



PRESS RELEASE

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ENEL ANNOUNCES WINNERS OF OPEN CALL FOR START-UPS

- *Through Energy Start program, the energy company invests in new projects*
- *The prize for winning start-ups includes partnership with Enel, investment and an immersion period in Silicon Valley, San Francisco*

Niterói, July 25th 2018 – Enel has announced at the Open Innovability event, in São Paulo, the winners of the **Energy Start** 2017 Open Call. The call aimed to identify start-ups that develop innovative products and services in Enel's areas of interest, such as Digitalisation (IoT), Renewable Energies and Storage and E-Mobility. This year, seven start-ups have been selected, split between three categories: Investment (R&D), Silicon Valley Immersion and Partnerships.

WINNERS:

- **Investment Category:** Horus, Tracel and OneRF

- **Silicon Valley Category:** Horus and SmartGreen

- **Partnerships Category:** Easy Crédito, Enguia Serviços Digitais, SmartGreen and Thermo-off

In the **Investment** category, Enel will invest in the selected start-ups to develop a joint project. In the **Silicon Valley** category, the start-ups will do an immersion at the Mind the Bridge Startup School, in San Francisco, and will be able to develop relationships with local institutions and companies, as well as improving their business model. Finally, in the **Partnerships** category the winners will be indicated for commercial partnerships or to become Enel's suppliers in Brazil or abroad.

“The energy sector is undergoing transformations and we want to be lead actors in this process. We want to expand our portfolio, implement new business models in all segments in which we operate. The close approach with start-ups is part of that strategy, aligned with our Open Power positioning. We are open to new partnerships to face these changes,” says Enel Brasil Head of Innovation, **Bruno Cecchetti**.

Energy Start

Energy Start is the first program in Latin America dedicated to looking for energy start-ups to accelerate and develop partnerships. In total, Enel has already evaluated around 1,000 start-ups, selecting 16 that developed products or services in several sectors and closing some sort of partnerships with 11 of those.

About Enel in Brazil

Enel is one of the largest groups in the Brazilian electrical sector, operating in the distribution, generation, transmission and energy solutions segments. Following Eletropaulo acquisition, Enel has become the largest energy distribution group in the country, with 17 million customers served by Enel Distribuição Rio (RJ), Enel Distribuição Ceará (CE), Enel Distribuição Goiás (GO) – formerly Celg, which became part of the group in 2017 – and Eletropaulo (SP), acquired by the company in June. In renewable generation, Enel Brasil has installed capacity of 2.9 GW, of which 842 MW from wind power, 819 MW from solar PV and 1,270 MW from hydro. The company has also been recently awarded contracts for a total renewable capacity of over 1 GW. Enel Group also owns in Brazil the Enel Geração Fortaleza (CE) thermal plant; Enel Cien (RS) transmission network, energy converter for the Brazil-Argentina interconnection; and an energy solutions company for residential, commercial and industrial customers in the unregulated market, Enel X.