



The Numbers

ASSOCIATIONS, INSTITUTIONS, AND THE MEDIA

KPI	UM						% Boundary
		2009	2008	2007	2009-2008	2009-2008	
Extent of relations							
Meetings with associations ⁽¹⁾	(n.)	900	800	750	100	12.5	Enel excluding Endesa
Issues discussed with associations	(n.)	85	50	50	35	70.0	Enel excluding Endesa

(1) Estimated value.

COMPANY IMAGE

KPI	UM						% Boundary
		2009	2008	2007	2009-2008	2009-2008	
COMPANY IMAGE							
Presence index	(n.)	3,258	3,472	3,378	-214	-6.2	Enel
Global Visibility index	(,000)	1,120	1,269	1,424	-149	-11.7	Enel
Qualitative Visibility index (from -1 to +1)	(index)	0.89	0.91	0.94	-0.02	-2.2	Enel