

## NEWS RELEASE

### CEZ IN BULGARIA CHANGES ITS NAME TO ELECTROHOLD

*The electricity distributor switches to new brand ElectroDistribution Grid West*

**Sofia, 10 March 2022** - CEZ Bulgaria will change its name to Electrohold as of the end of April 2022. The electricity distributor in Western Bulgaria - CEZ Distribution, will be named ElectroDistribution Grid West AD (EDG West AD).

In addition to the new names, the companies in the group will present a new corporate identity and branding.

Electrohold Bulgaria EOOD will be successor of CEZ Bulgaria EOOD, Electrohold Sales AD - of CEZ Electro Bulgaria AD, Electrohold Trade EAD will be the new name of CEZ Trade Bulgaria EAD, CEZ ICT Bulgaria, the provider of ICT services. will be called Electrohold ICT EAD.

According to the regulatory requirements the shareholders of the two companies - CEZ Distribution Bulgaria AD and CEZ Electro Bulgaria AD, will vote on the new names and logos at general meetings at the end of April. The rebranding of the companies will start after the approval of the shareholders.

The rebranding is another step in the implementation of the strategy of **Eurohold Bulgaria AD** after the acquisition of seven companies of the Czech energy group CEZ in Bulgaria in July 2021.

The new identity reflects the succession in the companies' history, while emphasizing their corporate affiliation. It is designed in accordance with the modern understanding of a dynamic company that provides energy, digitalizes its grid, invests sustainably and works to improve the quality of life. The branding reflects the core values of Electrohold's companies - professionalism, responsibility, efficiency, stability, trust and innovation.

The new image of the companies in the group will be based not only on changes in the corporate visual style, but also in more intensive work to increase customers' satisfaction and build trust, wide penetration of e-services, modernization and digitalization of the grid, innovation strategy in accordance with changes in the sector, sustainable development and investments.

Switching to new names and logos does not require whatever action from the customers.

#### **Eurohold Bulgaria AD**

*Eurohold Bulgaria AD is a leading financial and energy group operating in the region of Central, Eastern and South-Eastern Europe (CEEC). The company develops business in the field of electricity distribution and supply, insurance, leasing, car sales, investments and asset management. Its shares are traded on*

*the stock exchanges in Sofia and Warsaw. Eurohold is the owner of Euroins Insurance Group AD (EIG), one of the largest insurance groups in the region. EIG operates in 14 countries, serves over 4 million customers and has over 3,000 employees. In 2021, Eurohold acquired through its subholding Eastern European Electric Company the subsidiaries of the Czech energy company CEZ Group in Bulgaria, which have over 3,000 employees and serve almost 3 million consumers in the country.*

[www.eurohold.bg](http://www.eurohold.bg); [www.eig.bg](http://www.eig.bg)