

Click Energy lights up Bendigo

CLICK Energy is Australia's first and only dedicated online energy retailer, operating in VIC and QLD. They offer convenience, price-competitive electricity and a unique online user-experience.

"As an online energy company, we avoid the large overheads of other energy companies. These overhead savings translate to real electricity price savings that we happily share with our customers" says Click Managing Director, Mehdi Qerim.

"We have one strategic mandate – to continue to offer competitive pricing against the larger players in the industry... and succeed."

The Click strategy

To meet their growth objectives, Click looked at opportunities to expand outside the traditional local metro areas.



Click Managing Director, Mehdi Qerim

Incorporating a regional focus, Click hopes to achieve greater credibility, brand recognition and market coverage. "Not only is this important in expanding our business, but in setting us apart from our competitors" said Mr Qerim.

Why Bendigo?

Click recognised Bendigo as a strong market and community – one that hadn't been properly engaged by other major energy businesses.

In partnering with the Bendigo Football Club, Click considered the Club's business strategies and goals – and also their cultural fit and aligned values. The partnership was the perfect vehicle to not only support Click's own strategic



outcomes, but to in turn help strengthen the VFL's presence in Bendigo.

"In partnering with an established local entity, we see this as a path to developing a longer term connection and association with the Bendigo community".

To save now on your electricity bills visit www.clickenergy.com.au

You'll be kicking goals with Click!

At Click Energy, our goal is simple. Offer the cheapest electricity prices possible.

Switching to Click is easy. Sign up online, get your bills by email and start saving money on your electricity bills! Because of our low overheads and online process, we pass on our savings to you... so you have more to spend on the things you really want!

www.clickenergy.com.au

How does it work?

Visit www.clickenergy.com.au and choose the plan that's right for you. Fill out your details via our simple sign up process and include the promotion code "BB2011" when prompted. Your transfer will occur on the next scheduled meter reading. That's it!

What you'll get...

- A \$50 online sign up rebate
- 7% discount when you pay your bill on time
- Additional 5% Heat Shield discount when you use over 500kWh in any given month (approx \$100)
- No lock in contracts or exit fees
- No credit card charges

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