

Audax evolves and renews its corporate identity: More than energy, smart management to connect to what truly matters

- **The energy firm updates its brand and introduces a stronger, more digital and human corporate identity.**
- Under the new concept **"The Energy Manager"**, the group positions itself as a strategic partner helping businesses and households optimize their energy use.
- The change aligns with the **2026–2030 Strategic Plan**, focused on **transparency, efficiency and sustainable growth**.

Badalona, 10 March 2026. The energy group, with presence in nine countries, has announced the update of its corporate identity, reflecting the beginning of a new stage, based on the use of data, technology and expertise to help people and businesses consume energy more efficiently.

From supply to management

Audax has evolved from being an energy producer and retailer to becoming a multinational energy group built around the concept of **"The Energy Manager."** Its goal is to offer tailored solutions that help businesses to become more competitive and enable households to manage their energy more efficiently.

This shift is reflected on its new motto: **"Connect to what matters."** A direct commitment to ensure that both businesses and people can leave energy management behind and focus on what truly matters.

- The rebranding is not only conceptual; it is also a visual statement of intent. The logo evolves from Audax Renovables to simply Audax: a more versatile and minimalist identity aligned with the introduction of new services and products. In addition, new textures inspired by Data Art have been introduced to represent the connection between people and technology.
- The "X", as a symbol of connection has been redesigned to be more dynamic and digital, orchestrating a visual language that reflects the company's values: honesty, dynamism, proximity and proactivity.
- The new digital identity is supported by textures and photography that bring the brand closer to people, reinforcing transparency at every touchpoint.

"Our mission at Audax is to help people and companies get the most out of their energy by managing it smartly. We transform the complexity of the energy sector into simple and efficient



solutions so our customers can focus on what really matters,” **explains Carolina Gavilán, Chief People & Communication Officer.** She also adds: “The transition from Audax Renovables to Audax represents an evolution towards this comprehensive management approach, but it does not imply abandoning our principles. Sustainability remains part of our strategy, and we maintain our unwavering commitment to generating 100% renewable energy sources as a key driver in building a cleaner and more efficient future for everyone.”

This renewal is part of the ambitious **2026–2030 Strategic Plan**, which organizes the company into four key areas to ensure more efficient and closer management.

Audax’s value proposition is built on three fundamental pillars:

1. Data-driven tailored solutions: Real personalization based on intelligent data analysis.
2. Transparency commitment: An ethical and honest commitment in relationships with customers and partners.
3. Proven strength: The reassurance provided by a vertically integrated international group with a solid track record in the market.

The launch of this new identity will take place simultaneously and gradually across the nine countries where the Audax Group operates, strengthening its positioning as a global energy player.

About Audax

Audax is the energy company that helps people and businesses get the most out of their energy. We are a vertically integrated energy group that generates 100% renewable energy sources and supplies electricity and gas and offers energy efficiency solutions.

With presence in 9 countries and with more than 800 professionals, we provide electricity and gas to more than 462,000 customers and we manage a portfolio of wind and photovoltaic projects with more than 1GW of installed capacity.

We are listed on the Spanish stock exchange and are supported by strong financial performance. Our approach is based on three pillars: data-driven tailored solutions, proven strength, and transparency commitment. We manage energy, turning complexity into simplicity and efficiency, so customers can focus on what truly matters.

For more information, visit www.audaxrenovables.com

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