



OFF PEAK STORAGE / LUX INVERTER / STORAGE BATTERY

GO **100%**Green



THE FUTURE IS RENEWABLE ENERGY

GO Self Sufficient Life **GoGreen**



AgileOctopus

laying the blueprint for a greener, smarter energy system

GO **100%**Green

It's time to build something completely new in energy – and we've already put together the blueprints. The future will be green, smart, flexible and decentralised – rewarding consumers for making the most of energy when the wind's blowing, and creating innovative ways to store that green power to use when it's not. Our mission is to bring that system to the world quickly, and make it accessible and affordable to all.

This isn't some far flung dream. Real people are already experiencing the future of energy today thanks to smart tariffs like AgileOctopus.





octopus energy



Energy Self Sufficient Life

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The future of energy

With variable half-hourly prices based on the wholesale cost of energy (i.e., what WE pay for it), **AgileOctopus** rewards customers massively for using more energy when the grid is chock full of green, renewable generated electrons, and for using less when the grid is at its dirtiest (usually between 4-7pm on weekdays).

Instead, it's a bit like "peak" and "off-peak" train tickets. At peak times, when trains are busier, tickets can be a little pricier, but if you're able to travel off-peak, you can often snag a real bargain.

Just like that, Agile customers are rewarded for being a bit more flexible with their energy usage – in other words, for travelling "off peak" by shifting their energy consumption by a couple of hours (running washing machines and charging laptops a little earlier in the day, or later in the evening).

10,000+ are presently enjoying savings regulating their energy with AgileOctopus



Why is greener power cheaper?

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A world powered by **100% green energy** isn't out of reach, but we're going to have to learn how to make the most of it, and Agile customers will be a big part of the picture. By turning down their energy usage when electricity is in high demand, Agile customers reduce the need to turn on so many fossil fuel power plants to meet that demand.

Recently, three government policies have been put in place to help us avoid a climate catastrophe, and they're going to affect the UK electricity market in a big way:

- 1 The UK target for Net Zero CO2 Emissions by 2050**
- 2 All new cars sold will be electric by 2030**
- 3 Gas boilers will no longer be installed in new properties from 2025.**



When AgileOctopus is Effective?

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We take day-ahead electricity wholesale market prices, which fluctuate moment-to-moment, and pass those prices **(i.e. what WE pay for it)** on to consumers. We're already demonstrating that people's energy usage can be influenced directly by half-hourly price signals, encouraging usage when the grid is cheapest and greenest, with remarkable results.

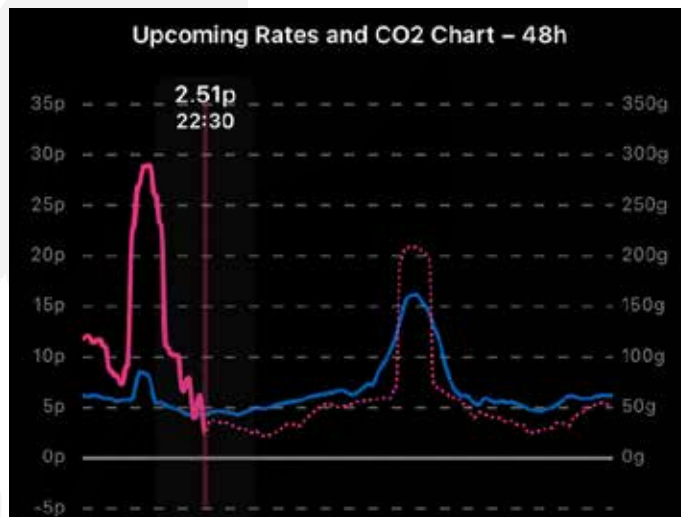
During peak hours, **AgileOctopus** customers help take strain off the grid because they are incentivised to reduce their energy consumption (and therefore the need for generators to burn so much fossil fuel). This means they are typically much greener than other consumers.

What's more, when there's loads of excess renewable energy in the grid, and not enough people are using it, Agile's pricing goes negative, and customers are actually paid to use energy!

Green & Dirty period energy chart

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Agile's rates generally match up with carbon emissions. In other words, Agile is usually cheaper when the grid is greener, and more expensive when energy is dirtier (usually between 4-7pm, when the UK's fossil fuel generating stations have been turned on to meet energy demand). The screenshot from the OctopusWatch app shows a clear correlation between how dirty the grid is, and AgileOctopus' rates.



The blue line represents the intensity of CO2 emissions

from the Carbon Intensity API

The pink line shows AgileOctopus' prices.

Off Peak Storage Battery

Not only can you make savings by using the off peak electric. You can also store this electric at the cheap rate and reuse during the day making even bigger savings.

- 1 Store 'off peak' electricity at a much reduced cost**
- 2 Use the cheaper stored electricity during the 'peak hours'**
- 3 Store cheap energy at night charge your electric car during the day**

With energy storage and Outgoing Agile, you can sell your electricity at the most valuable time for you. Combine 4 kWp of solar panels with battery storage, and you could earn £436 – over 50% more than the same panels on a fixed 5.5p per kWh rate.



**OFF PEAK
SAVINGS**

LUX/Pylontech Combo

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GoGreen have a great combo offer for the storage battery system

This combines the The battery system comprised of the Lux Inverter (the bit that connects to your mains electricity and also talks to the battery modules, and the 2.4kWh battery modules which are manufactured by Pylontech.

GOGREEN
OFFER



10kW
Storage Battery capacity
£7,995



OFF PEAK
SAVINGS



Customer Experience

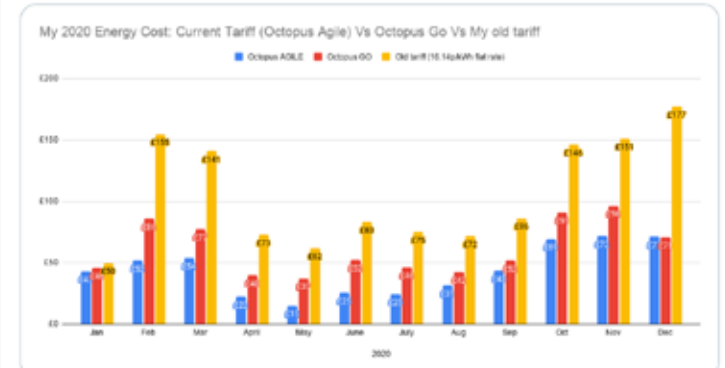
Glyn: I mostly just schedule our energy intensive appliances to run at an off-peak time – usually overnight. For our household that’s easy to do – we live in a rural area with no access to mains gas, so our house is fully electric, with two EVs, storage heaters, and domestic hot water (immersion) heating. Plus, we’ve solar panels.

“Yes, I’ve saved £782 compared to my old ‘flat rate’ (standard) tariff! Here’s a graph of the savings per month”

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I signed up to [@octopus_energy](#) Agile dynamic pricing tariff a year ago as an experiment, I've always tried to reduce the Co2 of my energy by using off-peak where possible, Agile rewards me for this, the result is a saving of £792 compared to my old tariff 🐼❤️



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