



7 January 2015

Mobile App to Help Consumers Reduce Energy and Water Consumption

1. SP Services has launched a new mobile app as part of a joint pilot between SP Services, EMA and PUB to help consumers reduce energy and water consumption, lower their utilities bill and conserve the environment.
2. During the pilot, the new app is available to about 310,000 consumers who have registered an online SP utilities account as of 15 September 2014. These consumers may download the app from the iTunes or Google Play Store from today to access features ranging from their historical consumption data to usage audits. Eligible users will be informed by SP Services via email by 16 January 2015.
3. The features of the new app include:
 - (i) **Home Utilities Audit:** This lets users check the estimated utilities usage of their appliances at home and find out which are consuming the most energy and water. They can then set a savings target for their future bills. The app will provide steps on how to reduce their energy and water consumption to achieve those targets.
 - (ii) **Past consumption and peer comparison:** Users can compare their energy and water consumption against the average and most efficient consumption of their neighbours. Users can also view their own past consumption over the last six months. Selected participants on the pilot will also receive a new e-bill or hardcopy letter providing this information.

Please refer to the Annex for more details.

4. The pilot will run from January to April 2015. SP Services will use the results arising from this pilot to study how consumers respond to enhanced information feedback relating to energy and water usage before rolling out the application nationwide.
5. Managing Director of SP Services, Ms Jeanne Cheng, said, "We continuously look for ways to improve service touchpoints and customer experience. With the enhancements on our mobile and web platforms, we hope to raise customers' awareness of energy efficiency and importance of water conservation which will also help them reduce their utility bills."

6. “Saving energy is a good way to help ensure a sustainable future. The new app will enable homeowners to analyse their use of electricity and gas. It will empower them to make an informed decision on efficient use of energy, lower their utility bills and reduce their carbon footprint,” said Mr Yeo Yek Seng, EMA's Acting Chief Executive.

7. “Water is a precious resource and small acts can go a long way in helping Singapore as a whole use water more efficiently. We hope that this mobile app will help consumers be more mindful of how they use water in their daily lives and in the process reduce their water usage and bills,” said Mr Chong Hou Chun, Director of PUB’s Water Supply (Network) Department.

8. Besides the two features above, all users of My Utilities Portal will also be able to perform common utility transactions on-the-go via the app, from viewing their bill and payment history to updating mailing addresses.

9. Members of the public who have questions about the pilot can email to csonline@singaporepower.com.sg or call the SP Services’ hotline at 1800 738 2000. A demo video on the new app can be found at SP Services’ website at www.singaporepower.com.sg/SPServicesMobile.

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About Singapore Power and SP Services

Singapore Power Group (SP) is a leading energy utility group in the Asia Pacific. It owns and operates electricity and gas transmission and distribution businesses in Singapore and Australia. Over a million industrial, commercial and residential customers in Singapore benefit from SP’s world-class transmission, distribution and market support services. The networks in Singapore are amongst the most reliable and cost-effective worldwide.

SP Services, a subsidiary of SP, provides every household and business in Singapore with a convenient and efficient one stop service for electricity, water and piped gas supplies.

As the Market Support Services Licensee in the deregulated electricity market in Singapore, SP Services provides meter reading, data management and billing services. It also processes consumer registration and transfers for electricity retailers, thus playing a key role in facilitating competition and consumer choice in the retail market by enabling consumers to switch seamlessly between retailers, and to buy electricity at wholesale market prices.

SP Services also provides metering, billing, payment collection, and customer service on behalf of other utility service providers, including PUB for water charges, CityGas for gas charges, and refuse collection companies for refuse removal fees.

About the Energy Market Authority

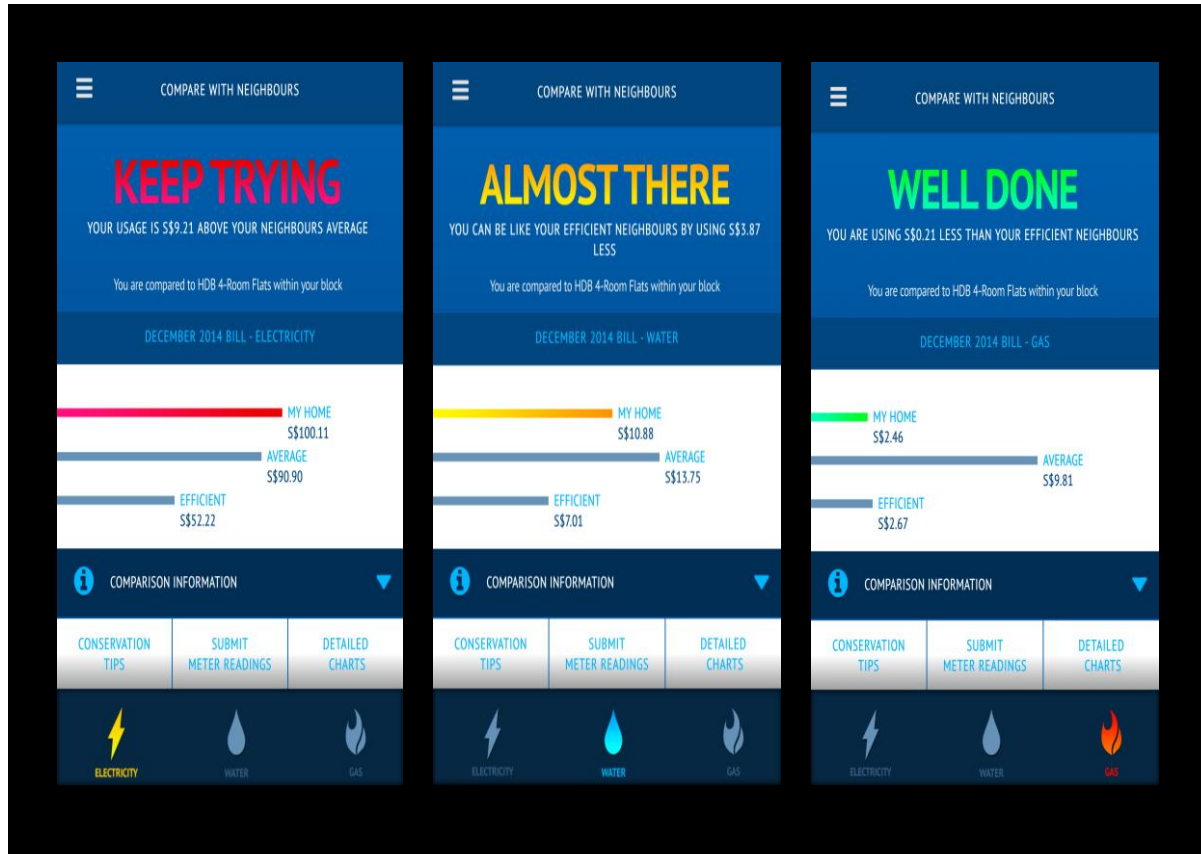
The Energy Market Authority (EMA) is a statutory board under the Ministry of Trade and Industry. Its main goals are to ensure a reliable and secure energy supply, promote effective competition in the energy market and develop a dynamic energy sector in Singapore. Through its work, the EMA seeks to forge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

About PUB, Singapore's national water agency

PUB is a statutory board under the Ministry of the Environment and Water Resources. It is the water agency that manages Singapore's water supply, water catchment and used water in an integrated way. PUB has ensured a diversified and sustainable supply of water for Singapore with the Four National Taps (local catchment water, imported water, NEWater, desalinated water). To provide water for all, PUB calls on all to play our part to conserve water, keep our water catchments and waterways clean and build a relationship with water so we can enjoy our water resources. If we all play our part, we can have enough water for all our needs – for industry, for living, for life.

Features of New App that Promote Energy Efficiency

- 1) Consumers can compare their energy and water consumption against the average and most efficient consumption of their neighbours.



- 2) Consumers can conduct a self-audit of their energy and water usage at home. The mobile app can guide them on steps to take to reduce their energy and water consumption.

The image displays four mobile app screens for a 'HOME UTILITIES AUDIT'.

Screen 1: HOME UTILITIES AUDIT
This screen serves as a main menu. It features a hamburger menu icon in the top left. The title 'HOME UTILITIES AUDIT' is at the top. Below it, a blue bar contains the text: 'PLEASE FOLLOW THROUGH THE ACTIVITIES BELOW TO COMPLETE YOUR HOME UTILITIES AUDIT'. Three main activity cards are listed: 'UNDERSTAND YOUR USAGE' (with a house icon), 'SET YOUR GOALS' (with a target icon), and 'PLAN YOUR ACTIONS' (with a checkmark icon). At the bottom is a large blue button labeled 'START PLANNING'.

Screen 2: UNDERSTAND YOUR USAGE
This screen is titled 'UNDERSTAND YOUR USAGE' and includes a back arrow and 'PLAN' label. It instructs the user to 'PLEASE FILL UP THE QUESTIONNAIRE BELOW TO ASSESS YOUR MONTHLY UTILITIES SPENDING.' The 'DEMOGRAPHICS' section asks 'How many family members are there in your household including full time domestic helper (if any)?' with a slider set to 2. Below are dropdown menus for 'AIR-CONDITIONER', 'REFRIGERATOR', 'SHOWER HEAD', 'WASHING MACHINE', and 'TAPS'.

Screen 3: REVIEW
This screen is titled 'REVIEW' and includes a back arrow and 'PLAN' label. It shows 'YOUR DECEMBER 2014 BILL' and asks the user to confirm actions from their plan. It states 'YOU HAVE 7 ITEM(S) IN YOUR ACTION PLAN'. A list of seven items follows, each with a checkbox: 'Make the most of the natural light available.', 'Turn shower head off when not rinsing.', 'Choose the water saving washing machine.', 'Do not overload the refrigerator.', 'Do not wash vegetables under a running tap.', 'Choose the model with more ticks on the energy label.', and 'Choose the units with the half flushing button.' A blue 'SUBMIT' button is at the bottom.

Screen 4: ACHIEVEMENTS
This screen is titled 'ACHIEVEMENTS' and includes a back arrow and 'PLAN' label. It displays 'YOUR DECEMBER 2014 BILL' with a large green 'WELL DONE' message and 'YOU HAVE ACHIEVED YOUR GOALS FOR 3 UTILITIES'. It notes 'You have successfully followed 6 out of 7 item(s) from your action plan'. Three utility categories are shown: 'ELECTRICITY' (Average), 'WATER' (Efficient), and 'GAS' (Efficient). Each category compares 'YOUR CURRENT STATUS' and 'YOUR GOAL' with three green thumbs-up icons. A 'GOAL SETTING INFORMATION' dropdown and a 'SET YOUR NEXT GOAL' button are at the bottom.

- 3) Consumers can view their bill and historical consumption, as well as receive energy and water conservation tips.

