



PRESS RELEASE

Demirören Axpo and Groupama Turkey announced the first European produced, renewable electricity is consumed in Turkey.

ISTANBUL, August 14th, 2013 – Demirören-Axpo is pleased to announce that it has reached an important milestone in Turkey. The first renewable electricity, supplied from continental Europe, was consumed. The renewable electricity was transferred via the Guarantee of Origin (GoO) to Groupama Turkey.

Demirören-Axpo will supply renewable electricity for the entire electricity consumption (2000 MWh) of all Groupama Turkey facilities. Groupama Turkey will for the period from July 1st, 2013 to June 30th, 2014 consume only 100% renewable electricity.

“We are glad to announce that this deal represents a milestone on the Turkish electricity market. Now this deal was possible thanks to the wide pan-European presence of Axpo. We hope that with this deal, the Turkish electricity consumer will know that they can take full advantage of the possibility to buy renewable electricity from outside Turkey’s national border” said Salvatore Lima, Head Origination Turkey of Demirören-Axpo.

What is the Guarantee of Origin (GoO)?

The Guarantee of Origin is the EU-mandated instrument used to track electricity from its location of production to its location of consumption. The GoO is used by electricity end-users to prove the share and quantity of renewable electricity they have consumed. In short, Consumers, via the GoO system, have a choice in their specific electricity consumption.

The production, trade and sale of GoOs allows ‘in-demand’ electricity production sites (like renewables) to receive an additional value for their product, above the price of the physical electricity. GoOs standardized by the European Energy Certificate Standard (EECS) accounted for more than 215 TWh of electricity consumption in 2012.



About Demirören-Axpo

Demirören-Axpo is a flexible niche player in Turkey's dynamic power market. It offers a wide range of innovative products and services to its clients, be it producers, retailers, wholesalers, traders or eligible customers such as industry or commercial consumers. Demirören Axpo Enerji was established in 2011 as a joint venture of the Turkish Demirören Group and the Axpo Group.

Demirören Group is active in energy, industrial production and real estate development. It is a well-respected concern with a well-established business network in Turkey as well as in-depth know-how about legislation and business environment. The group has a strong downstream experience and presence in fuel and LPG retail network and an experienced marketing and sales network specialized in customer satisfaction.

Axpo is a Swiss energy company with local roots and a European focus. Axpo is 100% owned by the cantons of North-eastern Switzerland. Together with its partners, Axpo supplies electricity to around 3 million people. Axpo is active in the production, distribution and sale of electricity, as well as international energy trading. Axpo also offers innovative energy services to customers in Switzerland and Europe.

About Groupama Turkey

The largest mutual insurance group of France, Groupama is the leader in many areas ranging from agriculture, health insurance to home insurance. Groupama operates in 11 countries else than France, in Europe and Asia; Italy, Portugal, Slovakia, Turkey, Greece, Hungary, Romania, Bulgaria, China, Vietnam and Tunisia. Groupama has 13 million clients and 35,000 employees. The group offers products and services tailored to meet the needs and demands of its clients in insurance and banking fields. Groupama Insurance started its operations in Turkey by purchasing 36 percent of Güneş Insurance's shares. Then, Groupama acquired Başak Pension and Başak Insurance in 2006, Güven Life and Insurance in 2008. In 2009, all activities combined under the master brand name. At the same time, Groupama is the third largest shareholder of National Reinsurance Co's with 5.8 percent.

At the end of 2012, Groupama had 920.6 Million TL premium production and reached 661.3 Million TL size of elementary private pension funds, life insurance and private pension that makes it one of the leading insurance groups in private pension branches. Having 2229 special agents and 1684 Agriculture Credit Cooperatives, Groupama is among the insurance companies with most common distribution channels in Turkey. Groupama Turkey ranks third in premium production among the countries that the group operates in.

About RECS International

RECS International is a non-profit organization striving for an open pan-European renewable energy market, facilitated by commonly accepted and harmonized tracking systems. It is the mission of RECS International to stimulate renewable energy demand across Europe by adopting harmonized standards & principles for a transparent transfer of information to the end-user. Additionally they hope to encourage the further generation of emerging renewable energy technologies by increasing competition and cost-efficiency through the expansion of cross-border trade and international cooperation mechanism.

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