
PRESS
RELEASE

ENEL X AND MONDO CONVENIENZA SIGN AN AGREEMENT TO BOOST E-MOBILITY IN ITALY

Rome, December 9th, 2021 – Mondo Convenienza stores equipped with Enel X electric vehicle charging infrastructure to allow customers to charge their cars quickly and conveniently. This is the aim of the partnership between Enel's global business line that offers services to accelerate innovation and drive the energy transition and the leading Italian multinational in the large-scale retail trade of furniture and furnishing accessories.

"Electric mobility is no longer a gamble, but an established reality, as is reflected by the most significant trends in the sector that all point towards the rapid decarbonization of transport," said **Federico Caleno**, Head of e-Mobility Enel X Italia. *"Enel X is convinced this is the only way forward and this is how the partnership with Mondo Convenienza, one of the most important companies in the country, came about. Thanks to this partnership we will be able to offer customers innovative charging solutions that guarantee a fast, easy and safe driving experience."*

"The partnership with Enel X is an important step for the Mondo Convenienza group as part of its commitment to corporate social responsibility. By joining forces, we will pave the way for a more sustainable future, providing people with a state-of-the-art electric charging service and making a solid contribution to the spread of electric mobility in Italy by leveraging our widespread presence in the country," said **Dario Carosi**, CIO of Mondo Convenienza.

The agreement foresees the installation by Enel X of at least 10 ultrafast charging hubs with HPC (High Power Charging) at Mondo Convenienza stores in Piedmont, Lazio, Lombardy, Emilia Romagna, Veneto, Tuscany, Abruzzo, Umbria, Puglia, Calabria, Sicily and Sardinia, with the possibility of expanding the ultrafast charging network to other interested stores. In addition to the stations of up to 300 kW, Mondo Convenienza will also have available JuiceBoxes for home charging, the 22 kW JuicePole for public charging, the JuicePump, public charging stations of up to 150 kW, and the innovative JuiceMedia, which combines charging and advertising services via a digital panel.

The installation plan is based on the Recharge Partner package, designed by Enel X for companies wishing to install public-access charging infrastructures in their parking areas, drastically reducing the time needed to have an operational system and avoiding the need for a new supply connection. Mondo Convenienza will also be able to benefit from revenues from the kWh supplied by the JuicePoles and JuiceMedia.



Enel X is the Enel group's global business line that offers services to accelerate innovation and drive the energy transition. World leader in the sector of advanced energy solutions, Enel X manages services such as demand response for 7.7 GW of total capacity globally and 195 MW of storage capacity installed worldwide, as well as 245 charging points for electric vehicles made available worldwide¹. Through its advanced solutions, including energy management, financial services and electric mobility, Enel X provides each partner with an intuitive and personalized ecosystem of technological platforms and consulting services, focused on the principles of sustainability and the circular economy in order to provide people, communities, institutions and companies with an alternative model that respects the environment and integrates technological innovation into daily life. Each solution has the power to transform the goals of decarbonization, electrification and digitalization into sustainable actions for all, in order to build together a more sustainable and efficient world.

¹ Public and private charging points, including interoperability points.

Mondo Convenienza is an Italian company specializing in the large-scale distribution of furniture and furnishing accessories at the best quality-price ratio on the market, putting home interior design within everyone's reach. During its 35 years in business, Mondo Convenienza has been welcomed into the homes of millions of families, thanks to the work and passion of its 3,500 employees and the Carosi family's steadfast vision. The Mondo Convenienza story began in 1985 in Civitavecchia, and then grew throughout Lazio and, progressively, to the rest of Italy, where it now has 44 stores and 41 logistics hubs. In 2019, the brand entered the Spanish home furniture market, opening 3 stores and 3 logistics hubs in Madrid and Barcelona. A success built over time on the expertise of long-standing suppliers (85% of which are located in Italy) and increasingly cutting-edge, customer-based innovation models. Indeed, since 2017 Mondo Convenienza has been on a digitalization journey that is progressively embracing every business sector, with the aim of offering customers an omnichannel and personalized shopping experience.

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