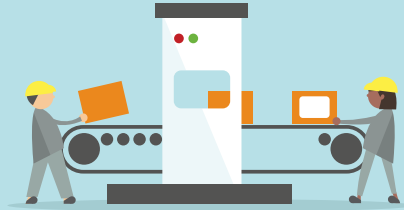
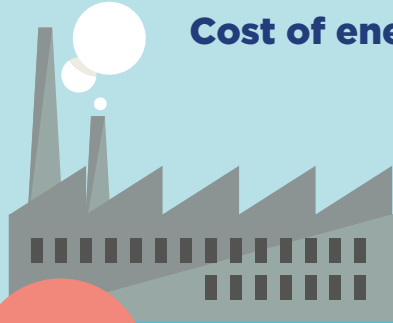


Delivering low-carbon and competitive industry

Cost of energy to business is key to competitiveness



55%

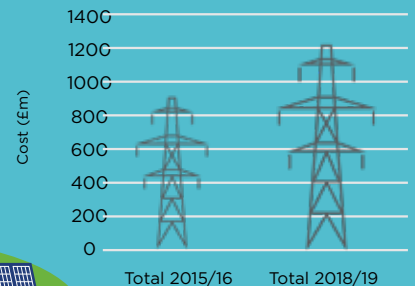
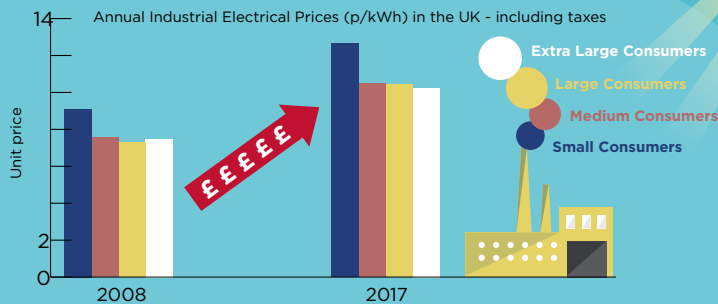
of businesses say energy prices are impacting their competitiveness

BUT

...Power Costs Are Rising

AND

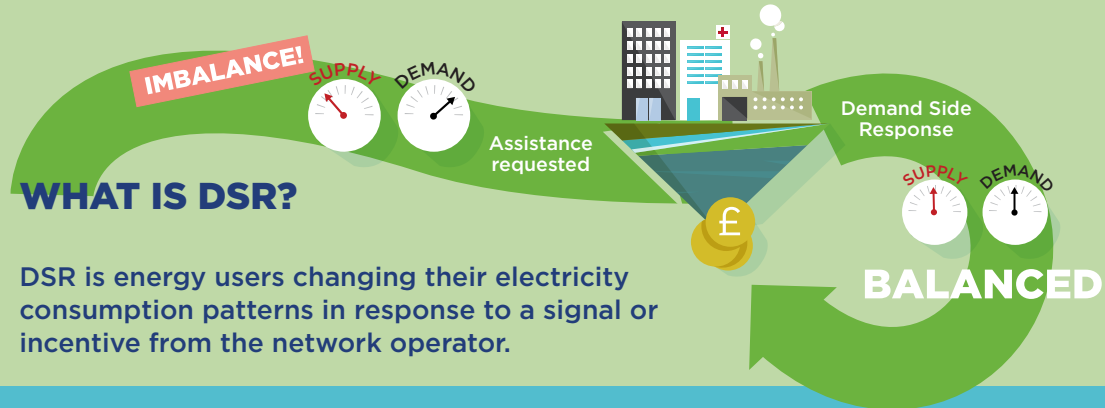
...The cost of managing the power system is rising



Businesses can earn money and reduce cost and carbon through demand side response (DSR)

WHAT IS DSR?

DSR is energy users changing their electricity consumption patterns in response to a signal or incentive from the network operator.

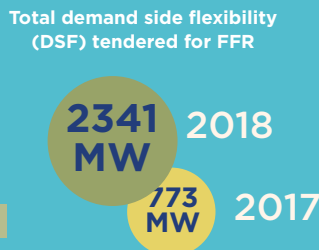
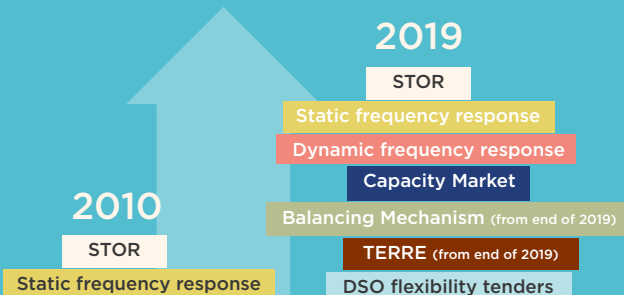


DSR opportunities are growing

Services are increasing

Providers and participants in the market are growing:

Market size is growing:



Source: National Grid SNAPS

Flex Assure is the new scheme ensuring customers continue to trust DSR. Find out more by visiting www.flexassure.org

For data sources visit www.flexassure.org