

A turnkey white label platform that
digitize the energy sector

bright

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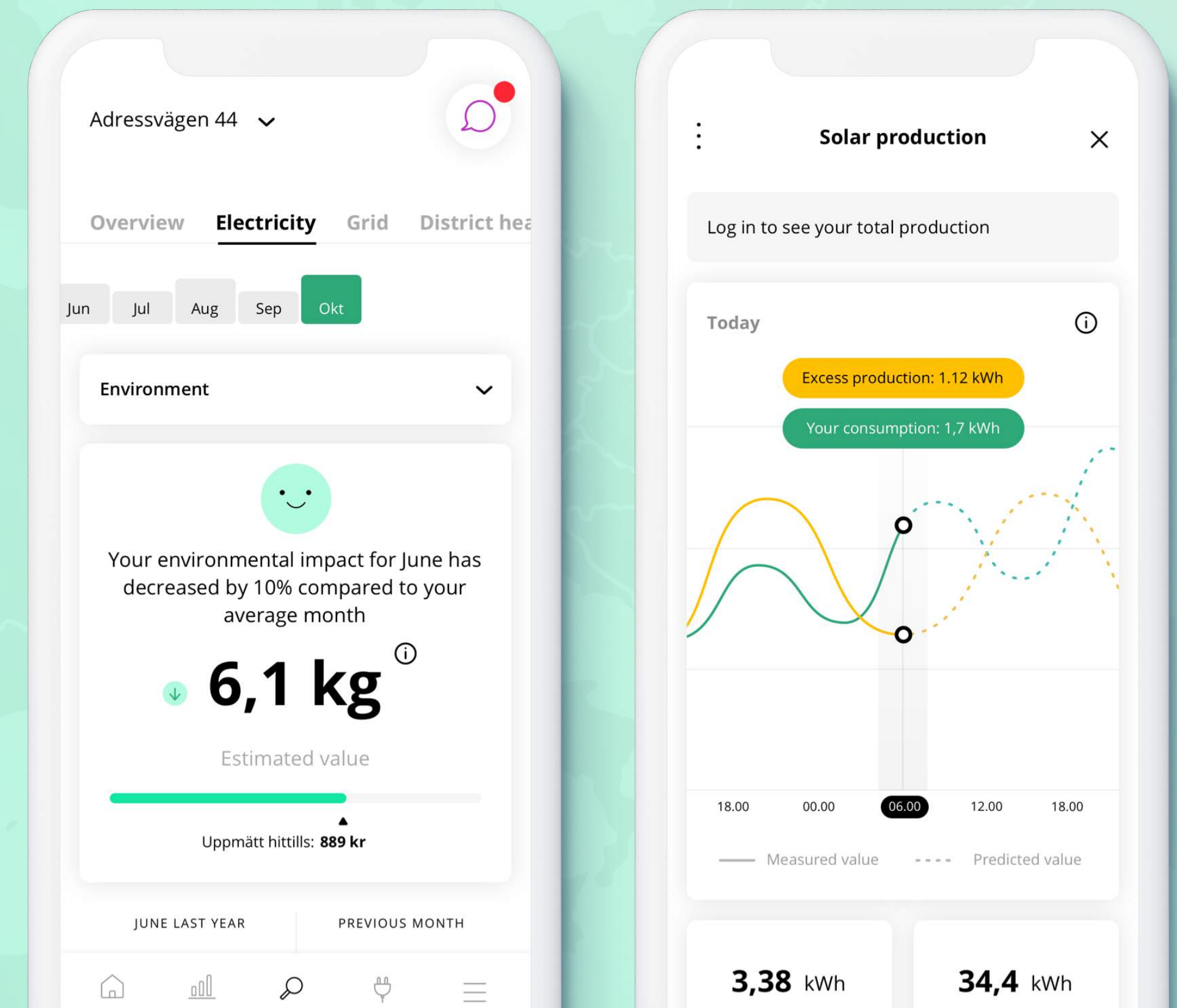
The opportunity

Today thousands of energy companies in Europe lack even basic digital services and are facing a difficult task to catch up and evolve, due to:

- ➔ Lack of resources
- ➔ Lack of ability & digital know-how
- ➔ Lack of sizable enough customer base to motivate in-house development

Besides electrons, 13 million households in the Nordics and 225 million in Europe will need data driven personalized services from their energy companies. A turnkey, white label platform from Bright give them:

- ➔ Higher customer engagement
- ➔ Increased customer loyalty / lower churn
- ➔ New revenue streams / business opportunities
- ➔ Better usage of renewable energi from solar- and wind power



Market leader in Sweden today

Covering 33% of all households.

Ready for scale-up

Large addressable market in the Nordic region and Europe.

