

## Iberdrola takes a stake in the Spanish company Aquí tu Reforma to redouble its commitment to energy efficiency and innovation

- Iberdrola's new commitment to sustainability and energy efficiency, providing turnkey solutions for energy saving and the decarbonisation of homes, key to the European objectives in the fight against Climate Change
- The one-million-euro investment has been channelled through PERSEO, which has already allocated 85 million euros to start-ups developing innovative energy technologies and business models around the world

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Iberdrola is making progress in its commitment to innovation and energy efficiency, this time through its entry into the capital of 'Aquí tu Reforma', with an investment of one million euros. The startup is focused on the digitalisation of home and building renovations and refurbishments. The investment was made through the [International Start-Ups-PERSEO Programme](#), through which Iberdrola has been identifying and promoting innovative solutions to improve the sustainability of the energy sector for more than a decade.

Iberdrola's participation in 'Aquí tu Reforma' will boost collaboration between the two companies to promote the adoption of new technologies in line with efficiency, energy saving, decarbonisation and electrification of the economy.

The home renovation sector is an important entry channel for the deployment of new solutions to optimise energy use. In this context, the aim of this union is to offer efficient renewable air conditioning solutions (aerothermia), as well as thermal insulation, efficient windows, lighting, self-consumption or electric vehicle charging, among others, for which both companies will combine their capabilities and experience.

Aquí tu Reforma has more than 130 renovation companies operating under its brand in Spain and has agreements with large multinationals in the home, renovation materials and banking institutions. Its business is focused on the refurbishment and renovation of homes and buildings, with a consolidated model of brand licences that has a powerful digital platform, which allows the comprehensive management of the refurbishment process for its licensees: from the supply and purchase of materials to the financing of the end customer, including the management of the works or the refurbishment business itself. In addition, the platform allows the client to be involved in the entire process.

Iberdrola's Global Head of Smart Solutions, Luis Buil, highlights among the reasons for joining Aquí tu Reforma "its innovative nature, with an approach based on the digitisation of an atomised sector that will play a key role in terms of energy efficiency. We will work together to promote the installation of technologies and new energy efficiency and electrification measures in a sector that has a key role in green recovery plans and Next Generation EU funds".

For Francisco Morán - CEO & Cofounder of Aquí tu Reforma " Iberdrola's acquisition of a stake in the capital reinforces our leadership in the sector and our company's commitment to improving the health, well-being and habitability of homes through energy efficiency and sustainability. Our

commitment to technology manages to professionalise the sector and empower the end customer, offering innovative solutions to the market".

### Iberdrola, with energy start-ups

The Iberdrola PERSEO international start-up programme aims to facilitate the group's access to the technologies of the future and foster the creation and development of a global and dynamic ecosystem of technology companies and entrepreneurs in the electricity sector.

Since its creation in 2008, PERSEO has invested more than 85 million euros in start-ups that develop innovative technologies and business models, focusing on those that improve the sustainability of the energy sector through further electrification and decarbonisation of the economy.

Press release