

## PRESS RELEASE

### ENEL PRESENTS ENEL X CHILE, THE NEW DIVISION OF PRODUCTS AND SERVICES BASED ON INNOVATIVE, SUSTAINABLE, AND DIGITAL SOLUTIONS

*• e-City, e-Home, e-Industries, e-Mobility, are the new division's business lines, offering a platform of integrated and innovative solutions from a different perspective, which empowers customers, generating value for people, companies, public institutions, and cities.*

**Santiago, February 3, 2018** - In order to open energy to new uses, new technologies, and new services, based on a strategy focused on digitalization, innovation, and sustainability, Enel X was presented in Chile, Enel's new brand and global division, which seeks to meet customer needs through four new business lines: e-City, e-Home, e-Industries, e-Mobility.

These areas of action represent important business opportunities, taking advantage of the evolution of technology to create value in an era of profound changes and transformations, developing innovative products and specific digital solutions for people, companies, and cities.

In the framework of the Formula E race held in Santiago, Enel X was presented this morning in an event in which the Minister of Energy, Andrés Rebolledo, Enel Chile's CEO, Nicola Cotugno, and Enel X Chile's manager, Simone Tripepi, participated.

*"We are a global company, with a strong footing in the worldwide energy sector, for which we have implemented an open strategy focused on digitalization, sustainability, and innovation, using smart and fast technologies for our customers to discover new ways for using energy,"* said Simone Tripepi, Manager of Enel X Chile.

#### **Enel X business lines**

- **e-City:** Management and implementation of turnkey projects for municipalities and various public and governmental entities, developing technological solutions related to public and artistic lighting, security systems, and energy efficiency, based on personalized and specialized customer attention.
- **e-Home:** Focused on giving people access to cutting-edge technologies, transforming the home into spaces of comfort according to the particular needs of each home and family, offering air conditioning services, efficient solutions for water heating, photovoltaic systems, led lighting, insurance and assistance, home automation, among others.

- **e-Industries:** Development of integral projects for different industries, from specialized consultancy, implementation, and monitoring of each service in technologies related to energy efficiency, distributed generation, electrical projects, energy demand management, providing a differentiating value for companies.
- **e-Mobility:** Offer of products and services that promote the development of urban and intercity electric mobility, charging infrastructure, and new technologies such as the vehicle to the network (V2G). In addition, it promotes electric public transport offering integral solutions for the transport companies.

### **Tiendaenelx.cl: e-Commerce as a principal platform**

Consumer behavior has radically changed in recent years, for which companies have had to adapt to new marketing trends, implementing technological and digital tools, in order to transform purchasing experiences into fast, safe, and satisfactory actions.

Through [www.tiendanelx.cl](http://www.tiendanelx.cl), users will be able to find an integrated and specialized platform that provides customers with a broad portfolio of products and services related to the energy field, which allow satisfying needs for companies, cities, homes, and people, facilitating the shopping experience.

### **Brand Identity**

The new brand identity seeks to ensure that Enel maintains the lead in the energy industry worldwide, being in the forefront of changes and permanent transformations of the market and customers.

The new logo, designed by the international agency Wolff Olins, incorporates the Enel matrix in the name of the brand, to which an X is added, which is composed of four cursors with a meeting point, which signifies the multiplication of opportunities, integration, and interconnection, representing a platform to create and exchange value to customers. The X represents Enel's patrimony in terms of eXpertise, eXcellency, and eXperience.

The new brand, its vision and identity is the result of a process of listening to the needs of customers, a process carried out through research done in ten countries.

Enel X seeks to deliver greater value, going beyond financial aspects, and including social and emotional aspects. This new value will boost businesses, cities, homes, and lives, enabling a better future for people.

