Press release

Holaluz launches the first cloud-based generation and demand control centre

- The green energy technology company has developed, in collaboration with Green Eagle Solutions and Amazon Web Services, the first cloud-based generation and demand control centre following the new Spanish electricity grid (Red Eléctrica) technical specifications.

- Thanks to the flexibility offered by the cloud, the new Holaluz control centre will significantly increase the company's scalability by easily integrating a large volume of producers and data with the aim of responding to the increase in demand and boosting the energy transition in Spain through a distributed generation model.

- The new cloud control centre is part of Holaluz's goal of achieving a 100% green planet by putting technology at the service of renewable producers. All this will make it possible to offer a "delegated office" service for interaction with the Spanish electricity grid. This complements the representation service and opens the door to the participation of producers in adjustment markets and other new services under development.

Barcelona, April 7, 2022: Holaluz, a green energy technology company that has been listed on the BME Growth since November 2019, today announced the launch of the first cloud-based generation and demand control centre in Spain. The new infrastructure has been developed in collaboration with Green Eagle Solutions (the technology leader in software solutions for the renewable energy sector) and Amazon Web Services, following the new Spanish electricity grid (Red Eléctrica) technical specifications.

The implementation of this cloud-based control centre increases Holaluz's flexibility and agility in infrastructure data management, significantly increasing the company's scalability. All this will make it possible to respond to the current growing demand for electricity – largely motivated by technological innovations and the emergence of electric vehicles – as well as to promote the distributed generation model in Spain thanks to the greater capacity that offers the new control centre for the integration of new green energy producers close to the point of consumption.

This development represents a further step for Holaluz in its goal of achieving a 100% sustainable planet by putting technology at the service of renewable producers. Holaluz now has a more complete offering that will allow it to provide a "delegated office" service for dialogue with the network operator, complementing the market representation service and opening the door to the participation of producers in adjustment markets and other new services under development.

"At Holaluz we've been leading the transformation of the Spanish energy sector for more than ten years because of our value proposition which is based on three pillars: 100% green energy, savings thanks to the intensive use of technology, and putting the customer at the centre of decisions. The new cloud control centre allows us to take a step further in our value proposition and consolidates our relationship with renewable producers. It lets us offer a more complete service in line with our values and – in the context of a global energy crisis – supports the green energy transition in Spain, " says **Carlota Pi, co-founder and executive president of Holaluz**.

"The commitment to have the first cloud-based generation control centre in Spain reflects Holaluz's reliable and efficient leadership in the energy transition. Our purpose as a company is to provide the sector with the most innovative and disruptive technologies. This means we can monetize and speed up the scalability and integration of renewable energies in the energy system." says **Alejandro Cabrera, co-founder and CEO of Green Eagle Solutions.**

In the current context of a global crisis in energy prices, caused by the collapse of the current energy and environmental model, Holaluz offers the possibility for everyone to transform each square metre of rooftop into 100% green energy through the Rooftop Revolution. In short, it proposes a disruption of the current generation-consumption model, converting rooftops into distributed generation and creating a large energy community in Spain that will connect domestic customers with green energy producers.

About Holaluz

Holaluz has the goal of a world powered by 100 percent green energy. This objective is advanced by persuading people to switch to a green energy plan made with 100 percent renewable energy. On average, Holaluz clients can make savings of 10 percent 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 percent 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").

About GENERG

Green Eagle Solutions is a growing international technology company that provides software solutions to the renewable energy sector; specifically to the wind energy industry. Founded in 2012, Green Eagle Solutions is on a mission to accelerate the growth of renewable energy through RPA (Robotic Process Automation) technology. To achieve this, they have developed ARSOS Robot - a software robot that automates the operations of renewable assets by increasing their operational efficiency and economic performance.

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