



THE MARKET

Origin is one of Australia's largest energy providers, offering gas, electricity and related services to over 3.6 million residential and business customers in Australia, New Zealand and the Pacific. Today Origin is proud to be Australia's number one green energy provider – at the forefront of sustainability.

Origin has taken advantage of growth opportunities provided by the continuing deregulation of Australia's retail energy industry which began in 1996, meaning customers in Victoria, South Australia, Queensland and New South Wales are able to choose their electricity and gas retailer. Deregulation has resulted in a significant increase in competition and a new era for the energy industry.

Origin is an integrated energy company which means that in addition to retailing energy, Origin also is an oil and gas producer and electricity generator.

Origin has more than 3,400 employees on 250-plus sites across Australia, New Zealand and the Pacific. The company has more than 105,000 shareholders.*

ACHIEVEMENTS

Origin is Australia's leading provider of green energy, supplying more customers than any other retailer in Australia. It is also Australia's largest supplier of grid-connected solar systems.

Over the years, Origin's initiatives have gathered many accolades. Origin received Employer of

Choice accreditation by the Equal Opportunity for Women in the Workplace Agency. Origin was also recognised for sustainability leadership at the Ethical Investor Australian Sustainability Awards, for taking a leadership role in the climate change debate. The Prime Minister selected the Origin-led consortium to deliver Australia's first Solar City project in Adelaide.

By the end of 2007, Origin will celebrate over quarter of a million customers buying green energy from them, securing its position as Australia's number one green energy provider. Origin has a maximum five star rating in Ethical Investor magazine's corporate monitor in all three areas of assessment - environmental performance, social responsibility and corporate governance.

Origin has been recognised for leading the way in sustainability practices at the Victorian Premier's Sustainability Awards. Origin was recognised for its efforts to raise the issue of sustainability, and received the prestigious Victorian-based Fire Awareness Community Service Award (FACSA) in the Business award category for Origin's Home Safety Program.

Origin also demonstrates leadership in the community through the Channel 7 Sunrise "Cool the Globe" challenge, which helped to reduce over 100,000 tonnes of greenhouse gas emissions; by becoming official provider of green energy to the 2006 Commonwealth Games; and by helping Live Earth Sydney, July 2007 be a carbon neutral event.

HISTORY

Origin Energy was listed on the Australia Stock Exchange in February 2000. However, Origin's roots date back to 1859 when the Launceston Gas Company was formed.

In 2001 and 2002, Origin further increased its customer base and electricity retailing capability with the acquisition of the Powercor and CitiPower electricity retail businesses in Victoria. Origin's Otway Basin investments came to fruition with the discovery of two new large gas fields – Thylacine and Geographe – which will supply the growing gas needs of south eastern Australia.

In 2004 the construction and commissioning of the SEA Gas Pipeline was completed, linking the Victorian and South Australian gas markets. In this same year, Origin also acquired a 50% interest in the Kupe Gas Field and reached an agreement to acquire Edison Mission Energy's 51.4% interest in Contact Energy in New Zealand.

In 2005, production commenced at Origin's Spring Gully gas processing facilities in Queensland and at the new SLIVER solar cells demonstration plant in South Australia.

The BassGas Project, capable of meeting almost 10% of Victoria's gas needs, was commissioned in 2006.

In 2007 Origin acquired Sun Retail in Queensland and 840,000 customers to firmly establish its electricity base in South East Queensland, which will significantly boost its already established natural gas and LP Gas customer base in this market.



THE PRODUCT

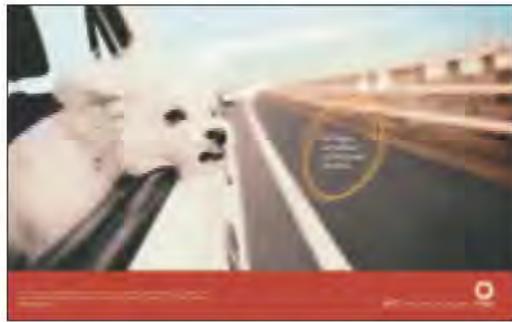
Origin's products and services include electricity, natural gas and LP Gas.

Anticipating customers' changing energy requirements in today's environment, Origin continues to define and develop a full range of competitive and innovative gas and electricity products tailored to its customers' needs. Origin can offer customers the convenience of one supplier for their gas and electricity requirements as well as a range of other products and services.

Reducing greenhouse gas emissions continues to be a significant environmental challenge facing the energy industry today. Origin has addressed this issue with a suite of Government accredited energy choices. Customers can choose from a range of Green electricity options, including 100% renewable electricity sourced from solar and wind, produced with no greenhouse gas emissions; Green Natural Gas and Green LP Gas (both unique products); and Solar energy hot water and PV systems.

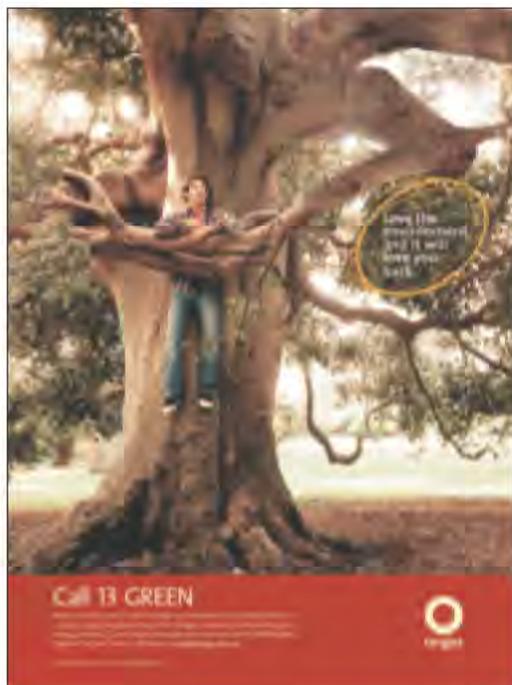
Aside from offering Green energy products, Origin also provides another way for both residential and business customers to offset their greenhouse gas emissions. The Go Green Calculator™ was launched in late 2006 which calculates greenhouse gas emissions, using a simple 3 step process at origingreen.com.au.

Origin Energy Shops in Victoria and South



Australia also provide customers with value and advice on a range of energy efficient appliances and products.

Origin's energyinstitute website helps customers reduce their energy consumption by providing them with information about energy efficient products



as well as tips on how to make their home more energy efficient.

RECENT DEVELOPMENTS

Origin has had success with its business through its sustainability journey and has continued to play a leading role in formulating strategies to address a carbon constrained future.

In 2006 Grant King, Managing Director of Origin, joined senior executive officers of BP Australia, Insurance Australia Group, Swiss Re, Vity Industries, Westpac and the Executive Director of Australian Conservation Foundation to form the Australian Business Roundtable on Climate Change. This business roundtable was formed to advance the understanding of business risks and opportunities associated with climate change and to help develop effective policy frameworks and market conditions for a low carbon future. Reports



from research conducted showed for the first time that it is possible for Australia to deliver significant reductions in greenhouse gas emissions at an affordable cost, whilst maintaining strong economic growth.

In addition to Origin's portfolio of gas-fired generation and cogeneration plants, Origin is developing renewable technology options, which produce power with low or no greenhouse gas emissions. These include SLIVER technology, which uses one-tenth of the silicon of conventional solar panels while matching power performance and efficiency.

Hot Rocks is another development area Origin has an interest in - Geodynamics Limited is working on a world-class hot rock geothermal resource in South Australia's Cooper Basin. Geodynamics is aiming to harvest heat from approximately 4.5km below the earth's surface to generate zero-emissions electricity.

PROMOTION

Origin was launched in 2000, with a positioning statement of 'Delivering the goods' which represented a promise to deliver for its stakeholders, and a brand personality that is down-to-earth and Australian.

Just like today's environment, the Origin brand is evolving. Origin is a highly recognised brand, but most importantly with the recent brand positioning launch and advertising campaign, customers are beginning to understand that Origin is working together with its customers and its communities towards creating a more sustainable future.

With the evolution and success of Origin as a company, it has evolved as more than just another energy company, and to support this a new

positioning statement Origin developed 'Together we can make a difference™'. The new positioning represents a leading and future focused business, working with customers, staff, communities in which it operates and shareholders today to make a difference for tomorrow.

The most recent "Things we love" campaign brings to life the company's desire to operate its business in a way that ensures the things we love today, will still be here for us to enjoy in to the



future. This campaign sets Origin apart as a brand leader in the energy industry and on a path to being one of the most reputable energy companies in Australia.

BRAND VALUES

As a brand, Origin operates under a core set of values: Caring, Listening, Learning and Delivering.

Origin cares about its impact on customers, colleagues, the community, environment and shareholders; listens to the needs of others, knowing that an unfulfilled need creates the best opportunities; constantly learns and implements new and better ways, sharing information and ideas effectively; and delivers on the commitments made in all areas of performance.

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* As at June 2007

THINGS YOU DIDN'T KNOW ABOUT ORIGIN

- Origin is the only Australian company that operates across the supply chain – it finds energy, makes it, generates it, moves it, buys it, trades it, sells it, promotes it and bills it all with a vision of creating a sustainable future.
- Origin practices what it preaches... by offsetting the greenhouse gas emissions from energy usage in Australians shops, offices and LP Gas terminals, as well as business associated car and plane travel.
- Origin gave away 2 million energy efficiency light globes free of charge last year to help Australians save money and reduce their greenhouse gas emissions.
- Origin is the first energy retailer to launch a web facility (origingreen.com.au) that allows consumers to calculate their carbon footprint from energy consumption, vehicle and air travel, and choose to offset that footprint online.