

PRESS RELEASE

EnergyVision launches dynamic electricity tariff “Goedkope Stroom Dynamisch”

GHENT – EnergyVision is expanding its product offering with a dynamic electricity tariff. As of today, customers in Flanders can subscribe to a new formula in which electricity prices fluctuate every 15 minutes in line with wholesale energy market prices. Actual supply under the new contract will begin on 1 July.

With this launch, EnergyVision is responding to growing demand for greater flexibility and control over energy consumption. “More than 500 customers have already joined our waiting list over the past few months,” says CEO Maarten Michielssens. “More than 95% of our customers remain primarily interested in fixed and predictable tariffs, and across Belgium there is still relatively limited interest in dynamic pricing. However, when customers do decide to leave us, the lack of a dynamic offering is often cited as a reason. We want to address that need as well, which is why we are launching our dynamic tariff.”

According to EnergyVision, the new product forms part of a broader strategy to give customers greater freedom of choice within their energy contracts. “Some households prefer the certainty of a fixed tariff, while others want to benefit from market fluctuations,” Michielssens explains. “We want to be an energy supplier for everyone. That is why we are now introducing a dynamic tariff that is the most affordable on the market, just like our other electricity products.”

Under a dynamic contract, electricity prices change every 15 minutes based on supply and demand on the energy exchanges. Customers can consult the next day’s prices in advance and shift their consumption to periods when electricity is cheaper. At the same time, EnergyVision stresses that a dynamic tariff is not necessarily the best option for every household.

“We want to communicate transparently about this,” says Michielssens. “A dynamic tariff is particularly attractive for households with higher electricity consumption and sufficient flexibility to shift that consumption. Customers who own an electric vehicle or can intelligently control energy-intensive appliances may benefit from this formula at certain times. Households with lower consumption or limited ability to actively manage their usage are often better off with a traditional fixed or fixed-variable tariff.”

With the launch of Goedkope Stroom Dynamisch, EnergyVision completes its electricity product portfolio and continues to invest in flexibility, transparency, and digital energy services. The product is initially being launched in Flanders, with a phased rollout to Wallonia and Brussels planned for a later stage.

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.