



Press Release

Strengthening the company's value proposition as an energy transition technology firm

Holaluz increases battery penetration to 50% in September

- **This level represents triple the market penetration for the residential segment and signifies a significant increase compared to May when it was 30%.**
- **Holaluz customers who incorporate a battery into their photovoltaic installations do not pay an electricity bill for five years.**
- **Smart batteries allow customers to maximise savings by aligning photovoltaic generation with their consumption profile.**
- **Additionally, batteries protect customers from abrupt fluctuations in electricity prices like those recorded in 2021 and 2022 during Europe's energy crisis.**

3 October 2024

Holaluz, the energy transition company aiming to decarbonise the economy, has increased battery penetration in its solar installation sales to 50% in September. This comes as the company continues to advance the success of its "Tarifa Justa" subscription product, which guarantees that customers who incorporate a battery into their photovoltaic installations will not pay an electricity bill for five years. In other words, out of every two solar system installations, one is equipped with a physical battery. This represents a significant increase compared to 30% in May and 15% in the first quarter.

A battery penetration exceeding 50% is triple the market penetration for the residential segment and reinforces Holaluz's value proposition as an energy transition technology company.

Installing batteries is crucial for generating maximum savings for customers, as it allows photovoltaic generation to be matched to their consumption profile. Thanks to intelligent management of these assets, Holaluz can maximise customer savings by charging the batteries with solar energy from rooftops and discharging during peak system demand when consumption prices are highest.

"Holaluz continues to develop its fleet of distributed batteries, contributing to the integration of renewable energy and the construction of Spain's largest green energy community, scaling up the potential of distributed generation and storage. Only 5% of Spanish rooftops have distributed generation installations, compared to over 20% in northern Europe, highlighting the significant opportunity in the solar energy business", said Holaluz co-founder and CEO, Carlota Pi.

Moreover, installing batteries alongside solar panels makes customers energy independent, protecting them from abrupt market price fluctuations like those recorded in 2021 and 2022 during Europe's energy crisis. This, combined with the "Tarifa Justa" subscription product—through which more than 50% of Holaluz's solar installation users in 2024 pay electricity bills of €0 per month—creates a loyal customer base that trusts the company. This trust is reflected in a score of 4 out of 5 on the review platform Trustpilot, based on nearly 7,000 reviews.

Finally, the installation of physical batteries is highly beneficial for the margins of the company's solar business, as it increases the average revenue per installation.

Strategic agreements with Tesla and Sungrow

In terms of selling its smart batteries, Holaluz has strategic agreements with electric vehicle and battery manufacturer Tesla, and Sungrow, a global leader in photovoltaic inverters and energy storage systems. In 2023, Tesla chose Holaluz for the installation of its Powerwall home batteries in Spain—an integrated system that stores solar energy for residential, commercial, and industrial use. This battery boasts one of the highest capacities (13.5 kWh) and power outputs (5 kW continuous and 7 kW peak) on the market, enabling Holaluz customers to maximise savings while avoiding CO₂ emissions.

Additionally, in March, Holaluz signed an agreement with Sungrow to accelerate the energy transition in Spain by enhancing the efficiency of residential distributed generation, while generating savings for its customers. The agreement includes market intelligence initiatives aimed at developing new products and services that meet market needs, as well as technological projects like the creation of Spain's first Virtual Power Plant. This will allow Holaluz to remotely manage its portfolio of solar installations with batteries to maximise customer savings and provide the system with flexibility mechanisms by aggregating the capacity of hundreds of these installations.

About Holaluz

Thirteen years ago, we decided to change the world by founding a company with the firm purpose of decarbonising the economy through developing technology that connects people to green energy.

Today, Holaluz is one of **Europe's leading technological energy transition companies, disrupting the way energy is produced, consumed, and managed in the country of the sun.**

At Holaluz, we propose a structural change: **transforming the current energy generation model**—centralised and non-renewable—into a decentralised network of clean, decarbonised, democratised, affordable, and local energy. This shift drastically reduces the system's transmission and distribution costs.

We are already leading this path thanks to the **Rooftop Revolution**, which enables us to realise the potential of electrifying energy demand through the **scalable development of distributed solar energy and storage**. Our revolution can reach the ten million residential rooftops in Spain that are ready to be easily transformed into small producers of cheap, green electricity for everyone. The potential of the **distributed energy model and the electrification of demand** is supported by the abundant solar energy, existing networks, and consumption patterns. Thanks to this model, we estimate that Spanish families could save more than €75 billion per year. We are ranked the world's **number one company in ESG by Sustainalytics** and have received a **gold medal from EcoVadis** for our sustainability performance.

Our ESG-driven DNA and impact business model not only allow us to generate economic benefits but also demonstrate that it's possible to create a company with a real impact on people and the planet. Since our inception, **we have avoided the emission of over 2.7 million tonnes of CO₂e** and are committed to the climate objectives set by the United Nations Framework Convention on Climate Change to keep the increase in our planet's temperature at 1.5°C below pre-industrial levels.

In our endeavour to create the largest green community in Europe, the **involvement of our team is fundamental**—a group of committed individuals who share the vision of creating a 100% renewable planet.

At Holaluz, we work tirelessly in favour of **gender equality**, promoting the presence of women in managerial and technological roles, and within the energy sector in general. Moreover, we reinforce our commitment to the United Nations Global Pact every day, aligning our activities with the Ten Principles and maximising our contribution to the Sustainable Development Goals (SDGs).

For more information

Estudio de Comunicación | Carlos López Perea

clopez@estudiodecomunicacion.com

Tel. +34 620 62 30 39

Follow us:



holaluz

