Press release

# Holaluz acquires three installation companies to accelerate The Rooftop Revolution

- After the announcement last July of its installation companies acquisition plan, together with the December announcement of the capital entry of Abacon Capital and Pelion Green Future with an investment of 7.5 million euros, Holaluz acquires its first three installers: Katae Energía, Serna Energía and GHC Instalaciones.

- The three acquisition operations allow Holaluz to consolidate its leadership position in Catalonia, Levante and the Canary Islands regions in Spain. The green energy company increases its installation capacity by 25%, accelerating the solar growth plan, ensuring operations scalability, and enabling control over the entire end-to-end process.

- **The more electricity prices rise, the more power to The Rooftop Revolution.** In response to rising world energy prices caused by the crisis in the existing energy and environmental model, The Rooftop Revolution offers Holaluz customers the possibility of transforming every square meter of their rooftop into 100% green energy, saving up to 50% on electricity bills. This Revolution disrupts the current generation-consumption energy model by converting each square meter of rooftop into distributed generation and creating a large community of domestic energy clients and producers of green energy in Spain.

- To support the strong growth forecast for this year, Holaluz has opted to strengthen the teams focused on executing The Rooftop Revolution. That is why Holaluz plans to incorporate 50 solar experts and 76 additional installers in the spanish regions of Catalonia, Madrid, Valencia, the Balearic Islands, Murcia, Seville, and Malaga during the first quarter of 2022.

**Barcelona, January 19, 2022:** Holaluz, a green technology company listed on the BME Growth since November 2019, today announced the acquisition of installation companies Katae Energía, Serna Energía and GHC Instalaciones – all of whom already have a close working relationship with the energy firm. The aim is to accelerate the Rooftop Revolution and speed up the journey towards a world powered by 100% green energy.

These first three acquisition operations, which take place six months after the announcement of the plan to acquire installation companies in Spain, will allow Holaluz to increase its installation capacity by 25% and consolidate its leadership in the domestic photovoltaic sector in Catalonia, Levante and the Canary Islands regions in Spain.

In response to an energy price crisis – caused by the crisis in the existing energy and environmental model – Holaluz is strongly committed to The Rooftop Revolution. The objective is to put an end to price problems with the clear purpose of offering a long-term and sustainable solution for the planet and society. Creating a distributed generation model in Spain, The Rooftop Revolution offers Holaluz customers the possibility of transforming every square metre of their rooftop into 100% green energy, saving up to 50% on electricity bills.

The announced acquisition of three firms represents the beginning of Holaluz's strategy to acquire Spanish installation companies with the goal to accelerate the growth of its solar vertical, and control the entire end-to-end process.

To support the strong growth forecast for 2022, Holaluz has opted to strengthen the teams focused on executing The Rooftop Revolution. That is why the company plans to incorporate 50 solar experts and 76 additional installers located mainly in the Spanish regions of Catalonia, Madrid, Valencia, the Balearic Islands, Murcia, Seville, and Malaga during the first quarter of 2022.

All these measures will create a hybrid structure of own installers and agreements with trusted local installers that will ensure the scalability of operations throughout Spain.

## The Rooftop Revolution has no limit

Holaluz understands the present electricity market price volatility as a unique opportunity to consolidate the Rooftop Revolution and transform the current energy model in Spain. That is why Holaluz approved last December a capital increase of 7.5 million euros, allowing the entry of Abacon Invest GmbH and Pelion Green Future Alpha GmbH. These entities have significant international investments in the photovoltaic sector for domestic customers.

The employment of financial agility allows Holaluz to activate its strategy of inorganic acquisitions such as that mentioned today, despite the current price situation in the wholesale electricity market.

The Rooftop Revolution already encompasses 6,295 managed installations, 378,202 clients, and a representation portfolio of more than 1,630 MW as of September 30, 2021.

## About Holaluz

Holaluz has the goal of a world powered by 100% green energy. This objective is advanced by persuading people to switch to a green energy plan made with 100% renewable energy. On average, Holaluz clients can make savings of 10% thanks to the intensive use of technology and a people focused business strategy which promotes a trusting relationship with clients.

Created with the conviction that companies can be tools to change the world, Holaluz leads the transformation of the Spanish energy sector with a commitment to the new model of distributed generation and differential supply in self-consumption. Holaluz is a benchmark company not only statistically but also in terms of quality and service innovation. Holaluz was the first electricity company to implement a simplified compensation package in the Spanish market with Holaluz Cloud, a programme that

allows the deduction of surpluses from energy bills (in other words, the excess energy produced by solar panels that can't be consumed in the moment).

At the heart of Holaluz's strategy is the commitment to a new business model which gives employees flexibility and autonomy to carry out their responsibilities in a way that allows for a better work/life balance. Examples of this approach include goal based tasks and easy scheduling. This holistic business approach has helped Holaluz close in on its target of achieving parity of representation in all areas of the company. This development has come about almost completely organically. (It has only been necessary to apply quotas to the technology team where focus has been applied to gain 100% parity.)

Holaluz has a positive impact on its employees, the community, and the wider environment. It was the first European power company to be B Corp certified. This authorisation of social and environmental performance beyond profit is shared with 2,400 other companies in 50 countries. Holaluz is also one of the founding companies of "Capitalism with a Conscience in Spain", a philosophy that recognises the innate potential for business to improve the world.

Holaluz's leadership position in the energy transition has been recognised by Sustainalytics, the world's leading agency for ESG and corporate governance research and ratings. Sustainalytics places Holaluz at number one in the world in the category of electricity companies. In the overall reckoning, the Sustainalytics universe, which collates the performance of 13,028 companies, Holaluz was placed among the top two percent of companies. In the utilities category, which compares 446 companies, Holaluz finished second worldwide. In terms of measured risk, Holaluz was apportioned a score of 12 which is "low risk" (scores of between 10 and 20 are considered "low risk").

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