



Monday, 6 July 2009

Australian Stock Exchange Limited
Level 3
Stock Exchange Centre
530 Collins Street
Melbourne VIC 3000

Jackgreen revitalises Board, launches Mark II Growth Strategy

Jackgreen Limited (ASX:JGL) announced today that it is rolling out its Mark II strategy to position the Company for sustained growth. The Company recognises that it is crossing the threshold this year into a high growth, profitable business. A key immediate part of the strategy is to revitalise its Board and bolster its executive ranks. To this end the company is pleased to announce Mr Greg Martin has agreed to join the Board and assume the role of Chairman.

Mr Martin has more than 25 years experience across the energy sector, including five years as CEO of AGL Ltd.

"I am delighted to be a part of Jackgreen - a real pioneer business in the green space - that now has the enviable opportunity of being a leading Green and Sustainable Living business," said Mr Martin.

"The emphasis will be on serving our customers well and delivering on our projections to investors. The company is well placed to deliver a strong result this financial year and, most importantly, is poised for sustained growth into the future.

"The key value drivers for the energy retailing business are now all in place with our forecast customer levels being met, revenue per customer rising significantly with the regulator approved price increases in NSW and QLD and wholesale energy prices locked in at competitive levels.

"I'm looking forward to working with Jackgreen's management team and CEO Andrew Randall in delivering on the company's significant potential."

Jackgreen CEO Andrew Randall said "The Board is delighted to have Greg as our leader. He is extremely well qualified for the task and has an enviable record of delivering profitable growth. He led AGL through its national expansion phase with high quality customer outcomes and substantial returns to shareholders. He also initiated AGL's push to be the number one generator of renewable energy.

"The time is now right to appoint a new Chair, with the Company generating operating profits over the last 3 months and as the market for our products and

services rapidly expands. Greg's personal energy, experience and discipline will add significant value and will drive positive outcomes from our next growth phase.

"I would like to thank John Smith – Jackgreen's inaugural Chairman - for his outstanding efforts to get the company where it is."

Mr Martin's appointment as Chairman of the Board is the first step in Jackgreen's Mark II strategy, which involves developing the Company's leadership and business capability to deliver flawlessly for our customers. The Company will also work to strengthen its capital and shareholder base.

Jackgreen is Australia's dedicated renewable energy retailer, licensed in New South Wales, ACT, Queensland, South Australia, and Victoria. It also operates Easy Being Green, one of Australia's leading creators of carbon credits through the provision of energy efficiency products.

For further information on Jackgreen visit www.jackgreen.com.au. For information or comment please contact Andrew Randall, Managing Director Jackgreen Limited on (02) 8302 3812.

Signed

A handwritten signature in black ink, appearing to read 'A. Woodward', written in a cursive style.

Andrew Woodward
Company Secretary



Jackgreen “Mark II”

Crossing the Threshold;
Positioned for Sustained Growth

6 July 2009





Jackgreen - Australia's Greentailer

Providing simple low cost green solutions that make a difference



- Dedicated renewable energy retailer
- Every product GreenPower accredited
- Licensed in Qld, NSW, ACT, Vic & SA
- 70,000 contracted customers
- Currently adding over 4,000 net customers per month.

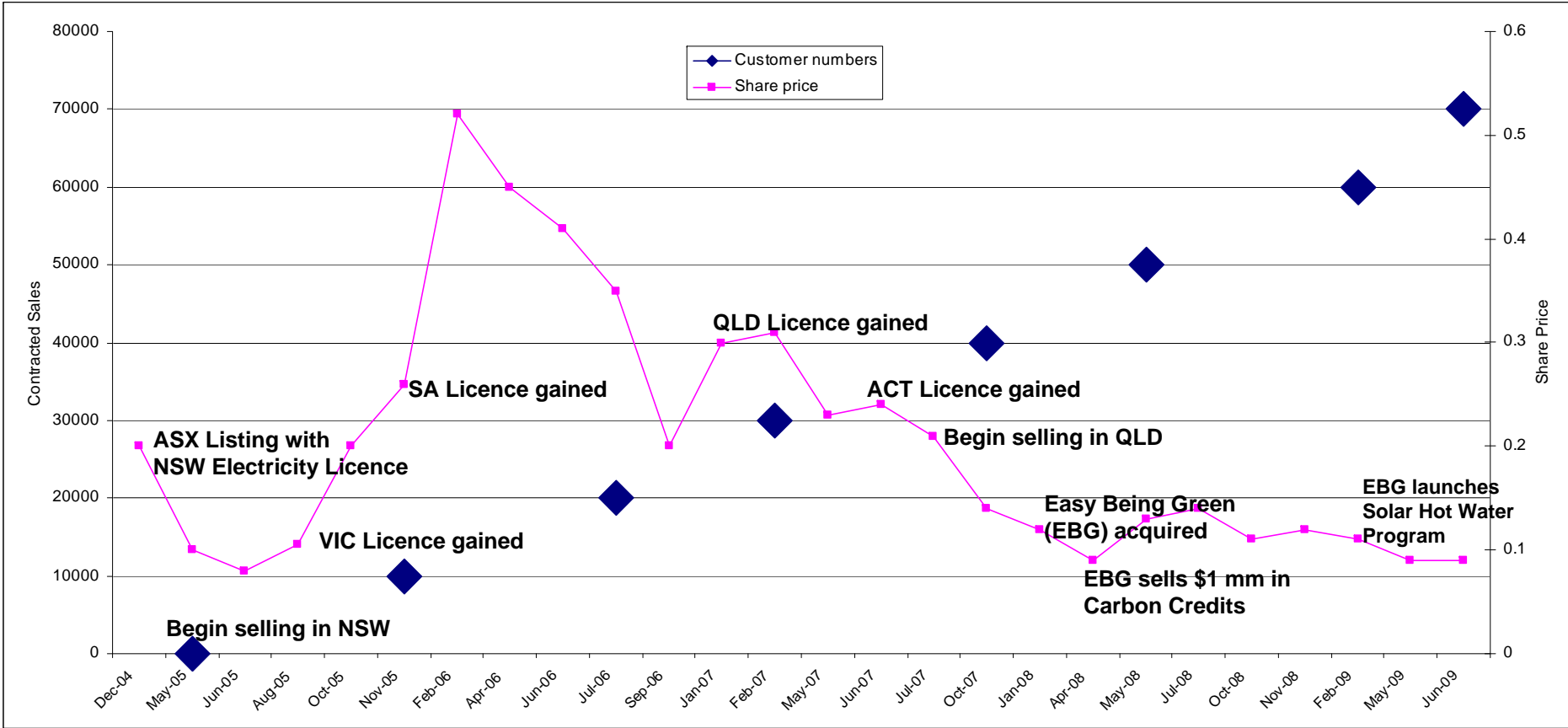


- Provider of energy efficient products & services
- Key role-out party for government backed & supported energy efficiency & sustainable living programs
- Large carbon credit creator
- 650,000 customer database provides strong cross selling opportunity





Jackgreen - The Journey





Crossing the Threshold

- Positive operating profit in June quarter 2009
- Key Business Metrics for FY 2010 are in place
 - Customers and customer growth.
 - Revenue per customer.
 - Wholesale energy prices.

Jackgreen Energy

- Customers on target with 70,000 signed and above 4,000 net new customers per month.
- Retail price increases 20%+ NSW and 15%+ QLD.
- Key variable Wholesale electricity costs reduced over 12 months.

Easy Being Green

- Building out Solar Hot Water & Heat Pump sales to 750 units per month.
- Adding other energy efficient products & services to the EBG range.
- Bought in capable and experienced management.



Positioned for Sustained Growth

Board Renewal

- Greg Martin to join the Board as Chairman
 - Over 25 years experience in the Australian energy market
 - Served as AGL Limited CEO for 5 years
 - Director of Australian Energy Market Operator
 - Professional Non Executive Director (NED) on other listed and unlisted Boards
- Board composition comprising 3 experienced NED's plus Managing Director.
- Board focussed on operational delivery, capability and strategic direction.

Building Capability

- Build Capability in the existing businesses both in;
 - Developing systems; Processing to enable flawless execution and optimal customer experience.
 - Developing people and investing in talent bench to support business growth.
- Identify bolt-on green investments to further diversify the business.
- **Building key stakeholder relationships**
 - Shareholder Base
 - Source of Funding
 - Green Movement
 - Government and Regulators





Jackgreen - Evolution of the Greentailer



new green businesses

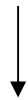
2010

- 100,000 billable customers
- Focussed acq'n strategy
- GreenPower for Business
- Enhance web presence



2011

- 150,000 billable customers
- Smart customer technology to improve efficiency



2012

- 250,000 billable customers
- Intro. Dual Fuel Offering

- Build to 750 units per mth
- Extend products / services to others supported by govt.
- Enhanced web presence



- Intro. sustainable living products / services
- Intro facilitation services
- Intro own branded products



- Market leading green portal for info, products & services
- Key roll out provider of all govt. emissions initiatives

- Establish GreenTraders
- Acquire facilitation capability



- Generation JV's to cover w'sale requirements
- Build GreenTraders



- Green power generation investments



A suite of complimentary green businesses feeding and supporting one another





The Jackgreen Brand



- Jackgreen is Australia's leading dedicated Greentailer
- Promising low cost green solutions to Australian households
- Enjoys support of key environmental groups
- Growing traction and market recognition of the brand
- Now able to leverage the brand
- Aspiring to be the Green Hub for energy and sustainable living products and services





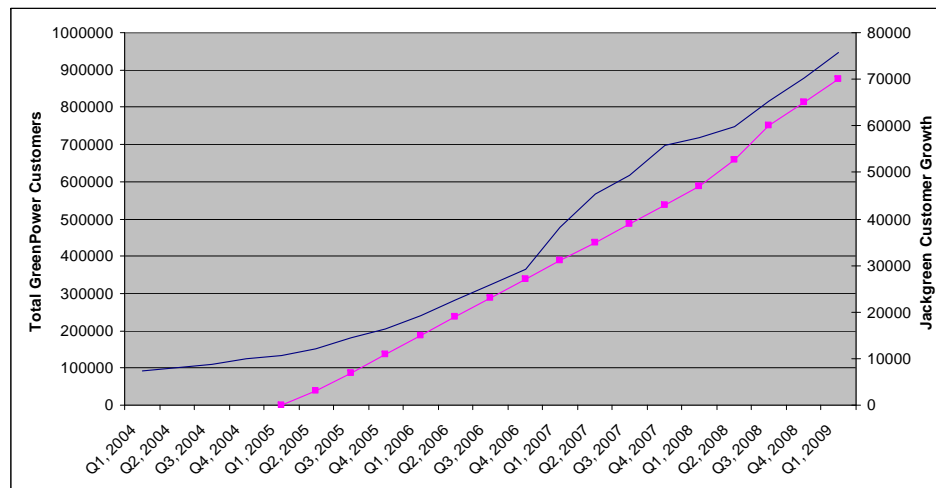
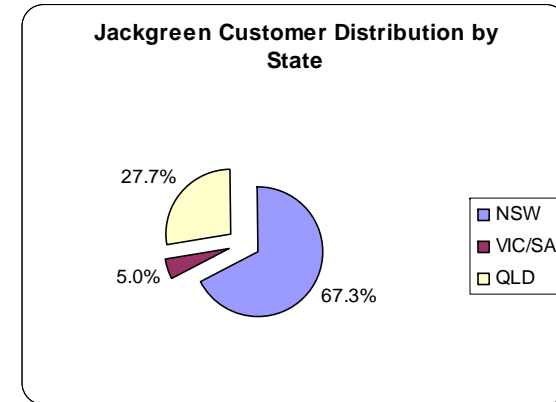
Why We Will Succeed

- Strong differentiation as the dedicated “Greentailer”, providing unlimited upside.
- Continued diversification into energy efficient products, services and renewable generation.
- Price differentiation ~ Providing no cost and money saving options making our offerings increasingly relevant in today's market.
- Strong customer services focus provides satisfied customers with increasing word of mouth sales.
- Competitive cost of sales and operations allows us to effectively compete and create profits for shareholders.
- Being nimble works in a land of giants.



The Market Opportunity

- GreenPower is the fastest growing segment in the Australian electricity market.
- Jackgreen continues as the fast growth player in this segment.
- Market focus - NSW & Qld
- With new price increases, we will continue concentration in home markets.



Source: GreenPower

FY 2010 Forecast

- Revenue of at least \$125 million
- EBIT of at least \$10 million

The Company to achieve 50% revenue and profit growth for the next 3 years.





Summary

- Mark II strategy rules a line underneath first phase of Jackgreen's development.
- Revamped board and executive gives capacity to deliver results.
- Continued diversification of product and strengthening of brand positions Jackgreen as Australia's Greentailer of choice.
- Business is poised for significant growth and profitability