



PRESS RELEASE

International Press Office

T +39 06 8305 5699
ufficiostampa@enel.com
gnm@enel.com

enel.com

LENE, THE ENEL GROUP'S NEW DIGITAL COMPANY, HAS BEEN LAUNCHED

- *LENE ushers in a new era of energy: simple, instant, and tailored. Three minutes to activate a contract, no customer calls, zero hassle. An innovative brand that aims to capture a fast-growing market segment*

Rome, October 28th, 2025 – LENE, the Enel Group's new digital company, has been launched to meet evolving consumer habits and capitalize on a rapidly growing market segment of increasingly digital customers. With LENE, simple, transparent, easy-to-understand, affordable electricity and gas offers can be activated online in just a few minutes through a fully digital experience.

*"We want to respond to customers who see digital as their primary channel of interaction with brands, and who prioritize a distinctive, fast, and intuitive experience," said **Enrico Zampone**, Head of LENE. "The new brand introduces innovative customer engagement models, and we believe there is a significant portion of the market looking for this kind of offer. Digitalization has reshaped consumer expectations — today, people want services that are simple, immediate, and increasingly transparent. LENE is our answer to these market changes."*

Backed by a team of young professionals with experience in other industries, LENE brings the benefits of digitalization to the energy sector, combining streamlined processes with the strength and reliability of the Enel Group. The goal is to offer customers a "zero-hassle" experience — extremely simple, intuitive, and cost-effective.

Customers will be supported through advanced, fully digital channels, including Goffredo, the AI-powered virtual assistant designed to guide users through every step of the journey: from selecting an offer to post-sale management, ensuring personalized and timely support.

At the heart of LENE's customer acquisition strategy is the website Lene.it, where contracts can be activated in just three minutes thanks to an optimized, mobile-friendly process. Offers will be updated regularly to promptly respond to market changes, maintaining a consistent balance between service quality and affordability.

The launch strategy includes electricity offers from day one, followed by gas offers (starting in January 2026). LENE will focus on a strong digital presence, with targeted campaigns and a website designed to maximize user experience and conversion. No unsolicited calls or visits: LENE does not use telesales or door-to-door sales — the brand operates exclusively through digital channels.