

Holaluz grows 42% in new customers

- The financial results at 30 September 2019, the end of its fiscal year, place the green energy technology company in a privileged position to face its new phase as a listed company.
- Holaluz grows 42% in new customers to 212,862 green energy customers. In the area of self-consumption, it has multiplied its number of clients by 10, going from 47 to 498 installations.
- The company closed its fiscal year with a 39% increase in consolidated sales, reaching 208.81 million euros in revenue. EBITDA grew to 2.61 million euros, which is a +100% increase over the previous year.
- The green energy technology company, which has been listed on the MAB since last November, has contributed to saving 417,281 tons of CO₂ equivalent by not producing any plastic bags in 13 years.

Barcelona, 28 January 2020. - Holaluz, the green energy technology company, which has been listed on the MAB since last November, added 63,000 new clients during its last fiscal year (closed on 30 September 2019), an annual increase of 42%. With this increase, the electricity company's total customer portfolio at the end of the fiscal year amounted to 212,862 customers, a figure that reaffirms Holaluz as a fast-growing company.

In the area of self-consumption, it has multiplied by 10 its number of clients, going from 47 installations in October 2018 (date on which the Royal Decree-Law that repealed the so-called sun tax was published), to 498 installations at the end of September. During this period the company invested more than 1 million euros in equipping itself with the infrastructure and technological resources to meet immediate market demand.

The growth in new clients has allowed the company founded by Carlota Pi, Oriol Vila and Ferran Nogué, to improve financial income to 208.81 million euros, with an increase of 39% compared to the 152.11 million at the end of fiscal year 2018.

EBITDA (earnings before interest, taxes, depreciation and amortization) increased to 2.61 million euros, which is 100% higher than the previous year (1.26 million euros).

Co-founder and CEO Carlota Pi, says: "We're truly satisfied of the results of the fiscal year 2019. It has been a good year in terms of customer acquisition despite having devoted much effort to the process of going to market. After entry into the capital of Geroa, at the end of July, we significantly increased investments in marketing campaigns that are giving good results."

For Holaluz, a company is a fundamental instrument to change the world and in this sense, beyond the financial results, the technologist proud of the impact it generates: "This year 2019 we have sold 1,128,538,000 kWh, which has contributed to avoiding the emission of 451,414 tons of CO₂, equivalent to the closure of a polluting energy plant for 142 days*, or what is the same as stopping the production of plastic bags for almost 13 years."**

* Calculations made by Holaluz based on European Commission Climate Action data.

** An average person in Spain uses 180 plastic bags a year, the manufacture of which emits 4 grams of CO₂ per bag.

About Holaluz

Holaluz's goal is to achieve a world that functions 100% thanks to green energy. It is a purpose that the company fulfills by connecting people to green energy, offering 100% renewable energy, fair prices that turn into average savings of 12% thanks to the intensive use of technology and putting the customer in the center, establishing a relationship of mutual trust.

Created with the conviction that a company can be a tool to change the world, Holaluz is leading the transformation of the Spanish energy sector with a clear commitment to distributed generation as a new model and a differential offer in the field of self-consumption, being leaders not only in numbers, but in product and service innovation. Holaluz has been the first electricity company in the Spanish market to move toward simplified compensation by launching Holaluz Cloud, a system that allows surplus energy, i.e. energy produced by customers' solar panels that cannot be consumed at the moment, to be deducted from the electricity bill.

The company expects to reach one million customers and 50,000 PV installations by the end of 2023. Holaluz obtained a revenue of 208.81 million euros, an EBITDA of 2.61 million euros and has a team of 188 people, all as of 30 September 2019.

Within its strategy, Holaluz proposes a business model in which people can develop in a holistic manner. This means providing all the tools so that people can have flexibility and autonomy to develop their responsibilities, as well as to be able to combine them with their personal life. Examples of this are goal-oriented work and flexible hours. All this has contributed to making Holaluz a practically equal company, at all levels of decision making and in all teams. A situation that the company is proud of and that has been generated in a totally organic way. There is only one team in which it has been, and still is, necessary to apply quotas, which is the Technology team, where the company has placed its focus to become a 100% parity.

All this has made Holaluz the first European electricity company to receive B Corp certification, a seal that encompasses more than 2,400 companies in 50 countries and whose objective is to give visibility to companies that, beyond generating economic profits, innovate to maximize their positive impact on employees, on the communities they serve and on the environment. Likewise, Holaluz is the founder of Conscious Capitalism in Spain, a philosophy that recognizes the innate potential of business to have a positive impact on the world.

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