



homix

ALWAYS YOUR HOME,  
JUST SMARTER.



# ANDREA SCOGNAMIGLIO

Head of Global e-Home Enel X

A decorative gradient bar at the bottom of the slide, transitioning from a deep purple on the right to a bright magenta on the left.

In 2018 Enel founded Enel X as the Group NewCo fully dedicated to innovative sustainable solutions...

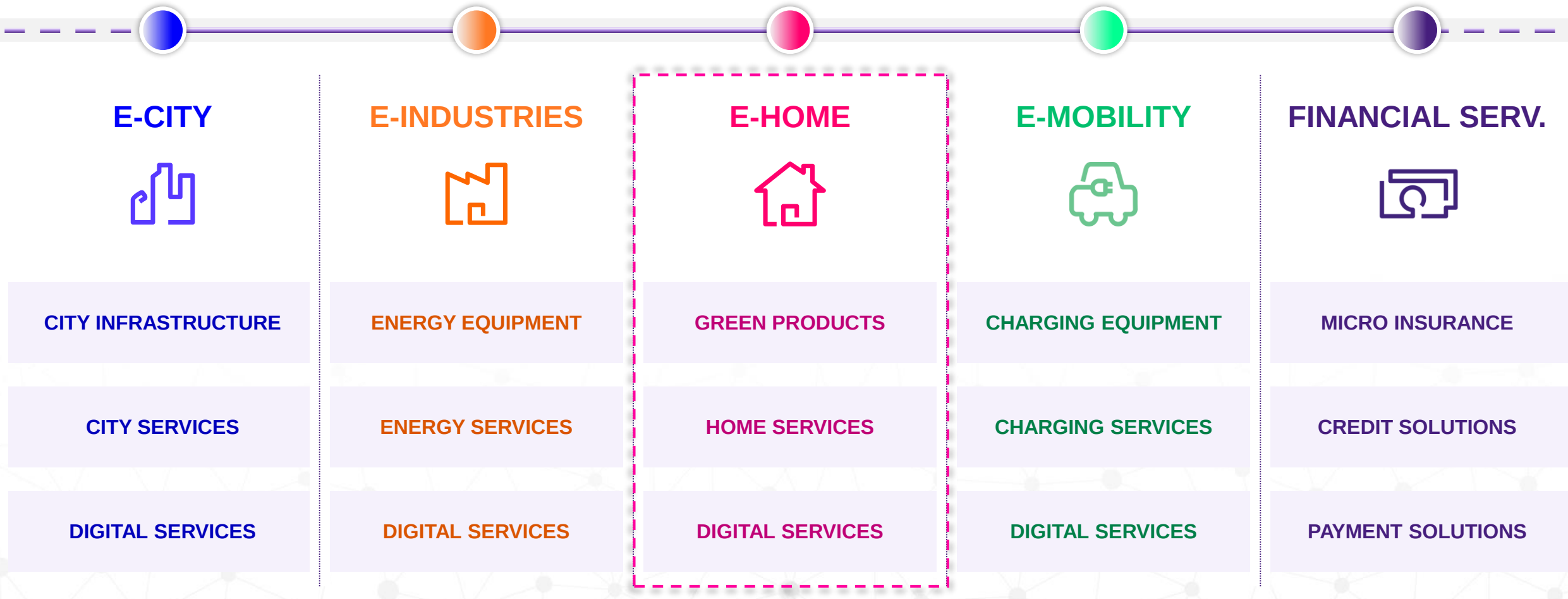


# enel x

**NewCo founded in January 2018 with the aim of enclosing all the energy services related to green economy and innovation with the mission of creating the New Power Economy**

***“We use smart, simple and fast technologies to help our customers discover a new way of using energy, all over the world”***

## ...that today operates across 5 Global Business Lines



THE IMPLEMENTATION OF A DIGITAL STRATEGY IS AT THE BASIS OF ENEL X SERVICES EVOLUTION



**THROUGH OUR SOLUTIONS WE AIM AT MAKING  
SUSTAINABILITY CONVENIENT AND ACCESSIBLE TO ALL**

SUSTAINABILITY



CONVENIENCE

YESTERDAY



1<sup>ST</sup> GENERATION PANELS

~20.000€

3kw plant price in 2010



LOW EMISSION APPLIANCES

~6.000€

Base price in 2011

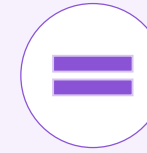


1<sup>ST</sup> SMART THERMOSTAT

~400€

Base price in 2009

SUSTAINABILITY



CONVENIENCE

TODAY WITH enel x



GREEN PRODUCTS

~2.500€

3kw plant price



LOW EMISSION APPLIANCES

~800€

Average model price



SMART HOME





**THE TIME HAS COME TO ADD THE MISSING PIECE THAT  
WILL HELP ALL OUR CLIENTS MANAGE THE HOME ECOSYSTEM**

## SECURITY



55%

**Real-time security** system with video **streaming** and **direct interaction** via mobile

## COMFORT



66%

**Managing temperature** and **lightening** based on **home presence** and **family dynamics**

## CONVENIENCE



70%

Complete **control** on **energy consumption** in a cohesive Energy Management Solution

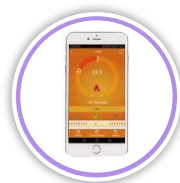


**VOICE ASSISTANT AS THE KEY GRAVITATIONAL FORCE OF THE SMART HOME EXPERIENCE**

**150M**  
units sold

| <br><b>SMART THERMOSTAT</b> | + | <br><b>REMOTE CONTROL</b> | + | <br><b>VOICE CONTROL</b> | + | <br><b>SMART SECURITY</b> | + | <br><b>SMART GATEWAY</b> |
|-------------------------------------------------------------------------------------------------------------|---|-------------------------------------------------------------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------|---|-------------------------------------------------------------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------|
|-------------------------------------------------------------------------------------------------------------|---|-------------------------------------------------------------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------|---|-------------------------------------------------------------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------|

Compatible with  



**~100€**



**~110€**

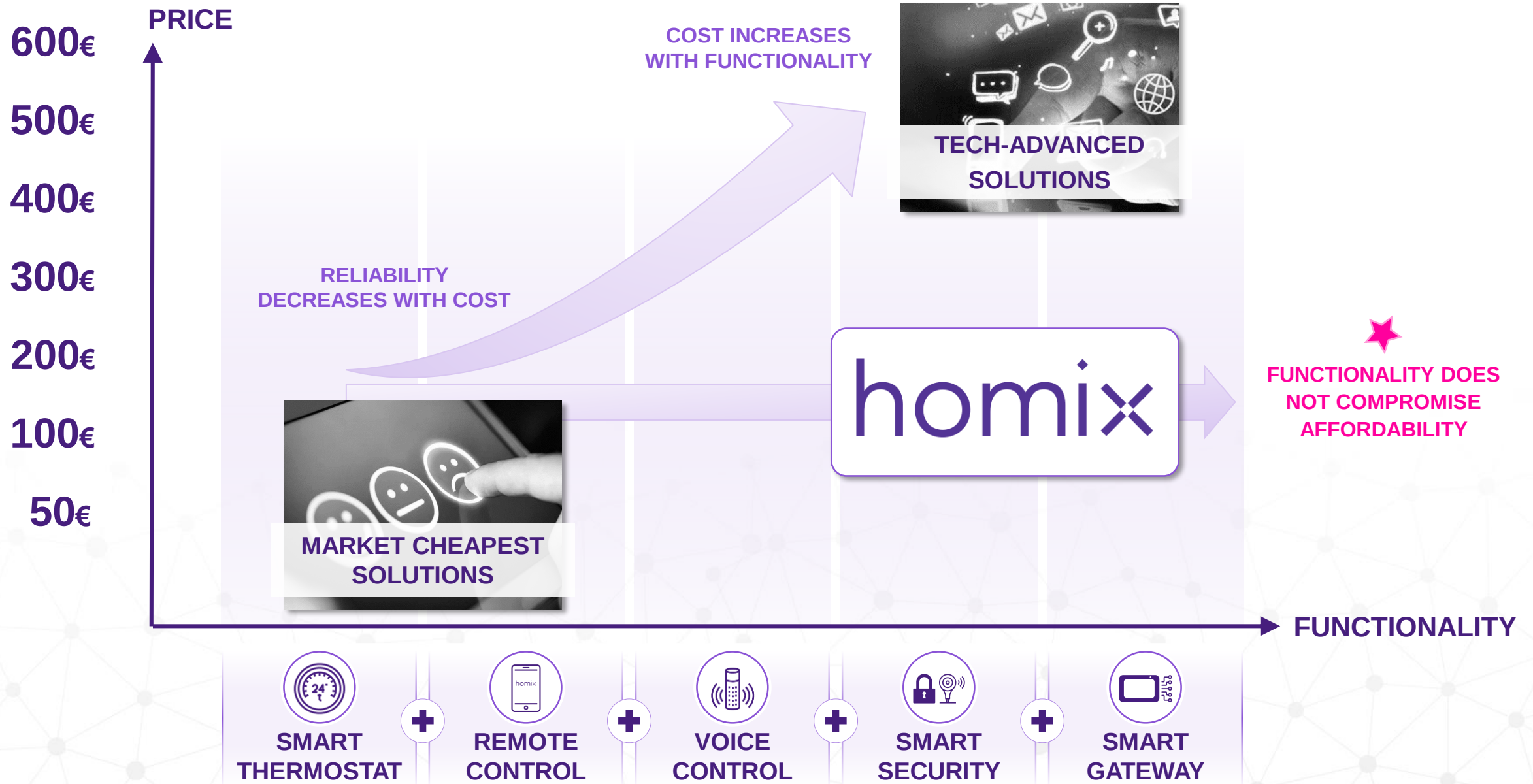


**~380€**



**~550€**

Note: Voice Control enabled through the purchase of the additional voice device (Avg. 60€)





**SMART  
THERMOSTAT**



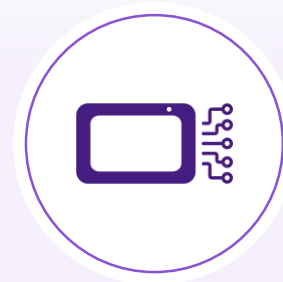
**REMOTE  
CONTROL**



**VOICE  
CONTROL**

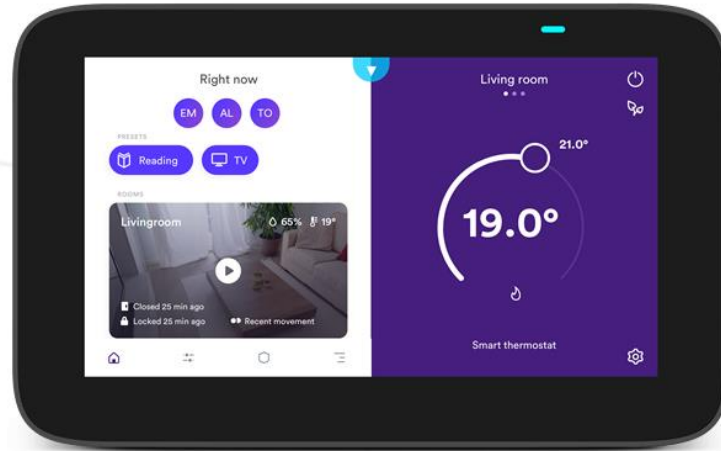


**SMART  
SECURITY**



**SMART  
GATEWAY**

# homix



DANFOSS ALLY™  
RADIATOR  
THERMOSTAT



CONTACT  
SENSOR



SMART PLUG



SMART BULB



SMART CAMERA



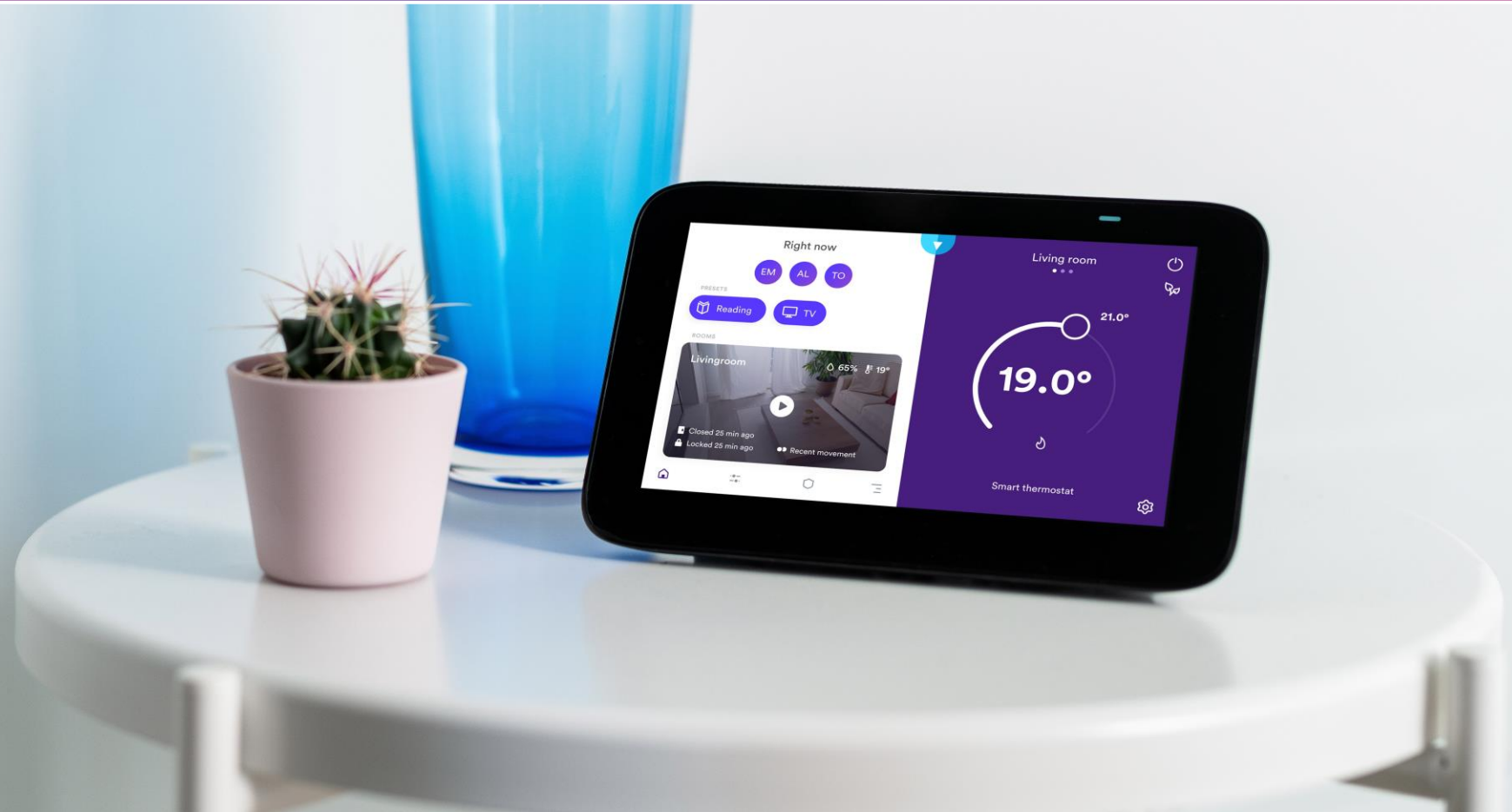
MULTI-SENSOR

STARTING FROM

# 149€

**HOMIX OFFERS COUNTLESS FEATURES  
AT AN EXCEPTIONAL PRICE, DISTINCTIVE ON THE MARKET**

**TECHNOLOGY IS USEFUL ONLY IF IT IMPROVES OUR DAILY LIFE**



A laptop screen displays a video of a person in a grey suit opening a wooden door. The person is seen from the side, reaching for the handle. The background is dark and out of focus. The text "GO TO WORK BEFORE HOMIX." is overlaid in white, bold, sans-serif font.

**GO TO WORK BEFORE HOMIX.**

A laptop screen displays a video. The video shows a person in a dark jacket walking through a doorway. The scene is dimly lit, with light coming from the doorway. The text "THE RETURN FROM SCHOOL BEFORE HOMIX." is overlaid in white, bold, italicized capital letters across the center of the screen.

***THE RETURN FROM SCHOOL BEFORE HOMIX.***

A photograph of a person lying in bed, partially covered by a white sheet, holding a tablet computer. A bedside lamp with a white shade is visible in the background. The scene is dimly lit, suggesting a relaxed, home environment.

***AT HOME BEFORE HOMIX.***

A man with dark hair, wearing a dark t-shirt, is sleeping on a light-colored sofa. He is leaning back against a patterned pillow. The background shows a dimly lit kitchen with warm under-cabinet lighting. The text "GO TO SLEEP BEFORE HOMIX." is overlaid in white, bold, italicized capital letters across the center of the image.

***GO TO SLEEP BEFORE HOMIX.***



INTESA  SANPAOLO



COUNTRIES (#)

34

12

60

7

2

1



CUSTOMERS (M)

75

20

105

24

105

12

VS

Google

2.5+

BILLION ANDROID SMARTPHONES

THE GLOBAL DIGITAL REVOLUTION RAISES THE NEED TO CREATE  
INTEGRATED PARTNERSHIPS TO COMPETE IN THE MARKET