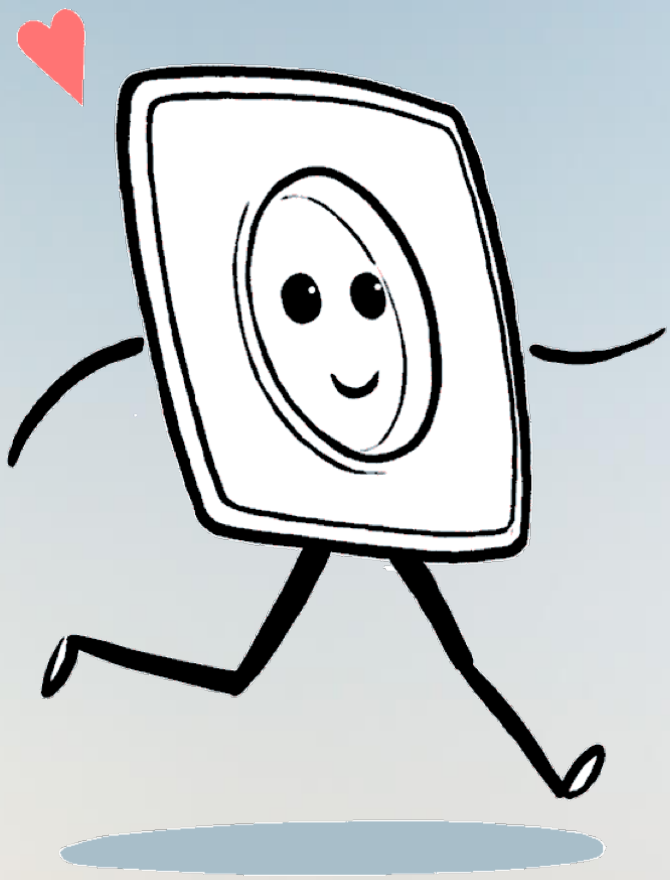
SwitchUp.de



My Tariff Guard

- Why we exist
- How we do things
- What we do
- Who we are

WHY

do so many providers still believe it's ok to bet on inertia and charge their most loyal customers the highest rates, while new customers benefit from much lower prices?

Why do so many energy providers internally call their most loyal customers "sleepers"? And why are there so few providers that don't punish their long-time customers, but just treat them fairly?

The answer is simple: Most people don't want to deal with their energy tariffs. Providers are well aware of this. Hence, it is very lucrative for providers to take advantage of this fact.

THE BUSINESS MODEL OF MANY PROVIDERS IS UPSIDE DOWN

When customers take the initiative to prevent being overcharged by their default provider, they often start with comparing tariffs on traditional comparison sites. At this point the energy-discounters take their chance at acquiring new customers. Their business model is built on the idea to attract customers with cheap offers in the first year that are actually not profitable and then slip in hidden price-increases after a short time to make the system work.

Hence, no matter whether you are one of the many passive customers or finally taking action, chances are high that you are getting screwed over.

TIME FOR A CHANGE

We are not willing to accept that there isn't a better way to switch your provider without getting ripped off. Our approach is simple: We ensure that people are no longer being taken advantage of just because they have better things to do than watching out for their providers. And we thereby seek to send a signal to providers that it's time to rethink their approach.

By the way: No one of us has an energy-related background. Nor do we intend to focus just on that market. On the contrary, we seek to address multiple fields where the same phenomena exist. As you are probably aware, the dynamics in the mobile phone or broadband business are pretty much the same – loyal customers pay the most, while new customers get all kinds of presents. What unites us in this effort is the will to protect people from dubious business practices. We believe that fairness for everyone is possible. And we won't stop before we prove to the world that this is possible!

WHY WE CARE ABOUT OUR WHY

We want to get up in the morning and be able to believe in the purpose of our work. That's why we passionately fight for our customers so that they end up being treated fairly. We not only intend to change the mechanisms in the markets we operate but also to showcase that a relationship based on fairness with the people an organisation serves is something everyone benefits from.



We believe in a simple indicator that tells us whether we are on the right track: How many of our users choose to use our service as long as they live? While we can't look into the future, we are happy that 96% of our users that joined us in the past 5 years are still with us. This gives us the confidence that we are on the right track, continuing our mission for more fairness!

PS: The term "Fairänderer" is a word play in German, which combines the words "fairness" with "changemaker".



Fairsager *"fairness-communicator"*



Arik, the founder of SwitchUp, has himself failed miserably in his attempt to switch his energy provider for the first time: His provider shortly thereafter went bankrupt and all his pre-paid money was gone. Paradoxically this ended up being cheaper than staying for the full term with the provider, since the provider had a clause in his terms & conditions which would require Arik to a 50% premium for all the energy usage beyond his initial estimate. Arik, who founded audible.de in Germany before, wasn't willing to accept that providers consciously build traps to take advantage of their customers. That was the founding moment of SwitchUp.

HOW

would a good friend look after my tariff?

Is it possible to treat customers the same way you treat a good friend? And does anyone believe you're trustworthy when you're trying to do so?

SwitchUp is the experiment to answer these questions. We don't consider it realistic that all our users will become our friends. However, we believe that the same values of a friendship can constitute the foundation of how we treat the people that choose to use our service.

OUR FRIENDSHIP PRINCIPLE

Our friendship principle is the foundation based on which we measure all our actions. In practical terms this means we constantly ask ourselves the question: "How would a good friend act?" That's also one reason why our recommendation algorithm doesn't know the amount of commission we receive from the new provider. On the contrary, we intentionally recommend tariffs from providers which don't like the fact that a service like ours exists. That we earn nothing in these cases is ok for us. After all, we are focusing on an honest, long-term relationship with our users. And this is one of our many attempts to prove to our users that we are worth their trust.

MORE QUESTIONS THAN ANSWERS

Speaking of honesty: We've got more questions than answers about what is required to build relationships based on our friendship principle. Anyone using our service automatically becomes part of this experiment. We are grateful for feedback on whether our actions point in the right direction. And we are equally grateful for advise where we currently fall short of our ambition.

EYE-LEVEL RELATIONSHIP

We consciously don't treat our customers as kings. This would counter our philosophy of establishing an eye-level relationship with the people for which we provide our service. And it also means, we expect that our users approach us on the same level, treating us with respect and fairness. As among good friends, we should not only be able to master positive, but also challenging situations together.

~~CUSTOMERS~~ → ALLIES

Most companies refer to people that use their service as "customers" or "users". We believe those terms don't fit the kind of relationship we seek to establish as they imply a large distance. Given that we consider our purpose to fight for more fairness in twisted markets, we perceive the term "ally" as a better fit. After all, it is an undertaking that we can only win if we combine our energy and send a clear signal to providers that it is time to rethink their business approach.

LUNCH INVITATION

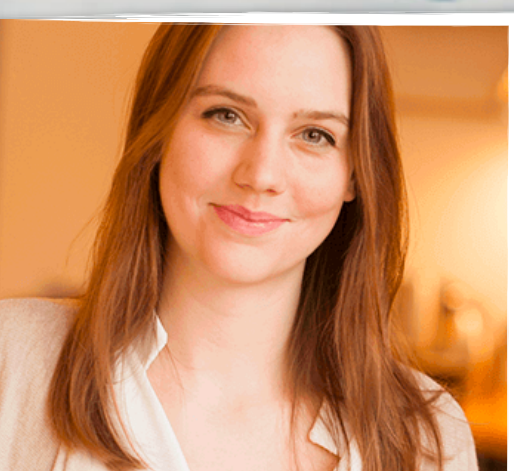
Getting to know each other is the basis for a friendship. Being able to look each other into the eyes and listening to your gut feel whether one likes each other is crucial component of that. Hence, we extend an open invitation to all people interested in our service to have a look behind the scenes of our organisation. Given that we prepare ourselves a tasteful and healthy lunch each day in our office, we are always happy to welcome guests that would like to get to know us better.

Visitors welcome!



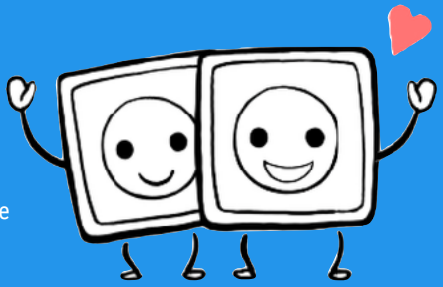
Singerstraße 109, 10179 Berlin
friends@switchup.de
030 - 99 40 457 40





Fairänderin *"fairness-changemaker"*

Céline is constantly exploring the question how we can embed our philosophy into more facets of our activities. Aside from that, her constantly positive and upbeat nature is a natural source of joy for all of our colleagues. Whenever a colleague doesn't feel well, she applies a dose of her magic. Care to have a peek behind the scenes? Here you can follow Céline on a brief video tour though the SwitchUp office.



WHAT

does a tariff guard like SwitchUp exactly do?

Is it really that simple to get your contracts optimised automatically by SwitchUp every year?

Since our service is free, a lot of people call it “too good to be true”. That is probably because we - naive as we (intentionally) are - have asked ourselves the question how a tariff guard should ideally work. And then we went on building our service with our idealistic objective in mind.

NEVER OVERCHARGED AGAIN

Our tariff guard makes sure that you are never again charged too much. To ensure this, our tariff guard keeps a close watch on all your contracts and on time before your cancel deadline expires, scans the market for better offers. If you enable our automatic optimisation mode, we handle all steps fully automatically. Moreover, our tariff guard also looks out for price increases and protects you from those.

DIFFERENCE COMPARED TO TRADITIONAL COMPARISON SITES

In contrast to traditional comparison sites our service focuses on the continuous optimisation of your contracts, without effort to you. Hence, by using our service, you’ll have peace of mind that you always in the right plan and won’t ever be taken advantage of again.

A GOOD FRIEND ON YOUR SIDE

Whenever questions arise, we are there for you to support you. Even if something doesn’t go as expected, you can rest assured that we won’t leave you standing in the rain. On the contrary, we take our friendship principle seriously and will fight side-by-side with you if something needs fixing – even if we weren’t the source of the problem. Based on our long history of dealing with all kinds of cases, we have developed quite a bit of experience and almost always found a good solution. Hence, take us up on our word!

TRUST AS BUSINESS MODEL

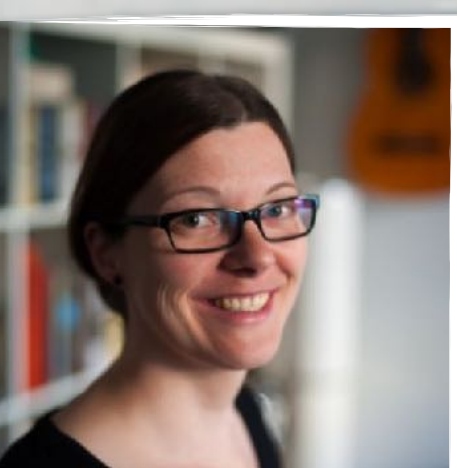
Trust and an honest relationship with the people for whom we provide our service is the foundation of all our activities. As in each relationship, trust is something that needs to be earned. We are willing to prove this with all of our actions.

We feel honoured that many thousands of people who have experience our service have shared their perspective on Google, Facebook oder Trustpilot and rated us on average with 4.8 out of 5.0.



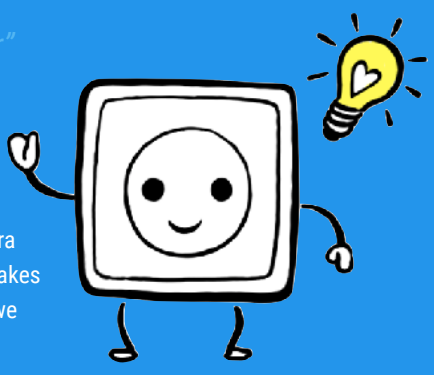
LONG-TERM TEST OF TARIFF GUARDS HONOURS OUR APPROACH

If you are interested in further independent perspectives, you should have a look at the long-term test of tariff guards that Stiftung Warentest (the most known consumer protection institution in Germany) has conducted recently. We feel flattered that we were considered the clear market leader and received a “highly recommended” rating.



Fairwirklicherin *”fairness-realiser”*

Nicole diligently reviews all switches in order to ensure a smooth transitiven to the new provider. Some providers don’t like the fact that we exist and try to make our live difficult. We nonetheless include their tariffs in our recommendations, despite the fact that it involves a lot of extra effort on our end to carry out those switches. Nicole happily takes care of those cases. This is one of the many aspects of how we stay true to our friendship principle.

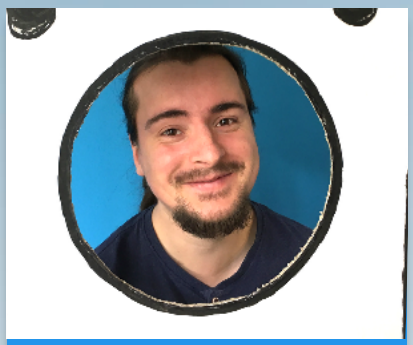


WHO

are some of the people behind SwitchUp?

You probably want to know who you are dealing with at SwitchUp. On this page you find some of the 30 colleagues that passionately invest their energy to fight for more fairness. This gives you the opportunity to make up your mind, whether you want to grant us your trust.





Ron gives SwitchUp a voice. Prior to this, he has catered for more than 13 years as chef for the culinary well-being of his guests. Now he is part of our phone team, ready to answer any questions, making sure that providers don't mess with you.



Christian has created light in the dark during his tenure in the theatre world. At SwitchUp he is our investigator, stepping in when a switch gets stuck for some reason, resolving complex matters into straight-forward solutions.



Silvio ensures that our users are always in a fair tariff. He knows the ins and outs of all providers and cleverly anticipates when it is time to act. On time before the deadline expires, he checks all offers and manages our tariff optimisation process.



Gilles, our french colleague, is the builder of the clever technology behind SwitchUp, which enables us to take the right action at the right moment for each individual contract of tens of thousands of people. Completely reliable!



Laura looks out for price increases and analyses them in-depth in order to ensure that our users are treated fairly at all times. Based on smart optimisations, she turn price increases into a cost-saving for our users.



Christoph is constantly on the lookout for new passionate colleagues for our team. He primarily pays attention to the motivation and mindset given that we are not looking for people who seek a job. We prefer true changemakers!

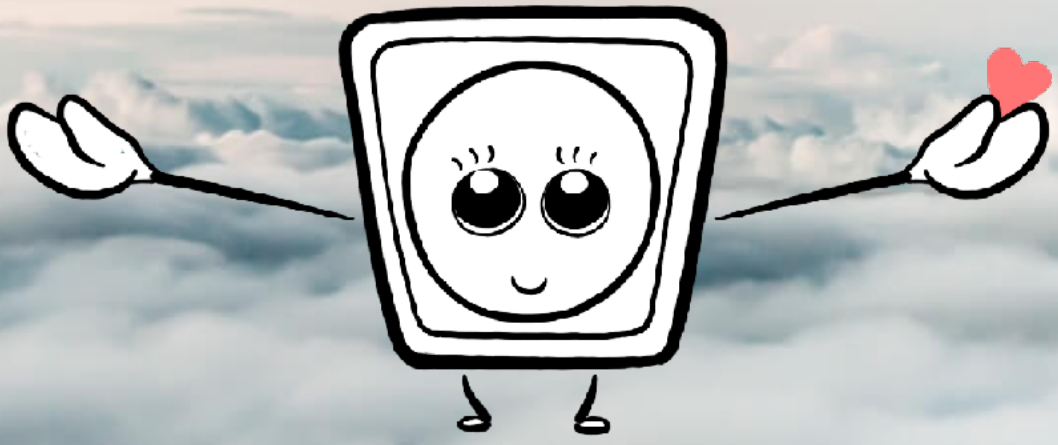


Christina is one of our good souls, ensuring that all of internal processes are running like clockwork. If she says she does something, you can count on it being taken care of. Aside from that she regularly spoils us with her culinary treats.



Kinski constantly delights all of us with joyful moments throughout the day. Despite his advanced age, he regularly races through our office, expressing his joy of being with us. And this joy is mutual as Kinski is cherished by our team.





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