

PRESS RELEASE

EnergyVision launches loyalty programme with growing benefits for loyal customers

GHENT – EnergyVision is launching a new loyalty programme that provides additional benefits to all of its customers. In addition to a package of discounts and benefits with partner companies, the energy supplier is introducing a loyalty discount that increases year after year as customers remain with EnergyVision. Through this initiative, the company aims to explicitly reward loyal customers at a time when the energy sector is actively debating welcome bonuses and the position of customers who stay with the same supplier for many years.

The new loyalty programme brings together various benefits on a single platform. Customers gain access to exclusive promotions, discounts, and benefits with selected partners. The programme's distinguishing feature is the loyalty discount, which grows annually. The longer customers stay with EnergyVision, the greater the benefit they build up.

The launch comes at a time when the debate surrounding welcome bonuses and loyal energy customers is becoming increasingly prominent. In recent months, considerable discussion has arisen regarding potentially misleading conditions attached to certain discounts. Government authorities have even referred to some of these as "misleading discounts." At the same time, attention has been drawn to the position of so-called "inactive" customers who do not continuously compare market offers and may therefore miss out on benefits or face price increases.

"With the launch of our loyalty programme, we are turning that logic around," says CEO Maarten Michielssens. "With us, customers can enjoy complete peace of mind. We offer various long-term contracts with fixed conditions and therefore fixed prices. And now we are also introducing a loyalty discount for all our customers, which increases every year. In this way, we not only provide price certainty and peace of mind, but we also reward the trust of customers who consciously choose to stay with EnergyVision."

According to EnergyVision, this launch is a logical next step in strengthening its relationship with customers and further differentiates the company in the energy market. "The energy market often revolves around price comparisons and benefits for new customers," says Maarten Michielssens. "With this programme, we make long-term value tangible as well. That is why we believe it is important for consumers to look not only at the entry price but also at the benefits they can build up over time. Today, such loyalty benefits are still not adequately reflected in price comparison tools, including those on the regulator's website. As a result, part of the real customer benefit remains out of sight," concludes Michielssens.

About EnergyVision

EnergyVision (ENRGY, Euronext Brussels) is a fast-growing, integrated energy and mobility company, founded in 2014 and active in Belgium, China and Morocco. The company makes the energy transition more accessible and faster by offering solar, wind and hydropower, as well as charging infrastructure, for which customers and businesses do not need to make any investment. At the same time, EnergyVision acts as an energy supplier and links the production of its own solar panels and wind turbines to the consumption of its customers, who benefit from a reduced energy bill, while the remaining electricity generated is supplied by EnergyVision to other energy customers and its own charging points. In this way, sustainable energy becomes widely available and the electricity grid remains stable and reliable. Through this integrated approach, combined with smart, flexible and datadriven management of its own installations and the network, EnergyVision achieves stable growth, technological innovation and a positive impact on the climate, always with the customer and the energy transition as the starting point.