



Press Release

Electricity from People for People: Digital Marketplace enway Revolutionizes the Energy World

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Hamburg, November 16th, 2017 – The new, digital marketplace enway (www.enway.com) marks the beginning of a digital energy era beyond utilities. On enway electricity is traded between people for the first time - and anyone can participate.

From now on, wind energy producer Jan from the North Sea can sell his wind energy directly to Lisa in Berlin. On enway anyone with a wind, sun, water or biomass energy generation asset can become an electricity supplier and deliver renewable energy directly to consumers. Using the online marketplace, consumers can select their personal electricity supplier based on sympathy, price, region and asset type. To participate, no additional hardware is required and a provider change is made easy by enway.

Heiko von Tschischwitz (49), CEO of enway, says, "Enway is a digital revolution creating new rules for an energy market. People are now no longer dependent on large energy suppliers and utilities. In the future, there will be millions of small, private electricity suppliers, who sell their self-generated energy directly to other people without the necessity of utilities."

Energy Market Revolution Made Simple

Producers (people who own a renewable energy asset) create their own personal profile and present their renewable energy asset on the digital marketplace using videos, photos and text. "On anyway, we make people and their motivations behind every wind turbine and every solar farm visible. Electricity is no longer just a commodity, but becomes a face with a personal story," says co-founder Varena Junge (29).

Consumers (who buy electricity) choose their personal electricity producer. Thereby they know who receives their monthly payment. During times when the electricity producer does not produce energy, because the sun doesn't shine or the wind doesn't blow, he supplies green electricity from the market. This ensures that the supply is covered at all times.

Transparent Costs and Reliable Service

The costs for energy supply are individually defined by each producer and transparently indicated on the market place. There are no hidden costs. Users are exempted from paying a fee on anyway, if they manage to convince two friends to join the marketplace and thereby help to promote the idea of an energy world without utilities. Otherwise a monthly fee of 3,99 Euro is charged, used by anyway to finance the marketplace operation.

"Even after adding the anyway fee, energy prices of our producers remain very competitive, as administration costs of utilities do not apply. Many of our customers will be able to save money, if they choose to switch to an energy producer on anyway", explains Varena Junge.

Anyway offers reliable services to producers and buyers of electricity. Therefore, anyway takes care of all necessary legal formalities, ensuring that each producer becomes a registered electricity supplier, who is allowed to supply customers directly. If a consumer switches to a personal producer on anyway, the platform ensures automatic deregistration of the

previous energy provider and also handles the invoicing and correct payment of all taxes and allocations.

Becoming a Prosumer Through Crowdfund

The online marketplace enyway also offers consumers the opportunity to invest in solar or wind energy assets of selected energy providers. For example, starting with a few hundred euros, tenants, who don't have their own property can become prosumers, too. They receive energy from their own investment, while profiting from an attractive interest rate.

The Company enyway

Enyway is a young digital company based in Hamburg that offers an online marketplace where electricity can be traded between people. Heiko von Tschischwitz, successful founder and longtime CEO of Germany's largest independent green electricity provider LichtBlick, developed the business concept together with Varena Junge, Andreas Rieckhoff and an interdisciplinary team consisting of 50 people. Enyway will be launched as an independent company. The digital marketplace will initially start in Germany. However, the three founders expect international potential for their product in the near future.

www.enyway.com

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