

## PRESS RELEASE



### **Utilita Group acquires Oxfordshire-based assisted living provider**

Utilita has added award-winning Assistive Technology provider Canary Care to its portfolio. The deal provides the energy challenger brand – one of the largest in the UK - with a presence in Oxfordshire, where Canary Care is located, and strengthens its foothold in the home services market.

[Canary Care](#) was founded in 2013 and its wireless home monitoring service is used by more than 100 UK local authorities, NHS trusts, care and housing providers and private families.

#### **George Walters, Chief Home Services Officer at Utilita, comments:**

*“We are delighted to have completed the acquisition of such a well-respected business in Canary Care.*

*“As well as significantly strengthening our foothold in the home services market as we look to grow and diversify, this purchase also allows us to expand Utilita’s geographical footprint into Oxfordshire.*

*“I would like to welcome Canary Care employees to Utilita and look forward to meeting and to working with them in the weeks and months to come.”*

Canary Care will continue as a separate entity but will work closely with Utilita’s tech arm, Procode, to bring new products and services to market.

#### **Stuart Butterfield, Managing Director, at Canary Care comments:**

*“Utilita is one of the most successful energy challenger brands in the UK and is well-known for being a tech innovator. This is great news for our customers, partners and staff and we are truly excited about what being part of Utilita will enable us to achieve. Watch this space!*

## **ENDS**

### **About Utilita Energy**

- Utilita is the UK’s only energy supplier created to help households use and waste less energy, by giving them better control via smart digital technology, including a multi-award-winning smartphone app.
- Utilita specialises in Pay As You Go energy and smart metering. Utilita offers Smart PAYG+ - see ‘About the prepayment energy market’.
- Thanks to having better control, Utilita customers use around 11% less energy than the average bill paying household.
- Utilita was founded in 2003 by energy industry expert and conservationist Bill Bullen, the company’s CEO.
- Utilita is the energy company of choice for 830,000\* customers across the UK (\*as of February 2022).
- Utilita installed Britain’s first ever smart meter in 2005. In 2020, about 90% of its customers – the highest percentage of any UK supplier – have one installed.

- Utilita's free 'My Utilita' app is currently being used by 520,000 of its customers, who enjoy the benefits of instant top-ups and access to real-time energy usage data.
- Utilita's Energy High5 positive behaviour change campaign has so far reached an estimated four million households – educating the nation's households on how we can all waste less energy and save hundreds of pounds by making five simple and free-of-charge adjustments to the way we use energy at home.
- Utilita has 9 energy hubs across the UK giving face-to-face free energy-saving advice to all locals - not just customers. Utilita's Energy Hubs can be found [here](#).
- Utilita is celebrated for its unique approach to doing energy better - including:
  - Edie Sustainability Leaders Awards - Best Consumer Engagement Campaign 2022
  - Better Society Energy Awards - Green Energy Disruptor Award 2021
  - Utility Week Awards - Finalist - Industry Disruptor Award 2021
  - Uswitch Awards - Best Smartphone App 2022, 2020 and 2018
  - Uswitch Awards - Best Energy Efficiency 2021
  - Uswitch Awards - Best Smart Meter Installation 2021
  - Better Society Energy Awards – 'Green Energy Company of the Year' Finalist 2021
  - Better Society Energy Awards – 'Commercial Efficiency Award' Finalist 2021
  - Better Society Energy Awards – 'Education Award' Finalist 2021
  - East Coast Business Awards - Employer of the Year 2021
  - East Coast Business Awards – Overall Business of the Year 2021