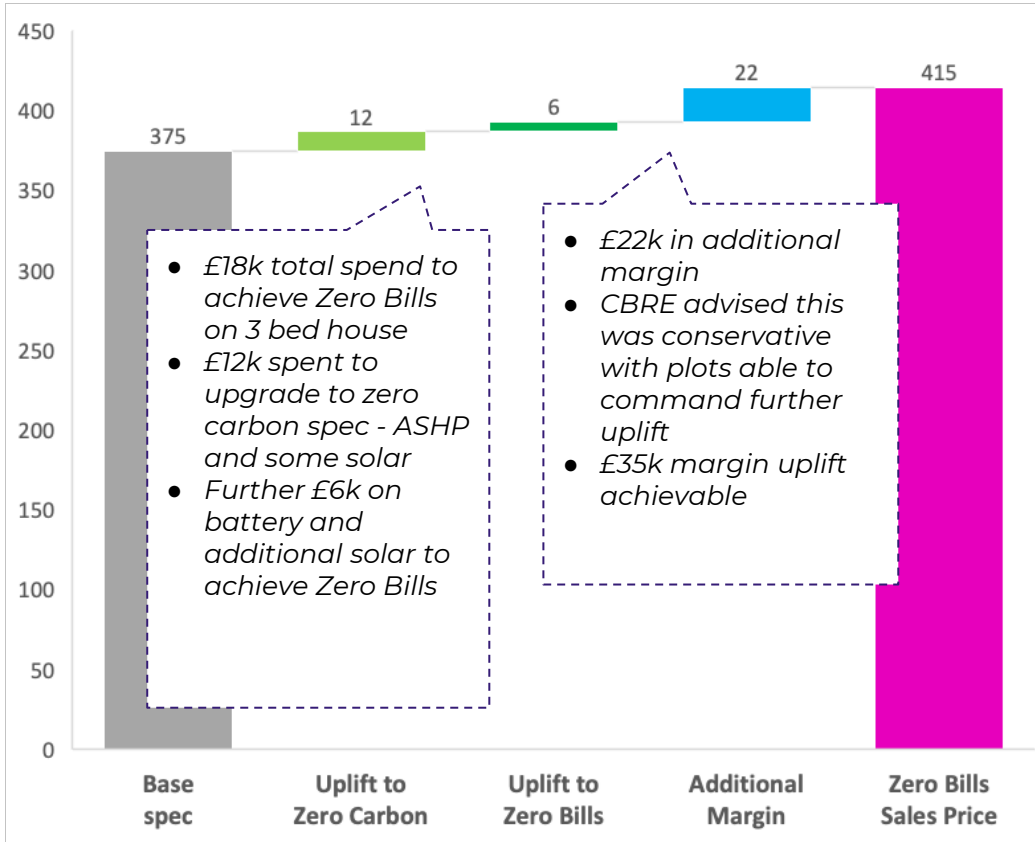
The case for housebuilders - commerciality

	Win-factor	Description	
1	Zero Bills Homes sell for more	Our data shows that Zero Bills Homes sell for considerably more than their bill bearing equivalents	
2	Zero Bills Homes sell faster	Developers report increased sales velocity for Zero Bills Homes when compared to the rest of their portfolio	
3	People want Zero Bills Homes and are willing to pay for it	Two thirds of mortgage holders surveyed would pay more for a Zero Bill Home, on average £50k more	
4	Banks will lend more to buyers of Zero Bills Homes	Major lenders will factor a zero energy bill into their affordability calculations and lend more for a Zero Bill Home	

Zero Bills Homes sell for more and sell faster than their bill bearing equivalents

Case study: Gresham House and SO Resi

Zero Bills Homes economics (£K)



Key takeaways

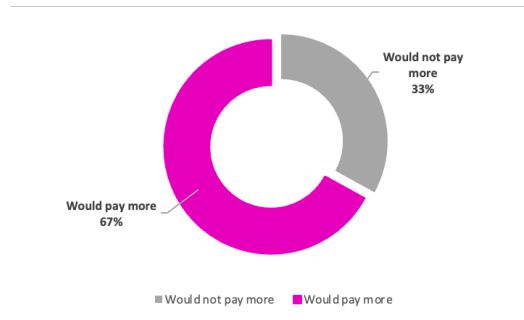
The increase in sales price for Zero Bills Homes is considerably greater than the incremental spend to achieve the specification

- ilke Homes spend £18k to upgrade from a base spec to Zero Bills Homes
- Sales price increase of £40k (which we believe to be conservative)
- We believe a **£35k margin uplift** is achievable on such homes
- Zero Bills homes on the development also ***sold considerably faster*** than bill bearing equivalents

*Based on these commercials, every **300 Zero Bills Homes add £10M+ to margin** for the house builder*

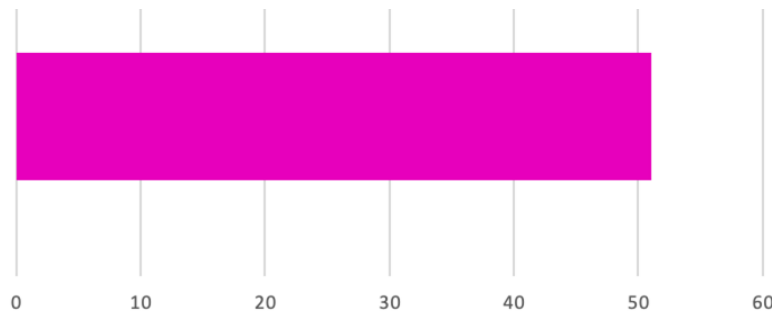
People are willing to pay more for a Zero Bills Home, in fact on average £50k more

Would you pay more for a home with no energy bills?



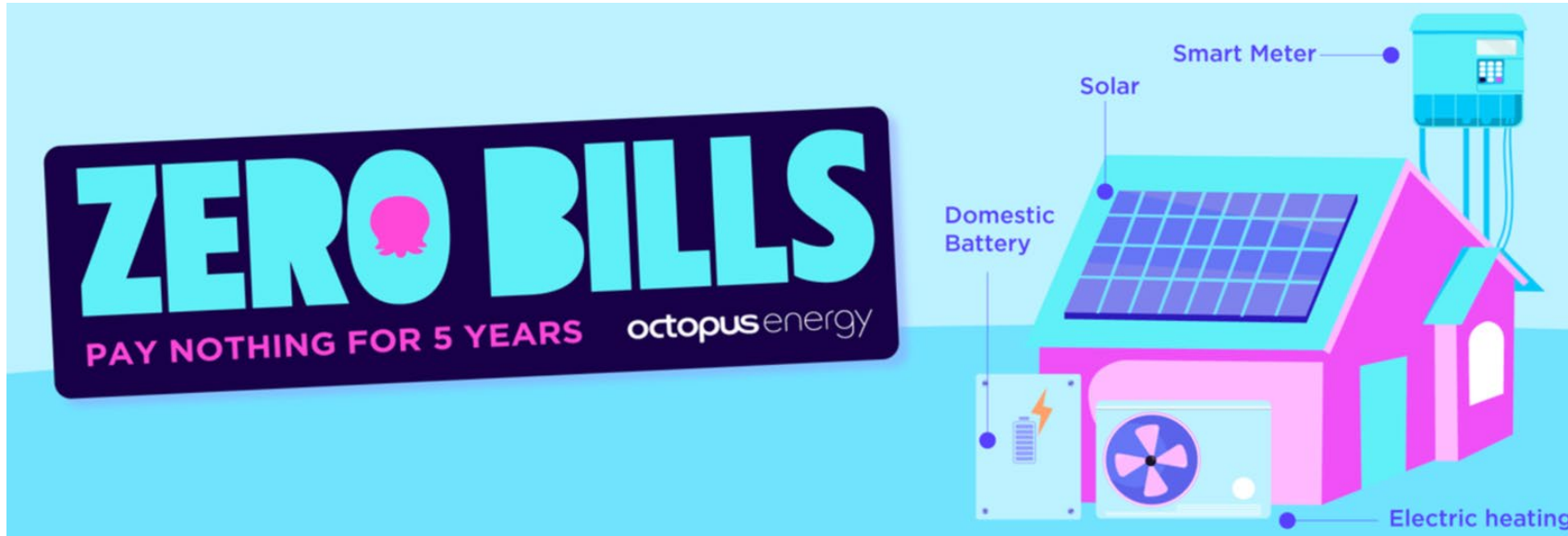
- *Almost three quarters of respondents (72%) believe that living in an energy efficient home would lead to a tangible decrease in their energy bills*
- *62.5% of respondents said they would pay more for an energy efficiency home if it meant not having an energy bill*
- *This rose to 67% (two thirds) when filtered for mortgage holders*

How much more would you be willing to pay for a home with no energy bill? (£k)



- *85% of people are likely or very likely to pay for a Zero Bills home*
- *On average, people would pay £51k more for a Zero Bills home*
- *The younger people are, the more they're willing to pay (£58k for 30-45 yr olds vs £27k for 60+ yr olds)*

Zero Bills Homes is **the new standard for house building** - let's get started!



<https://octopus.energy/zero-bill-accredited/>

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