



## NOTA DE PRENSA

### Press Office

T +34 91 213 11 02  
F +34 91 213 90 95  
prensa@endesa.es

endesa.com

## ENDESA TAKES PART IN BLACK FRIDAY AND CYBER MONDAY WITH DISCOUNTS OF UP TO 50%

**Madrid, 25 November 2016** – This year, Endesa joins in with the celebration of Black Friday and Cyber Monday with special offers and discounts of up to 50% on its products. For the second year running, Endesa is taking part in this event, providing opportunities for discounts on its products.

This year, from the week starting 21 November, Endesa will post special offers and exclusive deals on its online “Twenergy” Store <http://tienda.twenergy.com/> for its 250,000 registered users, and social networks, with discounts of up to 50% throughout the store.

The “Twenergy” Store is an initiative in line with the company’s digitalisation plan, directed toward innovation and efficient technology for a sustainable lifestyle. Furthermore, the “Twenergy” Store also boosts sales of products launched by Spanish “start-ups”, with special emphasis on sustainable mobility products (electric bicycles, unicycles and skateboards), efficient products (home water saving devices, smart thermostats, etc.) and innovative/ecological products (fitness wearables, watches, smartbands, e-health systems).

After only a little more than a year’s activity, the “Twenergy” Store already has over 250,000 registered users, over 5,000 products sold and a catalogue with over 1,200 references. It has made its niche as the Enel Group’s first true e-commerce platform, and the first in the energy sector in Spain.

In addition to this campaign, all customers who sign up for the Comprehensive Boiler Solution (SICAL) on Black Friday or Cyber Monday will receive a gift of a Netatmo thermostat worth 179 euros. SICAL <http://www.solucionesintegralesendesa.com/> is a product by Endesa where for only 1.64 euros per day, the customer acquires a new boiler with installation, warranty and maintenance included. In conjunction with this offer, Endesa also provides a 20% discount on the gas bill throughout the winter.