



Shell
ENERGY

NEWS RELEASE

25 MARCH 2019

FIRST UTILITY BECOMES SHELL ENERGY RETAIL LTD AND SWITCHES CUSTOMERS TO 100% RENEWABLE ELECTRICITY

- More than 700,000 homes in Britain switched to renewable electricity overnight
- Rebrand reflects growing importance of power in Shell's global business

Shell today rebranded First Utility as Shell Energy* and confirmed that it has switched all of its British residential customers to 100% renewable electricity. Renewable electricity will now be offered as standard to all existing and new customers, along with discounts at Shell service stations across Great Britain. Shell Energy Retail Ltd will be rolling out a range of smart home technology offers throughout the year, starting with smart thermostats and home electric vehicle charging from today.

The brand change comes a year after Shell acquired First Utility, one of the largest challenger energy suppliers in Great Britain.

An Ipsos Mori survey of UK household electricity bill payers shows that almost 60% want to power their homes with electricity from renewable energy sources, something Shell Energy will now offer as standard.

"We are building on the disruptive nature of First Utility to give customers something better. We know that renewable electricity is important to them and we are delivering that, while ensuring good value and rewarding loyalty," Colin Crooks, CEO of Shell Energy Retail Ltd, said.

"We want to attract customers with fair pricing, strong customer service and innovative offers that set us apart from anything available today. Later this year, we'll be announcing a string of exciting services that offer greater convenience to householders and help make homes more efficient."

Mark Gainsborough, Executive Vice President Shell New Energies, said: "This is a good example of our approach to building a significant electricity business, in line with customer needs. Shell recognises the world needs more energy with lower emissions and this will give customers more flexibility, greater control and cleaner energy."

Shell Energy household customers of electricity and gas in Britain will enjoy:

- 100% renewable electricity as standard, on all tariffs
- Exclusive to Shell Energy customers via the Shell Go+ rewards programme, a 3% saving on fuel at Shell stations in addition to the other benefits of Shell Go+
- A range of smart home offers including smart thermostats and a discounted offer on home electric vehicle charger
- Fast and reliable broadband

NOTES TO EDITORS

- All of our electricity comes from 100% renewable sources like wind, solar and biomass. Our renewable electricity is certified by Renewable Energy Guarantees of Origin (REGOs), which guarantee that for every unit of electricity our customers use, a unit of renewable electricity is put into the grid by renewable generators in the UK. As the demand for REGOs grows, this creates more opportunities for renewable generators in the UK to grow too.
- The Shell Go+ rewards programme offers Shell Energy customers will receive an exclusive 3% saving on fuel at participating Shell stations for up to 60 litres per month, per household as well as the Shell Go+ rewards programme offers.
- A Nest E smart thermostat and installation is included at no additional cost for customers who choose a three-year, fixed-price contract.

- The electric vehicle charger discount is on a NewMotion Home Fast charge point capable of charging at speeds of 7.4 kW on a single-phase connection. It reduces the recommended retail price of £409 to £349. This price includes standard installation, six months of free access to smart services and the OLEV government grant.
- In an Ipsos Mori survey of 1,867 household electricity bill payers in the UK conducted between 8-12 March 2019, 59% said that renewable energy was their preferred choice for their household electricity, assuming there is no difference in the cost or service.

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***About Shell Energy Retail Ltd**

Shell Energy Retail Ltd, trading under the Shell Energy brand, supplies 100% renewable electricity, as well as gas, smart home technology and broadband to households across Britain.

The Shell Energy brand is also shared by Shell's energy marketing and trading business. This separate entity provides more and cleaner energy solutions across a global portfolio of gas, power, environmental products and energy efficiency offers to meet current and future energy needs of Shell's large-scale customers: energy producers, asset owners, traders, wholesalers, and large industrial customers.

About Shell New Energies

Shell established its New Energies division in 2016. Shell New Energies focuses on two main areas: new fuels for transport, such as advanced biofuels and hydrogen; and power, being involved at almost every stage of the process, from generating electricity, to buying and selling it, to supplying it directly to customers. Shell aims to make electricity a significant part of its business. Shell's New Energies business is seeking to leverage the company's strengths in fast-growing and commercial parts of the energy industry. For more information, go to <https://www.shell.com/newenergies>

Royal Dutch Shell plc

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This press release contains forward-looking statements (within the meaning of the U.S. Private Securities Litigation Reform Act of 1995) concerning the financial condition, results of operations and businesses of Royal Dutch Shell. All statements other than statements of historical fact are, or may be deemed to be, forward-looking statements. Forward-looking statements are statements of future expectations that are based on management's current expectations and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in these statements. Forward-looking statements include, among other things, statements concerning the potential exposure of Royal Dutch Shell to market risks and statements expressing management's expectations, beliefs, estimates, forecasts, projections and assumptions. These forward-looking statements are identified by their use of terms and

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We may have used certain terms, such as resources, in this press release that United States Securities and Exchange Commission (SEC) strictly prohibits us from including in our filings with the SEC. U.S. Investors are urged to consider closely the disclosure in our Form 20-F, File No 1-32575, available on the SEC website www.sec.gov.