



# Simble signs five year contract with Choice Energy to offer the CarbonView platform to 4,500+ clients

25 November 2021

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## Highlights

- Simble have signed a strategic partnership with Choice Energy, an Australian energy consultancy, to market the CarbonView-SME platform to their 4,500+ clients across Australia and NZ.
- First partner contract in Australia for the self-service “CarbonView-SME” platform, a SaaS carbon management platform recently launched by Simble and tailored to the needs of the SME sector.
- Each SME customer onboarded via Choice Energy’s sales and customer portal has the potential to add monthly subscription revenues to Simble’s Annual Recurring Revenues (ARR).
- CarbonView-SME will provide Choice Energy with the ability to offer their SME customers a SaaS platform for their NetZero journey with rapid market penetration potential.
- Choice Energy will use Simble’s CarbonView-SME capabilities as a further source of differentiation at a time of heightened competition in the Australian energy and renewables sector.

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Sydney, 25 November 2021: **Smart energy Software-as-a-Service (SaaS) company Simble Solutions Limited (ASX:SIS) (Simble or the Company)** today announced a significant contract and strategic partnership with Australian Energy consultancy, Choice Energy (**Choice**).

Choice specialises in utility cost reduction for businesses and private customers and manages over 4,500 customer accounts across Australia and New Zealand. Under the terms of the five-year agreement, Choice will offer “CarbonView-SME” to its customers as a service. SaaS revenues will be recognised on a monthly basis over the underlying end user’s subscription term.



The contract represents the first significant partner contract for “CarbonView-SME”, a SaaS product with low-cost deployment and rapid market penetration potential without the need for hands-on consulting assistance.

Offered under an affordable SaaS subscription model, the cost is easy to incorporate into an SME’s business model and requires little intervention from Simble, allowing for a near self-service experience. CarbonView-SME is a cost-effective way for our partners to increase their customer acquisition and retention, and build loyalty with their brand.

Choice has informed Simble that the CarbonView-SME platform will be available to all their clients from January 2022. Choice’s Clients will be offered two packages, ranging from \$99 to \$249 per month. The ARR received from this partnership will be reported on as part of incremental ARR reporting in future Operations Updates and Quarterly Reports.

The increasing pressure worldwide to reduce carbon footprints and provide accurate carbon reporting presents a timely opportunity for the low-friction CarbonViewSME product to penetrate the SME market across Australia and NZ.

**Fadi Geha, Founder & Executive Director of Simble**, commented on this contract: *“We believe Choice’s footprint in the Australian and NZ Energy market reflects both our target market and desired method to market. Choice Energy has a large and valued customer base that trusts their provider and we are delighted to be part of their ecosystem. This partnership will benefit both parties: Simble will gain fast and cost-effective access to our target market, while our carbon management and Net Zero reporting software solutions will provide Choice with a source of differentiation over competitors, facilitating customer acquisition and retention in an increasingly competitive marketplace.”*

**Alan Gill, Executive Director at Choice Energy**, commented: *“We are expanding our service offering with a focus on technology and innovation and are very excited to market Simble’s CarbonView platform to our clients. We always strive to offer our customers increased value and capability from our trusted partners. We look forward to engaging with our clients and assisting them to embark on their Net Zero journeys and are confident that Simble’s technology will add significant value to our growing customer base.”*

**Fadi Geha** added: *“This deal further builds on recent investments we have made in expanding our sales and marketing presence in the Carbon and Net Zero reporting sector .”*



### **About Simble**

Simble Solutions Limited (ASX:SIS) is a global software company focused on energy intelligence and business productivity Software-as-a-Service (SaaS) solutions.

The Simble Energy Business Unit includes the SimbleSense and CarbonView software platforms. SimbleSense is an integrated hardware and real-time software solution that enables businesses to visualise, control and monetise their energy systems. CarbonView is an enterprise grade Carbon and Sustainability Reporting platform that allows companies to measure and reduce their carbon emissions and also meet their carbon reporting obligations.

Simble operates across all segments from Commercial & Industrial, through to Small to Medium Sized Enterprises (SME) and the residential market and targets the distribution of its platform through channel partners. Simble has an international presence with offices in Australia, the United Kingdom and Vietnam.

To learn more please visit: [simblegroup.com](https://simblegroup.com)

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