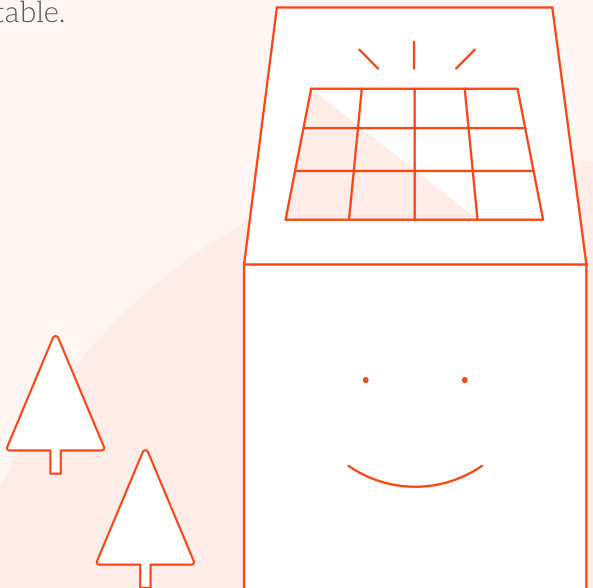


Your future home

Buy comfort, not kilowatts.

Tell us how you live, we take care of the rest: Sero makes it cheaper, easier and greener to use energy in your home. Put your feet up and we'll make sure you stay comfortable.



seroenergy

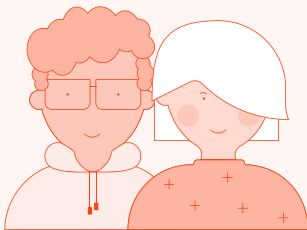
Saving you money

We're on your side to save you money – with Sero, you're part of our community. We bulk buy electricity for everyone at the cheapest times of the day or night, and then pass all of that saving through to you. We just charge you a simple fixed cost which is a lot less than the savings we create for you.

To prove that's true, we'll show you how much we've saved you each month compared to a traditional energy bill. Plus, if you still don't think we're saving you money, you can still switch, so there's really no downside to giving us a try.

How do we do it?

Your home has technology to capture, store and control energy built into it – things like solar panels, battery storage, smart controls and our intelligent computer systems can link to all these. Our computers are also tracking the energy prices, weather forecasts and much more, all at once. When it spots low prices, or a sunny day, or one of lots of other triggers, the system will charge your battery, fill the hot water tank or pre-heat rooms you're likely to use to make the most of the energy. Of course, it also spots high prices, seamlessly switching you off the pricey power to run you from the power stored earlier on.



It's all about you!

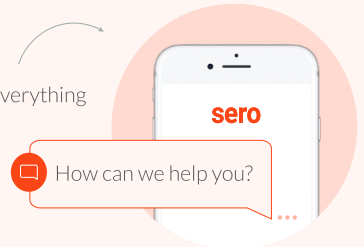
We tailor a plan so that you are only paying for the energy you need, when you need it.

You won't notice all that happening, until you get your lower energy bill of course. That's because all we ask you to do is tell us how you want to live in your home. We'll tailor make a unique schedule around your lifestyle so we can make sure the right rooms in your home are at the right temperature when you want them (or probably a few minutes before!). Of course, it's your home, so you can change your preferences any time you want – just use our App, website or give us a call in Cardiff (we do like a chat).

Saving you time

Our clever systems give you complete control of your home, whether on the App, website or phone. You tell us your preferences; we do the rest. Over time our system will adapt to how and when you use energy, creating a bespoke energy plan for how you live in your home.

One 'app' for everything



That also means no need for switching energy suppliers to find the best price – we're on your side to do that for you. So no more figuring out what kWh you used last year (or what kWh is!), tracking special deals, or just remembering to look – we will take care of it, so you can relax knowing you are always getting the best deal we can get for your unique lifestyle, no limited time deals, no exit fees.

Instead of all that hassle, you get a simple, fixed, lower monthly bill. We itemise out what you've used and what you've saved compared to a traditional bill for your peace of mind.

You can get in touch any time to make changes to your account or schedule, plus if you want to know lots of detail about your energy usage, it's all there for you securely when you log in to our website.

For the first time in home energy, we're here to make sure you're comfortable, not to sell you power – in fact, we'll be actively helping you to use less and spend less!

To top it off, if you'd like us to look after the ongoing maintenance of your home energy systems so you never need to worry, we'll do that as well.

Saving our planet

With our help, your home is supporting you to 'do your bit' to fight the climate emergency. We've already made your home low energy and it's "zero carbon ready" too – that means it will cause less and less carbon emissions over time as the electricity network has more renewable energy connected to it.

For your home today, though, our help so far means you've got a snug place to live built with lots of insulation and no draughty gaps, all to standards higher than Building Regulations. We've been making additional checks whilst your home was being built, just to be extra sure the quality is right. This all helps your home to reduce the amount of energy it needs to keep you warm.

You've got low energy technology too – that means no gas boiler so no nasty local air pollution, but you will have a battery, 'smart' hot water tank and a ground source heat pump for hot water and heating. There could be solar panels on the roof too, called photovoltaics. These will generate electricity from sunlight, so you need to buy even less electricity.



Save our world!



All this technology means your home can cleverly store energy ready for when you need it, whether it's from your own roof or elsewhere. This balancing between what you use and when it can be generated really helps the electricity network to reduce carbon emissions too. But if it all sounds complicated, it won't be, our systems run it all for you – you will barely notice a thing (except those lower bills). If you do want to know more, there's lots more detail about this on our website.

Because our system "optimises" to give you the best result, we give you the choice of what you'd like to prioritise. We can set your home to run on the lowest possible cost, and we will forecast, buy and store the best price electricity for you. Your home will still have a carbon footprint less than half the size of most homes. But we also track national grid carbon emissions, and if you'd like we can set your home to run on the lowest possible emissions – this might cost a few pence more, but you'll be doing even more to help fight climate change, and your home's carbon footprint will head towards zero.

Just to top it off, your home is electric vehicle ready with a fast charging point! From day one we'll be ready to charge you up at the lowest possible cost.

We're called Sero for a reason – Zero Carbon energy in Wales is here (Sero is Welsh for zero, in case you were wondering).



Everything you need to know

Who are Sero Energy?

We're a Cardiff based business with big ideas. We work closely with our partners through every stage of building your new home, helping your home use as little energy as possible and using renewable energy as standard.

Sero Energy is helping to reduce carbon emissions and fight climate change, but we're not being unrealistic, we're not asking our customers to simply stop using any energy. We are building renewable energy sources into homes and sourcing 100% renewable energy from the grid. This is done continuously and invisibly, come rain, wind or shine, reducing the need for the National Grid to use fossil fuels.

How much will I save?

That really does depend on you. Every person and family are different, so when you tell us how you live, we tailor a plan so that you are only paying for the energy you need, when you need it. If how you live changes, a new baby for example, you can change your plan quickly and easily.

What makes Sero different?

We are not a traditional energy supplier that makes money by selling you more energy. We work to find the best value energy around for you. That means you are always on the best deal, no more switching, no more limited time offers.

There is a small service charge for the use of the Sero technology and Sero life app (by small we mean – less than the amount you will save on your energy bill). We use the Sero technology to help balance the national grid (for example by storing energy when too much is being produced) and the national grid pays us for this service (so you save money again).

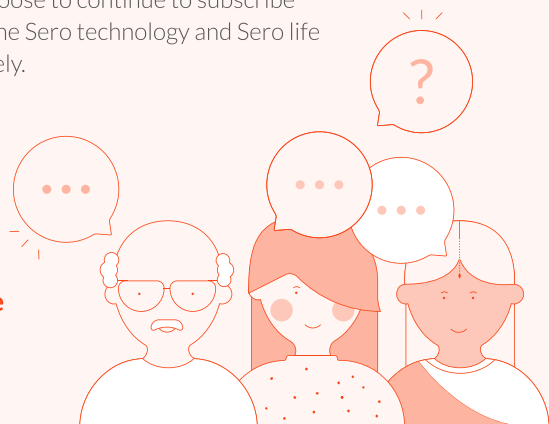
Do I still have the right to switch suppliers?

Yes, of course. You're not locked into a contract. There are no exit fees. If you decide to leave Sero energy you can choose to continue to subscribe to the Sero service and keep the benefits of the Sero technology and Sero life app or you can choose to leave Sero completely.

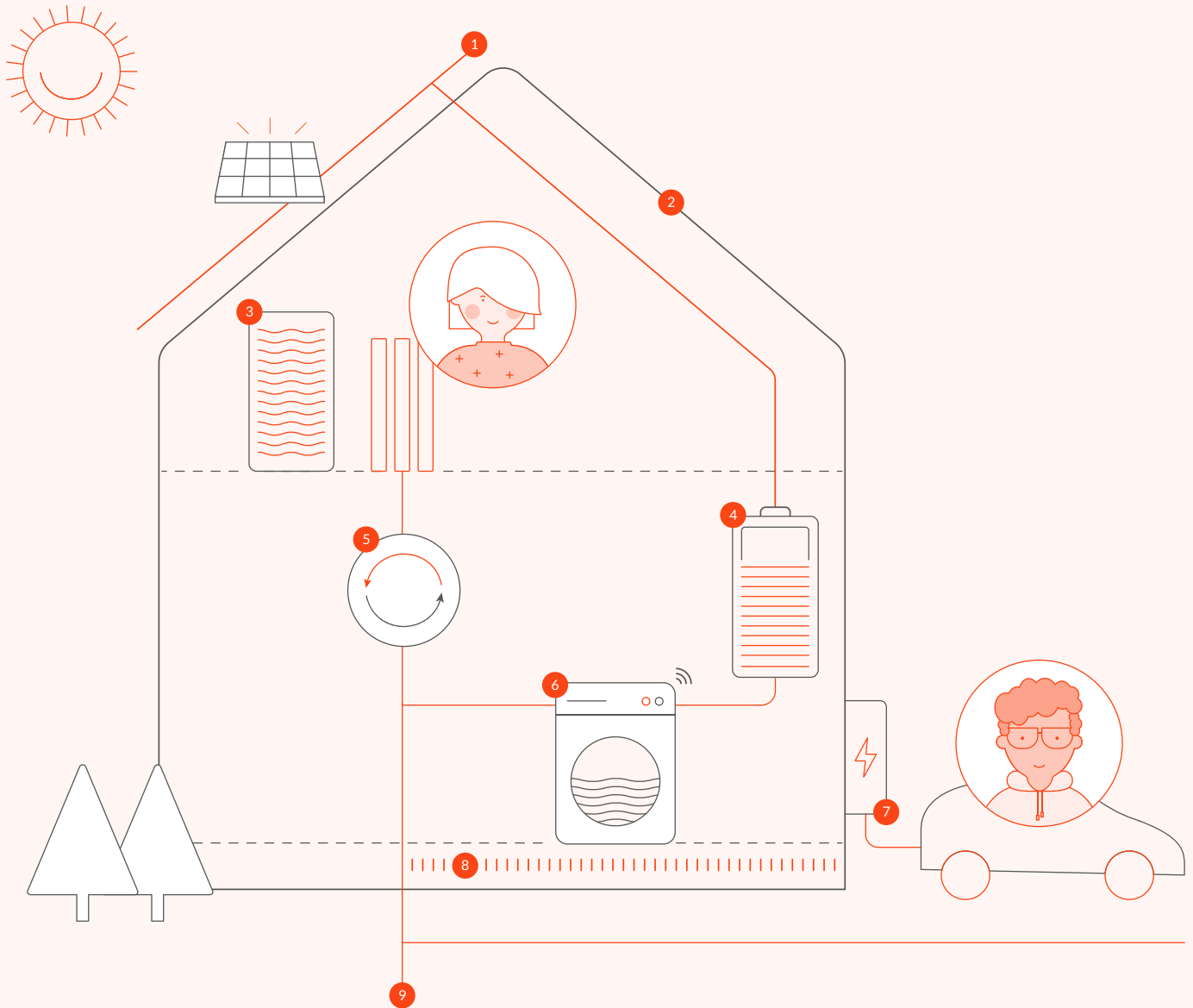
For more information:

Visit: seroenergy.com/yourfuturehome

Email: hello@sero.life



The Technology



- 1 Most roofs have solar panels (photovoltaics) visually integrated into the roof slates to convert sunlight into electricity for the homes occupants, or to export.
- 2 The fabric of the homes has been built to a higher standard than Building Regulations to help keep the heat inside the home.
- 3 The homes all have intelligent hot water tanks that help understand exactly how much hot water is stored.
- 4 The homes all have batteries that can store energy from the photovoltaics, or draw power from the Grid for use by the occupants later on.
- 5 All the heating is provided by a heat pump – it’s the same technology as a fridge, but working backwards.
- 6 The homes are ready for ‘smart’ appliances, which will also help to shift when the electricity is used to match when the photovoltaics are generating.
- 7 All the homes have access to a fast home electric vehicle charging point, which will charge 3 times faster than a normal home charger.
- 8 Downstairs the homes have underfloor heating, which works very efficiently with heat pumps & spreads the warmth in the home very evenly.
- 9 The heat pumps are “ground source”; they have an array of pipes deep into the ground that use the Earth’s heat to prime the homes heating.

