



## PRESS RELEASE

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## ENEL: POSTMARK ISSUED FOR NEW GROUP IDENTITY

**Rome, June 13<sup>th</sup>, 2016** – A new commemorative postmark has been issued in conjunction with the roll-out of the new global corporate identity of the Enel Group. It will be applied to a postcard dedicated to the new Enel image.

The postmark is a collector's item and will be issued in a limited run of 5,999 pieces.

*"For a company that has been working for Italy for more than 50 years, the postmark is a major honour", remarked Enel Group CEO **Francesco Starace**. "With the new identity and new brand, Enel's image now more faithfully reflects the changes within our Group and the rapid evolution of the energy industry. Our logo marks a new 'Open Power' era for the company, just as we are opening up to new opportunities for growth and development for our company and all Italians".*

*"Poste Italiane is dedicating a postmark to a great company, with whom we share close roots in local communities", said **Francesco Caio**, CEO of Poste Italiane. "The identity of a Group is renewed in the capacity to look to the future while never losing its focus on its core business. Enel, like Poste Italiane, is betting on digital innovation to simplify access to its services even further."*

The new brand strategy transmits Enel's image as a modern utility that is open, responsive and capable of leading the energy transition. The new multi-coloured visual identity and logo are a reflection of the variety of the energy spectrum, the multifaceted nature of a Group present in more than 30 countries and the growing diversification of the services offered by the company within the global energy system.

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