



Plenitude partners with Kraken to support the growth of its international retail energy business

Kraken Technologies high-tech platform to be rolled out across Plenitude's international retail to over 2 million energy customers

Landmark multi-national deal brings Kraken's total contracted accounts to 32 million

London/Milan, 9 May 2023 - [Plenitude](#) (Eni) and [Kraken](#) (Octopus Energy Group) entered a strategic partnership that will be instrumental in Plenitude's long-term growth in international retail energy markets. Plenitude will progressively adopt the Kraken platform in the countries where the company operates its international retail energy business, which currently counts around 2 million customers in France, Greece, Slovenia, Spain and Portugal.

Thanks to this agreement, Octopus Energy Group's tech platform Kraken widens its reach, taking the total number of its contracted energy accounts to 32 million. Kraken is used by Octopus Energy to manage millions of customers across the UK, USA, Australia, New Zealand, Japan and a large portion of mainland Europe.

Plenitude will replace its current stack of legacy CRM, billing and industry integration solutions with a single platform, greatly simplifying processes and unlocking a more streamlined way of managing its retail energy business.

Kraken is a cloud-based platform that offers end-to-end management of the energy supply chain, delivering increased flexibility and scaling potential to its global clients. Kraken unlocks relentless efficiency, outstanding customer service and world-first smart energy products.

Commenting on the partnership, Mauro Fanfoni, Head of International Retail Markets of Plenitude said: *"Growth in international markets is key to achieving Plenitude's target of 15 million retail customers by 2030. The partnership with Kraken substantiates Plenitude's strategy to develop a lean, scalable international retail energy business,*



supporting the growth of our retail customer base in international markets and fostering integration with our renewables and e-mobility businesses”.

Octopus Energy Founder Greg Jackson added: *“Kraken is like iOS for energy. Its unrivalled technology allows utilities to give more power to their people and streamline processes. We’re delighted to bring Kraken to Plenitude in multiple countries – helping create a customer-centric energy transition faster than anyone imagined.”*

– ENDS –

Media contacts

Eni-Plenitude Press Office

Tel: +39.0252031875

Tel: +39.0659822030

ufficio.stampa@eni.com

Octopus Energy Press office

press@octoenergy.com

+44 2045308369

About Plenitude

Plenitude is a Benefit Corporation (Società Benefit) integrating the production of energy from 100% renewable sources, the sale of energy services and an extensive network of charging points for electric vehicles. The company provides energy to around 10 million European clients within the retail market with the aim of reaching a further 11 million clients by 2026. The company also boasts a portfolio of 2.3 GW of renewable capacity in service and aims to reach a further 7 GW of installed capacity by 2026 and 15 GW by 2030. In the electric mobility sector, it owns a network of over 15,000 charging points that will be expanded to Italy and a growing number of European countries with the aim of reaching 30,000 points by 2026.

About Octopus Energy Group

Octopus Energy is a global energy and technology group, driving the affordable, green energy system of the future. Its operations span 14 countries and the entire energy value chain. The group invests in, builds and flexibly manages renewable energy, operating a £6 billion portfolio of projects – one of Europe’s largest. Octopus serves 5.3 million customers through its retail arm, and has licensed its advanced data and machine learning platform, Kraken, to support 30 million customer accounts worldwide through licensing deals with energy companies, including EDF, E.ON and Origin Energy. Kraken enables Octopus to drive the electrification of heat and transport through smart tariffs and innovative cleantech. Backed by pension funds, investors and energy giants, Octopus Energy Group businesses deliver cheaper, greener energy and cutting-edge tech to countries and customers worldwide.