

As you are already aware, EDF Energy first called for an investigation in 2011 to help restore trust in the industry, and we agree with the CMA's central finding of weak consumer engagement. More should be done by the whole industry to help customers engage with the market.

EDF Energy has already taken significant steps to help customers engage with the energy market, including our Show Me Your Bill campaign, launched last year, which has made it even easier for consumers to see the savings that they could make by switching. Around 44% of our customer accounts are fixed tariffs, ahead of the 30% average of the major suppliers noted by the CMA. This figure increases to almost 60% of our vulnerable customers.

While we agree with your aim, we do not believe the solution lies in each energy company setting its own plan. We already see huge disparity in the number of customers on fixed tariffs across the suppliers, and individual plans will just continue to perpetuate the status quo.

We believe that the CMA remedies will provide a cross-industry approach, and that we need to make them a success. We are already playing our part, supporting Ofgem in their trials for the customer database, and instead of waiting for the prepayment cap to come in later this year, we decreased prepayment gas prices from 6 January so that customers benefit during the coldest months when gas consumption is at its highest.

We commend the focus you are putting on customer engagement. We will continue to work hard to help our loyal customers get the most from their energy, as set out in December when we announced our gas decrease and froze our electricity prices until March 1<sup>st</sup>.