

Wise Prepay, response from Insoo Kim, 24 April

Question 1: Will you check that all your customers are on the cheapest plan that you offer for their energy use, and inform customers of any plans that would be cheaper for them?

Wise Prepay currently offers only two plans—Low User and Standard User—as part of our prepay electricity service. Because our pricing structure is simplified, we are able to easily identify which plan would be more cost-effective for each customer based on their past usage.

We proactively monitor customer usage and provide guidance on which plan—Low or Standard—is more suitable for them.

We confirm that we are taking this step for all customers, not only those experiencing energy hardship. Furthermore, we are committed to continuing this practice and ensuring that all customers are on the most suitable plan for their usage before 1 June 2025, in line with the upcoming Consumer Care Obligations.

Question 2: Will you stop charging (and threatening to charge) disconnection or reconnection fees in cases of non-payment?

As a prepay service, customers manage their electricity usage through top-ups, and no additional fees are applied when their credit runs out or when supply resumes after top-up.

As a prepay electricity service, our model is designed to give customers control over their energy use and payments without the risk of accumulating debt. When a customer's credit runs out, supply is automatically paused and can be resumed simply by topping up—no manual intervention, physical disconnection, or reconnection is required. This means there are no associated operational costs, and therefore no fees passed on to customers.

All of this happens automatically as long as there are no signal issues. In the rare case that a signal issue does occur, a manual reconnection may be required—but even then, WISE covers the cost, so there is no charge to the customer.

This approach ensures fairness, transparency, and ease of access, particularly for customers who may be financially vulnerable.

Question 3: Will you provide discounted electricity to people in hardship, for instance by not passing on price rises to this group, capping their bills or by giving free power?

As a prepay electricity provider, the vast majority of Wise Prepay customers are already actively managing their electricity use and payments, often with limited financial resources. Due to the nature of our customer base, defining a specific group as experiencing "hardship" is challenging, as many of our customers could potentially fall into this category at different times.

For this reason, we do not currently provide additional electricity discounts targeted specifically at hardship customers, beyond the broader affordability and transparency built into our pricing model.

However, we continuously monitor customer usage patterns and behaviours, and we remain committed to exploring ways to support our customers, especially during the winter months. Our prepay model is inherently designed to support financial flexibility and accessibility. We provide transparent, usage-based pricing with no late fees, no disconnection/reconnection fees, and no credit checks. In this way, every customer—regardless of their financial situation—benefits equally from our fair and inclusive structure.

Targeting a subset for extra discounts could inadvertently exclude others in similar situations, which goes against our philosophy of treating all customers equally and respectfully.

Question 4: Will you be transparent about whether your door is open to serving people in hardship, by telling us how many customers you turned away in 2024 due to credit score or concerns about credit worthiness?

Wise Prepay does not conduct credit checks, and no customer is turned away based on their credit score or credit history.

Our service is designed to be inclusive and accessible to everyone, regardless of their financial background. This open-door policy is a core part of our business philosophy and reflects our commitment to providing essential energy services to all households, including those who may be facing financial hardship.

Because we do not assess creditworthiness as a condition for sign-up, we did not decline any customers in 2024 on these grounds, nor did we refer customers elsewhere due to credit concerns.