



Press release

MasOrange and Endesa sign an agreement for Energy and Telecom commercialization

- It is **estimated that more than 1 million customers** could benefit from the **best offers of energy and telecommunications products and services**.
- Thanks to this agreement, **Endesa will offer the most advanced telecommunications services** of MasOrange's brands to its **more than 7 million** free market customers, offering them access to a comprehensive solution for all their communication needs through the best and most advanced fibre and 5G networks in Spain. On the other hand, **MasOrange will be able to market Endesa's energy offer** to its more than 30 million users.
- **Endesa will also acquire MasOrange's digital energy retailer**, the company Energía Colectiva, which currently has more than 350,000 customers.
- The agreement is conditional on prior approval by the competition authority.

Madrid, 30 September 2025.- MasOrange, Spain's leading operator in terms of number of customers, and Endesa, one of the main electricity companies in Iberian market, have reached an **agreement for Energy and Telecommunications commercialisation in Spain**.

Both companies estimate that this agreement this agreement could benefit over one million customers, **will gain access to personalized offers and high value-added services**, enjoying the **best commercial proposals in energy and telecommunications for the benefit of the customers**.

Meinrad Spenger, CEO at MasOrange: *"We are very satisfied with the agreement reached with Endesa. This alliance will allow us to accelerate our growth with a green energy offer for our users at attractive prices, and to sell our telecommunications services in Endesa's distribution channels, creating value for our customers, society and both companies", says.*

José Bogas, CEO at Endesa: *"This alliance represents a natural step in our strategy to put technology at the service of the customer. We combine the best of two worlds: MasOrange's connectivity, with Endesa's experience, trust and innovation in the energy field. Together, we will offer personalized and sustainable value propositions that respond to new consumer expectations. This agreement reinforces our commitment to lead the energy transition from proximity, efficiency and digitalisation".*

Alberto Galaso, deputy chief de Nuevos Negocios at MasOrange: *"The alliance with Endesa will allow us to advance in our successful diversification strategy and offer our customers value-*



added services beyond connectivity so that they continue to be the most satisfied in Spain and increase their loyalty”.

Davide Ciciliato, General Manager of Marketing at Endesa: *“This agreement allows us to take another step forward in our vision of offering comprehensive solutions that simplify the lives of our customers. The combination of energy and connectivity helps us respond to the new demands of the digital consumer, with efficiency, sustainability and proximity”.*

Premium exclusive offers for customers

Through this agreement, Endesa will be able to offer its commercial energy proposal to the customers of the telecommunications operator MasOrange thanks to a differential customer experience, based on technology, proximity and adaptability. An additional example of how Endesa is leading the energy transition through innovation, providing real and sustainable value to millions of homes and businesses.

With more than 30 million users and a network of more than 1,500 exclusive stores - the largest in the telco sector in Spain - and its digital channels, MasOrange offers a relevant technological platform for energy distribution.

On the other hand, **Endesa will count on MasOrange** in the commercialization of telecommunications services for Endesa's more than 7 million customers in the free market. MasOrange provides a robust and sustainable technological infrastructure – thanks to the use of technologies with lower energy consumption such as 5G – a highly digitalised customer base and a shared vision of innovation and sustainability.

Together, both companies can offer **combined solutions** that respond to new consumer demands: efficiency, simplicity and savings.

Acquisition

To achieve these objectives, Endesa -through its wholly owned company Endesa Energía S.A.U.- will acquire from the MasOrange group company "XFERA MÓVILES, S.A." the entire share capital of the **digital energy retailer** Energía Colectiva S.L., which has the most advanced digital and technological capabilities on the market and over 350,000 electricity and gas customers. The agreed price is approximately 90 million euros, subject to the usual adjustments in this type of operation.

The closing of the entire transaction is conditional on the prior approval of the competition authority.

About MasOrange

MasOrange is the largest telecommunications operator in Spain by number of customers, with around 39M lines between broadband and mobile. In addition, it offers TV, insurance, energy, alarms, consumer finance, health, cybersecurity, private 5G networks and cloud services for private customers and companies.

The Company has 8 main national brands (Orange, Yoigo, Jazztel, MASMOVIL, simyo, Pepephone, Lebara, and Lyca) and 5 regional brands (Euskaltel, R, Telecable, Guuk and Embou) with which it will cover all the needs of customers in Spain.



MasOrange has more than 31 million marketable homes with its fibre optic offer and covers 99% of the Spanish population and more than 90% with the new 5G technology, with which it connects nearly 4,000 municipalities throughout Spain.

On the other hand, MasOrange has the ambition to be the operator with the most satisfied customers, consolidate itself as a driver of talent and lead the economy of purpose in Spain, being respectful of people and the planet. In addition, it works on accessibility to technology for all (with a focus on the emptied Spain), the protection of minors in the digital field and the development of products and services that improve the experience of all customers.

About Endesa

Endesa is one of the main electricity companies in Spain and the second largest in Portugal. In addition, it is the second largest gas operator in the Spanish market. It develops an integrated electricity generation, distribution and marketing business, and offers value-added services aimed at the electrification of the energy uses of households, companies and public administrations. Endesa is committed to the United Nations SDGs and corporate social responsibility. In this last area, it also operates from the Endesa Foundation. Our team totals around 9,000 employees. Endesa is part of Enel.

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