

SHORT DESCRIPTION

Enel X Global Retail is the Enel Group's global business line operating in the field of energy supply, energy management services, and public and private electric mobility, with a portfolio of products and value-added services to incentivize more independent and sustainable energy use. World leader in the development of innovative solutions dedicated to accompanying residential consumers, businesses and municipalities throughout the energy transition, Enel X Global Retail offers an ecosystem of modular and integrated products and services, built around customer needs, promoting the digitalization and electrification of uses and transportation. Enel X Global Retail manages demand response services, with about 9.4 GW of total capacity, and has installed approximately 105 MW of behind-the-meter storage capacity, more than 25,000 public charging stations for electric vehicles, and more than 3 million lights around the world. Plus, it provides about 65 million users with energy - electricity and gas - and value-added services every day. Enel X Global Retail's ecosystem of solutions is centered on the customer, with a platform business model that includes assets for electricity optimization and self-production, premium energy efficiency solutions, and competitive and flexible energy offers, with the goal of helping customers outline their own energy roadmap and taking them from initial consultation to solution execution. Enel X Global Retail promotes a sustainable approach, based on the principles of the circular economy, inclusion, accessibility, and innovation. Plus, thanks to scouting channels and its international network of Hubs&Labs, Enel X Global Retail selects, develops, tests, and releases mature innovative solutions on the market, in order to tangibly improve people's lives.

STATEMENT & VALUE PROPOSITION

B2C

Enel X Global Retail empowers customers to make sustainable, affordable, and efficient choices to have more control over their energy management and consumption, providing them with an ecosystem of integrated energy efficiency solutions for the home, for people, and for sustainable mobility: electricity, gas, fiber, charging infrastructure for electric vehicles, cooling and heating solutions, photovoltaics, smart home devices, and assistance to ensure greater savings, efficiency, comfort, and security at home and in daily life. This approach centers people's needs and is based on an innovative mindset and a complete and integrated offer, provided by a single and experienced provider.

Enel X Global Retail is the go-to energy choice for the more widespread use of solutions powered by electricity, for sustainable mobility, and for the digitalization of residential customers. Efficient, innovative, and affordable solutions lead to actual improvements in people's daily lives.

Enel X Global Retail's strategy for residential customers aims to increase the customer's value, enabling more widespread electricity use, leveraging the integration of materials and services that improve energy efficiency in the home environment.

Enel X Global Retail works to provide residential customers greater supply independence and improved energy resilience, while delivering significant savings and increasing the sustainability of energy production and consumption.

Enel X Global Retail supports private electric mobility with an ecosystem of charging infrastructure – integrated with electricity supply – and cutting-edge hardware and software solutions that are accessible to all and completely customizable, to manage the charging of personal electric vehicles in an easy, safe, and smart way.

B2B

Enel X Global Retail enables commercial and industrial companies to consciously make valuable and efficient choices, and to gain control over their energy assets, managing their consumption and achieving their sustainability goals.

It does this using an ecosystem of integrated solutions, including energy consulting services and flexibility solutions to manage corporate assets, supply of electricity – including PPAs – and gas, energy production, electrification of company fleets, energy portfolio management, and data intelligence. These solutions increase competitiveness, optimize energy spending, and reduce risks, while creating new revenue streams, through the most appropriate financing options.

All of this is made possible thanks to the Group's global presence, experience, vision, and reliability.

Enel X Global Retail simplifies energy portfolio management for commercial and industrial customers by using integrated solutions for energy optimization, making it possible to increase efficiency and reduce costs, and providing the possibility of monetizing flexibility at the same time.

Enel X Global Retail's strategy for B2B customers is aimed at supporting businesses in improving their energy performance and achieving Net Zero goals, promoting electricity self-production and process digitalization.

Enel X Global Retail outlines a roadmap to energy efficiency for its customers, from consultation to execution and monitoring, to guide them on their decarbonization journey with a more efficient, sustainable, and independent use of energy.

Enel X Global Retail aids businesses in the electric mobility challenge with a wide range of customizable and scalable offers, supported by hardware and software services for the electrification of company fleets. The aim is to improve a company's ecological footprint while reducing management costs, making corporate mobility more sustainable.

B2G

Enel X Global Retail allows public administrations to make more advantageous and efficient choices for their communities and to have control of their energy assets. Cities are provided with an ecosystem of electrified and digitalized urban infrastructure combined with innovative solutions, like smart lighting, energy optimization services for public buildings, infrastructure and services for public electric mobility, data interpretation, in addition to electricity and gas supply, to meet the needs of the community, optimizing the use of collective resources and helping build more sustainable, livable, and smart cities.

All thanks to a reliable overall advisory approach that makes investments in urban areas more efficient and affordable.

Enel X Global Retail is reinventing the way we live in cities in order to improve the life of the community, developing innovative and sustainable solutions to foster the digitalization of the urban environment.

Enel X Global Retail works closely with public administrations to support them in achieving their decarbonization and sustainability goals, by enabling services for digitalized, circular cities for residents.

Enel X Global Retail helps create new electric mobility ecosystems in cities, accompanying public administrations in the creation of electrified and smart public transportation networks, supporting them throughout the entire value chain. Thanks to a broad portfolio of offerings – bringing together hardware and software, spot sales, and “as-a-service” solutions – Enel X Global Retail's challenge is to make public electric mobility increasingly accessible and encourage private electric mobility by creating a dense network of charging infrastructure in public spaces.

Innovation

Innovation is the driving force behind Enel X Global Retail's business: it keeps the focus on contingent needs and prepares us for looming scenarios and significant future events, while allowing us to understand emerging needs in advance and adjust our offering.

Thanks to its experience, Enel X Global Retail is able to select, develop, test, and release innovative and cutting-edge solutions on the market, to concretely improve the lives of people.

Enel X Global Retail develops and implements new solutions, designed to respond to customer needs, by using the most innovative technologies on the market, making use of partnerships and collaborations with startups.

The challenge is to keep developing new business models, seizing growth opportunities in new markets and industries and making the offer increasingly competitive and cutting-edge. Open listening, idea generation, and solution development are the steps of the Open Innovation model.

Intellectual property gives additional value to the solutions and innovative projects carried out by Enel X in the various GBUs' areas of action. Registering patents, trademarks, and designs that can be traced back to the company is the perfect opportunity to reinforce our market position, stand out from competitors, and generate a positive reputation in the eyes of consumers.

Sustainability

Enel X Global Retail designs and develops innovative and sustainable solutions using circular and inclusive methodologies, with the goal of supporting consumers, businesses, and cities in their energy optimization and self-production journeys.

Enel X Global Retail provides people, businesses, and institutions with the solutions needed to achieve their sustainability goals. The company has arrived at a new vision of the concept of sustainability: no longer a topic only linked to corporate social responsibility, but a true innovation driver and a strategic guide for day-to-day business.

Sustainability serves not only to reduce the social and environmental impacts of our business but is an integral part of Enel X Global Retail's strategy. The goal is to create and provide solutions for people, businesses, and institutions wanting to reinforce their sustainable development and measure it concretely with appropriate metrics and reporting tools.