



Technology in sustainability

a profitable business to fix the future



Questions about the future:

Will we need more energy ?

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To pollute, should be more expensive ?

Questions about the future:

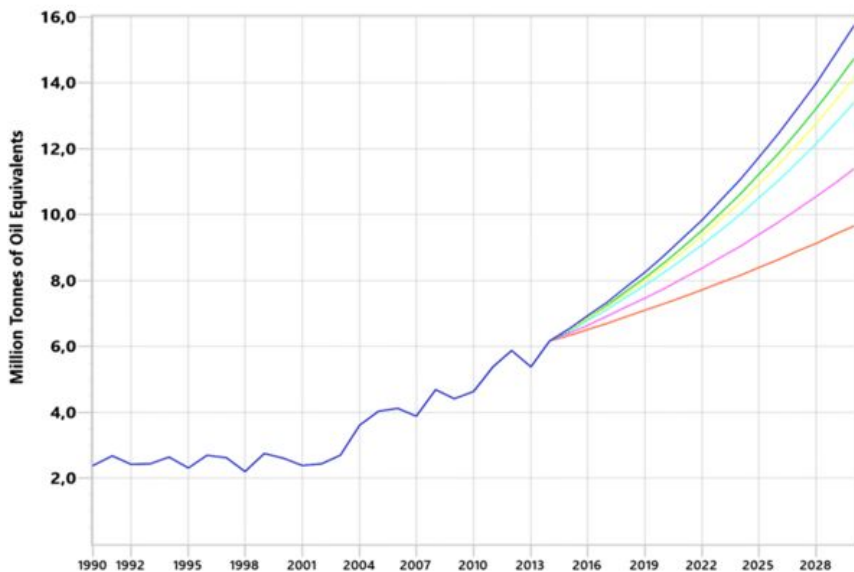
Will we need more energy ?

To pollute, should be cheaper or expensive ?

Fossil fuels will be less accessible?

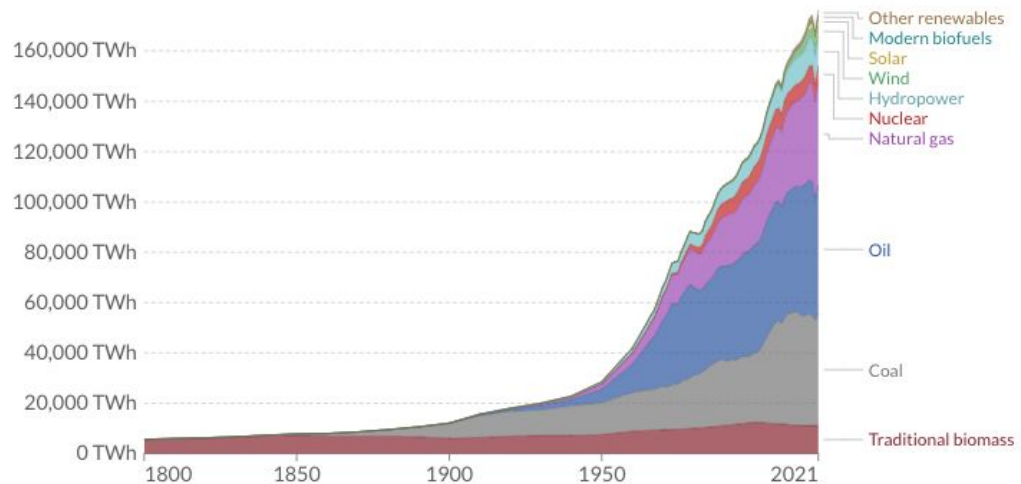
Numbers

Energy Demand Final Units All Fuels



<https://ourworldindata.org/energy-mix>

Energy Composition



Source: Our World in Data based on Vaclav Smil (2017) and BP Statistical Review of World Energy

[OurWorldInData.org/energy](https://ourworldindata.org/energy) • CC BY

We have a problem

The
Economist

How the pandemic ends
Latin America's growth opportunity
Will there be a wage-price spiral?
More threats to free speech

OCTOBER 16TH-22ND 2021

The energy shock



The
Economist

Why Putin hates the West
Can Europe stick together over Ukraine?
What Biden can learn from Truman
The business trip is back

MARCH 26TH-APRIL 1ST 2022

POWER PLAY

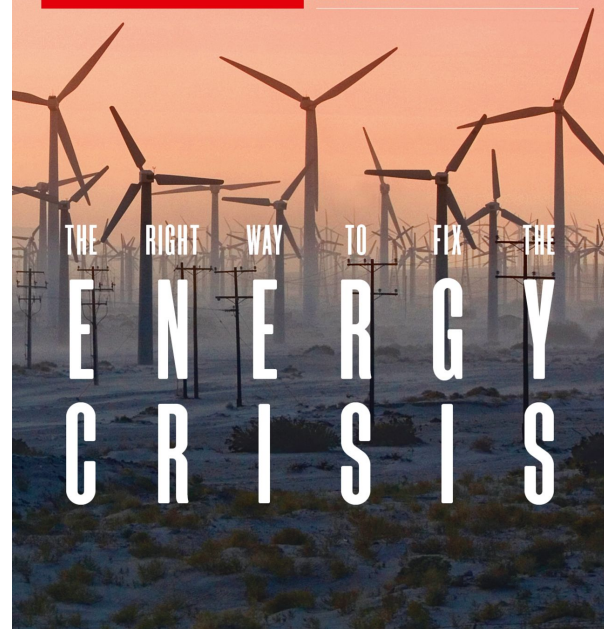
The new age of
energy and security



The
Economist

Google's health ambitions
Modelling insurrection risk
The ECB's next headache
British startups: why no titans?

JUNE 20TH-JULY 1ST 2022

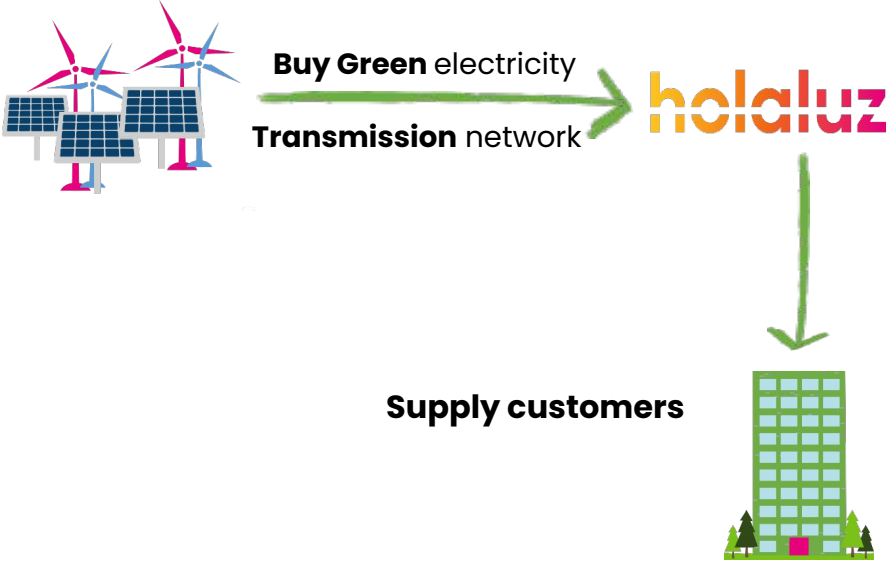




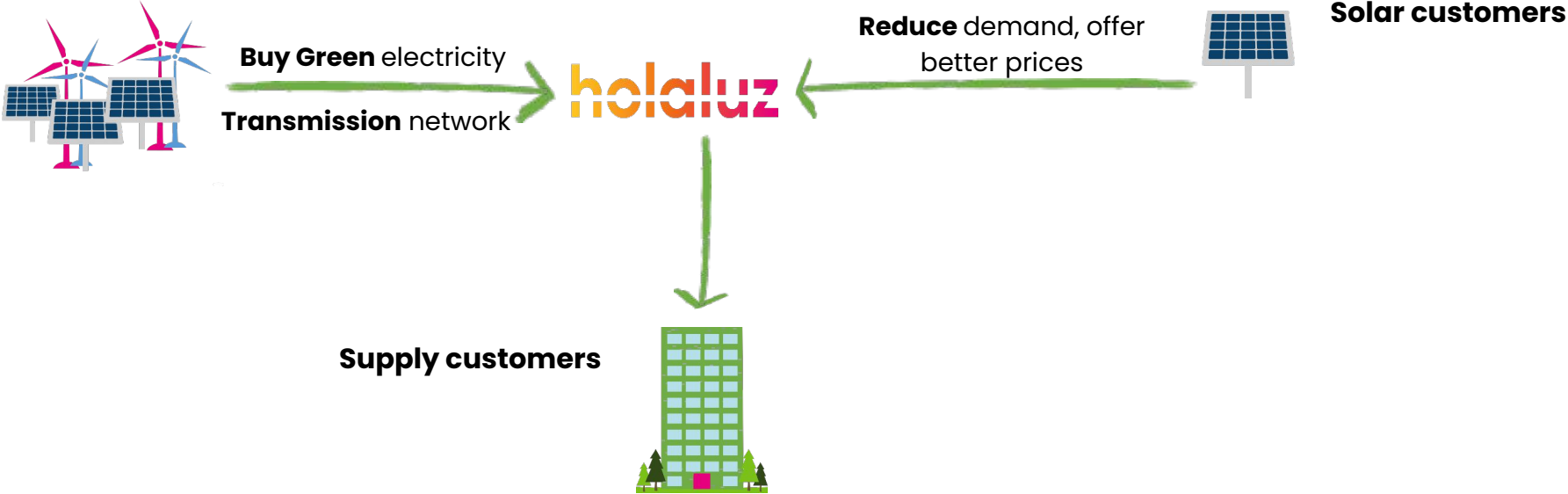
**WE CONNECT
PEOPLE TO
GREEN ENERGY**



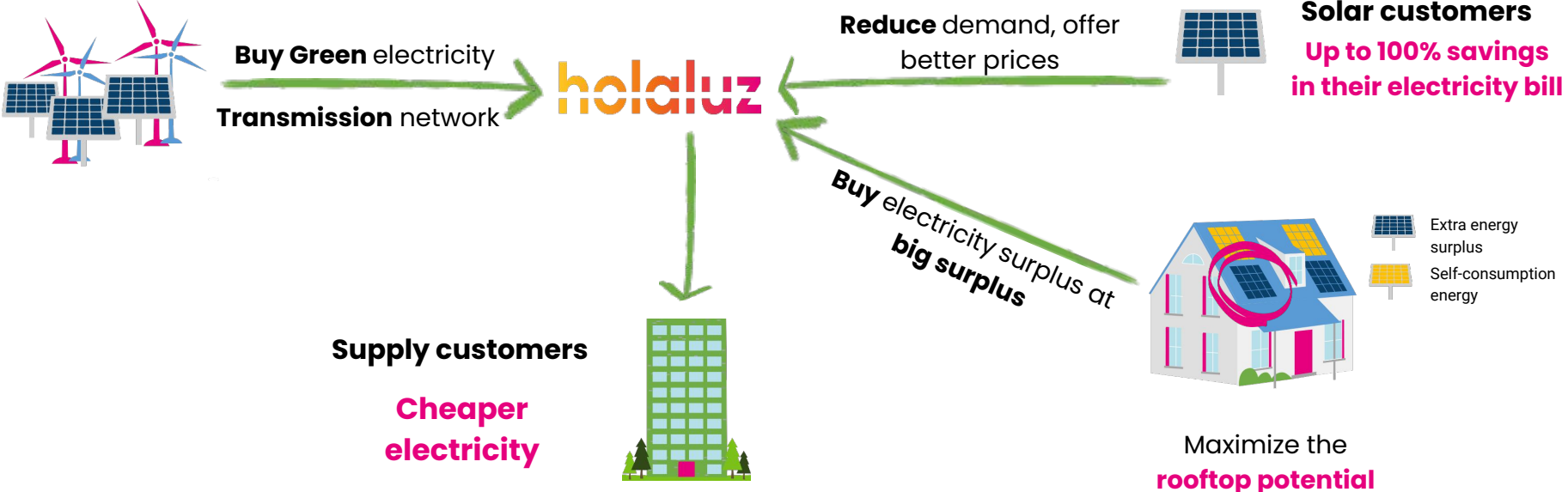
Value proposition



Value proposition



Value proposition



Two businesses that make each other unique

Supply of electricity

We sell electricity to our Supply customers without solar installations ...

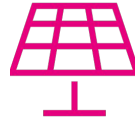
1

We connect people to green energy



2

We transform every m2 of rooftop into green energy production




Installation and management of distributed assets

... and we buy that electricity from the surplus production generated by our Solar customers with nearby solar installations, whose rooftop potential is completely leveraged

A flywheel powered by trust

Why are we here?



A photograph showing three people rappelling down a dark, craggy rock face. They are silhouetted against a bright blue sky with wispy white clouds. The person at the top is in a red shirt, the middle person is in a green shirt, and the bottom person is in a red shirt. They are holding onto ropes and reaching out to help each other. In the background, a range of dark mountains is visible under the sky.

Faithfulness to your vision &
to your value proposition

2010



CERTIFICADO DE ENERGÍA VERDE

Nos preocupa el medio ambiente y por eso
**toda nuestra electricidad proviene de fuentes de
energía renovables.**

HolaLuz suministra energía 100% verde con
certificado de Garantía de Origen (GDO) a

 **CNMC**
COMISIÓN NACIONAL DE LOS
MERCADOS Y LA COMPETENCIA

 **HOLA LUZ.com**
ETS LLIURE

Holaluz deja de comercializar gas y traspasará a sus clientes la tarifa regulada

- Carlota Pi advierte...

Holaluz deja de comercializar gas y se dedicará solo a la energía eléctrica solar

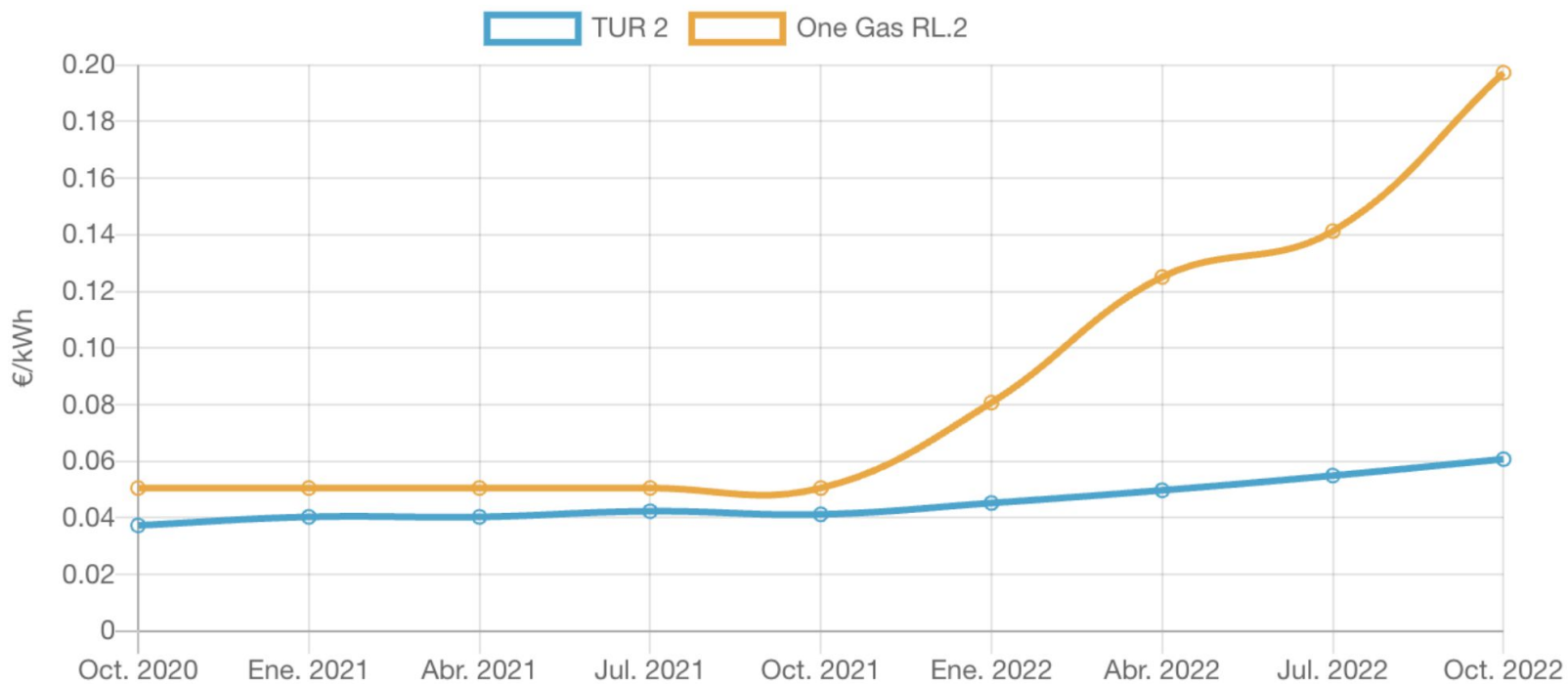
Cierra este servicio adicional

Holaluz pone fin a su negocio de comercialización de gas

- La compañía va a acompañar a sus 70.000 clientes con este servicio a la más barata tarifa regulada TUR

CRISIS ENER...
Holaluz abandona la comercialización de gas y traspasará a sus clientes la tarifa regulada

Gas price evolution

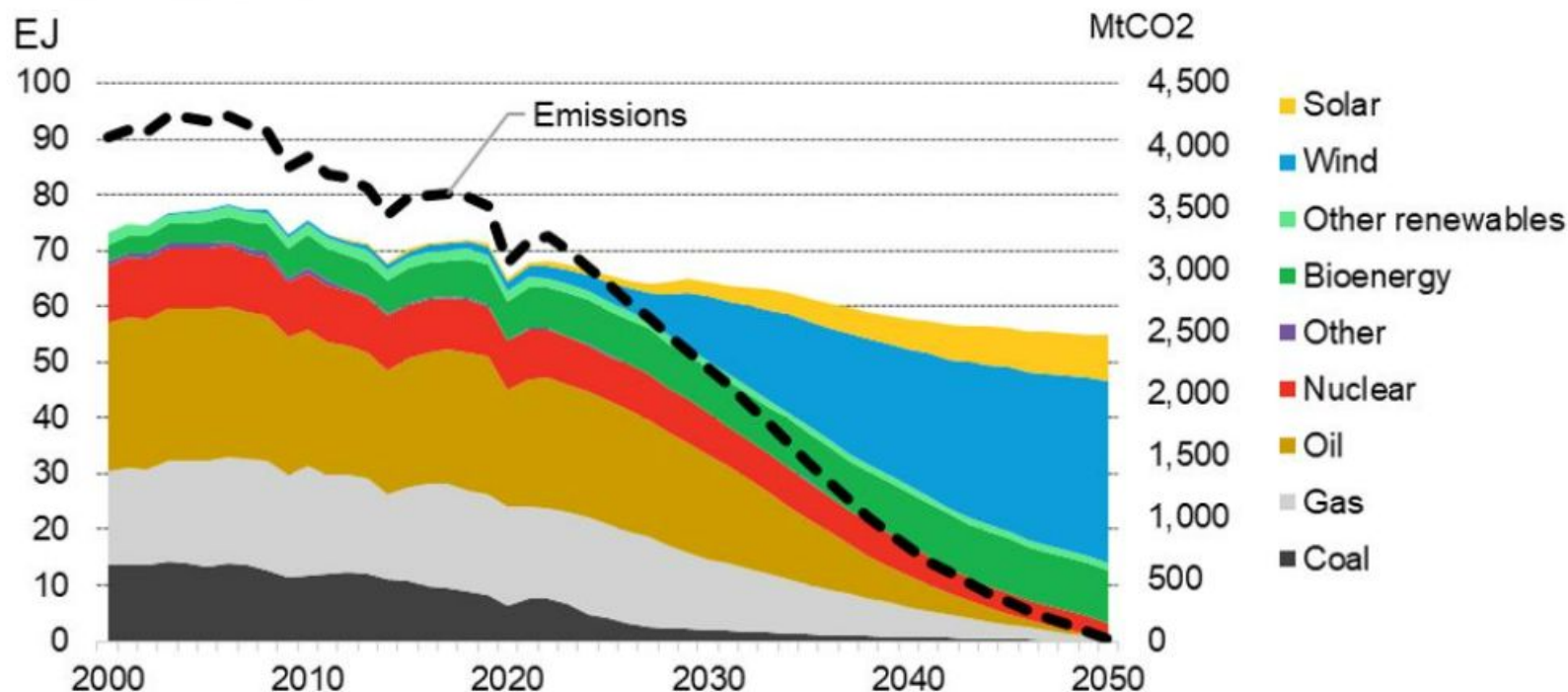


<https://tarifasgasluz.com/comparador/tarifa-ultimo-recurso-gas>

Precios sin impuestos.

Net Zero Would Rely on Clean Power and Green Hydrogen


Total primary energy by fuel and energy-related CO2 emissions, Europe, Net Zero Scenario



Source: BloombergNEF. Note: The Net Zero Scenario sees all energy-consuming sectors decarbonize by 2050, largely through electrification and switching to green hydrogen.

Learnings

*“If **sustainability** is in your **core values** hard decisions will be clearer to take.”*

An aerial photograph of a densely populated city at sunset. The sun is low on the horizon, casting a warm orange glow over the scene. The city is filled with numerous buildings of varying heights and colors. In the foreground, a street with traffic lights and cars is visible. The text "Disrupting the way energy is produced and consumed in the country of the sun" is overlaid in white on the left side of the image.

Disrupting the way energy is produced and consumed in the country of the sun

Disrupting products

2017: "Pay as you go" market

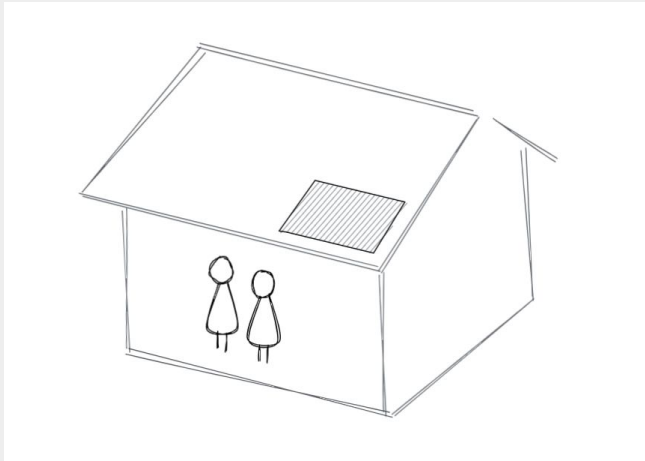
- This model **transfers** all system and sector **problems to customer**.
- Business models of **incumbents** take **advantage** of the Status Quo.
- **Legal** regulations tightly coupled with this kind of tariffs.

2018: Holaluz ships "Tarifa justa"

- Energy **flat fee** with **3 parts agreement**: Customer, Holaluz, and the Planet.
- Holaluz, has the responsibility to make it **profitable** and fix **suppliers challenges**.
- **NPS increases** 10 points and 25% **less churn** for this product.

The rooftop revolution

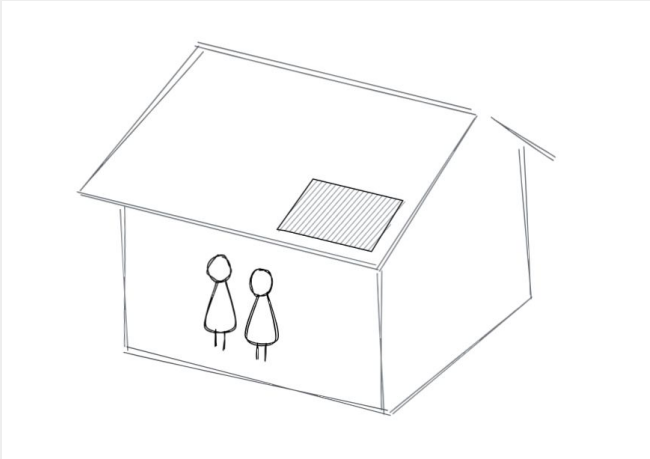
“Classical” solar energy market model



- ✓ **Cost efficiency**
- ✓ **Minimum** Solar Panels
- ✓ **Self consumption**
- ✓ **Dependency on centralized** generation

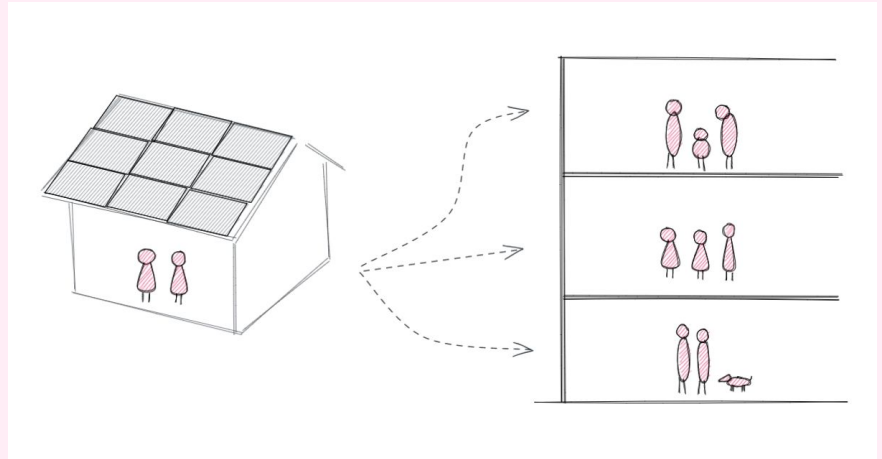
The rooftop revolution

"Classical" energy market model



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Our disruption: The rooftop revolution



- ✓ Maximize **ROI** (customer & HLZ)
- ✓ Maximize **solar panels**
- ✓ **ProSumers**
- ✓ **Distributed** generation

Learnings

“Be brave to disrupt. High purposes could not be achieved by doing the same old.”



Faithfulness and Disruption through **Technology**

Our Vision

We **enable technology** to deliver products and experiences our **customers love**.

- We innovate to avoid **commoditization**.
- We deliver software to **increase profitability**.
- We transform an old, non-technological industry to a full **digital and customer centric experience** for our customers.



Our aim is bring an
energy as a service
experience through
technology

Tech to Boost our vision

Prediction and pre-invoicing system



We provide to our customers **control** of their invoices.

Helped us to have a highly-tunned **purchase system** to reduce risks and cash flow.

Gas- offboarding executed in 15 days



We provide information and a **fluent transition** to our customers.

Data migration plan to our customers to offer the **best onboarding** on the new company.

Tech to Disrupt

“Tarifa Justa”

- Calculate the best monthly quota
- Detect deviations
- Inference future consumptions
- Automate calculus

Solar Surplus

- Identify viable rooftops
- Calculate better solar panels distribution
- Find neighbours to distribute surplus production

Learnings

*“Technology & Data are the most **powerful drivers** to disrupt. Use them.”*

GreenTech
Company 

*“Hard decisions will be clearer to take if **sustainability is in your core values.**”*

*“**Be brave** to disrupt. Ambitious purposes could not be chased doing the same as always.”*

*“Technology & Data are the most powerful drivers to disrupt. **Use them.**”*

- 1 We face a global environmental crisis**
- 2 We face a global energy & economic crisis**
- 3 Rooftop revolution is our solution**

Sustainability should be a core value

**Sustainability in company core values
is a business driver**



Q&A

Thank you!

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jordi.medina@holaluz.com | [@jmedinafrutos](https://twitter.com/jmedinafrutos)

