



PRESS RELEASE

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"THE ENERGY OF EMOTIONS": ENEL'S NEW ADVERTISING CAMPAIGN ON AIR

- *The new creative commercial is underway once again developed internally by the Company and multi-channel distribution has begun*
- *With the original song "Eroi", Fiorella Mannoia is behind the soundtrack of the commercial, giving voice and emotional depth to the story*

Rome, October 7th, 2025 – There are energies that are not measured in kilowatts, but in small gestures. In a caress given without haste, in a consoling word, in a presence that asks for nothing in return. These are the energies of ordinary people, those who experience authentic emotions every day. Enel dedicates the new ATL campaign to them, a tribute to those who, with passion, dedication and love, transform everyday life into something extraordinary.

The campaign continues the path of values undertaken in recent years, focusing on authentic emotions, everyday challenges, the beauty of simple gestures. It is a choral story that speaks of humanity, of bonds, of that invisible force that moves the world.

Several stories make up the beating heart of the campaign: a mother hugging her daughter on graduation day, a young midwife assisting a mother in the first moments of her newborn's life, an elderly man taking care of his sick wife, a teacher welcoming a child on his first day of school in the new classroom, an engineer flying over a wind farm in a helicopter, far from home but close to his ideals. Enel is the interpreter of a simple but powerful message: the most authentic energy is the one that people put into their lives, their loved ones, their work and their community.

An original song entitled *Eroi*, written by Fiorella Mannoia accompanies the images. The song, intense and delicate, is not just a background, but amplifies the message of the campaign by sensitively emphasizing the value of everyday gestures and helping to make the story even more engaging and authentic.

"Our institutional commercial tells the story of energy that comes to life every day in people's gestures. It is the silent energy of those who build, commit themselves and take responsibility without fuss," said Nicolò Mardegan, Enel's Head of External Relations. "We have chosen once again to give space to authentic stories, because they are where we find the dedication, care and sense of responsibility that represent Italy's truest strength. An invisible but powerful energy, capable of transforming the ordinary into the extraordinary. And it is from here that the vision of a more conscious development is born, based on shared, solid and lasting values."



The commercial, made in 60, 30 and 15 second formats, aims to create a deep emotional bond with the public, strengthening Enel's positioning as a brand close to people and present in their daily lives. A story that speaks of energy, but above all of humanity. The multi-channel campaign has been on air since yesterday on TV and includes cinemas.