









1. Opening Remarks

Borja Prado

2. Market trends and outlook for Iberia

José Bogas

3. 2015-2019 Industrial Plan

José Bogas/Paolo Bondi

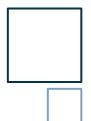
4. Main financial metrics in 2015-17

José Bogas

5. Final remarks

José Bogas





Post-placement shareholding

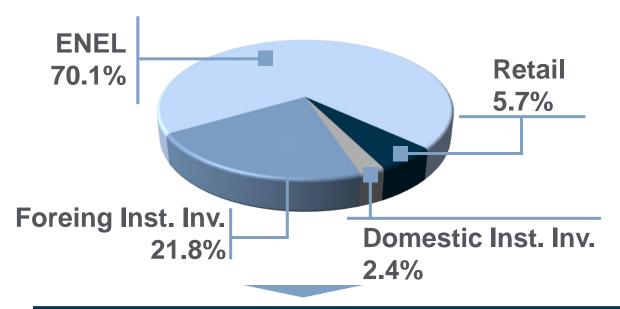
Investor Day 2015 Madrid, 10 June 2015

endesa

Stock Price performance: +22% (2)

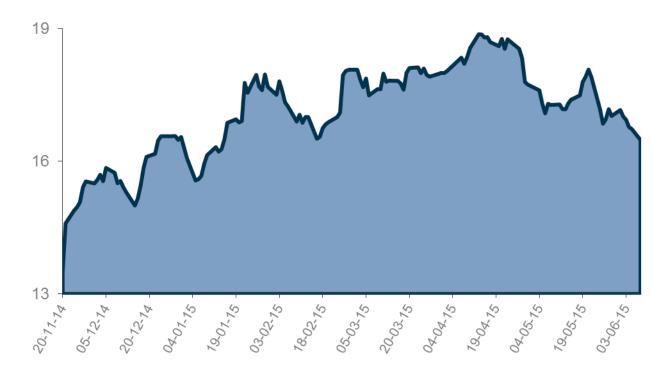
Free-Float

New Free Float of 30% (vs. former 7.9%) (1)





- Endesa returns to the MSCI World Indexes (February 2015)
- ~215.000 shareholders (1)



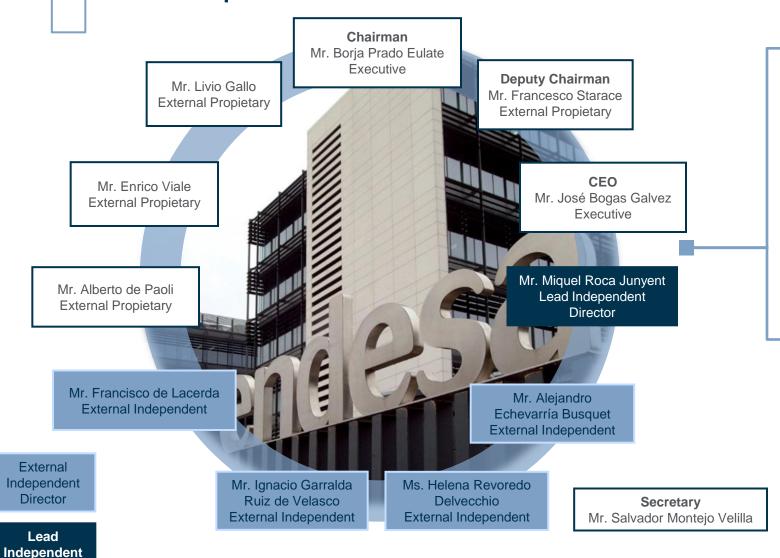
Placement of Endesa's shares created liquidity and unlocked value Major European player with a focus on Iberia

⁽¹⁾ As of 22th April 2015.





Make-up of the Board of Directors



Director

Composition according to CNMV's Code of Good Governance:

- 45% External Independent Directors (vs. 33% recommended)
- Lead Independent Director

According to Raporta report, Endesa is the company with the best public information among IBEX 35® companies for the 3rd year in a row



Endesa, a socially responsible company

Clients

- Excellent sales department and customer satisfaction (7% higher than competitors)
- Electrification of demand, self-consumption and digital quality

Investors

- Attractive and sustainable results and dividends
- Outstanding position in the most relevant SRI Indexes

Corporate Governance & Ethics

- Good Governance and transparency
- Integrity and ethical behavior

Innovation

Business and technological innovation



Workforce

- Development, meritocracy and talent
- Diversity and work life balance
- Health and Safety and at work

Society

- Universal and sustainable energy coverage
- Promotion of urban development

Institutions

 Public-private partnerships to promote sustainable development (~ 80 public-private partnerships to tackle energy poverty)

Contributors

■ € 1,730 M indirect contribution through tax payment

Environment

- Eco-efficiency and environmental protection
- 34.8% reduction of CO2 specific emission (compared to 1990)
- 48% emission free production
- 30 projects Biodiversity conservation



Spain is heading for recovery after a long period of recession

Growth and employment data have shown a remarkable turnaround

Political stability is key to reinforce the current path of economic growth

We do not foresee major changes in the regulatory framework

Endesa is ready for the challenges ahead



2. Market trends and outlook for Iberia



Recent past and mid-term outlook for the Iberian electricity sector



Recent past Mid-term Outlook

 Economic recession and lower electricity demand

- Economic growth starting in 2014
- Positive electricity demand trend supported by industrial segment

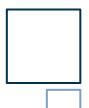
Challenging regulatory reforms

Stable regulatory framework

Thermal overcapacity due to high growth in renewables

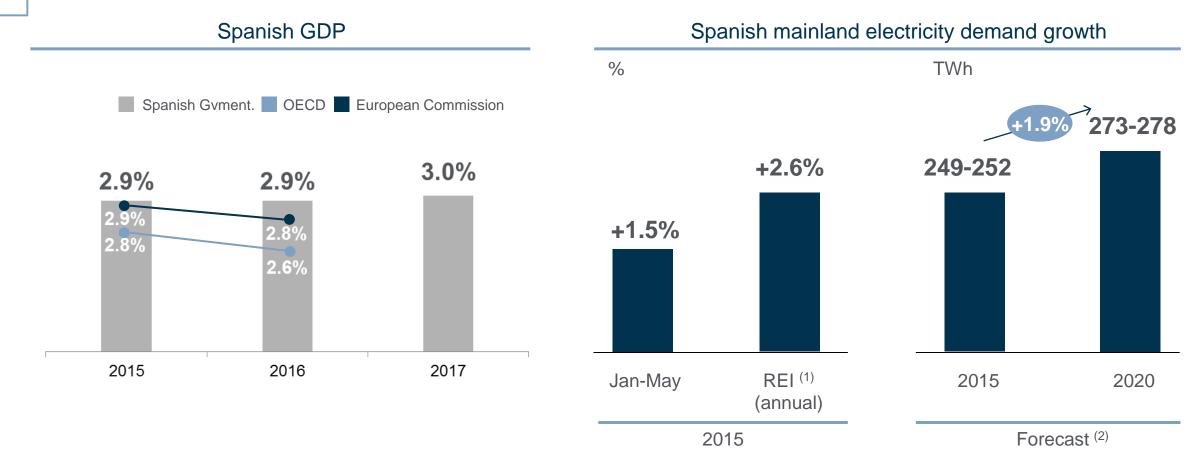
 Low reserve margin expected by the end of the decade

The pace of future changes is set by EU targets



Better perspectives on economic and electricity demand growth





Positive evolution of macroeconomic indicators

⁽¹⁾ Red Electrica index: increase of demand biggest consumers. April 2015

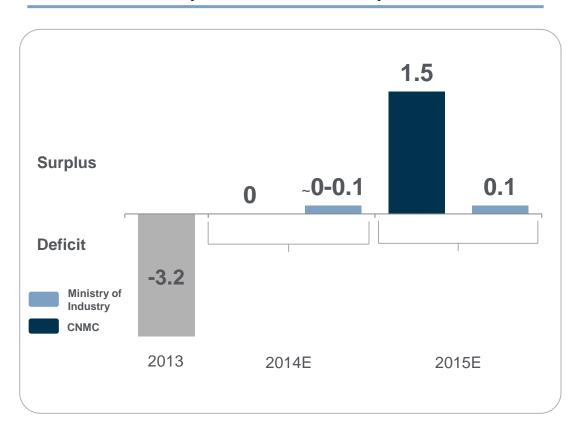
⁽¹⁾ Neu Electrica Index. Increase di demand biggest consumers. April 2013 (2) Planificación Energética. Plan de Desarrollo de la Red de Transporte de Energía Eléctrica 2015-20. MINETUR´s proposal. November 2014. Lower and Central scenarios



Consolidation of regulatory stability in the Spanish electricity sector



Financially balanced electricity sector (€bn)



Tariff surplus starting from 2014

Endesa's regulatory working capital (€bn)



From 2015 onwards regulatory working capital average of €0.6 bn

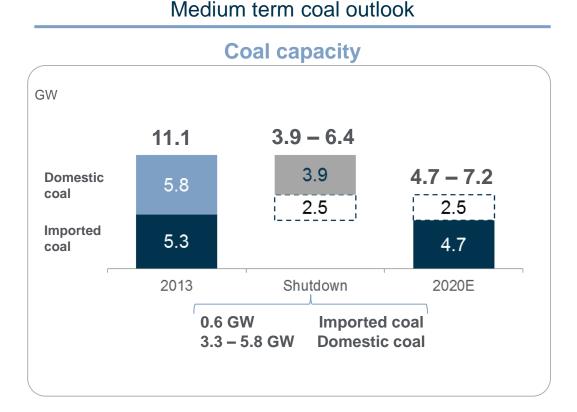


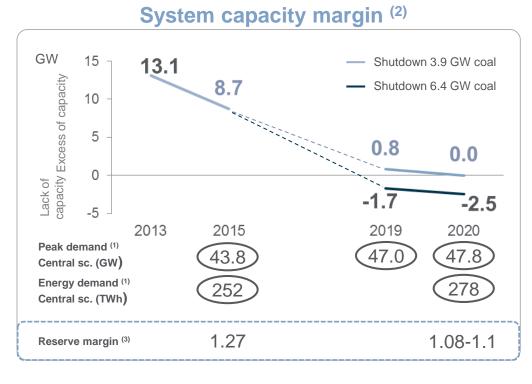
Market context: Overcapacity in the short term but lack of capacity in the medium term



Capacity margin with and without IED

investments in domestic coal





Need for up to 2.5 GW of new capacity by 2020 if domestic coal facilities are retired

^{(1) &}quot;Planificación Energética. Plan de Desarrollo de la Red de Transporte de Energía Eléctrica 2015-20". MINETUR 's proposal. November 2014

⁽²⁾ Own estimates based on (1) and considering 2 GW CCGT of capacity shutdown according to Minister of Industry authorization

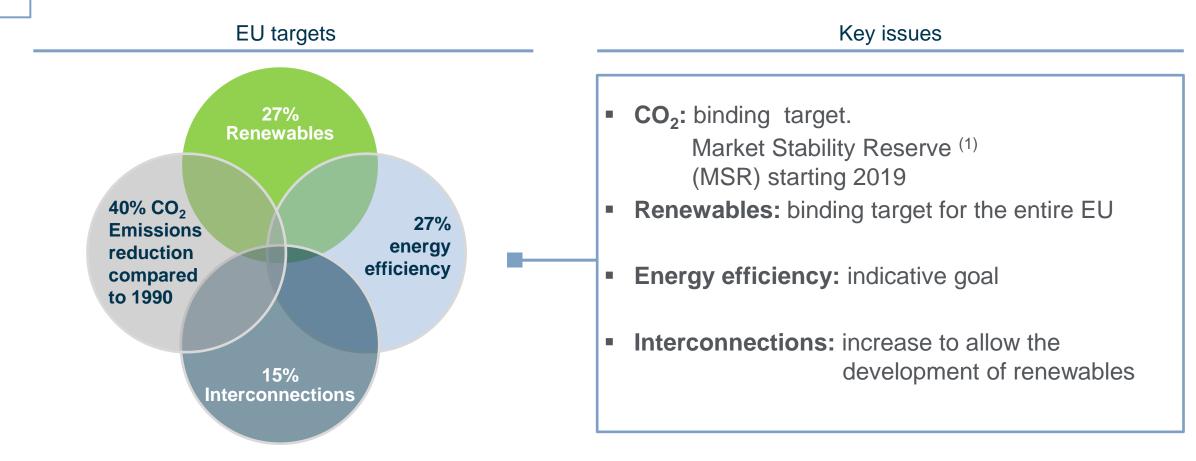
⁽³⁾ Minimum recommended coverage ratio to maintain the security of supply is fixed by REE at 1.1



The European Union's sustainability objectives

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2030 climate and energy package



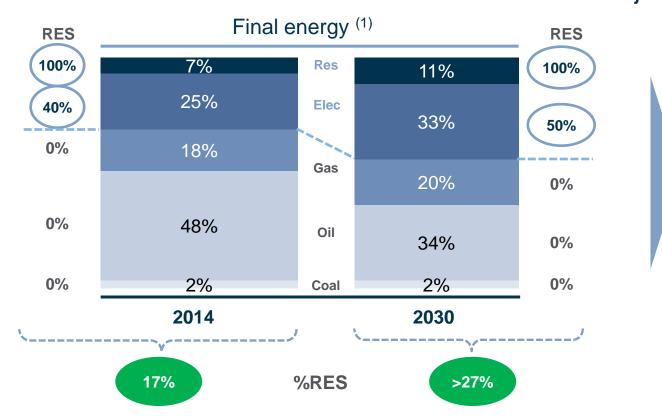
Electrification of Energy Demand



Electrification of energy demand



Electrification demand in Spain should increase from 25% in 2014 to 33% in 2030 to reach new objectives



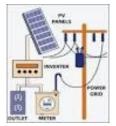
Main action lines



Electric vehicle



Storage



Distributed generation



Endesa is fully committed to be the leader in this scenario

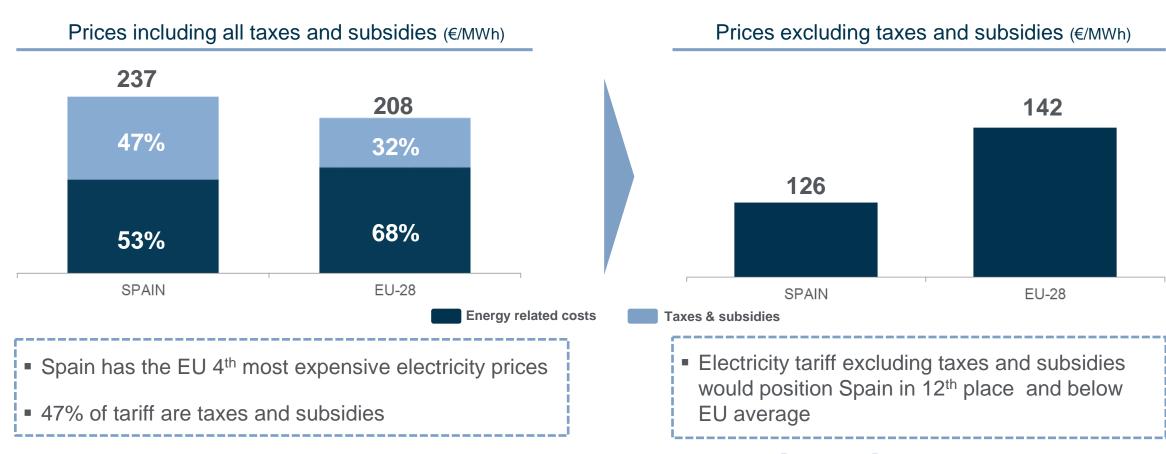


The electrification of demand requires a re-design of the electricity tariffs



Madrid, 10 June 2015

Comparison between Spanish and European household power prices (1)



Regulatory changes needed to cope with this challenge







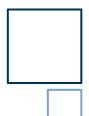






- 1 Realize full potential of regulation
- 2 Organic growth in the liberalized business
- 3 Focus on efficiency
- 4 2015-2019 Capex program focused on profitable investments

Strong and stable free cash flow generation allowing for new investment opportunities



Our Industrial Plan is based on 4 strategic priorities





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Some pending regulatory developments in the short term...



Distribution

- Draft Ministerial order with unitary investment and O&M standards expected
- Explicit RAB framework still to be finalized

Non-mainland Generation

3rd draft Royal Decree to be approved by the Council of Ministers

Domestic Coal

- Draft Ministerial Order to support IED investments in national coal generation units sent to CNMC
- Pending submission to European Commission

SCVP tariff hourly billing

- Starting on 1st October 2015
- Endesa's systems ready to bill according to new framework

Distributed generation and self-consumption

New draft Royal Decree just published with no meaningful changes

Expected neutral or slightly positive impact



... and working to capture opportunities in the medium and long term



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Distribution

Non-mainland generation

Regulated business

Beat standard unitary costs

- Optimize energy losses and quality incentives
 - Adapt investment decision making to new regulation
- Automation & remote control
- Network reinforcement an upgrade
- Unification of Control Rooms

- Remuneration of recurrent and specific investments
- Repowering and efficiency investments
- Opportunities if other agents do not show interest
- Islands as a laboratory for new energy solutions

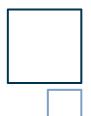
Generation

oeralized usiness

- Additional capacity payments for pumping and thermal generation
- Nuclear: Promote life span extension > 50 years
- ENRESA to be adapted to new useful life

Supply

- Redefinition of the tariff
- Adapt Social Bonus to family income criteria
- RD of supply: Overhaul of the regulatory framework









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Organic growth in the liberalized business

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Consolidating our leading position in electricity and further growth in gas

Targets by geography

Spain

- Consolidating electricity leadership and growing in gas
- Strong growth in VAS

Portugal

- Growth in electricity and gas
- Deployment of VAS

Other neighbouring countries

Gas expansion in France and Portugal



⁽¹⁾ Spain and Portugal

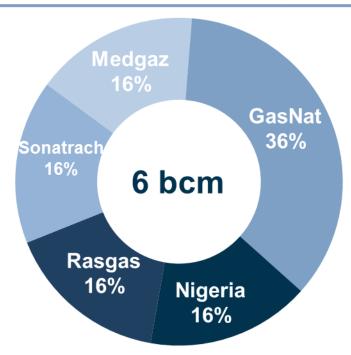
⁽²⁾ Retail sales



Strengthening our position in the gas market



Competitive supply



- 1 bcm HH indexed from 2016
- 2 bcm Cheniere contract from 2018
- From 100% indexed to Brent to 50% indexed to HH by 2020

Uses of gas portfolio:

- 75% end-users
- 25% Generation and wholesale

Main action lines

- Increasing presence in the residential segment
- Maintaining wholesale customers portfolio
- Gas expansion in France and Portugal

Gas Margin ⁽¹⁾ 2.5 – 3.0 €/MWh of unitary margin

(1) Retail market



Portugal: Growth in electricity and gas while focusing on operational and cost efficiency

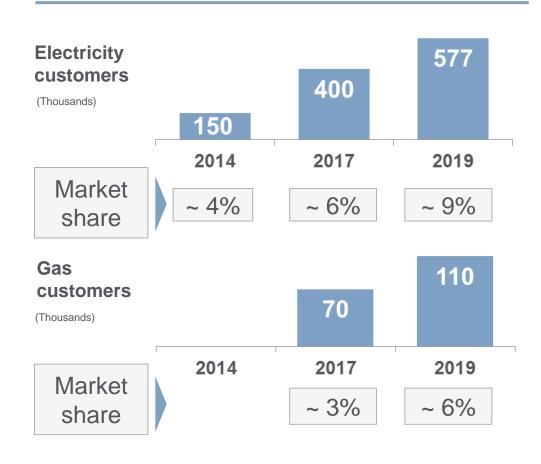




Development of a BPO model for B2C

- Full Business Process Outsourcing to increase efficiency in processes and IT
- End-to-end selling processes digitalization
- New brand positioning focused on innovation and customer experience
- Development of a distinctive energy and VAS product portfolio

Endesa's target in Portugal





VAS market is already sizeable in Spain and is expected to grow

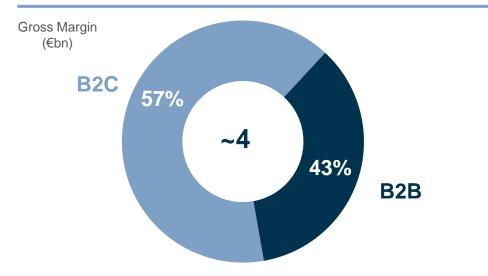


Market characteristics

Main drivers for the future

- Fully liberalized market
- Strong competition
- Continuous adaptation to customer requirements

Expected market size 2015-2019 (1)



- Electrification of Demand
- Expected decrease in the cost of technologies
- Awareness of energy savings

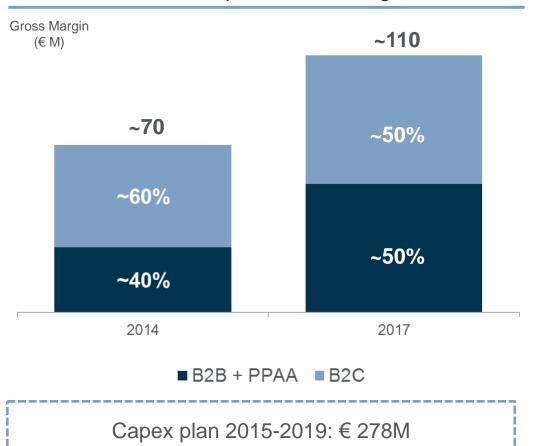
Endesa's key strengths

- Customer knowledge
- Wide VAS portfolio
- Value Chain integration
- Flexible, adaptable and efficient structure
- Leverage on the sales force
- Endesa Brand

Endesa well positioned to capture VAS market potential

Main lines of action in VAS

Endesa expected VAS margin



B2B and Public Administration

Main products

- Electrical projects & installations
- Gas projects & maintenance
- Lightning solutions
- HVAC (1) installations
- Energy efficiency solutions (ESCO model)





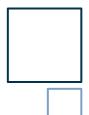
B₂C

Main products

- Maintenance services
- Alliance services (insurance, services repairs, assistances,...)
- Monitoring & connected home products
- Electric vehicle



High growth with a very diversified and attractive product portfolio



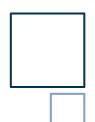
Our Industrial Plan is based on 4 strategic priorities





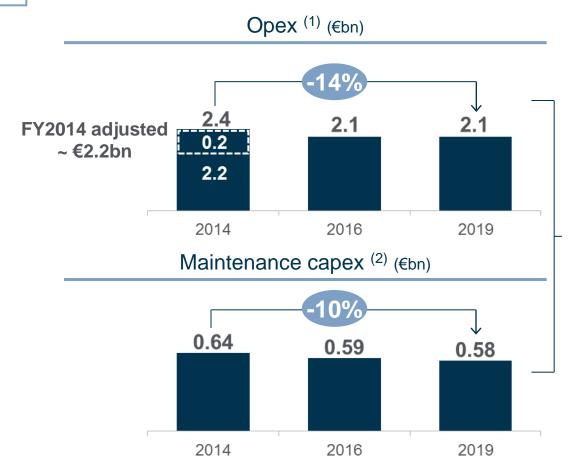
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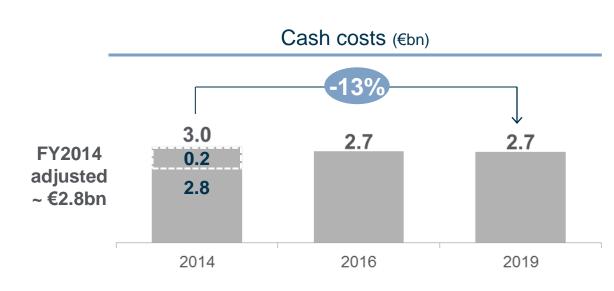
Strong and stable free cash flow generation allowing for new investment opportunities



Focused on efficiency



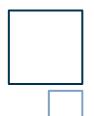




Significant cash costs reduction

(2) Net capex

⁽¹⁾ Total fixed costs in nominal terms (net of capitalizations)



Focused on efficiency

Reduction cost targets



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Distribution

- Full deployment of smart metering by 2018
- Investment in efficiency oriented innovative technologies
- Investment in telecontrol and higher automation
- Best practices sharing: Global busineess line
- Flexible organisational structure based on outsourcing



Generation

- Continuous improvement program (Hydro)
- Prepare Nuclear plants for long term operation
- Contracted renegotiation and fuel mix optimisation (Coal)
- Renegotiation of CCGT's LT Service Agreements
- CCGT's virtual mothballing



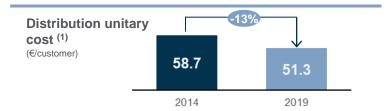
Supply

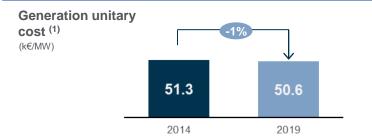
- Customer service: Integration of call centres, externalize offices, implement digitalization,...
- Back office: Electronic billing,...
- Process efficiency: Increase contract activation rate, end to end process, telesales, technological platform,...
- Sales strategy: Channel mix optimisation, customer loyalty plan, cross sales,...

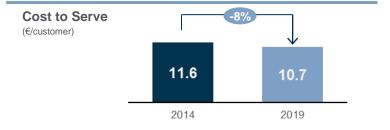


Corporate

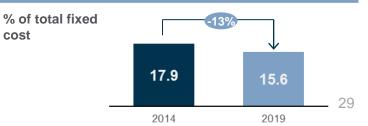
Zero base budget revision and reorganization



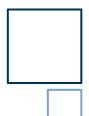




cost



(1) Includes Corporate fees



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2015-2019 Capex program focused on profitable investments

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Net CAPEX by business (€bn)





Capex program adjusted to market context



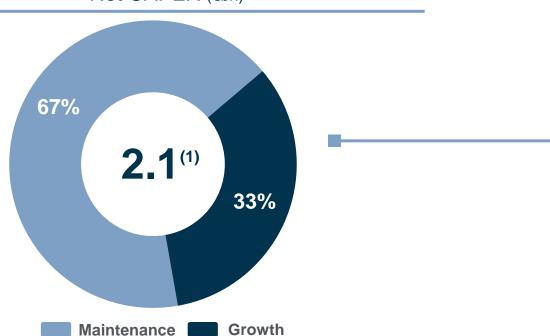
2015-2019 Capex program in regulated business: Distribution



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Main growth projects



Smart meters deployment:

€0.6 bn

Control Rooms integration:

€0.1 bn





Different sources of regulated revenues:

- Network maintenance and Control Rooms integration is RAB remunerated
- Smart meters are rental fee remunerated
- Client contributions allowing for additional regulated revenues with O&M recognition

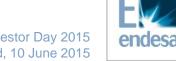
Targeted investments with attractive return

2015-2019 Capex program in regulated business:

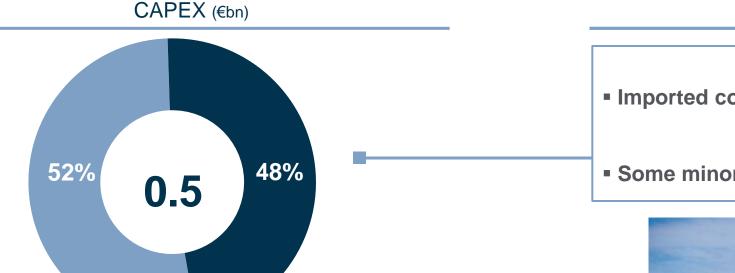
Non-mainland

Maintenance

Growth



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Main growth projects

Imported coal IED investments:



Some minor repowering projects





Focus on preserving Endesa's position in the non-mainland systems

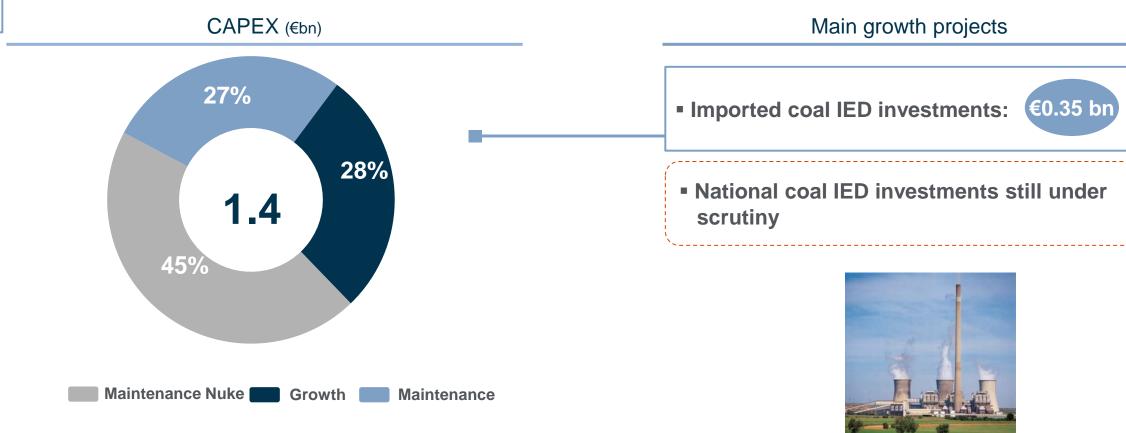


2015-2019 Capex program in liberalized business:

Generation



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Generation capex adjusted to current overcapacity



36%

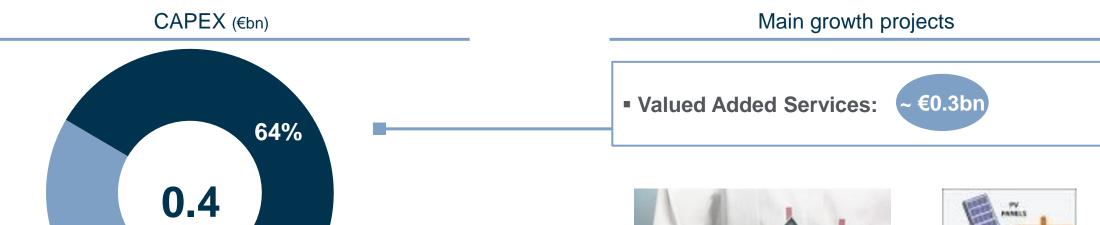
Maintenance

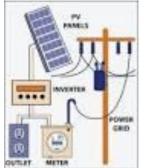
2015-2019 Capex program in liberalized business: Supply

Growth



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VAS margin expected to double by 2019





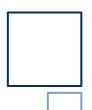


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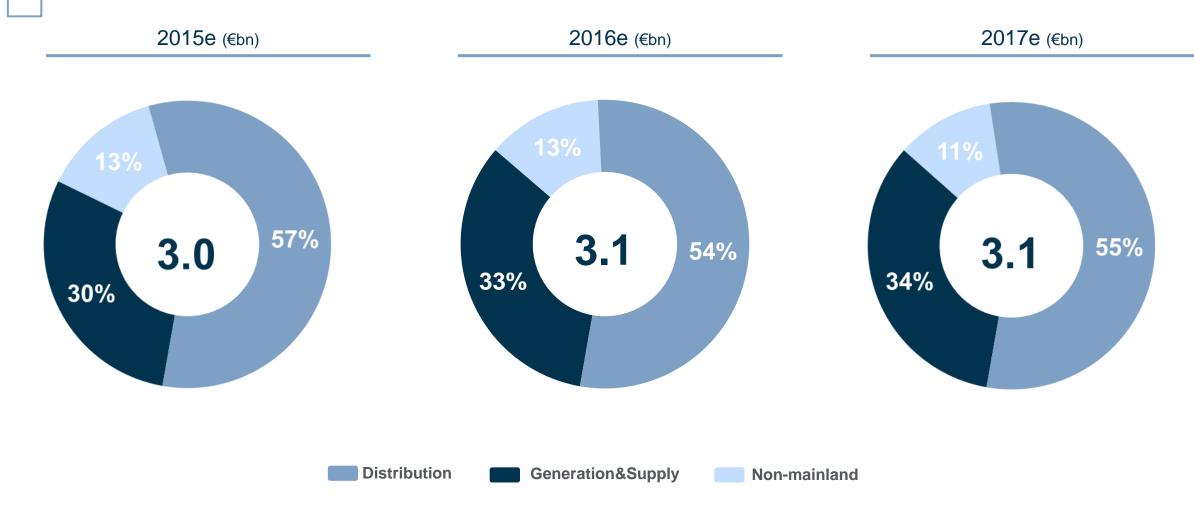
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Strong and stable free cash flow generation allowing for new investment opportunities



2015-2017 EBITDA evolution







With improvement in financial expenses

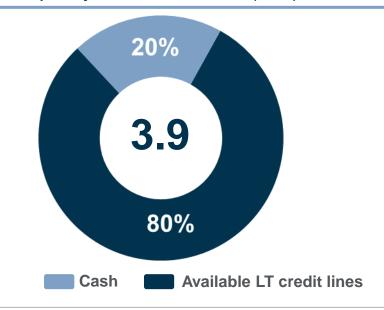


Gross debt structure

Current (1) 15% 38% 62% Variable rate Fix rate

- Refinancing of €1.5 bn fixed rate loan through floating rate financing
- Renegotiation of guarantees

Liquidity terms reviewed (€bn) (1)



- €2.2 bn credit lines renegotiated at lower cost in 1Q15
- Additional €2 bn to be renegotiated in 2Q15

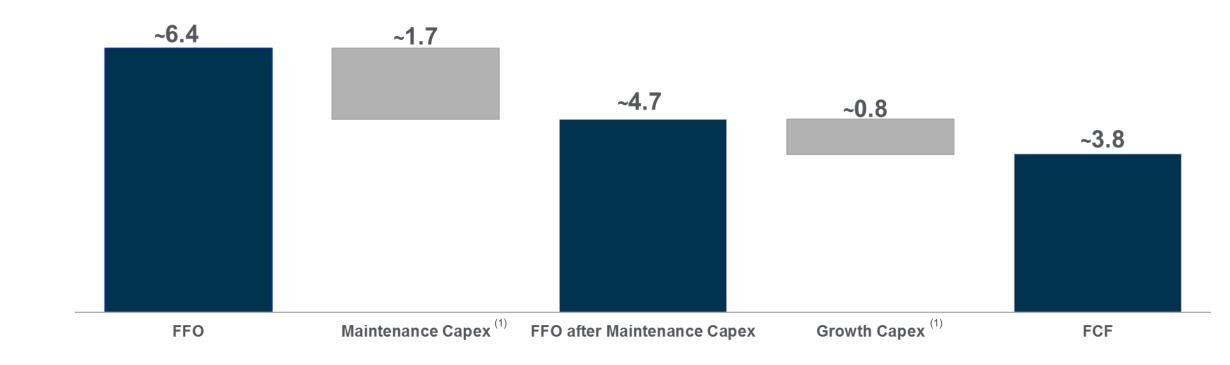
Gradual reduction of the cost of debt



Strong and stable free cash flow generation allowing for new investment opportunities



2015-2017 FCF evolution (€bn)



2015-2017 Free Cash Flow of ca. €3.8 bn



New investment opportunities

Organic investment options



Improve networks and implement new innovative technologies



 Accelerate deployment of proven smart meter technology



 Environmental investment in selective coal generation plants



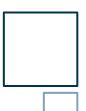
Pumped storage portfolio

Inorganic investment opportunities

- Fragmented domestic market as source of investment opportunities
- Acquisition of gas and electricity customer portfolios
- Potential acquisition of energy efficiency companies (ESCOs)

Options for growth





2015–2017 Guidance: creating value for shareholders

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	2015	2016	2017	
EBITDA	~€3bn	~€3.1bn	~€3.1bn	
Net Income	~€1.0bn	~€1.2bn	~€1.2bn	
Net Capex	~€0.8bn	~€0.9bn	~€0.9bn	



A very attractive dividend policy with a minimum annual DPS growth target of 5%



2014-2016 Dividend Policy

Amount

- 2014 ordinary dividend of 0.76€/share (1)
- 2015-2016: Maximum amount per share between
 - 100% Pay Out
 - Minimum annual DPS growth target of 5% on the dividend per ordinary share paid against previous year's profit

Timing

- Bi-annual dividend payment
- Interim dividend payable in January and final dividend payable in July

Consideration

100% cash pay dividend



Committed to and beating our targets



October 2014 Investor Day

June 2015

Regulatory topics

- No tariff deficit from 2014 onwards
- Law 15/2012 taxes recognition in non mainland





Financial guidance

- EBITDA 2014e: €2.9 bn
- EBITDA 2015e: €2.9 bn
- Net income 2016e: €1.1 bn

- EBITDA 2014: €3.1 bn
- **±** EBITDA 2015e: €3.0 bn
- the Net income 2016e: €1.2 bn

2015-2016 Dividend policy Minimum 5% annual growth over previous year DPS

Maximum:

- 100% payout ratio
- At least 5% annual growth over previous year DPS







Ellendesa	Committed to and beating our targets
	Continued focus on efficiency
	Highly regulated business
	Strong and stable cash flow generation
	Best positioned to capture growth
	Attractive shareholder remuneration



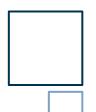




Main assumptions



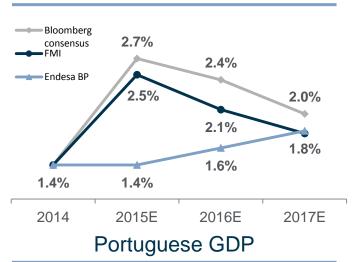
Main assumptions				
Macro	Unit	2015E	2016E	2017E
GDP Spain	YoY %	1.4%	1.6%	1.8%
GDP Portugal	YoY %	1.3%	1.5%	1.9%
Fx	US\$/€	1.13	1.17	1.22
CPI Spain	%	0.2	1.2	1.4
CPI Portugal	%	0.6	1.1	1.5
Energy market	Unit	2015E	2016E	2016E
Electrical Contra	T\0/I	050	055	050
Electricity demand –Spain-	TWh	250	255	259
Gas final use	bcm	22	23	24
Thermal gap	TWh	69	68	70
Key commodity prices	Unit	2015E	2016E	2016E
Brent	US\$/bbl	60	69	75
Coal	US\$/t	63	74	84
Gas	US\$/mmbtu	6.1	7.2	7.9
CO ₂	€/t	7	9	11
Pool price	€/MWh	46	52	57

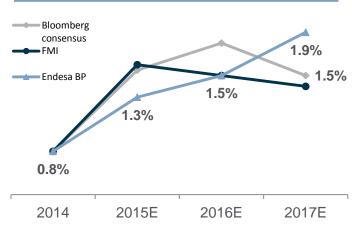


Electricity demand, commodities and power price assumptions

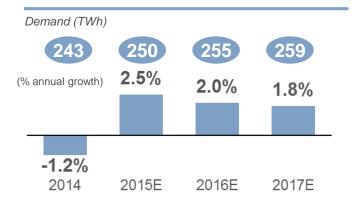


Spanish GDP

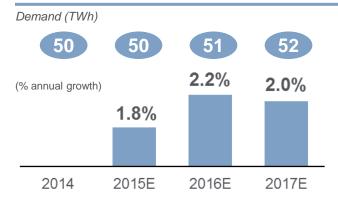




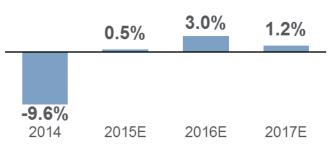
Electricity Demand Spain -Mainland-



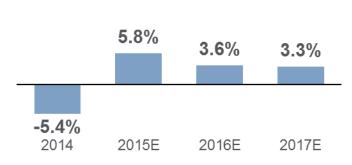
Electricity Demand in Portugal

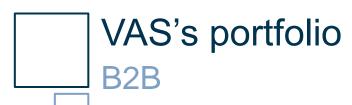


Gas Demand in Spain -Mainland-



Gas Demand in Portugal









Products

Description

Electricity projects

Grids, transformation centers and substations: New connections, contracted power or supply voltage increase, in-house facilities restructuring works, power lines relocation, etc...

Installations

Ensure supply quality and continuity for customers with critical activities: uninterruptible power supply systems (UPS's), capacitor batteries, harmonics suppression filters, phase balance etc...

Maintenance

Maintenance of customers transformations centers and in-house facilities with legal obligation to outsource this service

Equipment solutions

Equipment assessment, purchase management, withdrawal and environmental management of wastes

Subsidies management

Full management of energy subsidies

Energy audits

Detailed analysis of consumption behavior to identify potential benefits and energy savings

Reactive power management

Technical assessment and equipment solutions to reduce losses increase supply quality

Gas Projects

Integrated management of client requirements (supply, storage and maintenance, CNG and LNG)

B2B (>50,000 kWh/year)



VAS's portfolio

B2B, B2C



Investor Day 2015 Madrid, 10 June 2015



Products

Description

Efficiency projects

Assessment and equipment solutions for improved efficiency of lighting, Combined Heat & Power and Heating, Ventilated & Air Conditioning.

Renewable projects

Technical solutions for photovoltaic and solar thermal projects

Electric Vehicle

Technical assessment, feasibility studies and charging infrastructure installation

B2C <50,000 kWh/year)

Comprehensive solutions

Equipment installation, financing, maintenance and technical support

Electricity & gas maintenance services

Periodic servicing and repair of indoor installations

Partnerships

Technical support, insurance and financial services...





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Endesa is an Enel Group Company



Disclaimer

Investor Day 2015 Madrid, 10 June 2015

This document contains certain "forward-looking" statements regarding anticipated financial and operating results and statistics and other future events. These statements are not guarantees of future performance and they are subject to material risks, uncertainties, changes and other factors that may be beyond ENDESA's control or may be difficult to predict.

Forward-looking statements include, but are not limited to, information regarding: estimated future earnings; anticipated increases in generation and market share; expected increases in demand for gas and gas sourcing; management strategy and goals; estimated cost reductions; tariffs and pricing structure; estimated capital expenditures and other investments; estimated asset disposals; estimated increases in capacity and output and changes in capacity mix; repowering of capacity and macroeconomic conditions. The main assumptions on which these expectations and targets are based are related to the regulatory setting, exchange rates, divestments, increases in production and installed capacity in markets where ENDESA operates, increases in demand in these markets, assigning of production amongst different technologies, increases in costs associated with higher activity that do not exceed certain limits, electricity prices not below certain levels, the cost of CCGT plants, and the availability and cost of the gas, coal, fuel oil and emission rights necessary to run our business at the desired levels.

In these statements we avail ourselves of the protection provided by the Private Securities Litigation Reform Act of 1995 of the United States of America with respect to forward-looking statements.

The following important factors, in addition to those discussed elsewhere in this document, could cause actual financial and operating results and statistics to differ materially from those expressed in our forward-looking statements:

Economic and industry conditions: significant adverse changes in the conditions of the industry, the general economy or our markets; the effect of the prevailing regulations or changes in them; tariff reductions; the impact of interest rate fluctuations; the impact of exchange rate fluctuations; natural disasters; the impact of more restrictive environmental regulations and the environmental risks inherent to our activity; potential liabilities relating to our nuclear facilities.

Transaction or commercial factors: any delays in or failure to obtain necessary regulatory, antitrust and other approvals for our proposed acquisitions or asset disposals, or any conditions imposed in connection with such approvals; our ability to integrate acquired businesses successfully; the challenges inherent in diverting management's focus and resources from other strategic opportunities and from operational matters during the process of integrating acquired businesses; the outcome of any negotiations with partners and governments. Delays in or impossibility of obtaining the pertinent permits and rezoning orders in relation to real estate assets. Delays in or impossibility of obtaining regulatory authorisation, including that related to the environment, for the construction of new facilities, repowering or improvement of existing facilities; shortage of or changes in the price of equipment, material or labour; opposition of political or ethnic groups; adverse changes of a political or regulatory nature in the countries where we or our companies operate; adverse weather conditions, natural disasters, accidents or other unforeseen events, and the impossibility of obtaining financing at what we consider satisfactory interest rates.

Political/governmental factors: political conditions in Spain and Europe generally; changes in Spanish, European and foreign laws, regulations and taxes.

Operating factors: technical problems; changes in operating conditions and costs; capacity to execute cost-reduction plans; capacity to maintain a stable supply of coal, fuel and gas and the impact of the price fluctuations of coal, fuel and gas; acquisitions or restructuring; capacity to successfully execute a strategy of internationalisation and diversification.

Competitive factors: the actions of competitors; changes in competition and pricing environments; the entry of new competitors in our markets.

Further details on the factors that may cause actual results and other developments to differ significantly from the expectations implied or explicitly contained in this document are given in the Risk Factors section of the current ENDESA regulated information filed with the Comisión Nacional del Mercado de Valores (the Spanish securities regulator or the "CNMV" for its initials in Spanish).

No assurance can be given that the forward-looking statements in this document will be realised. Except as may be required by applicable law, neither Endesa nor any of its affiliates intends to update these forward-looking statements.



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