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Gentrack's multi-year investment in g2 delivering global momentum across energy and water

- New g2 win at UK's Pennon Water Services demonstrates strong water and waste-water capabilities
- Successful production deployment at Genesis for energy excellence
- Strong pipeline of interest across retailers in EMEA and APAC

Gentrack (NZX/ASX: GTK) today announced that its g2 platform has been selected to enhance operations and customer experience at Pennon Water Services, one of the UK's leading business water and wastewater retailers. This marks the first customer to adopt g2 in the UK, and the first g2 water implementation.

This announcement follows the recent g2 platform go-live at Genesis Energy and signals continued progress on Gentrack's g2 platform strategy, particularly in the consumer segment. Reinforcing g2's strong B2B capabilities is the planned Q1 2026 go live at ACEN Energy in the Philippines. With a strong pipeline across EMEA and APAC, Gentrack is also in advanced discussions with several retailers considering the adoption of the g2 platform.

These milestones come as a result of Gentrack's multi-year investment in g2, its next-generation billing and CRM platform for energy and water retailers.

Mike Carruthers, Chief Strategy Officer at Gentrack, said:

"Retailers seeking an integrated CRM and billing solution are finding g2 particularly compelling, thanks to its ability to be rapidly deployed out of the box while still enabling deep differentiation through low-code and no-code technologies. And for retailers operating legacy billing systems alongside a modern CRM, the benefits can be hard to realise - this is where g2 resonates strongly, resolving key integration and performance challenges. As a result, interest in the platform continues to grow, and our pipeline is expanding across Europe, Asia, Australia and New Zealand."

Pennon Water Services selects g2 to fuel digital and customer innovation

In the UK business water sector, where Gentrack already supports a significant share of the market, Pennon Water Services has selected g2 to drive greater agility across its operations and to offer more innovative services to more than 150,000 non-residential customer accounts.

Stephen Burke, Interim Managing Director of Pennon Water Services, said:

"Our priority is to provide excellent service and real value for our customers. To achieve this,

we need a partner with a deep understanding of the B2B water and wastewater sector and the operational realities behind it. Gentrack's expertise and leadership in the market give us real confidence as we move forward with this transformation. We're pleased to work with a team that understands our business and shares our ambition for what outstanding service can look like in this market."

Gentrack's g2 live with modern, cloud-based operations for Genesis Energy

Gentrack and Genesis Energy (NZX/ASX: GNE) have also completed a major milestone, with Genesis customers now live on the g2 platform. This deployment forms a key part of Genesis' plan to deliver simpler, faster and more efficient customer and operational processes.

Ed Hyde, Chief Transformation & Technology Officer at Genesis Energy, said:

"Our new billing and CRM platform enables us to streamline retail operations, deliver better experiences for our customers and teams, and explore new opportunities in the years ahead. It's a key enabler of our Gen35 strategy, allowing us to simplify, automate and innovate across our retail business to support our customers through the energy transition."

The go-live is part of a multi-phase programme that will see more of Genesis' retail customer base transition to g2.

Gentrack's g2, built on AWS and integrated with Salesforce, is a composable, cloud-native billing and CRM platform designed to simplify operations, reduce cost-to-serve and enable rapid innovation at scale. Its modern architecture gives utilities the flexibility, speed and resilience needed to evolve customer offerings and experiences in highly competitive markets.

About Gentrack

We are entering a new era, with utilities worldwide transforming to meet business and sustainability targets. For over 35 years Gentrack has been partnering with the world's leading utilities, and more than 60 energy and water companies rely on us.

Gentrack, with our partners Salesforce and AWS, are leading today's transformation with g2.0, an end-to-end product-to-profit solution. Using low code / no code, and composable technology, g2.0 allows utilities to launch new propositions in days, reduce cost-to-serve and lead in total experience.

<https://www.gentrack.com>

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