
Re: NZ Herald series on energy hardship

From Andrew Cooper <[REDACTED]>

Date Thu 17/04/2025 15:31

To Kate Day <[REDACTED]>

Cc [REDACTED]

Hi Kate,

Hope all is well with you. Please find my response to your inquiry below.

At Electric Kiwi, we've always believed in doing what's right for our customers. We offer simple, fair pricing, with tools that help customers take control of their power use. Innovations like our free *Hour of Power*, and half price overnight pricing help households cut costs in ways that are meaningful.

We are extremely proud of the care our team takes with vulnerable customers. We work hard to support anyone doing it tough, and disconnection is always a last resort. We agree that vulnerable customers should be supported by our industry and have carefully reviewed the new Customer Care Obligations to ensure we're acting in line with both those standards and our values.

We passionately believe that energy hardship is a structural issue that requires real reform. Customers facing disconnection are a very small subset of the many families struggling with high power bills — largely due to the dominance and cynical profiteering of the large gentailers.

That's why we're focused on fixing what matters most: pushing for bold market reform to deliver lower prices for everyone, especially those who need it most.

Kind Regards

Andy

Andy Cooper

Chief Customer Officer | Electric Kiwi and Kiwi Mobile

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