

PIERRE MAROUBY APPOINTED GENERAL MANAGER OF ITALY TO DRIVE GREENYELLOW ITALY'S AMBITIOUS STRATEGY

GreenYellow announces the appointment of Pierre MAROUBY as General Manager of Italy, marking a key milestone in its growth strategy in the Italian market. With a strong background in the energy sector, Pierre's mission will be to position GreenYellow as a leader in decarbonization for Commercial and Industrial (C&I) corporates and SMEs. GreenYellow Italy, already active in the market with 10 MWp photovoltaic projects operational and under signature, has ambitious plans for expansion, with over €100 million in investments projected over the next three years, including energy efficiency and storage projects.



GreenYellow is pleased to announce the **appointment of Pierre MAROUBY as General Manager of Italy**. He will work closely with **Alessandro ALBANO, Non-Executive Chairman of GreenYellow Italy**. In his new role, Pierre will be responsible for developing and implementing strategies to accelerate GreenYellow's growth in this key market. Building on his extensive experience in the energy sector, he will bring a results-driven approach to position GreenYellow as a key player in the energy transition in Italy.

A RICH AND DIVERSIFIED CAREER

Pierre MAROUBY was most recently the General Manager of the Austral zone, where he significantly increased the level of activity through strong organic growth and successful M&A transactions. Prior to this experience, Pierre served as Director of the International Coordination, where he led transformative and global projects. He joined GreenYellow after spending 10 years at Total Energies, where he held several strategic and development positions around the world.

GREENYELLOW ITALY: GROWTH AND EXPANSION STRATEGY FOR 2025 AND BEYOND

GreenYellow Italy is **fully operational and continues to grow through several solar projects**, supported by its **development team based headquartered in Milan**. The entity leverages concrete achievements, including a portfolio of rooftop photovoltaic plants and the signing of **major agreements totalling 10 MWp of capacity**, notably at the **Fiera di Rimini site** and projects with **key clients** such as a food retailer, a luxury fashion brand and a building materials manufacturer.

To accelerate its growth, GreenYellow Italy has built a network of local experts and is developing **strategic partnerships**, such as the collaboration with **SECAL, led by Pasquale IONTA with a full team in the Lazio region**, for the **co-development of decarbonization projects for C&I clients**.

By 2027, GreenYellow Italy plans to **invest more than €100 million to strengthen its solar expansion and diversify its offering through its decarbonization platform** with **Energy as a Service (EaaS) projects**, as well as **Battery as a Service (BaaS) energy storage offers**.

Pierre MAROUBY states: *"I am honored to join GreenYellow Italy at this pivotal moment. We have a unique opportunity to transform the Italian energy landscape with sustainable and innovative solutions. I am excited to work with our local team and partners to achieve our shared ambitions."*

Alessandro ALBANO adds: *"The appointment of Pierre MAROUBY marks a strategic milestone for GreenYellow Italy. His vision and expertise will be key assets in accelerating our growth and strengthening our major role in the energy transition. We are confident that under his leadership, we will achieve our ambitious goals while providing our clients with innovative and sustainable offers."*

ABOUT GREENYELLOW

GreenYellow, a French company founded in 2007, has become in 18 years a major player in the energy transition in France and abroad and a true partner of companies and communities.

As an expert in decentralized PV production, energy efficiency projects and energy and electric mobility services, GreenYellow supports its clients throughout the value chain. The company is responsible for the development, funding, and operation of infrastructure projects, enabling them to produce local and competitive green power, reduce their energy consumption and fast-track their decarbonization.

The set of projects carried out within GreenYellow in 2023 have enabled our clients to avoid the emission of 427,000 tons of CO₂ equivalent. The group also aims to achieve the "Net Zero" carbon neutrality goal for categories 1 and 2 by 2040.

Operating in 15 countries on 4 continents, GreenYellow is constantly innovating to meet today's climate challenges and expand its platform with unique and global offers. www.greenyellow.com

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