



Ascona selects SimbleSense for UK-wide energy intelligence roll-out

11 September 2025, Simble Solutions Limited, a sustainability solutions company ('Simble' or 'the Company') is pleased to announce that **Ascona** has selected the SimbleSense platform as its energy intelligence solution and has signed a 3 year order to the value of **\$760k (£370k)** to roll out the SimbleSense platform to 60+ Ascona locations across the UK.

Highlights

- Ascona Group is a forecourt and retail chain with annual turnover of **£300m (A\$618m)** and **300,000 weekly customers**.
- Under the agreement, Simble will deploy **SimbleSense** across Ascona's UK network, providing access to real-time energy intelligence for site and area managers.
- **Ascona management benefits include:**
 - Monitoring energy usage down to device or circuit level
 - Accessing real-time energy breakdowns
 - Identifying poor-performing assets and savings opportunities
 - Taking immediate action to reduce ongoing costs
- Installations commenced in April 2025, with roll-out targeted for completion by December 2025.
- Average upfront hardware cost per site: **A\$5,000 (£2,500)** plus recurring annual software licence fees consistent with Simble's pricing matrix.



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Strategic Impact

SimbleSense will enable Ascona to use real-time data to monitor energy usage, identify trends and verify efficiency projects, supporting both cost reduction and sustainability objectives.

This agreement provides further validation of Simble's leading energy management technology, with one of the UK's largest independent forecourt operators adopting SimbleSense as a critical component of its net-zero strategy.

Fadi Geha, Chief Executive Officer, Simble Solutions commented:

"Our partnership with Ascona builds on the momentum of our UK growth strategy and extends SimbleSense into one of the country's leading independent forecourt networks. This agreement provides access to a significant and growing customer base and we are confident that the roll-out will deliver quantifiable and lasting value for both companies."

Shane Higgon, Group Finance Director, Ascona Group Holdings commented:

"At Ascona, energy is one of the most significant operating costs across our estate and managing it smarter is central to our growth and profitability strategy. Following our pilot with SimbleSense, we can see how the platform helps us identify inefficiencies, pinpoint savings opportunities, and track our progress in real time. We are looking forward to rolling this out nationwide, empowering every site and area manager with actionable insights to cut energy costs and improve the efficiency and life expectancy of our electrical assets."

ENDS

This announcement has been authorised by the Board of Simble Solutions Limited

About Ascona

Ascona Group is one of the UK's fastest-growing independent forecourt operators. Headquartered in Pembrokeshire, Wales, the company has expanded from its original site to a network of 62 forecourts nationwide, now ranking among the top 10 independent operators in the UK.

Serving approximately 300,000 customers each week, Ascona combines fuel provision, convenience retail, and a wide range of food-to-go and roadside services,



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supported by partnerships with some of the world's largest global consumer brands. These alliances reinforce Ascona's position as one of the UK's leading independent operators, enabling it to deliver a high-quality and consistent offer across its nationwide network.

The Group's strategy focuses on continued growth through acquisitions and site modernisation, alongside investment in electric vehicle charging infrastructure and energy efficiency initiatives. With net-zero a central part of its long-term roadmap, Ascona is positioning itself at the forefront of sustainable roadside retailing in the UK.

About Simble

Simble Solutions Limited (ASX:SIS) is a global Sustainability Solutions Group, with industry-leading software products enabling Net Zero carbon reporting, and energy monitoring & intelligence Software-as-a-Service (SaaS) solutions, together with energy efficiency and carbon reduction consulting services.

The company operates two product platform divisions - *CarbonView* and *SimbleSense*:

CarbonView is an enterprise grade Carbon and Sustainability Reporting platform that allows companies to measure and reduce their carbon emissions and also meet their carbon reporting obligations as they head towards zero carbon emissions.

SimbleSense is an integrated hardware and real-time software solution that enables businesses to visualise & control their energy systems and reduce energy costs.

Simble operates across the Commercial & Industrial and Small to Medium Sized Enterprises (SME) segments, and distributes both directly via B2B sales, as well as through multiple channel partners. Simble has an international presence with offices in Australia, the United Kingdom and Vietnam.

To learn more please visit us at:

simblegroup.com

carbon-view.com

simbleenergy.com



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