



PRESS RELEASE

Relações com a Mídia

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ENEL BRINGS ITS GLOBAL BRAND TO GOIÁS WITH ENEL DISTRIBUIÇÃO GOIÁS

- One year after its acquisition by Enel, Celg Distribuição is rebranded as Enel Distribuição Goiás
- Stores and customer service points, as well as the company's website, digital channels, corporate fleet and worker uniforms, will be modernised and aligned with Enel's global corporate branding
- The Enel Group in Goiás is focusing on the modernisation and digitalisation of the network to improve service quality, as well as on promoting rural and urban electrification

Goiânia, March 7th 2018 – Enel, the multinational power company present in over 30 countries around the world, brings its global corporate brand to its distribution company in Goiás, and, as a result, one year after its acquisition Celg Distribuição is rebranded as Enel Distribuição Goiás.

*"In bringing our global brand to Goiás we are confirming our long-term commitment to the state and our customers. The rebranding process is a powerful signal of the changes we are implementing in the concession area to transform the company and allow its operations to benefit fully from the technical expertise and best practices within the Enel Group's Global Infrastructure & Networks business line, which operates the largest privately-owned distribution network in the world," said **Carlo Zorzoli**, Enel's Country Manager in Brazil. "We are aware of the challenges of modernising the electric system in a state as big as Goiás, but leveraging our experience at Enel Distribuição Rio and Enel Distribuição Ceará, our focus in Goiás is on planning and executing the necessary improvements in service quality."*

With the rebranding, Enel's distribution company in Goiás will be aligned with the Group's visual and brand identity, built upon Enel's Open Power strategy to open energy to more people, to new technologies, to new uses of energy and more partnerships.

The rebranding is part of a process aimed at fully integrating Enel Distribuição Goiás within the Enel Group, while positioning it as a modern, flexible and sustainable company capable of leading the transition that is underway in the energy market worldwide. This process includes the transformation of the company's stores and customer service points, websites, digital channels, corporate fleet and worker uniforms in line with Enel's corporate identity, as well as the implementation in Goiás of social projects already successfully carried out by Enel in other Brazilian states. In support of the rebranding, for the first time in Brazil, Enel will also launch locally its global advertising campaign.

The Celg rebranding also coincides with the arrival in Goiás of Enel's energy solutions company, which has already begun to offer new products and services such as electrical infrastructure for companies and cities, energy efficiency, distributed solar generation for companies and the offer of services through energy bills.



Enel Distribuição Goiás: 2 billion Brazilian reais to be invested in 2018-2020

Enel Distribuição Goiás will continue to focus on technological innovation to improve service quality and modernise the company's grid which serves 2.9 million customers. After investing over 830 million BRL in 2017, the company will invest a total of around 2 billion BRL (approx. 560 million euros) in the 2018-2020 period as part of Enel Group's strategic plan.

One of the pillars of the new investments in Goiás is the Remote Control Project, which consists of the automation of the medium-voltage electrical grid through the installation of remote-controlled devices and a remote management system. In 2018 alone, a total of 1,000 devices will be installed in Goiás, with the target to have over 5,000 devices installed by 2020. The Enel Group already uses this technology in other countries such as Italy and Romania and also in Brazil, mainly in Rio de Janeiro, with significant improvements in service quality indicators. For instance, Enel Distribuição Rio improved its SAIDI (System Average Interruption Duration Index) by nine hours in the last two years.

Through Remote Control, the distributor can quickly identify and isolate faults occurring in the network, therefore reducing the number of affected customers and allowing a faster restoration of the service from remote, with clear benefits for customers in term of quality of service.

New construction works

In 2017, three new substations were built and another 10 expanded. Among the completed works are the substations of Cocalzinho, Paraúna and the Ipeguari System. Launched in February, the Ipeguari System consists in the expansion of the substation and the construction of a Distribution Line in the state's Southwest region, benefitting around 20,000 customers in the towns of Santa Helena, Rio Verde and Maurilândia, including the rural zone of these cities.

A total of 24 major works are planned in 2018, including substation and transmission/distribution line constructions and expansions, including the construction of three new substations in the municipalities of Mineiros, Niquelândia and Anápolis, the construction of a new distribution line in Niquelândia. In the next months, the Luziânia-Cristalina distribution line is also expected to enter into operation and by the end of 2018 three medium voltage substations are expected to be built in the municipalities of Bela Vista de Goiás, Orizona and Alto Horizonte, significantly improving the quality of service in these areas.

In addition to the structural works, the company has been reinforcing the network maintenance initiatives, such as tree and branch pruning, which increased by 25% in 2017 compared with the previous year. In total 350,000 tree pruning interventions were undertaken to reduce the number of interruptions due to branches falling on power lines, one of the main causes of energy supply faults.

Enel has also accelerated the number of new rural and urban connections in Goiás. More than 1,600 new rural connections have been made in 2017 and, by the end of 2018, another 5,000 will take place (all of them through the Federal Government programme Light for Everyone). In urban areas, 6,800 have already taken place, with at least another 9,200 to be performed by the end of 2018.

Enel is a multinational power company and a leading integrated player in the global power, gas and renewables markets. It is Europe's largest utility in terms of market capitalisation and figures among Europe's leading power companies in terms of installed capacity and reported EBITDA. The Group is present in over 30 countries worldwide, producing energy with around 86 GW of managed capacity. Enel distributes electricity and gas through a network of over 2 million kilometres, and with over 65 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 40 GW of wind, solar, geothermal, biomass and hydropower plants in Europe, the Americas, Africa, Asia and has recently arrived in Australia.



In **Brazil** Enel operates through its subsidiaries Enel Brasil S.A and Enel Green Power Brasil, both headquartered in Niterói (RJ). Enel Brasil operates in the states of Rio de Janeiro, Ceará, Goiás and Rio Grande do Sul in the distribution, generation, transmission and energy solutions sectors. In distribution, the company serves around 10 million customers through Enel Distribuição Rio (RJ), Enel Distribuição Ceará (CE) and Celg (GO), now Enel Distribuição Ceará (GO). Enel Brasil also operates the Enel Geração Fortaleza generation plant (CE) and the Enel Cien (RS) transmission line and works in the energy solution sector through Enel Soluções.

In the country, the Enel Group has a total installed renewable capacity of nearly 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 in the A-4 and A-6 Brazilian tenders.