

The company today offers an update on its business figures for the second quarter of 2023.

## Holaluz grows 14% year-on-year in solar sales and 62% in solar contracts under management

- The energy transition company **sells more than 300 installations per month, with a total of 949 solar sales in Q2**. Likewise, the **portfolio of solar contracts under management grew X 1.6** compared to the same period of 2022, with a total of 12,563 contracts (+4,700). **Holaluz Energy Management and Solar** profitability has **significantly improved in Q2** due to migration to Tarifa Justa and to the increase of the average installation ticket.
- Holaluz's **Solar Value Proposition remains best in class**, with installations done in **45 days** - resulting from the vertical integration of internal installation teams- with **75% of customers saving 70% or more on their electricity bills and a customer satisfaction rate of 9 out of 10**.
- In **Energy Management**, Holaluz has also recorded good results, where **distributed generation has experienced unprecedented growth** with an increase of 161% year-on-year (+7.8 GWh) and 138% quarter-on-quarter (+7.3 GWh) . These figures **strengthen Holaluz's model** towards the build-up of a decentralized network of clean energy and KM0, democratized and affordable for all.
- On May 9, **Holaluz announced a key agreement with Tesla** for the commercialization and installation of Tesla Powerwall domestic batteries in Spain. Since its launch, the energy transition company has registered a penetration of this product of around 10%, **which means that 1 out of 10 of Holaluz' new solar systems have attached a home battery contract** .

**Barcelona, July 31, 2023.** Holaluz, the energy transition company whose purpose is to create a 100% green planet, has presented today an update of its business figures for the period of the second quarter of 2023.

The company closed on June 30, 2023, with a total of 949 sales of solar installations (more than 300 sales per month), which represents a growth of 14% year-on-year and 7%

quarter-on-quarter. Likewise, the number of solar contracts under management have also experienced strong growth, where Holaluz has reached 12,563 solar contracts as of June 30, 2023. This represents a growth of 61% year-on-year (+4,700 contracts) and 5% quarter-on-quarter (+556 contracts). Energy Management and Solar business profitability has significantly improved in Q2 due to migration to Tarifa Justa in Q1 and to the increase of the average installation ticket.

Holaluz's Solar Value Proposition remains best in class, with installations done in 45 days resulting from the vertical integration of internal installation teams- with 75% of customers saving 70% or more on their electricity bills and a customer satisfaction rate of 9 out of 10.

**Carlota Pi, co-founder and CEO at Holaluz said:** "the fundamentals behind the Solar market are intact: the Spanish market for residential installations remains vastly underpenetrated at only 3% of the potential rooftops, electricity prices are twice as high than 2019 despite currently subsidised tax items (VAT, IEEE), subsidies for solar installations are still widely available and the Spanish government has targeted 19 GW of self-consumption installations by 2030."

As for electricity contracts, Holaluz continues its growth, amounting to a total of 325,000 contracts.

In energy management, distributed generation consolidates with strong growth during Q2 2023 (+161% year-on-year and +138% quarter-on-quarter), which ratifies Holaluz's model towards the build-up of a decentralized network of clean energy and KM0, democratized and affordable for all.

### **Expansion plan for the solar business: agreement with Tesla for the commercialization of the Tesla Powerwall domestic battery.**

On May 9, Holaluz announced a strategic alliance with Tesla to enter the domestic battery business in Spain, offering customers the possibility of increasing their monthly savings up to 100%, or more, and helping households to further electrify their energy consumption.

This agreement is part of the company's business plan announced on April 26, 2023 to continue expanding the solar business by combining solar installations with flexible assets such as batteries and electric vehicle chargers. This strategy is key to maximising the potential of green surplus, thus allowing homeowners to produce, consume and manage green energy in a more flexible way.

Since its launch, Holaluz has recorded a battery penetration of over 10%, which means that 1 out of 10 of Holaluz' new solar systems have attached a home battery contract

Recently, Holaluz has obtained the EcoVadis Gold Medal, the world standard for qualification in corporate sustainability, with a score of 73/100. These good results place the company

among the 5% of companies with the best score –within a global universe made up of 85,000 companies– and recognize its leadership in terms of sustainability before its stakeholders.

### **About Holaluz.**

Holaluz is an energy transition company that was born with the conviction of being a tool for global change and the purpose of achieving a world that moves 100% thanks to green energy.

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

From the unique combination of two businesses –connecting people with green energy and transforming every m<sup>2</sup> of roof into green energy production– and with the vision of creating the largest green energy community in Europe deploying the full potential of electrification of energy demand with the development of distributed solar energy and storage, Holaluz is creating a virtuous circle that connects with nearby communities that collect the green surplus from their solar installations. All this increases the positive impact of the company while democratizing access to clean energy and zero kilometer by taking advantage of the use of the proximity network.

A sustainable, cheaper way for everyone to cover the growing electrification of demand.

The generation model proposed by Holaluz maximizes the potential of each roof allowing, through the development of its own technology and the use of data, to distribute to other users the energy that is generated beyond the energy self-consumption of the owner of the solar panels. In this way, access to green energy and Km 0 is democratized.

Holaluz's purpose is focused on the planet and people. The people in the team can develop comprehensively, with flexibility, autonomy and parity at all decision levels. All of this, added to a genuine impact business model and ESG DNA, have made Holaluz the first European utility to receive B Corp certification, (a seal that gives visibility to companies that innovate to maximize their positive impact on employees, in the communities where they serve and in the environment). In addition, she is the founder of the Conscious Capitalism movement in Spain, a philosophy that recognizes the innate potential of business to have a positive impact on the world.

In January 2023, Sustainalytics placed Holaluz as number 1 in the Sustainalytics global ESG risk ranking in the subcategory of Independent Power Production and Traders.

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

For more information:

**Holaluz | Anna Monreal**

[anna.monreal@holaluz.com](mailto:anna.monreal@holaluz.com)

Tel. +34 697 14 08 61

**Interprofit | Valença Figuera**

[valenca.figuera@interprofit.es](mailto:valenca.figuera@interprofit.es)

Tel. +34 660 805 317

Sigue nuestra luz en:

