

## Brand Finance Report

# Redeia's Brand Value Saw the Highest Growth Among Energy Sector Companies in Spain Last Year

**Its brand value increased by 77%, reaching 160 million euros by the end of 2023**

**It is the fourth most valuable brand across all sectors in Spain**

**It has risen to 79th place among the most valuable brands, up 13 places from 2022**

Madrid, 3 June 2024

Redeia, the global operator of essential infrastructures, has seen its brand value grow by 77 percent, reaching 160 million euros by the end of 2023, according to the latest report published by the consultancy firm Brand Finance, "Brand Finance Spain 2024".

Every year, the consultancy firm analyses over 6,000 of the world's biggest brands and publishes more than a hundred reports ranking brands from all sectors and countries. The 100 most valuable and strongest brands are included in their annual ranking.

According to this ranking, in 2023 Redeia experienced the greatest growth in brand value among those in the energy sector. Having climbed 13 positions since the previous report, Redeia ranks 79th among the most valuable brands in Spain and is the fourth fastest growing across all sectors.

In addition, Brand Finance noted a 16 percent increase for the Redeia brand in terms of the scores obtained from respondents in relation to brand investment, sustainability and reputation. Redeia has achieved a score of 60.51 points out of 100.

These ratings consolidate the commitment made in 2022 by renaming the "Red Eléctrica Group" as Redeia.

Brand value is understood as the net economic benefit that the owner of a brand would obtain if it were licensed on the open market. Brand strength is the effectiveness of a brand's performance on intangible measures relative to its competitors.

