



## PRESS RELEASE

### Media Relations

T +39 06 8305 5699  
ufficiostampa@enel.com

enelx.com

## ENEL X LAUNCHED IN JAPAN

- *EnerNOC Japan, the country's demand response market leader, has been officially rebranded into Enel X Japan*
- *Following the rebranding, Enel X is planning to build up a portfolio of advanced energy solutions in the country, including battery storage, distributed renewable generation and electric mobility*

**Rome and Tokyo, April 15<sup>th</sup>, 2019** – Enel X, the Enel Group's advanced energy services business unit, announced that its Japanese subsidiary EnerNOC Japan, has been rebranded to Enel X Japan. The launch event, hosted at the Italian Embassy in Tokyo, saw the participation of Ambassador of Italy to Japan, His Excellency Mr. Giorgio Starace, esteemed Professor Hideo Ishii of Waseda University, Enel X Head of e-Industries Eliano Russo, and Head of Enel X Asia and Oceania Jeff Renaud, as well as European Business Council in Japan Chairman Michael Mroczek.

*"It is an honor to host the launch event of Enel X in Japan. Italy is one of the most committed countries in the field of renewable energy: a high percentage of our yearly energy production comes from renewable sources. Enel X has a leading position in the international market, with its innovative and sustainable solutions in improving grid security and efficiency,"* said his Excellency, Mr. **Giorgio Starace**, Ambassador of Italy to Japan.

*"With the launch of Enel X in Japan, we are embarking upon a journey whereby we are developing our company into an integrated provider of advanced energy solutions, such as battery storage, distributed renewable generation and electric mobility,"* said **Eliano Russo**, Head of e-Industries for Enel X. *"Today's rebranding comes at an important time as the Japanese market is undergoing extensive changes due to the increasing penetration of renewables as well as ongoing electricity market reforms, which together are creating a lot of room for businesses to change how they power their operations, opening up opportunities for additional value creation."*

Enel X is currently the largest independent demand response aggregator in Japan, with 196 MW managed from a pool of 120 clients.

Demand response programmes are intended to encourage end users to adjust their power consumption to facilitate the stabilisation of the grid when requested by the system. Active demand response ensures greater grid flexibility that can lead to more efficient use of the energy infrastructure, helping to guarantee grid security and contain electricity prices. These programmes pay the participants an annual fee in exchange for their availability to respond to possible grid emergencies.

Enel X holds the leading position in demand response programmes globally, with over 6.2 GW of demand response capacity currently managed and assigned in the Americas, Europe, Asia and Oceania.



**Enel X** is a new Enel global business line dedicated to developing innovative products and digital solutions in sectors in which energy is showing the greatest potential for transformation: cities, homes, industries and electric mobility.

**Enel** is a multinational power company and a leading integrated player in the global power, gas and renewables markets, which figures among Europe's major power companies in terms of installed capacity and reported EBITDA. The Group is present in over 30 countries worldwide, producing energy with around 90 GW of managed capacity. Enel distributes electricity and gas through a network of over 2 million kilometres, and with around 72 million business and household customers globally, the Group has the largest customer base among European competitors. Enel's renewables arm Enel Green Power already manages around 43 GW of wind, solar, geothermal and hydropower plants in Europe, the Americas, Africa, Asia and Australia.