



MARKET RELEASE

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Genesis streamlines its retail business to accelerate Gen35 strategy

Genesis Energy (“Genesis”) is to consolidate its three retail brands, Genesis, Frank, and Ecotricity, into a single, unified Genesis brand. This strategic move is designed to simplify the customer experience, improve operational efficiency and accelerate the delivery of innovative energy solutions.

Genesis’ Chief Revenue Officer Stephen England-Hall said the decision to focus on one brand for all customers reflects the company’s Gen35 strategy of providing a stronger and simpler retail offer that supports the customer-led transition to more renewable forms of energy.

“When we launched Gen35 we said we would create a future-fit, simplified retail structure, focusing on fewer, more impactful benefits for customers. Streamlining Genesis to one brand will enable us to efficiently deploy plans and products to best support our customers as the country progresses toward net zero 2050.”

The consolidation will reduce duplication and complexity across customer service, technology platforms, and back-office functions, enabling faster deployment of advanced capabilities such as data analytics, AI, and portfolio optimisation, supporting a more agile and customer centric business model.

“Our focus is on creating a modern, seamless energy experience for customers while strengthening our ability to innovate and adapt in a rapidly evolving energy market,” said England-Hall. “Bringing our retail brands together under one Genesis banner allows us to optimise resources and deliver consistent, high-quality service across all customer segments.”

The Frank brand will be absorbed into the Genesis retail offering during the period from June to September 2025. Customers will be offered the opportunity to transfer to Genesis if they wish. Transfers will take place in September.

Ecotricity became fully-owned by Genesis in November 2024 when Genesis completed an obligation to purchase the remaining 30% of Ecotricity not already held by the business. Ecotricity products will continue in the market while plans are finalised to unlock value from the acquisition. Its sustainability products and solutions will be offered to a larger pool of customers through the Genesis brand.

“Customers will be communicated with clearly throughout the process,” said England-Hall. “The unified brand will also support Genesis’s broader sustainability goals by better aligning retail demand with renewable energy generation, contributing to New Zealand’s energy transition.”

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