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PRESS RELEASE

## GEN-I has the lowest prices and enjoys high customer confidence

**Ljubljana, 4 June 2025** – Customer care has been GEN-I's core guiding principle since the company entered the household electricity supply market in 2009. Our mission is to protect consumers and serve their interests, which is reflected in our consistently lowest prices and the most favourable supply terms.

For nine years prior to the onset of the energy crisis in 2022, GEN-I did not increase its prices. Even during the energy crisis, when some suppliers exited the market and left their customers behind, GEN-I stood by its Slovenian customers. In 2022 alone, at the height of the crisis, GEN-I welcomed an additional 50,000 customers.

Despite the challenging conditions and market changes in 2022, GEN-I was the last supplier to adjust its prices. Even during the most severe phase of the crisis, GEN-I maintained prices below the state-regulated levels, which were set due to soaring energy costs. Customers were informed of any price changes in a timely and transparent manner, and GEN-I remained the most affordable provider throughout. Before any changes took effect, each customer had the right to withdraw from their contract and select a different supplier.

Today, GEN-I continues to be the most affordable electricity supplier in the Slovenian market.

Given that the Slovenian Consumers' Association (ZPS) believes several suppliers do not adequately disclose the possibility of price changes in their contracts and general terms – characterising this as a systemic issue – we would expect it to propose regulatory measures. However, despite its claims of advocating for consumers, no such proposal has been made.

We firmly reject any allegations of causing harm to consumers. GEN-I has long been recognised as the most trusted supplier in Slovenia, a status confirmed by its leading market share. We remain committed to preserving this trust in the future.

We are confident that customers will not be misled by the business models of certain law firms and financial advisors who hope to earn millions of euros from this case.

GEN-I Management

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