

Holaluz and Planeta Huerto close an agreement to boost the energy transition in Spain

- Holaluz and Planeta Huerto join forces to offer the more than 500,000 users of the ecological e-commerce in Spain **the option of reducing their electricity bill to 0 euros with the installation of solar panels in their homes.** With this alliance, **both companies are moving together towards the green transition and decarbonisation,** delivering savings on electricity bills and contributing to the reduction of CO2 emissions into the atmosphere.
- **Holaluz and Planeta Huerto are leaders for their positive impact on the environment. Holaluz, with more than 12,500 solar contracts under management and having avoided the emission of 2.9 MT of CO2 into the atmosphere,** is leading the energy transition by transforming m2 of rooftops into 100% green energy producers for everyone. **Planeta Huerto, for its part, leader in healthy e-commerce, has more than 30,000 products on its website under this premise and an own brand with more than 750 references that democratise the Eco product,** making it available to everyone.
- **Holaluz offers a unique value proposition in the market** that includes guaranteed savings of more than 70% and a comprehensive customer relationship that includes delivery of the installations in approximately 45 days and a flat rate electricity product.
- This collaboration, which began last November, confirms the great potential for solar generation in Spain in a context of climate and energy emergency.

Barcelona, 12 de diciembre de 2023. Holaluz, an energy transition technology company with the aim to achieve a 100% green planet, and Planeta Huerto, a leading online platform for ecological products related to home growing, gardening, DIY and food, today announced a partnership to boost the energy transition in Spain.

Thanks to this collaboration, more than 500,000 users of the most sustainable ecommerce platform in Spain will be able to join the energy transition by installing Holaluz photovoltaic panels in their homes. This will enable them to reduce their electricity bill to 0 euros and reduce CO2 emissions into the atmosphere.

Holaluz offers a unique value proposition in the solar field that accompanies the customer in all its journey: from the design of the installation, the management of subsidies to the maintenance of the panels, offering a guaranteed monthly saving of more than 70% or even reducing the bill to 0 euros and with the delivery of the installation in approximately 45 days.

For its part, Planeta Huerto contributes with this alliance to boost the Rooftop Revolution, a movement which aims to transform every square metre of rooftop into clean and cheap energy for everyone.

This collaboration, which began last November, responds to a context of climate and energy emergency which requires great efforts by companies to achieve the emission reduction targets established in international agreements. This emissions reduction involves transforming the current energy model from a centralised production system based on polluting sources to distributed generation model based on renewable sources. In fact, the Spanish government has published a new PNIEC with a target of 19 GW of self-consumption by 2030 (compared to the current installed base of ~2 GW of residential installations), which will continue to expand the market.

In addition, the partnership with Planeta Huerto represents a step ahead for Holaluz to accelerate the energy transition in Spain and it does with a strategic partner with a shared purpose and shared objectives for the future: to promote a change of model generating a real impact on people, the planet and the environment.

"Holaluz was born with the transcendent purpose of achieving a 100% green planet. The current climate emergency requires urgent solutions and Holaluz has the solution for the whole system: the Rooftop Revolution. A movement that transforms m2 of rooftops into cheaper green electricity for everyone and aims to transform the current centralised, non-renewable electricity generation model to a fully decarbonised model. Spain has great potential for solar generation: more than 1,700 hours of sunshine per year and 10 million rooftops that can easily be transformed into green electricity production for all. When the Rooftop Revolution succeeds, we will be able to generate clean energy for all at a tenth of the current price for the next 40 years," **says Carlota Pi, co-founder and CEO of Holaluz.**

"Our commitment to sustainability is reflected in concrete actions throughout our operations. We reuse 100% of the waste from our ordering operations, such as cardboard and plastics. We shred these materials and use them as packaging to protect our products, thus closing the loop and minimising our impact on the environment.

In addition, we have established a policy that we do not accept orders under €20. This decision is based on an eco-efficient consideration, avoiding shipments of a single product throughout the peninsula, which contributes to the reduction of emissions and the responsible use of resources. To encourage more sustainable practices, we actively promote the option of shipping to collection points. This alternative is not only more environmentally friendly, reducing the need for the carrier to visit multiple homes, but also

has economic benefits by reducing associated costs. We are committed to moving progressively in this direction, working towards practices that benefit both the planet and our customers," **says Razvan Razvan head of Growth at Planeta Huerto.**

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 urgent and sustainable long-term solutions. Holaluz proposes a structural change: transforming the current energy generation model -centralised and non-renewable- towards a new model with more weight of distributed generation and 100% green.

Based on a unique strategy of two businesses - the installation of solar panels and energy management - and with the vision of creating the largest green energy community in Europe, Holaluz is building a green ecosystem in homes by transforming m2 of rooftops into 100% renewable electricity producers and optimising the efficiency of its installations through flexible assets such as EV chargers and batteries. A sustainable, cheaper way for everyone to meet the growing electrification of demand.

Holaluz's purpose is centred on the planet and people. The people in the team can develop holistically, with flexibility, autonomy and parity at all levels of decision-making. All this, together with a business model of genuine impact and an ESG DNA, have made Holaluz the first European electricity company to receive B Corp certification (a seal that gives visibility to companies that innovate to maximise their positive impact on employees, the communities they serve and the environment). It is also the founder of the Conscious Capitalism movement in Spain, a philosophy that recognises the innate potential of business to have a positive impact on the world.

In January 2023, the world's leading ESG and corporate governance research and ratings agency Sustainalytics ranked Holaluz number 1 in Sustainalytics' global ESG risk ranking in Independent Power Production and Traders.

Contact Holaluz

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About Planeta Huerto.

On the 19th of September 2011 Planeta Huerto was born, a project focused on bringing the urban garden closer to homes that has evolved to the concept of healthy and sustainable in its widest aspect: Planeta Huerto brings together everything a person who cares about this lifestyle might need: from eco products for the garden, organic food, certified cosmetics, products for the little ones such as eco nappies and even food for pets.

Nota de prensa

The selection of products prioritises quality, sustainability and market demand. In addition, developing and promoting its own brand provides comprehensive control over product quality and associated costs.

Contact Planeta Huerto

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