



holaluz

Executive Summary

Integrated Report 2022

Building the most impactful green energy community in Europe by unleashing the full potential of electrifying energy demand by scaling distributed Solar and Storage.





01 Letter from the CEO

*Any Revolution is just the impossible
waiting to be challenged*

Letter from the CEO

“Any Revolution is just the impossible waiting to be challenged.”

That’s why we’re showing day after day that The Rooftop Revolution is possible, fueled by a **driving ambition for a green planet and based on real actions.**

Fixing the climate crisis by decarbonizing the economy is easy.
Very easy, in fact.

It will get done by democratising solar, transforming every single one of the 10M available residential rooftops in Spain into green and cheap electricity for everybody while electrifying energy demand. 10M rooftops account for over 50GW of new distributed and 100% green generation capacity. A massive number compared to the current 120GW of total-non green and green- capacity installed.

In 2022 we have taken a giant leap towards **our goal of achieving a 100% green planet.**

It has been a year of deep transformation going from a green tech software development company that mainly did energy management for retail customers to a **fully integrated energy transition company** that is disrupting the way energy is produced, consumed and managed in the country of the sun.

Despite the challenging context of 2022 marked by unprecedented electricity prices and the war in Ukraine, we **have consolidated our leading position as an energy transition company** in Europe by **transforming more than 11,000 rooftops into 100% green energy producers, not only for themselves but also for their communities around them.**

On top of this, our home energy systems are also equipped with flexible assets that allow our customers to increase their monthly savings up to 100%. So far, we have installed more than **1,000 smart electric vehicles chargers** and we have a clear path for the deployment of home batteries in the near future.

And it’s all thanks to our passionate, high-performance team of **752 revolutionaries.** Each and every one of them 100% committed to a planet powered by green energy. In addition, our focus on ending gender bias in the workplace has led us to create **the world’s first training academy for female solar installers**, and to commit to equality in technology roles.

Our ESG DNA and impact business model deliver strong financial results while proving that it is possible to build an energy transition company with real impact on people and on climate change. We have managed to avoid **the emission of more than 2.3 million of tons of CO₂** since our foundation and we are committed to the climate targets set by the UNFCCC (United Nations Framework Convention on Climate Change) to keep our planet’s temperature increase to 1.5°C below pre-industrial levels.

Furthermore, **Sustainalytics** has again rated Holaluz as the **no.1 ESG Risk Rating energy producer company within independent power production and traders subindustry worldwide** and we have adhered to the **United Nations Global Compact**, aligning our activity with the Ten Principles and maximising our contribution to the Sustainable Development Goals (SDGs).

And all of this is thanks to you. Every investor, every team member and each and every one of our customers.

Fixing the climate crisis by decarbonizing the economy is within our reach. We just have to keep rowing, rooftop by rooftop, day after day.

Thank you for being part of The Rooftop Revolution.

Carlota Pi Amorós, CEO and cofounder Holaluz.

A modern, single-story house with a light-colored exterior and a dark roof. The roof is covered with solar panels. The house is surrounded by lush green trees and a brick driveway. The sky is blue with some clouds. A large, semi-transparent red and orange gradient overlay covers the bottom half of the image, where the text is placed.

02

**Holaluz: an energy
transition company**

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

Holaluz works in an integrating and human way, prioritising integral development of its team, focusing on its customers and building good relationships based on transparency, honesty, and simplicity to inspire confidence for growth and sustainability.

#KeepRowing

Holaluz believes in responsible, self-sufficient teams, capable of organising themselves to achieve shared, mutually agreed objectives to transform the sector. That's why the company works by projects and objectives.

#EsPosible

Holaluz was created to change the energy model and achieve a planet run entirely by renewable energy.

#HaveFun

Changing the energy model should be fun, which is why Holaluz wants to strike the right balance between hard work and fun to achieve its objectives.

#SayThingsAsTheyAre

at Holaluz, nobody is afraid to speak their mind. The company encourages employees to be honest and capable of speaking up if they do not like something.

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.



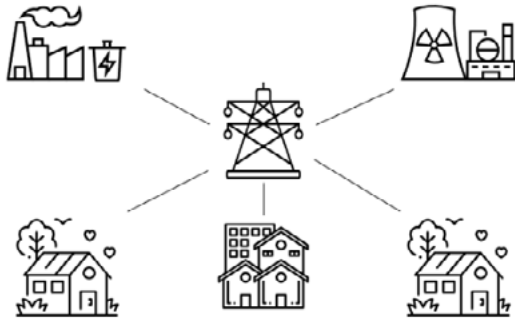
Sustainability

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

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



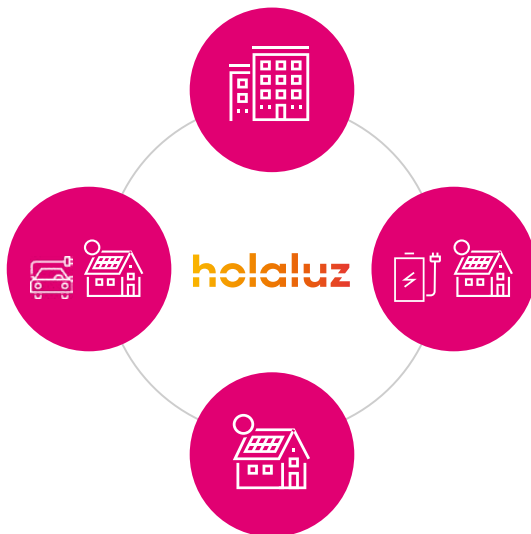
Holaluz was born with the conviction of being a tool for global change and the purpose of achieving a world powered 100% thanks to green energy.

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. It is part of Holaluz's DNA to promote a fair, inclusive, and regenerative economy for the planet and people focused on a totally sustainable world.

Holaluz proposes a structural change: from the current energy generation model (centralised and non-renewable) to a new **decarbonised model** with more weight on **distributed generation and 100% green energy**. A sustainable, cheaper and inclusive way to meet the growing electrification of energy demand.

The generation model proposed by **Holaluz maximises 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. In this way, **the access to green and local energy is democratised**.

TO ●..... Decentralised, decarbonised, democratised, affordable clean energy



Holaluz Virtual Power Plant (VPPs) is allowing to retire fossil fuel plants and therefore building 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, transport and distribution -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 our clients **to use green and local electricity** all day long with minimal system fixed costs.

Economic impact



2022

Number of contracts	~ 300,000*
Solar contracts under management	11,384
Commercialised renewable electricity (MWh)	1,045,809
Commercialised gas (MWh)	209,183
Normalised EBITDA (M€)	14.3
Gross Margin (M€)	83.2
Taxonomic revenue (%)	3.3 (50.2) ¹
Taxonomic CAPEX (%)	41.7 (70.6) ²
Taxonomic OPEX (%)	50.7 (75.1) ³

¹ A total of 3.3% of revenue was generated by eligible business activities aligned with the EU taxonomy. Including commercialisation of 100% green electricity, the proportion is 50.2% and including representation and management of the sales of renewable electricity producers the proportion is 95.9% of operating revenue.

² A total of 41.7% of capital expense (CapEx) was generated by eligible business activities aligned with the EU taxonomy. Including commercialisation of 100% green electricity, the proportion is 70.6% of the CapEx.

³ A total of 50.7% of operating expenses (OpEx) was generated by eligible business activities aligned with the EU taxonomy. Including commercialisation of 100% green electricity, the proportion is 75.1% of the OpEx.

*The main reason for the reduction in the customer portfolio is the decommission of the gas commercialisation business, strengthening Holaluz commitment with sustainability.

MILESTONES 2022



The **Energy Management** business has shown **unprecedented good results** improving adjusted revenues by 57% and EBIT from a loss of €7.8m to a profit of €7.1m compared to FY21. This has allowed the company to **bootstrap the Solar Business for FY22**.



The company's **unique value proposition and top notch operational excellence** resulted in **strong growth in all the numbers of the solar business: 3,400 new solar systems** have been installed in 2022 multiplying by 3 compared to the previous year and solar **revenues have been multiplied by more than 6**, reaching 31 million euros.



The energy transition company **has decommissioned gas commercialisation**, for the benefit of customers and as an effective weapon in the face of the unpostponable climate emergency. Thanks to this decision, Holaluz clients saved **more than 10 million euros in the first quarter of 2023** alone. Ending the commercialisation of gas focuses the company definitively and uniquely on The Rooftop Revolution, Holaluz's commitment to make the world run by 100% green energy.

ESG Milestones 2022

RECOGNITIONS

In January 2023, Holaluz **topped 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.



ENVIRONMENT

- Adhesion to the **Business Ambition for 1.5°C** initiative of the United Nations. Starting the **process of defining science-based emission reduction targets** according to the Science Based Target Initiative (SBTi).
- Emissions inventory (scopes 1, 2 and 3) and **verified carbon footprint** according to **ISO 14064**.
- Holaluz's photovoltaic installations **take only 3.2 years** to avoid the number of emissions generated in their production and assembly.

PEOPLE AND SOCIETY

- Promotion of **work-life** balance, flexible work and results orientation.
- Creation of the **first training academy in the world for women within the solar installation sector**.
- Signature of the **Women Empowerment Principles (WEP)** of the United Nations Global Compact and UN Women.
- **Customer Satisfaction** for the solar installation business has an average of **8.3/10 rating**.
- Clients in the center, **first contact resolution >70%**.
- Suppliers alignment to ESG commitments, **95% of spending on local suppliers**.
- **€165,770 donations** to non-profit organisations (+120% compared to 2021).

GOVERNANCE

- **Robust policies and procedures** such as the Code of Ethics, the ESG Policy and the Regulatory Compliance Program, among others.
- Commitment to the protection and promotion of **human rights** throughout the value chain.
- **Alliances** with other actors to achieve the ESG purpose.
- Investment of **€15.5m in R+D** focused on digitalisation (+74% vs 2021).



A photograph of a forest path with tall trees and autumn foliage. A family of three is walking away on the path. The image is overlaid with a rainbow gradient that transitions from purple on the left to yellow on the right. The text '03 ESG Commitment' is centered in white.

03 ESG Commitment

ESG Strategy 2021–2023

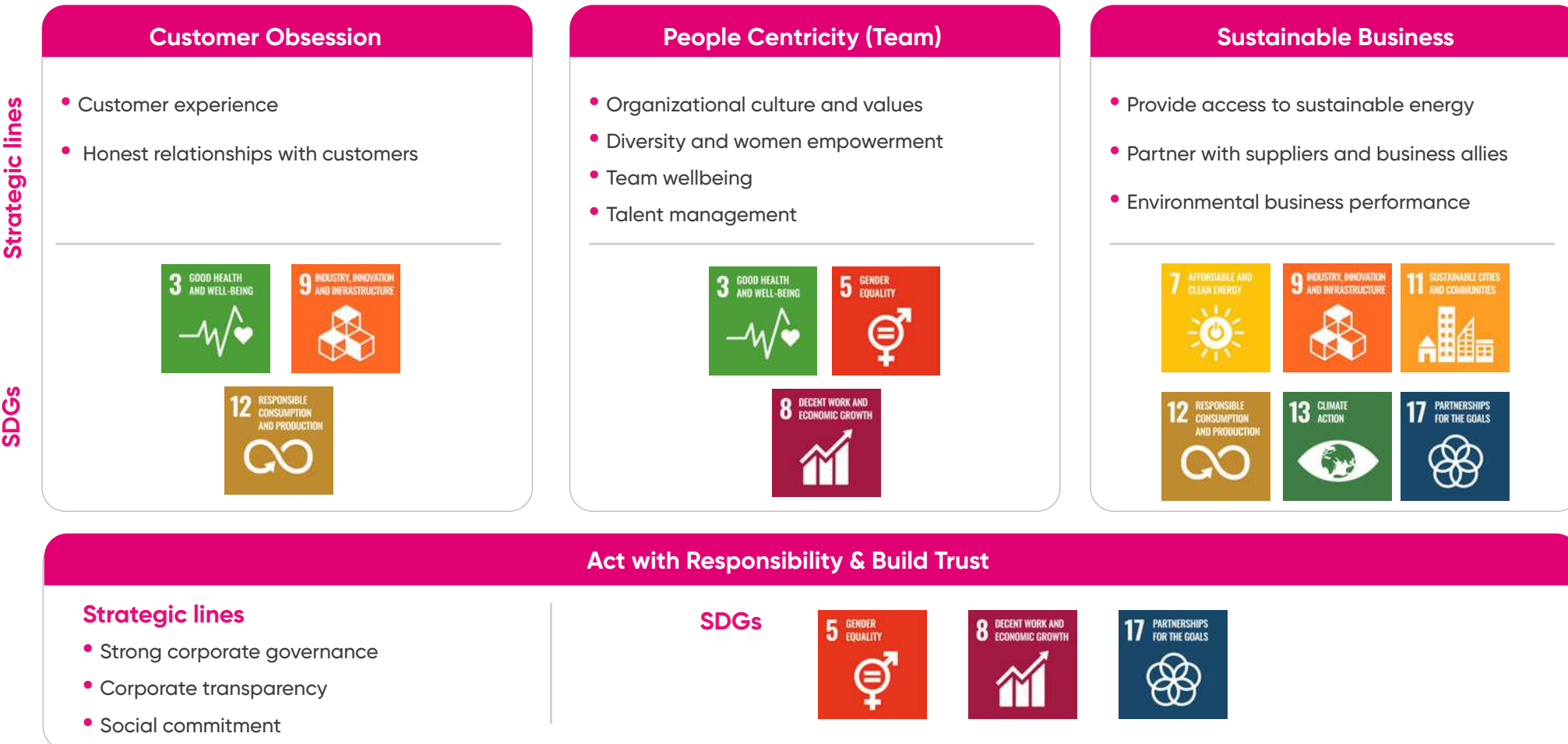
Holaluz was born with ESG DNA and leads the transformation of the energy sector generating shared value **for its stakeholders** – clients, suppliers, communities in which it operates, as well as employees and financial partners, among others – responding to their needs and expectations. The company is a member of the **United Nations Global Compact**, the leading corporate sustainability initiative in the world.

The company has a cross-functional **Impact Team** of key managers from all areas that ensure the company's strategy aligns with the company's purpose, maximising positive impact and its contribution to the **Sustainable Development Goals (SDG)**. The team also monitors the implementation of the commitments, strategies and objectives listed in the [ESG Policy](#) and developed in the **ESG Strategy 2021–2023**.

Our policies:

- [ESG Policy](#)

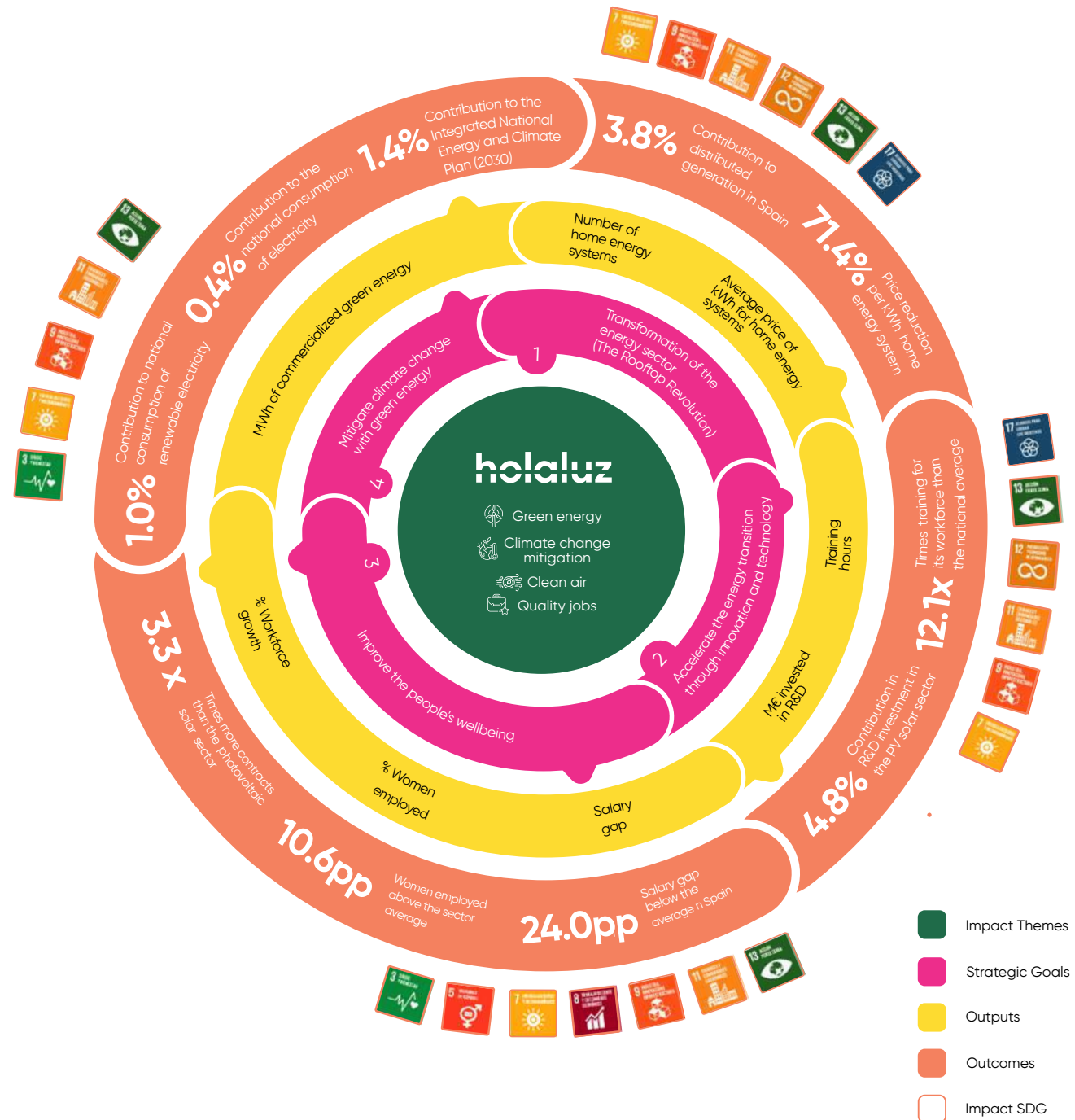
ESG STRATEGY



ESG IMPACT ANALYSIS

Holaluz has carried out an **ESG Impact analysis**, integrating different measurement models. It has drawn on the Global Impact Investing Network (GIIN) IRIS+ impact framework and considered the SDG Compass guidelines to understand the impacts of the company's business model on the SDGs.

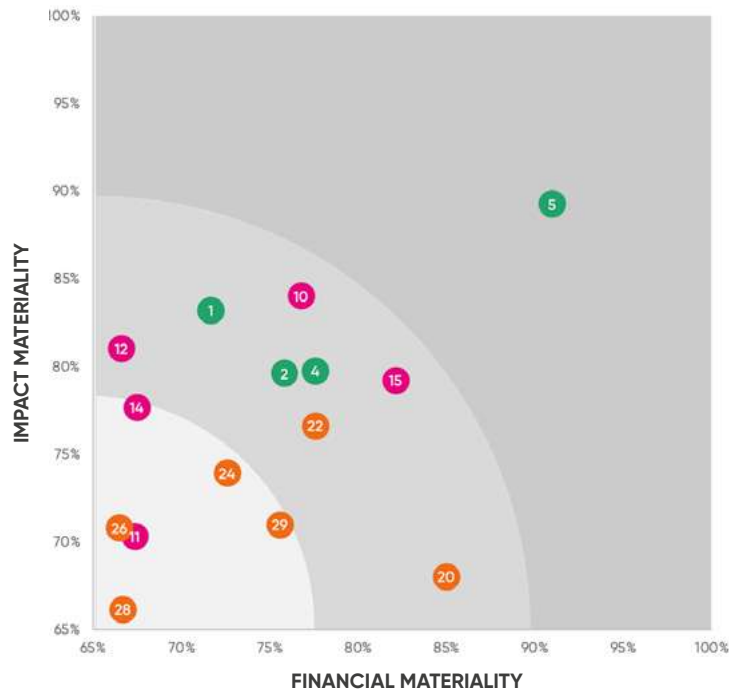
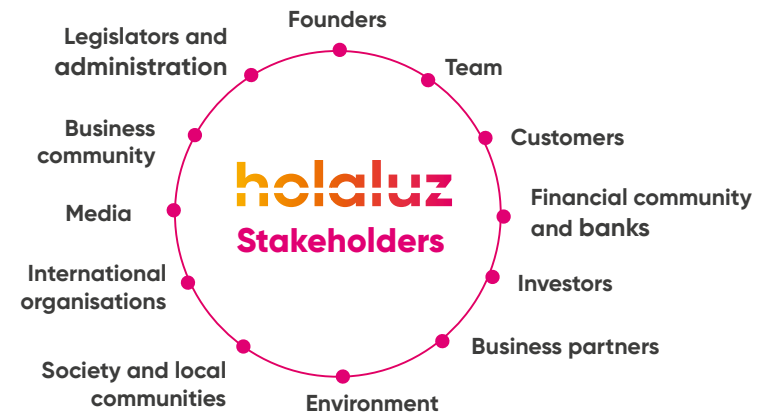
The impact framework is oriented towards four themes directly and indirectly linked to its purpose: **clean energy, climate change mitigation, quality employment and clean air**. To analyze the impact on each one, a series of objectives were established to measure the performance of operations and 'output' projects and, finally, to measure the 'outcome'.



DOUBLE MATERIALITY ANALYSIS

Holaluz has updated **its materiality analysis** to identify those sustainability relevant topics for its stakeholders and the organization. The company has conducted a **double materiality evaluation** taking into account the impact of these topics on the value of Holaluz ("**Financial materiality**") and the impact of the company on society and the environment ("**Materiality of impact**").

The organisation has identified and classified its main **stakeholders** as:



List of material aspects

- 1 GHG emissions and decarbonization
- 2 Climate change risks and opportunities
- 4 Responsible commercialization, electrification and energy management
- 5 management
- 10 Energy transition
- 11 Talent development and team wellbeing
- 12 Company culture
- 14 Equal opportunities (diversity and inclusion)
- 15 Sustainable supply chain
- 20 Customer obsession
- 22 Financial performance
- 24 Strategy and long term planning
- 26 Innovation and digitization
- 28 Ethics and integrity
- 29 Risk management and crisis response

Sustainable finance

GREEN FINANCE FRAMEWORK

Bolsas y Mercados Españoles (BME) incorporated Holaluz-Clidom's first **Green Commercial Paper Programme** for a maximum value of EUR 100 million. Through this programme, the company expects flexible access to qualified investors over the next twelve months, as part of its strategy to diversify sources of funding. Holaluz designed the green bonds issued under this programme to be recognised as "green instruments" according to the guidelines of the Holaluz Green Finance Framework.

Our policies:

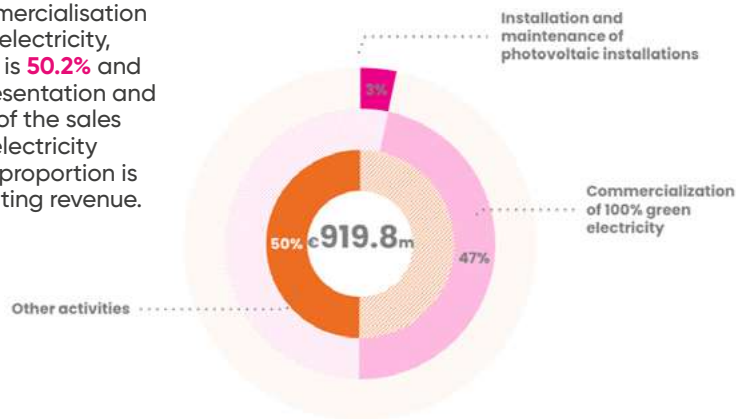
- Tax management and communication with tax authorities policy

EUROPEAN UNION TAXONOMY

Alignment of Holaluz's activities with the EU Taxonomy, as a consequence of its contribution to the **climate change mitigation objective**, without causing significant damage to the other five defined environmental objectives and respecting the minimum safeguards.

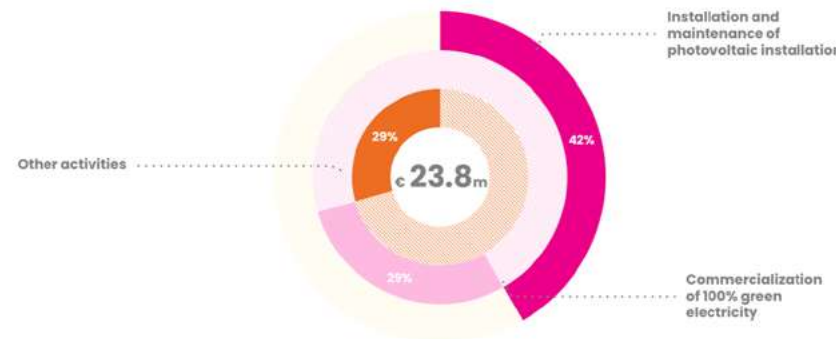
Revenue

The total of **3.3%** of revenue was generated by eligible business activities aligned with the EU taxonomy. Including commercialisation of 100% green electricity, the proportion is **50.2%** and including representation and management of the sales of renewable electricity producers the proportion is **95.9%** of operating revenue.



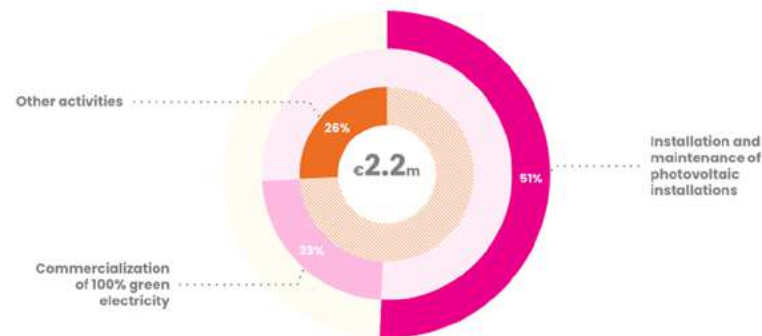
CapEx

A total of **41.7%** of capital expense (CapEx) was generated by eligible business activities aligned with the EU taxonomy. Including commercialisation of 100% green electricity, the proportion is **70.6%** of the CapEx.



OpEx

A total of **50.7%** of operating expenses (OpEx) was generated by eligible business activities aligned with the EU taxonomy. Including commercialisation of 100% green electricity, the proportion is **75.1%** of the OpEx.



Governance



Governance (G)

2022

Independent members of the Board of Directors (%)	29
Attendance at the Board of Directors (%)	100
Communications received alert channel (no.)	28
B Corp Certification (score) ⁴	103.3
ESG Risk score by Sustainalytics (score) ⁵	11.6
Donations to non-profit organisations (€)	165,770
Digitalisation R&D (M€)	15.5
Spending on local suppliers (%)	95

Robust governance is essential to develop **responsible and ethical business practices that promote social**, economic and environmental well-being.

- Definition of **policies and procedures**, including the Code of Ethics, the ESG Policy and the Regulatory Compliance Program, among others.
- Commitment to **the protection and promotion of human rights** throughout the value chain.
- Innovation promotion, where investment in **R+D digitalization** has been 74% higher than the previous year.

MEMBERSHIPS AND ASSOCIATIONS



ORGANIZATIONAL STRUCTURE

- Shareholders' General Meeting
- Board of Directors and Management Board
- Audit Committee
- Nomination and Remuneration Committee
- Compliance Committee and Compliance Officer

Our policies:

- Code of Ethics
- Anti-corruption Policy
- Anti-money laundering and countering the financing of terrorism manual.
- Conflict of interest management policy
- Use of creations and distinctive signs of third parties policy
- Relation with regulators and public bodies policy
- Selection and appointment of Auditors policy
- Communication policy and contacts with shareholders, institutional investors and proxy advisors

⁴ A higher score indicates a greater impact on society and the planet.

⁵ A lower score implies that the company has lower risk.

Environment



Environment (E)

2022

Avoided emissions (t CO ₂ e)	326,651
Solar modules installed (no.)	46,619
Pay-back CO ₂ emissions from solar installations (years) ⁶	3.2
Carbon footprint (t CO ₂ eq) market based	75,120
Electricity consumption in Holaluz facilities (kWh)	259,651
Water consumption (m ³)	1,250
Waste generated (tn)	38.7
Recoverable waste (%)	88

⁶Time in which the green energy generated by the solar installation has avoided the same amount of emissions that have been generated in the production of its materials as well as its assembly.

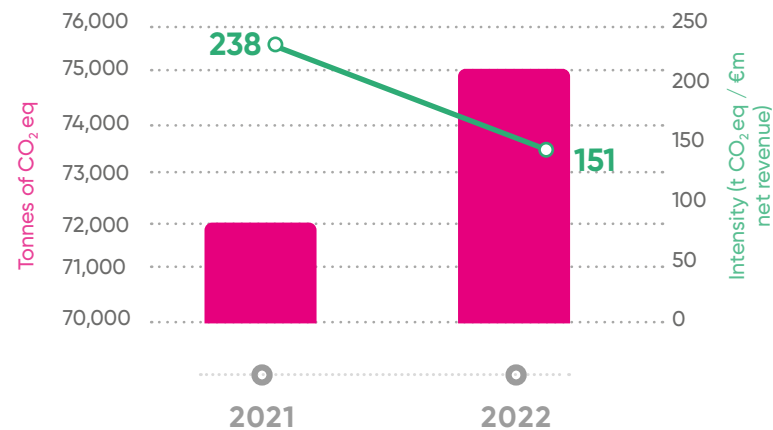
Holaluz consolidates its position as a energy transition company

- **Gas commercialization decommission** to focus the business on decarbonization.
- **2.3 million tons** of CO₂e avoided since 2010.
- Adhesion to **the United Nations Business Ambition for the 1.5°C initiative**. Start of the definition of science-based emission reduction targets according to the **Science Based Target Initiative (SBTi)**.
- **Emissions inventory and calculation of the carbon footprint** scopes 1, 2 and 3 verified according to **ISO 14064**.
- **Reduction of corporate GHG emissions** intensity by 37% compared to 2021.
- Implementation of an **Environmental Management System** to minimize the impact of corporate activities.
- **Savings** of 145 tons of CO₂ and 3,018 tons of water in 2022 because of sending **electronic invoices**.

Carbon footprint

Scope	2022 (tCO ₂ e)
Scope 1	335.12
Scope 2 (market based)	0.00
Scope 2 (location based)	67.25
Scope 3	74,785.13
Total (market based)	75,120.25
Total (location based)	75,187.50

CO₂ emissions



Tonnes of CO₂ eq

Intensity (t CO₂ eq / €m net revenue)

The revenue considered for the calculation of emissions intensity does not include the representation business line, which is affected by the volatility of electricity prices and has no impact on the carbon footprint.

People



Social (S)

2022

Team (no. people)	752
Women on the Board of Directors (%)	43
Female managers (%)	36.1
Women in the team (%)	39.6
eNPS	29
Salary gap (%)	4
Accident frequency rate	9.7
Severity rate	0.17
Training (hours/employee)	24.6

Holaluz Team

- Qualified, diverse and committed team
- Young team, average age 37 years
- 88% permanent contract

Work organization

- Flexible work
- Projects and results orientation

Work-life balance, health and well-being

- First Spanish electricity company to obtain the Baby-Friendly Company certificate.
- Nursery (children's space), Casalet (summer camp) and family school
- Health and well-being promotion

Gender equality

- Launch of the first training academy in the world for women within the solar installation sector
- 4% Salary gap
- Signing of the WEPs, Women Empowerment Principles, of the United Nations Global Compact and UN Women

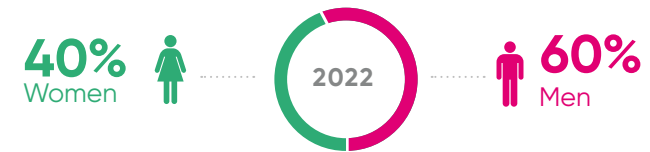
Talent development

- Talent development, 25 hours of training per employee
- Career plan and future projection
- Talent Nest Programme, a set of learning programmes for youngsters aged between 16 to 22 whose family members are part of the Holaluz team

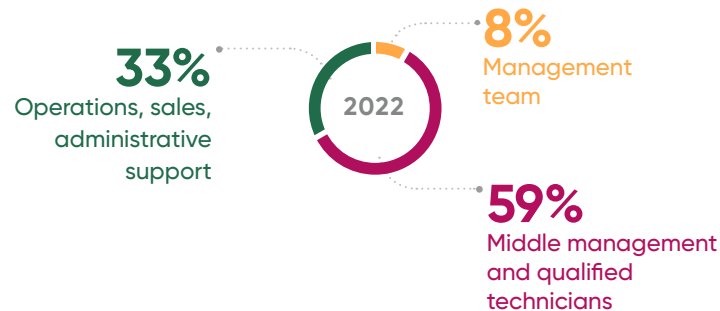


Team members
752

Employees by gender



Employees by professional category



Our policies:

- Employee development policy
- Occupational Health and Safety Policy
- Diversity policy
- Action protocol against harassment in the workplace

Society

Social (S)

First contact resolution (%) ⁷	>70
Average client NPS	25
Tarifa justa NPS	46

Brand strength

- 1st** Top of Mind non-incumbent brands
- 3rd** Top of Mind in solar panel installations in the whole industry

Social networks

- 1st** Position in brand positivity in social networks
- 1st** In brand conversations about solar panels

Holaluz puts **customers at the centre** of its decision-making process and strives to build a relationship of **mutual trust**. The company focuses on delivering the **best experience** to its customers and the highest savings through **technology and data-intensive optimisation**:



Customer Satisfaction for the solar installation business has an average of **8.3/10 rating**.



Artificial intelligence to accelerate solutions for customers.



Customer Care tool that has enabled the resolution of more than **70% of incidents** in the first contact on average during the reporting period.



Optimisation of solar surpluses to deliver the greatest savings to customers.

Our policies:

- [Privacy Policy](#)
- [Quality Policy](#)
- [Non-payment policy](#)
- [IT security policy and use of devices](#)

Holaluz generates shared value for society, betting on relationships of mutual trust, and responding to the needs and expectations of its clients, hiring local **suppliers**, and contributing to **social causes**.

Clients

- Holaluz puts clients at the centre of its decision-making process and strives to build a **relationship of mutual trust**.
- **Confianza Online seal**, the leading Internet quality certificate in Spain.

Suppliers

- In order to build the future and lead the transition of today's electricity sector, Holaluz partners **with market experts**.
- Holaluz's suppliers are 95% locally sourced.
- The company actively works **with suppliers aligned with the company's ESG commitments**.

Social action

- **€165,770** donations; 120% increase over the previous year.
- **Sponsorships and participation** in events with the aim of sharing experiences and serving as inspiration for the business community, investors and society.

⁷ Resolution of the incident by the Customer Care team at the first contact or call.

A close-up photograph of a person's hand touching a solar panel. The solar panel is dark with a grid of thin lines. The background is a bright, warm light, possibly from the sun, creating a soft glow. The overall image has a gradient from pink to orange to yellow.

holaluz

Contact | investors@holaluz.com

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