



EXERGY UNVEILS CORPORATE REBRAND TO REFLECT A NEW STRATEGY AND THE EVOLUTION OF THE COMPANY

New visual identity, new website and renewed positioning in the market

Olgiate Olona (VA), November, 3rd 2022 – Exergy international today announced the launch of a new corporate rebrand, which involves a **new visual identity** and a **new website**, to reflect the transformation undergone by the company in a decade - from an innovative start-up to a **leading ORC provider** worldwide with almost **500 MWe** in portfolio - and align with its new strategy and vision in the evolving energy market.

The rebranding comes as the completion of a journey Exergy started in 2021 with customer's survey and in-dept market analysis. The identity refresh has created a new shape for Exergy's logo, celebrating the movement of the turbine in a modern context and expanding its application potential. The new logo evokes the concepts of **dynamism** and **transformation** that has been in the company DNA since its inception and underlines its renewed commitment to keep innovating with a **future-facing approach** to the market.

"With our rebranding we want to reflect the new vision of the company, under TICA Group new course, to become a global leading provider of solutions that can drive sustainable and efficiency energy transformation, enhancing our R&D efforts to broaden our array of products and services into new market and applications" said **Luca Pozzoni, Exergy's General Manager**.

The new claim **Unleashing potential, powering the future** expresses the company's mission that works every day to help companies **assess the potential** of their energy sources and **valorize** and **enable** them, in a **circular economy model**, with efficient and **carbon free power generation**. As Luca Pozzoni explains: "Our new corporate rebrand underlines the role that Exergy will play in the new energy scenario where We - Customers, Technology Providers, Business Partners, Institutions, and Stakeholders - are collectively called to cooperate to take actions against climate change. This is mandatory for the benefit of our environment and future generations. Avoiding or curbing the *energy consumption* by reusing available or wasted energy resources is an essential step we can do now to make the energy transition happen"

The Exergy's new logo keeps its nod to the past with a flame orange color, which embodies the passion, energy and enthusiasm of all its employees, and combine it with a new deep green evoking the modernity, reliability and professionalism of an expert hi-tech partner.

The rebranding comes with the launch of the new website visible at exergy-orc.com, which presents the more modern, energetic and technological look of the company and features an enhanced user experience.



Exergy's new image whilst mirroring a renewed strategy and approach to the market, keeps its root in the strong company culture and values - Passion, Innovation, Teamwork, Customer focus, Responsibility - that have made it deliver high quality service and products to clients around the world.

ABOUT EXERGY INTERNATIONAL SRL

EXERGY INTERNATIONAL Srl is a leading provider of clean energy technologies. We are expert in the design, engineering, manufacturing of Organic Rankine Cycle (ORC) systems with the pioneering Radial Outflow Turbine. EXERGY's proprietary technologies, covered by several patents, allow for highly efficient energy production via the exploitation of heat sources from geothermal, waste heat from industry, biomass and concentrated solar power. EXERGY portfolio counts around 500 MWe and the second largest geothermal binary fleet worldwide. EXERGY is a part of Chinese TICA Group, a leading integrated system and service provider in HVAC. From the headquarters in the north of Italy (Milan), EXERGY export and implement its technology worldwide with a particular focus on high growth potential markets. Website: <http://exergy-orc.com/>

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