



BidEnergy to launch BID Billy pilot in South Australia for state's small to medium-sized tourism businesses

ASX Release

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- **BidEnergy will pilot BID Billy, the world's first robotic energy concierge, in South Australia from 22 August 2018 in conjunction with the South Australian Tourism Industry Council (SATIC), offering tourism businesses the ability to better manage their energy bills and consumption.**
- **BID Billy is a new product for the SME sector that complements BidEnergy's leading robotic process automation (RPA) platform that powers the 'Enterprise' product for large business.**
- **Following the pilot BID Billy will be rolled out more broadly.**

BidEnergy Limited (ASX:BID) ("BidEnergy" or "the Company") will launch a pilot of BID Billy, the world's first robotic energy concierge, to tourism businesses in South Australia on 22 August 2018 in conjunction with the South Australian Tourism Industry Council (SATIC).

Bid Energy CEO, Guy Maine, said the pilot was a pivotal point for the company. "With this pilot launch of BID Billy we're utilising the expertise from BidEnergy's core enterprise product that delivers absolute certainty in energy pricing and accuracy for our big business clients and now taking that to the high street."

BID Billy is the world's first robotic concierge that understands energy bills, its owners' energy consumption habits and suggests better plans that will save owners money. BidEnergy's cloud-based platform simplifies the complex energy spend management process by using automation, enabling small businesses to gain complete control over their energy spend.

BID Billy checks every bill for accuracy, makes suggestions to save on energy rates, reminds the business owner to pay bills, and, as a concierge, always looks out for its owners to offer the best energy plan for them.

"We chose the South Australian tourism industry for the BID Billy pilot because South Australia has the third most expensive energy rates in the world behind Denmark and Germany¹, and is a state where tourism is an essential part of the economy."

Shaun de Bruyn, Chief Executive Officer of SATIC, welcomed the pilot saying, "Our members told us through industry consultation prior to the last State election that trying to better control their electricity spend was their biggest concern. We are very excited that our members will be the first small to medium-sized enterprises in the world to be able to take advantage of this product which, until now, has only been available for large businesses. The South Australian tourism industry is currently worth \$6.7 billion and employs over 36,000 South Australians. An advanced automatic concierge product like BID Billy is perfect as it takes the headache of trying to manage energy

¹ ACCC Retail electricity pricing enquiry – final report July 2018



consumption – often a key cost for members – and allows them to concentrate on running the service side of their businesses.”

Mr Maine continued, “BID Billy is totally agnostic to which plan it offers – it just looks after the owner’s best interests. It can do this because the customer pays a \$49 fee *if* they decide to switch to another plan that will save them money, which they then pay annually. Otherwise, they just sign up to BID Billy, have the RPA concierge system check bill accuracy, and receive suggestions if BID Billy believes another type of plan will save them money.

“South Australia’s tourism businesses are just the start. Australia has more than 2 million small businesses and more than 9.5 million households – all of whom could benefit from an RPA concierge service like this that is always looking out for their financial interests around energy use. And that’s just Australia.”

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About BidEnergy

BidEnergy is an Australian-based technology company with additional offices overseas in the USA and UK. BidEnergy’s cloud-based platform simplifies the complex energy spend management process by using automation, enabling organisations to have complete control over their energy spend. Unlike manual consulting and business services, the platform automates the management of every component of the process for multi-site companies. By automatically capturing and validating invoices and meter data, BidEnergy customers can streamline their accounting and payments processes, go to market at short notice to optimise their supply contracts and reduce billing charges using sophisticated analytics and reporting.

BidEnergy’s innovative Robotic Process Automation (“RPA”) platform gives small to large enterprises greater control over the full energy spend lifecycle, particularly where there is a national multi-site configuration. Further, under these agreements, BidEnergy’s RPA platform will be utilised to automatically capture and validate invoices, automating the payable function, discovering cost reduction opportunities and providing real-time Energy information and accurate financial capabilities at the touch of a button, as and when they need it.



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