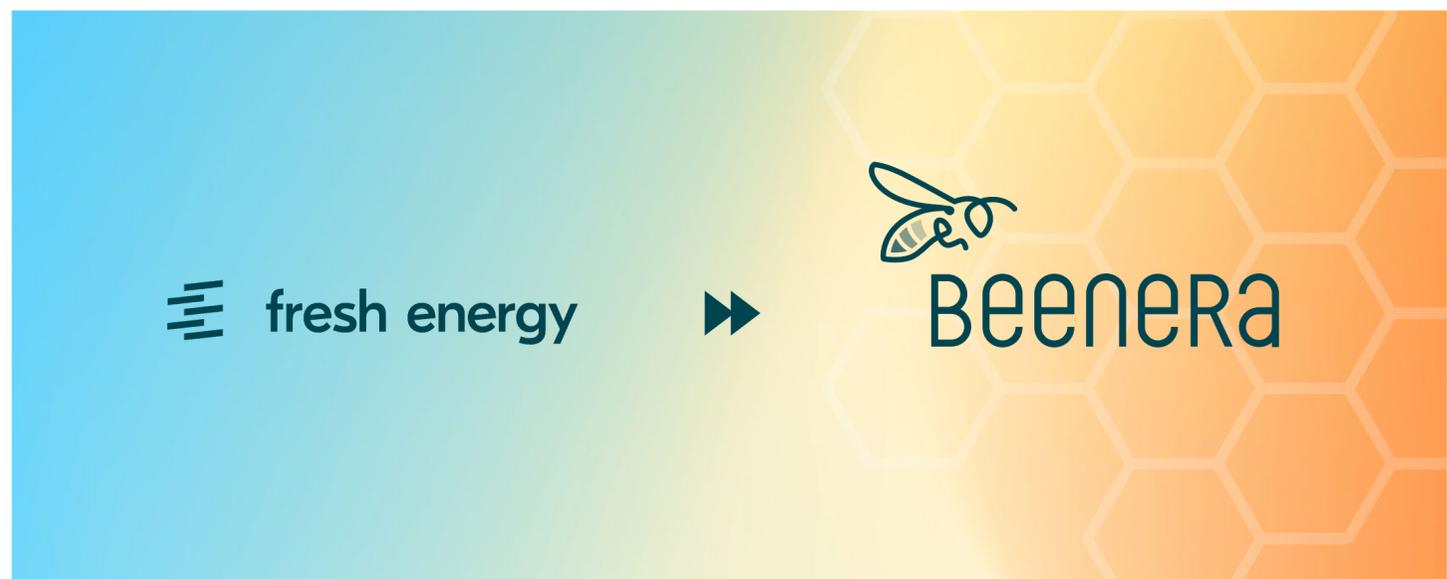


FROM NOW ON, FRESH ENERGY IS PART OF THE BEENERA ECOSYSTEM!

Customers who were previously using Fresh Energy's services can switch to the BEENERA app and look forward to more new services.

The Fresh Energy digital start-up from Berlin was founded in 2017 and specialises in the analysis and visualisation of electricity consumption data. Digital electricity products and services for end customers are developed on this basis. In recent years Fresh Energy has been able to establish itself as the market leader in Germany and has a strong reputation abroad.



„We have taken over Fresh Energy and enriched our own BEENERA digital offering with its services and expertise. The range of functions of the white-label app precisely supplements our product range and makes it even more attractive,“ says EWE's Chief Technology Officer Dr. Urban Keussen, explaining the decision to buy, „and it also gives BEENERA's market entry a lot of momentum“. With the acquisition of Fresh Energy in December 2020, BEENERA takes over almost all of the existing customers, such as Mark-E and Stadtwerke Lüdenscheid, and has access to a large network of innovative energy suppliers. More customers have already been acquired and the sales pipeline for 2021 is full to bursting. „We are very pleased to further develop our services with these innovative customers and to now start scaling!“ reports Fabian Zaps, Head of Sales and Partner Management.

Fresh Energy private customers who have gained access to the app through an energy supplier, such as Mark E, can continue to use the service without interruption. The migration was completed smoothly and quickly in November.

Private customers who do not have a corresponding „digital electricity contract“ have unfortunately not been able to use the Fresh Energy app since December last year. However, they have the option of taking out a digital electricity tariff with one of our participating energy suppliers. We will be happy to inform you about energy providers with appropriate offers.

