

PRESS RELEASE

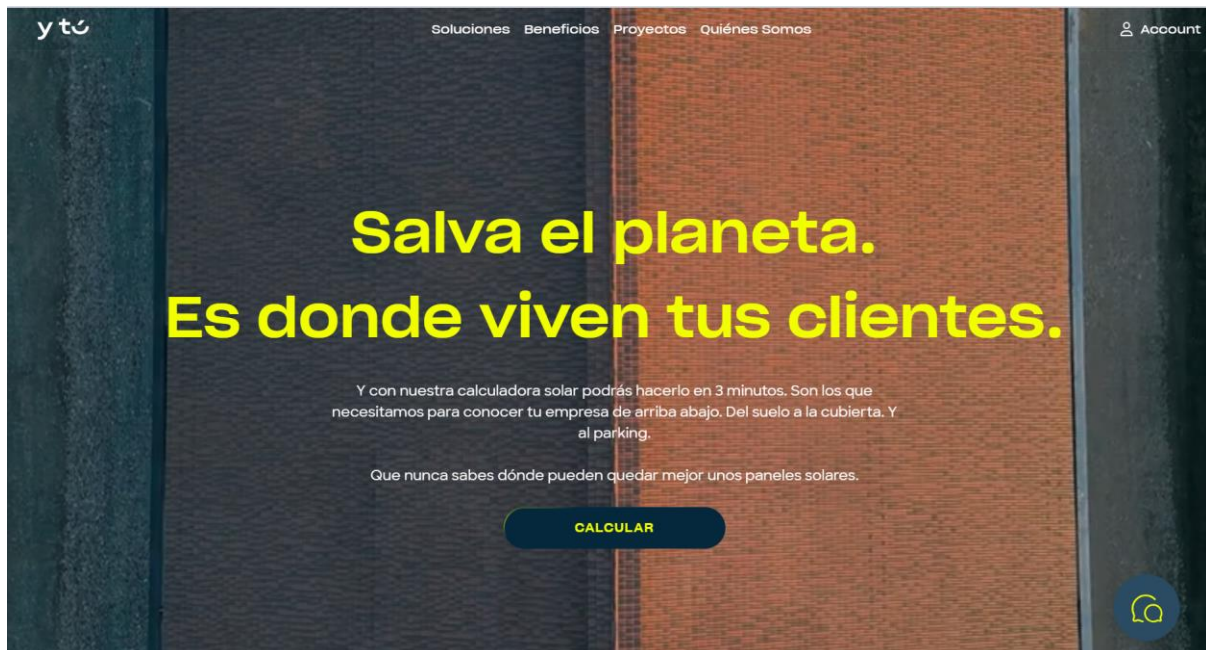
Lausanne, Switzerland, November 15, 2024

Youdera Announces Launch of y Tú, a New Digital-First Solar Brand for Spain's C&I Sector

Youdera, a leader in solar energy solutions, proudly introduces y Tú, an innovative new brand aimed at accelerating the commercial and industrial (C&I) solar market in Spain. Headquartered in Zaragoza, with additional offices in Madrid and Barcelona, y Tú is designed to simplify and streamline solar energy adoption through a fully digital, customer-focused approach.

Introducing y Tú: A Fresh Approach to Solar Energy

y Tú is Youdera's answer to the Spanish market's need for accessible, authentic solar solutions that combine sustainability with simplicity. Setting itself apart from "solar washing," y Tú brings transparency, precision, and an engaging, human approach to renewable energy. Built on Youdera's commitment to sustainability and customer satisfaction, y Tú offers businesses a smart, cost-effective way to reduce their environmental impact.



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Digital Platform with Real-Time Precision

y Tú's Sales Portal represents a new era in solar customer experience. The platform offers instant pricing (with 5% accuracy), real-time savings calculations, and return on investment projections. Additionally, the portal provides full transparency in pricing for both EPC (Engineering, Procurement, and Construction) and PPAs (Power Purchase Agreements), giving customers the flexibility to choose the financing and project model that best fits their needs.

Guided by Industry Leaders

Backed by Youdera's extensive industry experience, y Tú is led by CEO Manuel Cocera and supported by a distinguished leadership team. Ignacio Ley, formerly with Galp Energia, heads Operations, ensuring robust execution standards. Javier Azpiazu, with expertise from Opengy and Ormazabal, leads External Sales with a strategic focus on customer engagement. Together, they bring decades of knowledge and commitment to elevating Spain's solar landscape.

A Message from Youdera's Board President

Rainer Isenrich, President of the Board at Youdera, emphasized the brand's impact: "With y Tú, we are bringing Spanish businesses a solar solution that is both impactful and straightforward. Our digital platform empowers clients to take meaningful steps toward sustainability without complexity. We are proud to introduce y Tú as a true evolution in solar energy."

y Tú is poised to achieve significant growth in 2025, marking its commitment to becoming a leading C&I solar provider in Spain.

For more information, visit www.y-tu.es.

About Youdera

Founded in 2015 and based at the EPFL hub in Lausanne, Youdera pioneered the solar-as-a-service solution for residential customers in Switzerland. Specializing in solar PPAs, the company has grown its presence in Switzerland and extended to Spain, Portugal, and Germany. Central to Youdera's success is its custom software, streamlining the management of solar PV assets from inception to operation and financing. By offering specialized solutions across the residential, commercial and industrial sectors, and through selected partnerships Youdera seeks to accelerate the adoption of renewable energy, ensuring a brighter and sustainable future for all.



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