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PRESS RELEASE

GEN-I's response to the lawsuit brought by the Slovenian Consumers' Association

Ljubljana, 22 October 2025 – GEN-I, d.o.o. (GEN-I) has been informed that the Slovenian Consumers' Association (ZPS) have launched a class action lawsuit against it. As we have not yet received the lawsuit, we are unable to comment on the details at the present time.

However, we strongly refute the claims previously made by the ZPS and its advisers regarding damage caused to consumers by GEN-I's actions. Since entering the household energy supply market in 2009, GEN-I has been led by strong customer-care principles.

Our base mission is to protect consumers and serve their interests – something that is clearly reflected in the fact that our prices are consistently the lowest and our supply terms the most favourable, and in the number of customers who have put their trust in us over the long term.

In the nine years prior to the onset of the energy crisis in 2022, GEN-I did not increase its prices. Even during the energy crisis, when some suppliers exited the market and left their customers behind, GEN-I stood by its Slovenian customers. In 2022 alone – that is, at the height of the crisis – GEN-I welcomed an additional 50,000 customers. Despite the challenging conditions and market changes in 2022, GEN-I was the last supplier to adjust its prices; and even during the most severe phase of the crisis, it maintained prices that were below the levels set by the government in response to soaring energy costs.

GEN-I informed its customers of any price changes in good time and transparently, and managed to remain the most affordable provider throughout this challenging period. Before any changes took effect, every customer had the right to withdraw from their contract and select a different supplier.

Today, GEN-I continues to be the most affordable electricity supplier in the Slovenian market – reflected in the fact that it retains the highest market share. We should also point out that a mere **0.78% of customers** have joined the lawsuit in the four months since it was launched by the ZPS. This is surely further proof of the high regard in which it continues to be held by its customers.

With the aim of maintaining that trust into the future as well, we are convinced that our customers will not be fooled by the business models of certain law firms and financial advisers who see corporate lawsuits as a profitable business and one that will earn them millions. The fact that the ZPS has filed the lawsuit against GEN-I alone also indicates that there are other, speculative motives behind it – especially given that GEN-I is the most consumer-favourable supplier, and that the ZPS itself has explicitly stated that all suppliers are engaged in identical business practices. Indeed, the ZPS has so far not specifically revealed what it believes to be the specific contestable market and business practices in which suppliers are engaged – aside from making unfounded accusations of unlawfulness.

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