

PRESS  
RELEASE

## ENEL X AND UNIEURO SIGN AGREEMENT FOR DEMAND RESPONSE SERVICES TO BALANCE ELECTRICITY FLOWS

- *The Enel Group business line dedicated to innovative products and digital solutions will be the aggregator (Balance Service Provider - BSP) for nine Unieuro stores located across the country*
- *Thanks to the demand response services, Unieuro is renewing its commitment to environmental sustainability, generating energy savings through control of consumption*

**Rome - Forlì, April 18<sup>th</sup>, 2019** - Enel X, the Enel Group business line dedicated to innovative products and digital solutions, and Unieuro, the leader in the distribution of consumer electronics and household appliances in Italy, have signed an agreement for the supply of demand response services at nine of the chain's stores.

Demand management services enhance the flexibility and stability of the electricity grid, and foster more efficient use of power infrastructure, helping to contain electricity prices. Companies participating in demand response programmes reduce their electricity costs while promoting more sustainable behaviour through efficient and aware energy consumption.

After having implemented a number of energy efficiency initiatives at its approximately 250 Italian stores, ranging from waste disposal to consumption control, with this agreement Unieuro will respond even more effectively to the needs of the community and the growing concern about energy sustainability issues.

Enel X currently manages more than 250 MW of capacity under the new national dispatching project for Eligible Virtual Mixed Units.

*"This agreement underscores our commitment to finding advanced solutions for our country's energy sector and consolidates Enel X's position as a global leader in the demand response market," said **Alessio Torelli**, Head of Enel X Italia. "With Unieuro we share the attention to sustainability and the continuous search for innovative solutions that meet the needs of the community and that, as in this case, help guarantee the stability of the national electricity system."*

*"We are very pleased with the agreement we have just reached with Enel X," remarked **Andrea Scozzoli**, Chief Development Officer of Unieuro. "An agreement that makes us even more sustainable and energy efficient. Demand response is just the latest step in a process aimed at controlling consumption and saving energy, enhancing the environmental sustainability of all of Unieuro: the systems in our offices and in our stores have been created as part of our building automation effort, a programme for intelligently managing buildings and maximizing energy efficiency".*

**Enel X** is Enel's business line dedicated to the development of innovative products and digital solutions in sectors where energy shows the greatest potential for transformation: homes, businesses, cities and electric mobility. The company is a global leader in the demand response sector and has a demand management capacity of over 6 GW at the global level, with presence in North America, Europe, Asia and Oceania.

[www.enelx.com](http://www.enelx.com)

**Unieuro** is the leader in the distribution of consumer electronics and household appliances in Italy, thanks to an omnichannel approach that integrates direct stores (about 250), affiliates (some 270) and the unieuro.it digital platform. The company is based in Forlì, has a central logistics platform in Piacenza and has a staff of about 5,000 employees. Listed on the STAR segment of the Italian Stock Exchange since 2017, Unieuro reported revenues of 2.1 billion euros in the year ended February 28<sup>th</sup>, 2019.

[www.unieurospa.com](http://www.unieurospa.com)

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