



**First
Utility**
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Shell completes acquisition of First Utility

Thu, 01/03/2018

The Shell Petroleum Company Limited (Shell) has completed the acquisition of Impello Limited and its subsidiaries (known as “First Utility”), a leading UK household energy and broadband provider, following receipt of all necessary regulatory and other approvals.

First Utility becomes a wholly-owned subsidiary of Shell, within its New Energies division. Colin Crooks, previously Shell’s Vice President, Downstream Strategy and Portfolio, takes over as CEO from today.

Colin Crooks, CEO of First Utility, said: “Bringing such a well-respected and innovative company into the Shell group will enable us together to offer even more choice and value to consumers in the UK and Germany.

“The rapidly-evolving retail energy market is a natural place for Shell to expand its business, building on the trusted relationships already built with millions of forecourt customers. We aim to further grow our customer base by offering an attractive range of products and present a real alternative to other companies in the sector.”

Press enquiries

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