# IN THE AUSTRALIAN COMPETITION TRIBUNAL AGL ENERGY LIMITED

of 2014

RE: PROPOSED ACQUISITION OF MACQUARIE GENERATION (A CORPORATION ESTABLISHED UNDER THE ENERGY SERVICES CORPORATIONS ACT 1995 (NSW))

## **ANNEXURE CERTIFICATE**

This is the annexure marked "MB6" annexed to the statement of MARK TROY BROWNFIELD dated 21 March 2014

**Annexure MB6** 

Filed on behalf of (name & role of party) Prepared by (name of person/lawyer)		AGL Energy Limite	d	
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#### **Annexure MB6**

## SUMMARY OF CUSTOMER SHARES BASED ON UBS REPORTS

The estimated shares of electricity customers supplied by retailers in the NEM and New South Wales, and total customer numbers, over the 5 preceding financial years, are set out below.

## **NEM retail electricity customer shares**

Retailer	2009	2010	2011	2012	2013
AGL (inc. APG from 2013)	19%	21%	21%	23%	25%
Origin Energy	19%	19%	35%	33%	31%
Energy Australia	15%	14%	0%	21%	21%
TRUenergy (now EA)	8%	8%	22%	0%	0%
Country Energy (now Origin)	9%	8%	0%	0%	0%
Integral Energy (now Origin)	9%	9%	0%	0%	0%
Ergon Energy	7%	7%	8%	8%	8%
Alinta	0%	0%	1%	1%	1%
Simply Energy	2%	2%	2%	2%	2%
Lumo (Infratil)	3%	3%	3%	4%	4%
Aurora Energy	3%	3%	3%	3%	3%
ActewAGL (50% AGL)	2%	2%	2%	2%	2%
Red Energy (Snowy)	2%	2%	2%	3%	3%
Australian Power & Gas (removed in 2013)	1%	1%	2%	2%	0%
Dodo Energy (new for 2013)					1%
Momentum (new for 2013)					0%
Jackgreen	1%				
Totals	100%	100%	100%	100%	100%
Total customer numbers (ie market size)	9,260,000	9,100,000	9,150,000	9,270,000	9,380,000

Source: UBS Reports 2009 – 2013 (based on information from companies, ESAA, AEMO, and UBS estimates of retailers' total customer numbers).

Notes: For public listed companies, data is most up-to-date as at end of June 2013 or September 2013. UBS figures reported to nearest 10,000 (0 is <10,000). Alinta figures include Neighbourhood Energy. AGL figures includes figures for APG in 2013 (which was acquired in October 2013) and also Powerdirect. Percentage figures may not add to 100% due to rounding.

## NSW retail electricity customer shares

Retailer	2009	2010	2011	2012	2013
AGL (inc. APG)	9%	12%	14%	19%	24%
Origin Energy	4%	6%	47%	43%	41%
Energy Australia	39%	36%	0%	33%	32%
TRUenergy (now EA)	1%	2%	36%	0%	0%
Country Energy (now Origin)	22%	21%	0%	0%	0%
Integral Energy (now Origin)	24%	22%	0%	0%	0%
Lumo (Infratil)	0%	1%	0%	1%	1%
ActewAGL (50% AGL)	0%	0%	1%	1%	1%
Red Energy (Snowy)	0%	0%	1%	1%	1%
Australian Power & Gas (removed in 2013)	0%	0%	1%	2%	0%
Dodo Energy					1%
Jackgreen	1%				
Totals	100%	100%	100%	100%	100%
Total customer numbers (ie market size)	3,600,000	3,220,000*	3,260,000	3,320,000#	3,360,000

Source: UBS Reports 2009 – 2013 (based on information from companies, ESAA, AEMO, and UBS estimates of retailers' total customer numbers).

Notes: For public listed companies, data is most up-to-date as at end of June 2013 or September 2013. UBS figures reported to nearest 10,000 (0 is <10,000). Alinta figures include Neighbourhood Energy. AGL figures includes figures for APG in 2013 (which was acquired in October 2013) and also Powerdirect. Percentage figures may not add to 100% due to rounding.

<sup>\*</sup> Customer share figures for 2010 are based on a total market size of 3,210,000, because the remaining 10,000 are customers of retailers with a market share too small for inclusion in the UBS Report.

<sup>#</sup> Customer share figures for 2012 are based on a total market size of 3,310,000, because the remaining 10,000 are customers of retailers with a market share too small for inclusion in the UBS Report.