

18 October 2012

## **CLP Invites 2M Households to Join “Save Now For A Better Future” Campaign**

### **New mobile app launched to help customers save energy with ease**

CLP Power Hong Kong Limited (CLP Power) today announced the launch of a “Save Now For A Better Future” energy-saving campaign with rewards on offer for its 2 million residential customers.

From now until 30 November, customers can sign up for the “Save Now For A Better Future” energy saving competition which will see attractive rewards for households who achieve the greatest energy savings.

Before signing up, customers are urged to give themselves a head start by finding out about CLP Eco Optimizer (EO) – an online energy assessment tool that helps them understand their consumption habits and offers useful energy-saving tips.

An EO mobile app was also launched today, making it even easier for customers to put energy efficiency into practice at home. Customers can log onto the EO at any time by downloading the free app, available for both iPhones and Android smartphones.

Speaking at the launch ceremony, CLP Power Managing Director Mr. Richard Lancaster said: “CLP is dedicated to promoting energy efficiency in our community and to helping our two million residential customers in Hong Kong to use energy more wisely and save more.

More importantly, we hope the overall awareness of energy efficiency and conservation will be enhanced through this campaign and the promotion of the EO.”

At the ceremony, a variety of families shared their own energy-saving tips and experiences using the EO. They described how they had saved energy through simple steps such as purchasing electrical appliances with an Energy Label Grade 1 rating and turning off unnecessary lighting.

During the two-day roadshow at Telford Plaza in Kowloon Bay on 17 and 18 October, customers can have hands-on experience with the EO and learn other energy-saving tips for the home through fun and interactive game booths.

**“Save Now For A Better Future” Energy Saving Competition**

|                                  | <b>Group 1</b>   | <b>Group 2</b>  |
|----------------------------------|--|---|
| Categories                       | Average monthly electricity consumption of 350 units or less   | Average monthly electricity consumption of over 350 units |
| Registration period              | From now until 30 November 2012 (inclusive)  |   |
| Energy saving period             | 1 December 2012 to 31 March 2013 (121 consecutive days), compared with 1 December 2011 to 31 March 2012 <sup>1</sup> (121 consecutive days)  |   |
| Prizes                           | 1 <sup>st</sup> prize: Energy efficient appliances gift coupon worth \$10,000<br>2 <sup>nd</sup> prize: Energy efficient appliances gift coupon worth \$5,000<br>3 <sup>rd</sup> prize: Energy efficient appliances gift coupon worth \$3,000<br><br>The top 150 energy saving accounts in each group will have an electricity rebate of \$1 per kWh saved, with a maximum of \$500 per account. |   |
| Competition results announcement | June 2013  |   |

**About Eco Optimizer**

Eco Optimizer is a user-friendly online energy assessment tool featuring three major components – “Benchmarking”, “Analysis” and “Customised Solutions”. The tool provides customers with an understanding of their energy consumption ranking benchmarked against families of similar profiles, household energy consumption patterns, customised energy saving solutions and projection of annual savings on energy costs, all within minutes. Since the roll-out of Eco Optimizer last year, over 13,000 residential customers have registered to obtain practical energy efficiency tips for their homes.

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<sup>1</sup> Energy Saving Period will not include 29 February 2012.

### **About CLP Power Hong Kong Limited**

CLP Power Hong Kong Limited ("CLP Power") is the Hong Kong utility subsidiary wholly owned by CLP Holdings Limited, a company listed on the Hong Kong Stock Exchange and one of the largest investor-owned power businesses in Asia. CLP Power operates a vertically integrated electricity supply business in Hong Kong, and provides a highly reliable supply of electricity and excellent customer services to 5.7 million people in its supply area.

### **Photo captions**



(Photo1) CLP Power rolled out the new mobile app of “Eco Optimizer”, making it even easier for customers to put energy efficiency into practice at home.

Mr. Richard Lancaster (third from right), Managing Director, CLP Power, together with Ir Frank F Chan (third from left), JP, Director, Electrical and Mechanical Services Department, HKSAR Government, Mr. Bunny Chan Chung-bun (second from right), SBS, JP, Chairman of Kwun Tong District Council, Ms. Carman Yu Ka-man (second from left), Assistant District Officer (Kwun Tong), Home Affairs Department, Dr. Man Chi-sum (first from left), Chief Executive Officer of Green Power and Chairman of the judging panel of the “Save Now For A Better Future” energy saving competition, and Mr. Yip Hing-kwok (first from right), Chairman of CLP Power’s Kwun Tong Local Customer Advisory Committee, officiated at the ceremony.



(Photo 2) Ms. Quince Chong (Centre), Chief Corporate Development Officer, CLP Power, presented Certificates of Appointment to members of the judging panel of the “Save Now For A Better Future” energy saving competition. Chairman of the judging panel, Dr. Man Chi-sum, Chief Executive Officer of Green Power (second from right), and members including Mr. K. K. Li, Assistant Director, Electricity & Energy Efficiency, Electrical and Mechanical Services Department, HKSAR Government (first from right), Prof. Michael Leung, Member of the Energy Advisory Committee (second from left), Mr. Lewis Soo, Deputy Director, Residential Channels & Marketing, CLP Power (first from left) accepted the appointment. Other panel members include Prof. Johnny Chan, Dean (School of Energy and Environment), City University and Prof. K. T. Chau, Department of Electrical and Electronic Engineering, The University of Hong Kong.



(Photo3) Witnessed by Mr. Richard Lancaster (fifth from right) and other officiating guests, four customer representatives (first to fourth from right) made a pledge on energy efficiency and conservation, and also kicked off the “Save Now For A Better Future” energy-saving campaign.



(Photo4) CLP “Save Now For A Better Future” energy-saving campaign for its 2 million residential customers is officially launched. A group photo of officiating guests, members of the judging panel, customer representatives and other guests was taken at the ceremony.

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