



PRESS RELEASE

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ENEL LAUNCHES ENEL*t*PREMIA: THE NEW LOYALTY PROGRAM FOCUSED ON PEOPLE

- *The initiative dedicated to residential customers will begin on June 3rd, 2025, with many benefits, discounts on bills and exclusive rewards*
- *App, website, toll-free phone number and Spazio Enel shops: every channel becomes a gateway to the benefits of ENEL*t*PREMIA.*

Rome, June 10th, 2025 – Enel stands by families on a daily basis, offering tailor-made solutions to simplify life at home. The genesis of ENEL*t*PREMIA was based on the desire to further strengthen this commitment. Enel's new loyalty program makes the energy experience more engaging and dynamic by focusing on customers on a daily basis, with weekly benefits and a catalogue packed with rewards, exclusive experiences and discounts on bills.

*"With ENEL*t*PREMIA, we are building a new relationship space, in which every customer can find value and tailor-made benefits,"* stated **Francesca Gostinelli**, Head of Enel X Global Retail. *"The program is in line with the goal of strengthening the bond with each customer, looking to the future with a clear idea: to increasingly gain trust as a partner in people's daily lives and to meet their requirements."*

The program is completely free of charge. Customers can sign up on the app, on the enel.it website, at Spazio Enel shops (direct and partners) and through the toll-free number. ENEL*t*PREMIA represents an important initiative to strengthen Enel's link with its customer base and promote sustainable behavior, via a wide-ranging catalogue of exclusive rewards. ENEL*t*PREMIA is aimed at residential customers with contracts for domestic use, who have at least one active contract for the supply of electricity and/or gas.

The program is structured according to a simple and clear system, which rewards customer participation with increasing benefits. Each member is assigned to one of the three levels – Essential, Excellent and Exclusive – based on number of active contracts, products purchased and time spent with Enel. Upon logging in for the first time, the customer can immediately view their starting level.

Enel aims to enhance the experience of its customers, offering personalized rewards and benefits based on their individual level of engagement. Achievement of the various levels is simple and accessible: by activating new contracts, purchasing new products such as boilers or air conditioners, or simply continuing to choose Enel over time, each customer has the opportunity to quickly access increasingly exclusive benefits. A mechanism designed to reward loyalty and encourage an ongoing relationship, which transforms the customer from a simple consumer to the recipient of a tailor-made experience. ENEL*t*PREMIA will be enriched with various competition initiatives to enliven the program during the first few months of its launch. For further details of the program, go to the enel.it website.