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## 10 MILLION CUSTOMERS CHOOSE ENEL ENERGIA'S POWER AND GAS OFFERS IN THE FREE MARKET

- *Enel's call centres lead the Italian Regulatory Authority for Electricity and Gas rankings for the ninth consecutive year*

**Rome, January 14<sup>th</sup>, 2016** - Over 10 million customers have chosen one of Enel Energia's electricity and gas supply offers. The Enel Group company operating in the free market confirmed its position as the leading electricity supplier and is in second place for gas supply.

*"Exceeding the goal of 10 million customers demonstrates how Enel Energia has seized with both hands the opportunities offered by the opening up of the market to competition, launching us on a major path of growth,"* said **Nicola Lanzetta**, Enel's Head of Market Italy. *"By setting ourselves the objective of providing a competitive response to the needs of families and businesses, Enel Energia has developed a diversified range of offers. These offers are chosen not only just for economic reasons but also for the quality of service. In order to meet customer requests Enel Energia has diversified its range of offers, focusing on efficiency and responsible energy use. Thanks to our wide range of high-tech products and smart solutions we have obtained a leading role in the field of innovation and sustainability. Enel is also putting a strong focus on electric mobility due to its capability to significantly reduce polluting emissions. We were the first to develop specifically designed electric vehicle recharge products, offering a wide range of flexible solutions to meet every need. The next step will be to make the charging network sufficiently wide-reaching to ensure access to recharge facilities for everyone who chooses to drive electric."*

The range of Enel Energia's offers for electricity and gas supply has been specifically designed to meet a wide diversity of consumption patterns, leaving in place advantages such as a freeze on the price of the energy component for one or three years and the use of electricity generated from renewable sources. These range from all-inclusive offers such as "Semplice Luce" (Simply Light) or "Semplice Gas" (Simply Gas), to more targeted ones like EnergiaX65, which is aimed at the over 65s including a free gift of insurance cover for their health and wellbeing. EnergiaXOggi, (Energy for Today), is a service specially designed for people who wish to manage their supply online and thus benefit from discounted prices while helping to finance social solidarity programmes.

This commitment to meeting customers' needs also extends to Enel Energia's loyalty schemes, designed to provide consumers with further benefits. The EnelMia card offers discounts in countless supermarkets and businesses all over Italy, providing families with on-going savings opportunities. In addition, the new EnelPremia<sup>3.0</sup> loyalty scheme rewards customers for virtuous behaviour by involving them directly in Enel's drive to raise awareness of environmental and social issues. By constantly updating the digital services on offer, Enel Energia is clearly signalling its commitment to keeping abreast of the latest market trends.

Finally, the high quality of Enel's telephone services provided for both free market and regulated market customers is further proof of the company's commitment to placing customers at centre-stage. Enel call centres have won numerous awards for the quality of their service, topping the league no fewer than nine



times in the table drawn up by the Italian Regulatory Authority for Electricity and Gas. Enel's call centre operators answer over 50 million calls a year, on hand 24/7 to meet customers' needs.

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