

Media Release

21 September 2018

Open Electricity Market rolls out nationwide from November 2018

1.4 million consumers given more choice in electricity purchases with same electricity supply

Starting from 1 November 2018, the Open Electricity Market (OEM) will be extended to all consumers across Singapore by zones (see Annex A). About 1.4 million household and business accounts¹ will have the option of buying electricity from a retailer on a price plan that best meets their needs. OEM gives consumers more choice and flexibility when buying electricity, while being provided with the same electricity supply through the national power grid.

2 Consumers can buy electricity from any of the 12 authorised retailers (see Annex B). Alternatively, they can remain with SP Group and buy electricity at the regulated tariff, and no further action is needed on their part. It is not compulsory to switch to a retailer and there is no deadline for switching.

3 The zonal rollout will allow the Energy Market Authority (EMA) and the retailers to provide a better consumer experience. EMA and electricity retailers will be better able to focus efforts on engaging and educating consumers, and help them understand their options before making a decision.

4 Prior to each zonal rollout, consumers will receive a notification package and information booklet. A price comparison tool is also available at <http://compare.openelectricitymarket.sg> to help consumers compare the standard price plans offered by retailers.

5 The soft launch of OEM in Jurong in April 2018 – involving about 120,000 household and business accounts – has been well-received. “Jurong residents benefitted from more choices and flexibility. Those who switched paid an electricity rate which was on average about 20% lower than the regulated tariff. We now hope to bring the benefits of competitive pricing and innovative offers to the rest of Singapore,” said Mr Ngiam Shih Chun, Chief Executive of EMA.

6 Since 2001, EMA has progressively opened up the electricity market to competition, starting with larger businesses with higher electricity consumption. OEM is the final phase where about 1.4 million accounts, mainly households, will get to enjoy the same options and benefits. Visit www.openelectricitymarket.sg for more information on OEM.

¹ Comprising about 1.3 million household accounts and 67,000 business accounts

Enclosed:

Annex A – Nationwide launch of Open Electricity Market

Annex B – Retailers participating in the nationwide launch of Open Electricity Market

Annex C – What consumers need to know about Open Electricity Market

Annex D – Translation of key terms

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About the Energy Market Authority

The Energy Market Authority (EMA) is a statutory board under the Ministry of Trade and Industry. Our main goals are to ensure a reliable and secure energy supply, promote effective competition in the energy market and develop a dynamic energy sector in Singapore. Through our work, EMA seeks to forge a progressive energy landscape for sustained growth.

Nationwide Implementation of Open Electricity Market

The nationwide launch will be rolled out progressively in four geographical zones.

Zone	Postal Codes Starting With...	To be launched from*
1	58 – 78	1 November 2018
2	53 – 57, 79 – 80, 82 – 83	1 January 2019
3	34 – 52, 81	1 March 2019
4	01 – 33	1 May 2019

* Subject to changes. Visit www.openelectricitymarket.sg for the latest schedule. Consumers with postal codes starting with 60-64 were able to buy from a retailer since 1 April 2018.



Retailers participating in the nationwide launch of Open Electricity Market

There are 12 retailers*, comprising a mix of independent retailers and those with power generation assets (gentailers). They are listed as follows (in alphabetical order):

1. Best Electricity Pte Ltd
2. ES Power (by Environmental Solutions (Asia) Pte Ltd)
3. Geneco (by Seraya Energy Pte Ltd)
4. ISwitch Pte Ltd
5. Keppel Electric Pte Ltd
6. Ohm Energy Pte Ltd
7. PacificLight Energy Pte Ltd
8. Sembcorp Power Pte Ltd
9. Senoko Energy Pte Ltd
10. SingNet Pte Ltd
11. Tuas Power Supply Pte Ltd
12. Union Power Pte Ltd

** Subject to changes. Visit www.openelectricitymarket.sg for the latest list of retailers*

What consumers need to know about Open Electricity Market

1. How does Open Electricity Market benefit consumers?

With Open Electricity Market, consumers can benefit from more choices, competitive pricing and innovative offers from retailers.

2. Do consumers need to switch to a retailer?

It is not compulsory for consumers to switch to a retailer. They can continue to buy electricity from SP Group at the regulated tariff as they do today, and switch to a retailer at any time in the future.

3. Where can consumers find the list of retailers whom they can buy electricity from?

Consumers can visit www.openelectricitymarket.sg for the list of authorised retailers and compare their standard price plans.

4. Can consumers switch back to buy electricity from SP Group at the regulated tariff?

Households and smaller businesses will be able to switch back to buy electricity from SP Group at the regulated tariff. Consumers are advised to check with their retailer on any early termination charges before doing so.

Translation of Key Terms

English	Chinese	Malay	Tamil
Open Electricity Market	电力市场开放	Pasaran Terbuka untuk Bekalan Elektrik	திறந்த மின்சாரச் சந்தை
Energy Market Authority	能源市场管理局	Penguasa Pasaran Tenaga	எரிசக்திச் சந்தை ஆணையம்
Power to Choose	不同需要，不同配套，任您选择	Pilihlah pelan yang sesuai untuk anda	நீங்கள் விரும்பும் மின்சார சேவையைத் தேர்ந்தெடுங்கள்
U-Save Rebates	水电费回扣	Rebat Jimat Perbekalan	யு-சேவ் கழிவு
Pay-As-Per-Use (PAYU) scheme	预付电费计划	Bayar Sambil Guna (PAYU) Skim Pemeteran	“உபயோகிப்பதற்கு ஏற்பக் கட்டணம் செலுத்தும்” (PAYU) மீட்டர்த் திட்டம்தின் கீழ்
Advanced meter	智能电表	Meter Bijak	ஸ்மார்ட் மீட்டர்
Regulated Tariff	管制定价	Tarif Terkawal	ஒழுங்குமுறைப்படுத்தப் பட்ட கட்டணம்
Electricity Retailers	电力零售商	Pembekal Runcit Elektrik	மின்சார விற்பனையாளர்கள்
Standard Price Plan	标准电力配套	Pelan Harga Biasa	வழக்கமான விலைத் திட்டம்
Fixed Price Plan	固定价格配套	Pelan Harga Tetap	நிலையான விலைத் திட்டம்
Discount off the Regulated Tariff Plan	管制定价折扣优惠配套	Pelan Diskaun Daripada Tarif Terkawal	ஒழுங்குமுறைப்படுத்தப் பட்ட கட்டணத்தில் தள்ளுபடி வழங்கும் திட்டம்
Average monthly electricity consumption (kWh)	月均用电量 (千瓦时)	Penggunaan elektrik bulanan purata (kWh)	மாத சராசரி மின்சார நுகர்வு (கிலோவாட் மணி)