

OBLIQUUM

Open-Source Research, Company Profiling & Content Intelligence

Company Context Snapshot

Sample Report: Octopus Energy Limited

Public Data. Human Meaning.

Report type	Demonstration sample
Prepared by	Obliquum
Date	20 May 2026
Method	Public-source research and human interpretation
Important note	This sample is not legal, financial, investment or regulatory advice.

1. Executive Summary

Octopus Energy Limited appears as an active UK private limited company with a strong public-facing digital presence, consistent official registration details and a highly recognisable consumer brand. Companies House lists the company number as 09263424, company status as Active, company type as Private limited Company, and incorporation date as 14 October 2014. The registered office is UK House, 5th Floor, 164-182 Oxford Street, London, W1D 1NN.

The company’s official website repeats the same company number and registered address, which is a positive identity-consistency signal. The public website also presents Octopus Energy as more than an energy supplier: the brand is framed around energy, heat pumps, solar and battery, electric vehicles, customer support, and technology-enabled energy services.

Recent reputable media reporting also highlights the importance of Kraken, the technology arm associated with Octopus. Reuters reported in December 2025 that Octopus Energy announced a spin-off of Kraken at an \$8.65 billion valuation, with Kraken serving more than 70 million customer accounts through its energy-management software.

Overall, this sample suggests strong public visibility and basic credibility signals. A deeper report would examine group structure, financial filings, regulatory context, customer complaint patterns, and the implications of the Kraken spin-off in more detail.

2. Scope and Method

This sample demonstrates how Obliquum structures a short company profile using public sources only. It is designed to show method, format and interpretive value, not to provide a final risk assessment.

Layer	What it examines
Public Data Layer	Official company identity, registration status, incorporation date, registered office and public records.
Digital Footprint Layer	Website, public-facing services, visible contact details, customer support and public brand consistency.
Credibility Layer	Consistency between public records and digital presence, trust signals, review visibility and areas requiring caution.
Narrative Layer	How the company publicly frames itself: energy provider, green-transition brand, technology platform and customer-service brand.
Strategic Insight Layer	What a client should understand, what appears strong, and what requires deeper investigation.

3. Company Identity

Field	Public information
Registered name	Octopus Energy Limited
Company number	09263424
Company status	Active
Company type	Private limited Company
Incorporated	14 October 2014
Registered office	UK House, 5th Floor, 164-182 Oxford Street, London, W1D 1NN

Initial interpretation: the company has a clear Companies House profile and has been incorporated for more than a decade. The registered office and company number can be cross-checked against the company’s own website, which supports basic identity consistency.

4. Digital Footprint

The official Octopus Energy website presents a wide consumer-facing service ecosystem, including energy supply, heat pumps, solar and battery, electric vehicles, customer support and account login. The site also displays company registration details and identifies Octopus Energy Ltd as a company registered in England and Wales.

Initial interpretation: the public website performs an important credibility function because it connects the consumer-facing brand to a registered legal entity. For a consumer-facing company, visible company number, registered address and support pathways are positive digital trust signals.

5. Public Reputation Signals

Trustpilot currently shows a very large volume of customer reviews for Octopus Energy and presents recent reviews from May 2026. The existence of a large review footprint indicates high public visibility and provides material for reputation-pattern analysis.

However, review platforms should be interpreted cautiously. They show perception patterns, not verified operational truth. In a deeper report, Obliquum would separate recurring positive themes, recurring negative complaints, review invitation patterns, pricing concerns, installation-specific issues and customer-service themes.

6. Narrative Analysis

From the public sources reviewed, Octopus Energy's public narrative appears to combine four major themes:

- Customer-first energy supply: the brand invests heavily in customer service visibility and consumer-facing simplicity.
- Green energy transition: the website positions the company in relation to renewable energy, heat pumps, solar, batteries and electric vehicles.
- Technology infrastructure: public reporting describes Kraken as an AI-driven energy-management software platform used by utilities globally.
- Scale and expansion: recent media reporting connects Octopus Energy to a major technology spin-off and significant new investment.

Obliquum interpretation: the company's public identity is not limited to "energy supplier". It is framed as a hybrid between consumer energy provider, green-transition brand and energy technology platform. This matters because the company's credibility depends not only on customer service, but also on its ability to maintain trust while scaling rapidly.

7. Credibility Signals

Positive signals observed in this sample include:

- Clear and active Companies House registration.
- Consistency between Companies House registration details and official website details.
- Visible service categories and customer support pathways on the website.
- Substantial public review footprint, enabling reputation-pattern analysis.
- Reputable media reporting on major technology and investment developments.

Questions for deeper research include:

- What is the relationship between Octopus Energy Limited, the wider group structure and Kraken after the announced spin-off?
- How do customer complaints vary between energy supply, EV charging, heat pumps, smart meters and other services?
- Do recent financial statements show pressures linked to rapid scaling or investment?
- Are there relevant Ofgem, FCA or other regulatory matters requiring closer review?
- How does Octopus compare with competitors on pricing, complaint handling and digital trust?

8. Strategic Insight

For a potential partner, journalist, freelancer, researcher or small organisation looking at Octopus Energy, the public picture is generally strong but complex. The company appears credible in its basic public identity, brand consistency and digital visibility. However, scale, group structure, energy-market exposure and technology spin-off activity create areas that require deeper contextual research.

The most useful next step would be an Extended Company Public Profile, focusing on group structure, financial reporting, regulatory context, complaint patterns and the strategic role of Kraken.

9. What the Client Receives

A standard Company Context Snapshot normally includes:

- A short executive summary.
- Official public company data.
- Digital footprint review.
- Credibility and consistency signals.
- Narrative overview.
- Questions for deeper research.
- Strategic insight and recommended next steps.
- A source list for transparency.

Service	Typical delivery	Introductory price
Company Context Snapshot	2-3 working days	from £150
Extended Company Public Profile	5-7 working days	from £350
Digital Trust Check	3-5 working days	from £220

10. Sources Used in This Sample

- Companies House, “Octopus Energy Limited”, company number 09263424. Available at: <https://find-and-update.company-information.service.gov.uk/company/09263424>
- Octopus Energy, “About us” and customer support pages. Available at: <https://octopus.energy/about-us/> and <https://octopus.energy/contact-us/>
- Trustpilot, “Read Customer Service Reviews of octopus.energy”. Available at: <https://uk.trustpilot.com/review/octopus.energy>
- Reuters, “Britain’s Octopus Energy to spin out Kraken at \$8.65 billion valuation”, 29 December 2025. Available at: <https://www.reuters.com/business/energy/uks-octopus-energy-nears-kraken-stake-sale-sky-news-reports-2025-12-29/>

11. Disclaimer

This sample report is based on public information available at the time of preparation and is created for demonstration purposes only. Obliquum does not provide legal advice, financial advice, investment advice, regulatory advice or private investigation services. Findings should be treated as preliminary and should be verified before being used for high-stakes decisions.

Obliquum does not offer surveillance, hacking, access to private accounts, doxxing, harassment or unlawful processing of personal data. Research is conducted through public sources, transparent methods and human interpretation.

12. Suggested Next Step

Need a company profile before making a decision? Obliquum can prepare a source-based Company Context Snapshot within 2-3 working days.

Typical use cases include checking a potential supplier, preparing background material for an article or video, understanding a competitor, reviewing a small company before collaboration, or clarifying what is publicly visible about a business.

For deeper work, the Company Context Snapshot can be expanded into an Extended Company Public Profile with additional analysis of filing history, connected companies, media coverage, customer review patterns, public narrative, regulatory context and digital credibility signals.

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