

For Immediate Release

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Just Energy to participate at ninth-annual Smart Energy Summit: Engaging the Consumer

Houston, Texas, February 19, 2018 – [Just Energy's](#) Co-Chief Executive Officer, Deb Merrill, will be participating as a panelist at the [2018 Smart Energy Summit: Engaging the Consumer](#), taking place February 19-21 at the Omni Downtown in Austin, Texas. Ms. Merrill will participate in the session *Energy Providers: Opportunities Beyond Energy Management* on Tuesday February 20th at 3:30pm.

The interactive panel session, moderated by Jennifer Kent, Director, Research Quality & Product Development examines new service options and analyzes the strategies for energy providers to change consumer perceptions of energy utilities and forge new relationships with their customers.

International research firm Parks Associates hosts the ninth-annual Smart Energy Summit, an executive summit focused on the expanding market for energy solutions and home controls. The event brings together industry leaders, utilities, and analysts and examines strategies for utilities to leverage the smart home to benefit the grid and develop compelling value propositions for their customers.

"The way consumers use energy has evolved tremendously in a short period of time, forcing retailers to evolve as well, to remain relevant," says Ms. Merrill. "At Just Energy, we've done well to keep pace, but we're working to do much more to meet consumer preferences and be ahead of the curve. High consumer adoption of more convenient, self-directed home services options afforded by next-generation innovations means we need to widen the lens. We need to think more holistically with a view to whole-home solutions. It's about the added value we can offer and efficiency in terms of time, cost and convenience, and we know we can't always achieve that alone. That's why we are working hard, as a Trusted Advisor, to have the solutions, and the right expert partners to serve today's and tomorrow's interconnected, smart home environment."

This year's [Smart Energy Summit agenda](#) focuses on strategies for consumer engagement in the expanding market for energy solutions, including connected devices, energy management, utility services, and home control platforms and services. The Summit will examine the changing role of utilities and energy providers and new opportunities to empower consumers with smart solutions to save energy in the home.

"Energy providers are expanding their service offerings to include energy monitoring and energy management services, and some are moving aggressively into many adjacencies, including home services, security, and smart home solutions," said [Tom Kerber](#), Director, IoT Strategy, Parks Associates. "The 2018 Smart Energy Summit will examine how new partnership opportunities, innovations in energy management, and new business models can create added value for the consumer."

More information about the Smart Energy Summit is available at www.SES2018.com. To request specific research data, contact Julia Homier at Julia.homier@parksassociates.com or 972-996-0214. Follow the event on Twitter at @SmartEnergySmt and with the event hashtag #SmartEnergy18.

About Smart Energy Summit

Smart Energy Summit: Engaging the Consumer examines the changing role of utilities to help empower consumers with solutions to save energy in the home. The event addresses the potential benefits of incorporating smart products into energy efficiency and DR programs and the opportunities across converging ecosystems for the market for energy solutions, including connected devices, energy management, utility services, and home control platforms and services.

The Smart Energy Summit focuses on identifying new strategies that utilities and other providers can leverage connectivity as a result of the adoption of new consumer technologies. Research analysts, thought leaders, and industry executives present and discuss business strategies, case studies, partnership opportunities, and consumer research that utilities, service providers, retailers, and manufacturers can use to expand and monetize their energy offerings.

The ninth-annual Smart Energy Summit will take place February 19-21, 2018, at the Omni Austin Hotel Downtown in Austin, Texas. The summit agenda features leaders from utilities, state and national regulators, telecom and security companies, retailers, and OEMs. Follow the event on Twitter at @SmartEnergySmt and #SmartEnergy18. For information on speaking, sponsoring, or attending Smart Energy Summit, visit www.ses2018.com.

About Just Energy Group Inc.:

Established in 1997, Just Energy (NYSE:JE, TSX:JE) is a leading retail energy provider specializing in electricity and natural gas commodities, energy efficiency solutions, and renewable energy options. With offices located across the United States, Canada, the United Kingdom, Ireland, Germany and Japan, Just Energy serves approximately 1.5 million residential and commercial customers providing homes and businesses with a broad range of energy solutions that deliver comfort, convenience and control. Just Energy Group Inc. is the parent company of Amigo Energy, Green Star Energy, Hudson Energy, Tara Energy and terrapass. Visit justenergygroup.com to learn more. Also, find us on [Facebook](#) and follow us on [Twitter](#).