

# holaluz

## Press kit

100% green light



## Holaluz, an energy transition company

Holaluz is an energy transition company born in 2010 with **the aim to fully decarbonise the economy and the strong purpose to achieve a world powered 100% by green energy.**

The current climate emergency requires urgent and sustainable long-term solutions. Holaluz proposes a structural change: transforming the current energy generation model – centralized and non-renewable – towards a new model with more weight of distributed and 100% green generation.

Based on a unique **combination of two businesses** – connecting people to green energy and transforming every m2 of rooftop into green energy production – and with the vision of **creating the most impactful green energy community in Europe by unleashing the full potential of electrifying energy demand by scaling distributed Solar and Storage**, Holaluz is creating a flywheel that connects home energy systems with nearby communities that take up the green surplus from their solar installations. All of this increases the company's positive impact while democratising access to clean and zero-kilometre energy **by leveraging the use of the proximity network.**

The generation model proposed by **Holaluz maximizes the potential of each rooftop** allowing, through the development of proprietary technology and the use of data, to distribute to other users the energy generated beyond the self-consumption of the owner of the solar panels.

**Holaluz's purpose is centered on the planet and people.** The people in the team can develop holistically, with flexibility, autonomy and parity at all levels of decision-making. All this, together with a **genuine impact business model and an ESG DNA** have made Holaluz the first European electricity company to receive the B Corp certification, (a seal that gives visibility to companies that innovate to maximize their positive impact on employees, on the communities they serve and on the environment). It is also the founder of the Conscious Capitalism movement in Spain, a philosophy that recognises the innate potential of business to have a positive impact on the world.

In January 2023 Sustainalytics had placed **Holaluz at number 1 in Sustainalytics' global ESG risk ranking in Independent Power Production and Trader.**

Holaluz is already leading the energy transition in Spain as a top player in the solar segment. **Since 2010, the company has managed to avoid 2.3 MT - CO<sub>2</sub> and more than 12,000 solar energy systems have joined this change of model.** A growing energy and social transformation movement known as "The Rooftop Revolution".





## Holaluz key figures

**€14.3M**

Normalized EBITDA

**6x**

Holaluz growth  
2022 vs 2021

**+1,000**

Run-rate new monthly solar  
contracts under  
management in Q4

**~300K**

Total contracts

**+11.4K**

Solar systems under

**+700**

Employees doing our  
own installations

**+2.3M**

Tons of CO<sub>2</sub> saved since 2010  
(1 MWh => 0.259 t CO<sub>2</sub>)

**€15.5M**

R&D Development in 2022

**40%**

Women in Holaluz, including  
installers and salespeople

As of 31 december 2022

## **Purpose, vision and values**

### **PURPOSE**

**Holaluz's purpose is to achieve a 100% green planet.**

### **VISION**

**The company's vision is to build the most impactful green energy community in Europe by unleashing the full potential of electrifying energy demand by scaling distributed Solar and Storage.**

### **VALUES**

**Holaluz was created with the conviction that a company can be a tool to change the world, and this is reflected in its value proposition.**

- **#AlwaysPeopleFirst**
- **#KeepRowing**
- **#EsPosible**
- **#HaveFun**
- **#SayThingsAsTheyAre**



## A unique value proposition

Customer value proposition **includes +70% guaranteed savings** and an end-to-end customer relationship where **we install in 45 days** and manage electricity with a #1 ESG 100% renewable energy subscription-based product.



### Savings

We provide the **maximum savings (70%+)** to our customer through rooftop **maximization and energy management of flexible assets**.



### Subscription-based

We **guarantee the savings delivered** to our clients after solar installation through a **monthly fixed subscription-based invoice** (Tarifa Justa), leveraging our heavy use on technology and data to deliver the maximum savings.



### End to end customer relationship

We manage the **end-to-end installation process, delivering our solar systems in less than 45 days** for 90% our customers.

Energy management is constantly monitored thanks to our platform and our maintenance product ensures maximization of customer lifetime value.



### Sustainability

We guarantee **all our electricity is sourced from 100% renewable origin**, both from neighbouring decentralized customers and centralized PPA plants.

We are the #1 ESG player worldwide in our category.



## Impact business model

Holaluz's impact business model allows the company to face the global challenges of climate change and energy transition, while **having a positive impact on people and the planet by decarbonizing the economy**. This is intrinsic to Holaluz's ESG strategy, part of its DNA, to promote a fair, inclusive, and regenerative economy for the planet and people focused on a totally sustainable world.

Holaluz was founded in 2010 as a green tech software development company that mainly did energy management for retail customers by buying energy from independent and centralised producers certified by the CNMC through power purchase agreements (PPA).

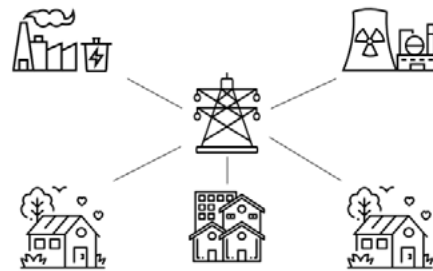
**In June 2020, Holaluz decided to drive its social, environmental, and economic value by launching The Rooftop Revolution: Holaluz's permanent commitment to creating a world powered entirely by green energy**, transforming every m<sup>2</sup> of rooftop into a producer of affordable green energy for everyone. A movement that seeks to transform the current model of electricity generation – centralised and non-renewable – to a model that combines centralised and distributed generation and that relies entirely on renewable energy.

Furthermore, Holaluz Virtual Power Plant (VPPs) is allowing the company to retire fossil fuel plants and build the future electricity network:

- **Electricity is produced and consumed at homes with solar panels and batteries** (home and car), ensuring electricity savings on both the market price and the fixed costs for the system (T&D, etc.)
- **Excess electricity is sent back to the proximity grid**, so other customers with no available rooftops can benefit from green, cheap and km. 0 distributed electricity without T&D costs in the proximity network.
- **Flexible assets like batteries and EV chargers** allow the clients to use green and km 0 electricity all day long with minimal system fixed costs.

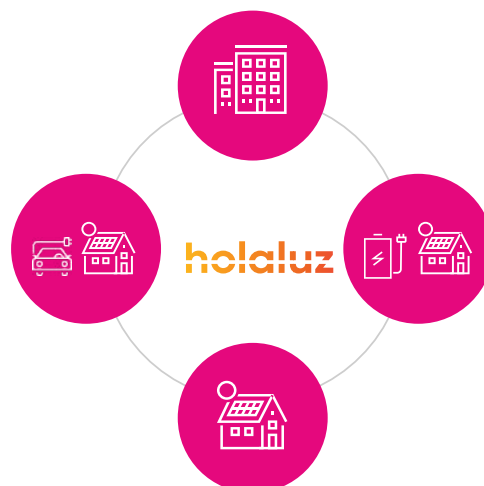
FROM ●.....

Centralised oligopoly, expensive and polluting, with limited consumer engagement in energy



TO ●.....

Decentralised, decarbonised, democratised, affordable clean energy





The company has two distinct but complementary lines of business that play an active part in the energy transition:

- **Solar business:** installation of solar panels and flexible assets.

In 2022, the solar business experienced **6x growth with revenues up to 30.7 M€ (3,400 new installations)** and growing well above the market rate (x4) in 2022.

- **Energy management business:**

In 2022, the division registered outstanding results with **EBITDA of €27.6m (+€26m)** and **total revenues of €468.4m (+57%)**. These good results have enabled **to bootstrap the solar business** during this period and to prepare its scalability by fixing break-even point for solar at around 1,000 installations per month.

## Contribution to the Sustainable Development Goals (SDGs)

Holaluz is leading the transformation of the Spanish energy sector, generating shared value for its stakeholders, responding to their needs and expectations and maximising its positive impact on society and the environment.

The technology company is proud of the impact it generates, making a decisive and relevant contribution to 9 out of 17 of the Sustainable Development Goals promoted by the United Nations.



## Recognitions of our impact business model

In January 2023, Holaluz **was ranked number 1 in the ESG Risk ranking by Sustainalytics** – a leading ESG research and ratings agency – in the subcategory of Independent Power Production and Traders. In January 2022, the company was recognised as one of the companies with the best ESG risk rating in the industry (utilities) and region (EMEA) categories.



In 2018, Holaluz was the **first European energy company to join the B Corp** movement. In 2022, the company updated its impact business model, achieving a higher score than in 2018, taking the first place in its sector of companies with revenue over 1.5 million in Spain.



Founding company of **Conscious Capitalism** in Spain, whose philosophy recognises the innate potential for business to improve the world.



**Confianza Online** is the leading Internet quality certificate in Spain, and Holaluz is certified as a company that guarantees maximum transparency, security and trust when shopping on and browsing its website.



Holaluz is the first Spanish electricity company to obtain the **Baby-Friendly Company** certificate, which recognises companies facilitating work-life balance.



**Business case study published** by IESE Business School and Harvard Business School.





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