

## Cheapest energy tariff for vulnerable customers launched in the UK by iSupplyEnergy

*Bournemouth, Dorset: After years of being treated like second class customers, a new prepay energy tariff has been launched to bring greater equality to the energy market.*

iSupplyEnergy, one of the UK's fastest growing energy suppliers has today announced their entry into the prepayment meter market and in doing so, made available the first sub £1000 pay-as-you-go (PAYG) tariff for over five years.

Earlier this year in their investigation into the energy market, the Competition and Markets Authority (CMA) identified the lack of choice available for PAYG customers and the average of £300 extra they pay for their energy every year.<sup>1</sup> The CMA also referenced the difficulty prepayment customers often have in switching suppliers and the greatly reduced number of tariff choices available to them.

Founded in 2012, iSupplyEnergy has been offering Direct Debit customers some of the lowest prices for gas and electricity in the UK and have now launched an exclusive PAYG tariff, initially available direct from iSupplyEnergy and through leading price comparison sites, MoneySuperMarket, Energylinx, Energyhelpline and MyUtilityGenius.

Rob Gildert, CEO at iSupplyEnergy, said of the new PAYG tariff, *"Our customer and employee charter is built on the values of honesty, empathy, fairness, expertise and respect - this launch is further evidence of us putting these words into action."*

Approximately 6 million UK households use prepayment meters for their energy supply and often sit in the lowest earnings brackets, a point not lost on iSupplyEnergy. *"Customers using prepayment meters are often amongst the most vulnerable in society and yet the same customers often get the poorest deals on energy. With our entry into the PAYG market, our commitment to fair prices for all is extended to those who truly need it"* said Rob Gildert.

### Key Tariff Information

- iPrePay Fixed is available directly on [www.isupplyenergy.co.uk](http://www.isupplyenergy.co.uk)
- It is also available through comparison sites such as MoneySuperMarket, Energyhelpline and Energylinx
- iPrePay Variable is only available direct from iSupplyEnergy
- No exit fees
- For average consumption, profile class 1, iSupplyEnergy is cheapest in all regions except London
- On average, nearly £20 per year cheaper than any other prepayment tariffs
- South Scotland and North England regions are below £1000 for dual fuel for average consumption with the cheapest being £990 for prepayment meter customers in the East Midlands

iSupplyEnergy is the electricity and gas company that is challenging the old ways of energy supply. Launched in 2012, we're now one of the fastest growing energy suppliers in the UK and thousands of new customers every month trust us to look after their needs.

Whether it's straightforward and low pricing, an industry leading online customer portal for managing bills, meter readings and payments, or an easy switching process, our focus on simplicity, fair prices and customer service guides everything we do at iSupplyEnergy. For more information, please visit [www.isupplyenergy.co.uk](http://www.isupplyenergy.co.uk)

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<sup>1</sup> <https://www.gov.uk/government/news/cma-sets-out-energy-market-changes>