

Media release

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Axpo rebrands for a new energy future

Axpo today revealed a new look and feel for its brand identity, designed to express its strategic focus as a major national and international energy player in an industry undergoing fundamental change. For Axpo, Switzerland's largest producer of renewable energy, an international energy trader and leader in the marketing of solar and wind power, the refreshed brand identity also reflects a readiness for tomorrow's challenges.

Since its inception more than 100 years ago, the Axpo Group has been on a journey of change. A proactive approach, staying flexible and looking to the future will be more important than ever in achieving the company's ambitions. This holds especially true in an industry that must increasingly adapt to disruptive innovation, changing customer needs and rising climate consciousness.

To help make these changes visible to the outside world, Axpo's brand identity has been revamped for the first time in more than 20 years. Reflecting its outlook and values of sustainability, innovation and reliability, the new look illustrates Axpo's purpose - to provide innovative energy solutions that are empowering a sustainable future.

Commenting on Axpo's new look, Axpo CEO Christoph Brand said: "The changes in the market, amongst our customers and on the job market - ultimately in the entire energy sector - are occurring more quickly and intensely than ever before. So, we must also become faster, more flexible and proactive. Today, we are no longer the Axpo of 20 years ago. We want to demonstrate this with our new brand identity."

The new look and feel includes a dynamic logo, fresh colours and compelling imagery. The new "x" in the logo is particularly striking, symbolising flowing energy while, the distinctive form reflects our stability and long-standing experience.

Expression of a focused company strategy

The new brand identity is a further expression of Axpo's corporate strategy focused on three pillars:

- The company's leading role in Switzerland's transition to a CO₂-free energy future.
- Strengthening the company's international and customer focused energy trading business, and
- The expansion of renewable energies. In photovoltaics for example, Axpo has set an ambitious goal to increase installed capacity by 10 GW by the year 2030.



Axpo – the Power of Innovation

About Axpo

Axpo is driven by a single purpose – to enable a sustainable future through innovative energy solutions. As Switzerland's largest producer of renewable energy and an international leader in energy trading and the marketing of solar and wind power, Axpo combines the experience and expertise of more than 5,000 employees who are driven by a passion for innovation, collaboration and impactful change. Using cutting-edge technologies, Axpo innovates to meet the evolving needs of its customers in over 30 countries across Europe, North America and Asia.

For more information and details on the new branding, please go to:

<https://www.axpo.com/ch/en/about-us/a-new-milestone-on-the-axpo-journey.html>

More information

Axpo Holding AG, Corporate Communications
T 0800 44 11 00 (Switzerland), T +41 56 200 41 10 (International)
medien@axpo.com