

Company profiles



Company stats

| | |
|-------------------|--|
| Region | Japan |
| Started operating | 2011 (Supply: 2016) |
| Type of offering | Combined offering: supply + PV + battery |
| Customers | Supply: 160,000 PV: <1,000 Battery: <1,000 |

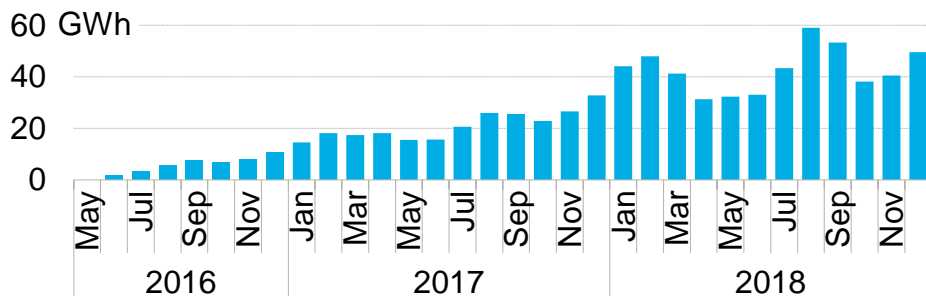
How it works

Loop began selling PV systems in 2011 and entered the residential supply business in 2016. Alongside its standard fixed volumetric rate, Loop sells PV and battery systems, signing the customer to a long-term contract and applying a discount based on the DER installed:

- Third-party PV: 1 yen/kWh discount
- Loop PV: 2 yen/kWh discount
- Loop Denchi (battery): 3 yen/kWh discount

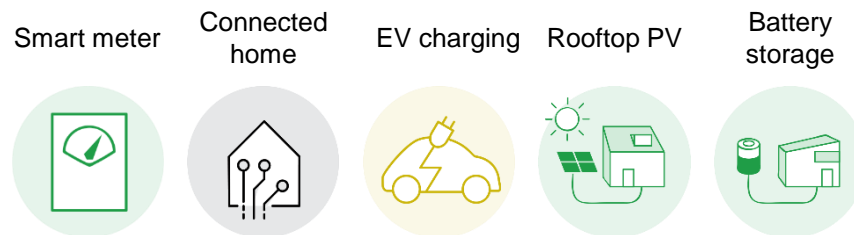
Combining products brings a total discount of up to 5 yen/kWh. Tokyo Electric's regional electricity tariff is 26 yen/kWh.

Loop electricity sales



Source: METI

Technology integration: required, possible, none



- PV and batteries are central to Loop's tariff discounts.
- Loop is working with Nissan to explore EV charging options.
- Loop is participating in a government funded virtual power plant trial to explore the potential for residential batteries in a VPP.

Consumer engagement

- Customers typically buy the PV and battery products upfront. Loop is exploring financing options such as leases or PPAs and is searching for a financing partner. A 'free PV' product similar to Trende's is also being considered.
- Loop's scheme is limited to customers with high energy demand. Japan's regulated tariff increases with greater energy use. If Loop's PV system reduces customer's demand too much, the customer could be incented to switch back to the regulated tariff.

Future plans and challenges

- It has a target of 1 million supply customers within 3 to 5 years and will need to scale its operations rapidly to reach that number.

BNEF take

Loop originally started developing large-scale PV systems, which it still does. The liberalized retail market offered a new opportunity, but Loop faces stiff competition. Trende and Kansai Electric also offer households electricity supply plus PV ([web](#) | [terminal](#)). The coming end of the solar FiT means providers are exploring alternative value streams such as peer-to-peer trading and battery VPPs.