



ASX Market Announcements  
Australian Securities Exchange

BY FAX: 0800 449 707

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**Market Announcement**

Please find attached a news release for disclosure to the market.

Sincerely,

Howard Thomas

Senior Legal Counsel

1+ 2 pages





STOCK EXCHANGE LISTINGS: NZX (MCY) / ASX (MCY)

## NEWS RELEASE

# Mercury inspired by new energy future

29 July 2016 – New Zealand's most widely-owned company today re-launched as Mercury.

Mercury's chief executive Fraser Whineray says the change signals a new era of benefits for Kiwi consumers and the country from renewable energy and rapid advances in technology.

He says the new brand reflects an organisation with a fresh focus on inspiring customers. It provides a single, clear connection with the company, its purpose and the country.

"We have a bold vision for energy, and how we can deliver value for our customers and a wonderful future for New Zealand."

Mr Whineray says advancing technologies such as electric vehicles, e-bikes, solar, smart homes and other data services are creating opportunities to build on New Zealand's position as "a global super-power in renewable electricity".

"We want to inspire and excite Kiwis. That could be plugging in your car to enjoy low-cost renewable fuel or just getting more out of the electricity you use in your home with benefits like our free power days."

### The Mercury bee

Extensive market research with customers showed very strong engagement with Mercury's new direction and the new 'bee' logo, Mr Whineray says.

"We chose the bee to symbolise all the wonderful things we want to be and do for New Zealanders. The bee is Kiwi to the core. It's optimistic, energetic and quietly busy making the world a better place.

"Like our bee, renewable electricity is natural and essential to the planet, promoting well-being and real sustainability for future generations."

The change will be supported with a multi-channel campaign from today (29 July), with the aim of inspiring New Zealanders to enjoy energy in more wonderful ways.

One powerful example of how electricity can deliver benefits to customers is through its use as a transport fuel.

"We've been promoting the benefits of electric vehicles for more than two years and the conversion of our own fleet, announced in 2014, is now well underway. EVs are powered by our home-grown, renewable energy at a cost equivalent to about 30 cents a litre (of petrol).

"E-bikes are another growing phenomenon around the world. They have huge potential to increase the awareness of this smart mode of transport.

"This is the start of a new journey for Mercury to become truly customer-led, built on 90 years of history. There will be a range of exciting initiatives and rewards for Mercury customers linked to our new brand over time."

### Key changes:

- > Mighty River Power Limited renamed Mercury NZ Limited from today (29 July 2016)
- > New sharemarket ticker code 'MCY' on NZX and ASX. 'MCY010' for listed capital bonds
- > Progressive rebranding of Mighty River Power and Mercury Energy to new Mercury brand
- > Mercury's metering business, Metrix, remains separately branded.



**For further information:**

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**ABOUT MERCURY NZ LIMITED**

At Mercury we're thinking boldly about the possibilities with energy and inspiring New Zealanders with our clean, green electricity and ideas – making energy wonderful. Renewable energy from Mercury's hydro and geothermal stations will power a brighter future for our country.

Visit us at: [www.mercury.co.nz](http://www.mercury.co.nz)

