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Release

Media Relations

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ENEL: RYAN O'KEEFFE APPOINTED DIRECTOR OF COMMUNICATIONS

Rome, October 29th, 2014 – Ryan O’Keeffe has been appointed Director of Communications for the Enel Group.

Mr O’Keeffe joins Enel from Finsbury, the leading global strategic communications consultancy, where he advised a number of the world’s largest companies on their international communications.

He graduated with a degree in modern languages from the University of Edinburgh in 2002 and speaks three European languages including Italian. After earning a Postgraduate Diploma in Management at the University of the Witwatersrand in Johannesburg, Mr O’Keeffe joined UBS Investment Bank in its South African office before moving to London where he worked in the M&A and Leveraged Finance teams until he joined Finsbury in 2006. In 2009 he moved to Finsbury’s office in New York where he spent three years, culminating in his involvement in Finsbury’s 2011 merger with US-based Robinson, Lerer & Montgomery.

Mr O’Keeffe has acquired considerable experience in financial communications and investor relations, as well as internal communications, crisis management and regulatory investigations.

At Enel he will oversee the development of the Group’s Brand Identity, Internal Communications and Global Media Relations.

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