



PRESS RELEASE

ACEA ENTERS THE MARKET FOR E-MOBILITY CHARGING SERVICES

**Acea Energia launches App for electric vehicle charging on a network
of
over 10,000 charge points across Italy**

Rome, 12 April 2021 – ACEA enters the e-mobility charging business across the entire country with the launch of its **“Acea e-mobility” App** enabling electric vehicles to recharge at any one of **over 10,000 charging points in Italy**, a network created through interoperability agreements with other industry players.

The App was developed to offer users a user-friendly tool to manage all stages of vehicle charging: locating and booking available charging points, charging electric or plug-in vehicles, monitoring the recharging process and managing payments through the main available channels (credit/debit cards, prepaid cards or Apple Pay). The **Acea e-mobility card** will soon be available for several associated services. **Booking a charging point through the App will be free of charge until 31 December 2021**. Furthermore, Acea Energia offers three different types of **wallbox** for customers to recharge their e-vehicles at their own home.

The new service will be launched with a **communication campaign** running through to the month of May with the *claim* **“E-MOBILITY LEAPS AHEAD”**. Simple, immediate and visually stunning, the campaign was developed by DLV BBDO.

Entering the e-mobility charging business is in line with the Group's strategy for sustainable mobility, where **Acea Innovation** is a CPO, already active managing and developing the charging infrastructure. The planned installation of the first 150 charging points in Rome by the summer is already underway. The company's Business Plan 2020-2024 **provides for the installation of 2,200 charging points by 2024, a total investment worth €29 million. This goal is a core pillar of the Group's strategy for reducing emissions**, as policies increasingly switch towards sustainability and care for the environment. ACEA's interest for the electric mobility industry goes beyond the Rome area, with several actions already underway across the entire country.

“Entering the e-mobility charging business – states **Giuseppe Gola, CEO of the ACEA Group** – is a key step towards becoming a top player in the e-mobility industry not just in Rome, but across the country. Our Business Plan sets the goal of developing a *Service-based Company* designed to strengthen our relation with customers and enhancing the brands of the Acea Group. Focusing on e-mobility, including offering high added value services to citizens, is in line with our strategy of supporting the energy transition by facilitating the development of sustainable mobility, particularly in large urban areas where the environmental impact is greater. This is also in line with the objectives of the Green Deal and the values of the Group.

Acea Press Office Contacts:

Tel. +39 06 57997733

Email: ufficio.stampa@aceaspa.it