

Monday, 9 December 2024

POTENTIA ENERGY REVEALED AS NEW BRAND FOR LEADING AUSTRALIAN RENEWABLE ENERGY COMPANY

- *Potentia Energy announced as the new name and brand identity of the Australian company with joint shareholders, Enel Green Power and INPEX.*
- *The company, formerly Enel Green Power Australia, is committed to progressing selected renewable energy projects, with more than 7 gigawatts (GW) of secured projects in its development pipeline.*
- *The new brand is set to be officially launched at the Sydney Opera House tonight.*

Potentia Energy has been announced today as the new name and brand identity of the Australian renewable energy company co-owned by Enel Green Power and INPEX.

The rebrand announcement sets out a new vision for the company, which has a strong history as Enel Green Power Australia, operating since 2017.

Potentia Energy CEO, Werther Esposito, said the rebranded company is targeting an ambitious investment pipeline across wind, solar, storage and hybrid projects.

“We’re excited to launch the new brand, Potentia Energy. It’s a name that embodies the spirit of this dynamic jointly owned company,” Mr Esposito said.

“It speaks to the unlimited potential of Australia’s natural resources, the vast potential of our people and the incredible potential of the communities in which we operate.

“Australia is a special place, blessed with sun, wind and land. It needs a special vision for its energy future and Potentia Energy is well placed to deliver on that vision.”

Potentia Energy is co-owned by Italian renewable energy giant Enel Green Power and Japan’s energy giant INPEX. The two companies joined forces in a share purchase agreement that introduced INPEX to the business in 2023.

Until today, the jointly owned company had been operating as Enel Green Power Australia, a renewables business that has four operating plants comprising 310 megawatts (MW) of solar capacity across South Australia and Victoria, and a 75 MW wind farm in Western Australia. A 93 MW solar farm is also under commissioning in Victoria and Financial Close was recently announced for a 98 MW solar and 20 MW battery hybrid project in NSW. The business has rights secured for a development pipeline of over 7 GW across the country.

“We are ambitious, and importantly we want to build the right projects which benefit communities,” Mr Esposito said.

“We have a vision to be a leader in Australia’s energy transition and we are determined to set new standards in contributing to communities by delivering industry-leading projects.



“Potentia Energy is focussed on powering the potential of tomorrow and striving for excellence in everything we do.”

The company has also begun servicing retail customers, an area providing future potential growth.

Enel Green Power and INPEX share equal board representation for Potentia Energy.

Enel Green Power, within the Enel Group, develops and operates renewable energy plants worldwide and has a presence in Europe, the Americas, Africa, Asia and Oceania. A world leader in clean energy, with a total capacity of around 65 GW and a generation mix that includes wind, solar, geothermal, and hydroelectric power, as well as energy storage facilities. Enel Green Power is at the forefront of integrating innovative technologies into renewable energy plants.

INPEX CORPORATION is Japan's largest exploration and production company and is currently involved in projects across multiple continents. By making its oil and gas business cleaner while expanding its five net zero business areas, INPEX aims to provide a stable supply of diverse and clean energy sources.

“By combining this global expertise, innovative drive and access to competitive capital, we are unlocking extraordinary growth opportunities,” Mr Esposito said.

“With unwavering support from our shareholders, Potentia Energy is poised to set new standards for the renewables sector in Australia and powering the potential of tomorrow.”

FOR INTERVIEWS OR MORE INFORMATION:

Mike Duffy
Principal Consultant – Elexia Communications
+61 438 777 024
mduffy@elexia.com.au