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Captive Power Market X Free Power Market - Free Power Market - COMERC

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## REGULATED POWER MARKET X FREE POWER MARKET

### THE DIFFERENCE IN HAVING OPTIONS TO CHOOSE FROM FOR MANAGING YOUR BUSINESS

There are two types of electricity energy consumers: regulated and free.

**Regulated consumers are those that:**

- Purchase electricity straight from local distribution companies;
- Cannot negotiate prices and are subject to regulated tariffs set forth by ANEEL - the National Electricity Agency;
- Buy electric power from distributors who acquired power at auction and thus must pass on these costs to the consumer.

Therefore, the electricity procurement and consumption system in the captive market functions as follows:

#### CAPTIVE POWER MARKET



**Free power consumers are those that:**

- Develop strategies and freely negotiate the commercial conditions for contracting their electric power
- Can choose from different market conditions (price, tenure or timeframe); have flexibility in terms of consumption level
- Choose their electricity supplier, which could be a producer or a trader

With the above features, electricity procurement and consumption in the free power market functions as follows:

#### FREE POWER MARKET



In the free energy market, the consumer has two energy purchasing options: directly from a producer or from a dealer. The result is an economic gain in acquired electricity in comparison to the tariffs applied to the captive market.



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