



**Shell**  
**ENERGY**

**NEWS RELEASE**

## **SHELL ENERGY RETAIL KICKS OFF NATIONAL AD CAMPAIGN TO LAUNCH AS A 100% RENEWABLE ELECTRICITY SUPPLIER FOR BRITISH HOMES**

- Nationwide campaign will announce the extension of Shell Energy brand in home energy – across social media, radio and TV in Britain on 19 April 2019
- Shell Energy offers home customers 100% renewable electricity, smart home tech and savings on fuel

Shell Energy Retail Ltd. is today announcing a new ad campaign to support its launch as a 100% renewable electricity supplier for British homes. The campaign, launching on 19 April 2019, will run across TV, radio and social media in Britain and will underline the belief that Home Energy Matters - both to customers and to the wider energy transition.

The campaign includes a number of ads which are shot as a mini-series, featuring a family as they go about their lives answering their daughter's questions about where energy comes from. This provides a platform to communicate Shell Energy's home energy offer of renewable electricity, rewards, and access to smart home technology. Shell Energy Retail Ltd opted to cast a family without acting experience in order to capture real performances resulting in an authentic ad.

**Ed Kamm, Chief Commercial Officer for Shell Energy Retail said:** "We hope that as a result of the campaign, families across Britain not only consider who supplies their energy, but how their electricity is generated.

"Home energy customers are keen to power their homes with renewable electricity. We are now enabling them to do just that with 100% renewable energy as standard for all our customers."

An IPSOS Mori survey of UK household electricity bill payers found that almost 60% want to power their homes with electricity from renewable energy sources. Customer demand is clear, as is Shell's ambition to reduce the carbon intensity of its products.

Shell Energy Retail customers will also receive exclusive savings on fuel at Shell service stations across Great Britain and will have access to a range of smart home technology offers including smart thermostats and home electric vehicle charging. Later this year Shell Energy Retail Ltd will be announcing a number of services that offer greater convenience to householders and help make homes more efficient.

### **NOTES TO EDITORS:**

- The Shell Energy brand was launched in the British home energy market in March 2019 following the rebrand of challenger energy provider First Utility, which Shell acquired in March 2018.
- 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.
- TV advert director: BAFTA award winning Justin Chadwick
- Creative agency: Mirum
- Media agency: MSix



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## ENQUIRIES

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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 Royal Dutch Shell plc**

Royal Dutch Shell plc is incorporated in England and Wales, has its headquarters in The Hague and is listed on the London, Amsterdam, and New York stock exchanges. Shell companies have operations in more than 70 countries and territories with businesses including oil and gas exploration and production; production and marketing of liquefied natural gas and gas to liquids; manufacturing, marketing and shipping of oil products and chemicals and renewable energy projects. For further information, visit [www.shell.com](http://www.shell.com).

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The companies in which Royal Dutch Shell plc directly and indirectly owns investments are separate legal entities. In this release "Shell", "Shell group" and "Royal Dutch Shell" are sometimes used for convenience where references are made to Royal Dutch Shell plc and its subsidiaries in general. Likewise, the words "we", "us" and "our" are also used to refer to subsidiaries in general or to those who work for them. These expressions are also used where no useful purpose is served by identifying the particular company or companies. "Subsidiaries", "Shell subsidiaries" and "Shell companies" as used in this release refer to companies over which Royal Dutch Shell plc either directly or indirectly has control. Entities and unincorporated arrangements over which Shell has joint control are generally referred to as "joint ventures" and "joint operations" respectively. Entities over which Shell has significant influence but neither control nor joint control are referred to as "associates". The term "Shell interest" is used for convenience to indicate the direct and/or indirect ownership interest held by Shell in a venture, partnership or company, after exclusion of all third-party interest.

This release contains forward-looking statements 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 phrases such as "anticipate", "believe", "could", "estimate", "expect", "goals", "intend", "may", "objectives", "outlook", "plan", "probably", "project", "risks", "schedule", "seek", "should", "target", "will" and similar terms and phrases. There are a number of factors that could affect the future operations of Royal Dutch Shell and could cause those results to differ materially from those expressed in the forward-looking statements included in this release, including (without limitation): (a) price fluctuations in crude oil and natural gas; (b) changes in demand for Shell's products; (c) currency fluctuations; (d) drilling and production results; (e) reserves estimates; (f) loss of market share and industry competition; (g) environmental and physical risks; (h) risks associated with the identification of suitable potential acquisition properties and targets, and successful negotiation and completion of such transactions; (i) the risk of doing business in developing countries and countries subject to international sanctions; (j) legislative, fiscal and regulatory developments including regulatory measures addressing climate change; (k) economic and financial market conditions in various countries and regions; (l) political risks, including the risks of expropriation and renegotiation of the terms of contracts with governmental entities, delays or advancements in the approval of projects and delays in the reimbursement for shared costs; and (m) changes in trading conditions. There can be no assurance that future dividend payments will match or exceed previous dividend payments. All forward-looking statements contained in this release are expressly qualified in their entirety by the cautionary statements contained or



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referred to in this section. Readers should not place undue reliance on forward-looking statements. Additional risk factors that may affect future results are contained in Royal Dutch Shell's 20-F for the year ended December 31, 2018 (available at [www.shell.com/investor](http://www.shell.com/investor) and [www.sec.gov](http://www.sec.gov) ). These risk factors also expressly qualify all forward looking statements contained in this release and should be considered by the reader. Each forward-looking statement speaks only as of the date of this release, April 19, 2019. Neither Royal Dutch Shell plc nor any of its subsidiaries undertake any obligation to publicly update or revise any forward-looking statement as a result of new information, future events or other information. In light of these risks, results could differ materially from those stated, implied or inferred from the forward-looking statements contained in this release.

We may have used certain terms, such as resources, in this 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](http://www.sec.gov).