



Media Release

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Genesis Energy joining Fly Buys, most popular loyalty scheme in New Zealand

Genesis Energy is rewarding its customers by joining New Zealand's leading and most popular loyalty programme, Fly Buys.

Genesis Energy's Executive General Manager Product Marketing, James Magill, said joining Fly Buys is a major step towards creating enduring and meaningful relationships with our customers.

"Loyalty is a two-way street, and offering Fly Buys points to loyal customers will be our way of showing our appreciation for customers. By joining up with Fly Buys we will be offering the most popular and easy-to-use reward scheme the country has to offer.

"We're really excited to be offering the Fly Buys benefits for customers including, for the first time, Fly Buys points on dual fuel bills for electricity and bottled gas."

To celebrate joining Fly Buys, Genesis Energy is preparing an early-bird offer to our existing customers and any other household that uses electricity, natural gas or bottled gas (45kg LPG) and wants to continue to receive Fly Buys on their energy purchases.

An opportunity to pre-register for an early bird offer will be made available before 7 May, the date when Fly Buys and Genesis Energy come together to offer reward points.

Fly Buys is New Zealand's favourite loyalty programme with more than 2.5 million members in 74% of households. Members can collect points from over 1,500 outlets and spend them in the Fly Buys store on a range of over 4,000 rewards, or on any Air New Zealand flight.

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About Genesis Energy

Genesis Energy (NZX: GNE) is a diversified New Zealand energy company. It sells electricity, reticulated natural gas and LPG through its retail brands of Genesis Energy and Energy Online. It is New Zealand's largest energy retailer with around 645,000 customer accounts. The Company generates electricity from a diverse portfolio of thermal and renewable generation assets located in different parts of the country. Genesis Energy also has a 46% interest in the Kupe Joint Venture, which owns the Kupe Oil and Gas Field offshore of Taranaki, New Zealand. Genesis Energy had revenue of \$NZ2bn during the 12 months ended 30 June 2016. More information can be found at www.genesisenergy.co.nz