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### MAKE IT HAPPEN! Rules

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#### 1. WHAT IS "MAKE IT HAPPEN!"?

Enel's "MAKE IT HAPPEN!" is a programme ("**The Programme**") created for Enel employees. It is aimed to stimulate the culture of entrepreneurship, offering participants the possibility of proposing and implementing innovative projects ("Ideas") that create value for the Company.

The Programme is supported by the Open Innovability®, platform, in a special dedicated section, called MAKE IT HAPPEN! (the "**Platform**"), and is managed by the Innovability PO Function of Enel S.p.A.

Ideas relating to the following categories ("Journeys") can be proposed:

- New Business Models (Green Journey);
- Innovative ideas to improve Enel's activities and/or work environments (Blue Journey).

By accepting the regulations of the Programme ("The Rules"), the employee who intends to participate unconditionally accepts the terms and conditions established, and undertakes to comply with them throughout the entire Programme.

#### 1.1. How does "MAKE IT HAPPEN!" work?

The Programme, as better described in paragraph 4, is divided into 6 phases: Application, Preliminary Assessment, Design, Pitch Day, Acceleration and Demo Day (the latter two are applicable only to the *Green Journey*).



#### 1.2. "MAKE IT HAPPEN!" Duration and Deadlines

The Programme is always open. Participants can submit their idea ("Application") at any time.

The dates and deadlines of the individual phases of the Programme may be extended or modified for reasons related to the high number of applications and/or based on the availability of the selection committees. Any extensions or changes will be published on the Platform.

#### 2. WHO CAN PARTICIPATE?

All employees of Enel Group companies can participate in "MAKE IT HAPPEN!".

Participation can be either individual or team based.

Teams cannot include more than 6 people.

The same person cannot participate in more than one proposal regarding the *Green Journey* category at the same time.

In unexpected situations (e.g. sudden unavailability, termination of employment, or any other cause involving team members), it is possible to change the composition of the team along the way, communicating it promptly through the Platform.

#### 3. HOW TO PARTICIPATE IN "MAKE IT HAPPEN!"



To participate in the Programme, **you must first register** on the Platform (through the automatic login from the Intranet, or directly on the link https://openinnovability.enel.com), by accessing the "MAKE IT HAPPEN!" section.

#### 4. PROGRAMME PHASES – DETAILED DESCRIPTION

#### 4.1. Application

In the Application phase, employees who intend to join the Programme can at any time – once they have selected one of the two categories (*Green Journey* or *Blue Journey*) – enter their Idea on the Platform by filling out the appropriate *application form*.

In cases of team participation, the Application of the idea is carried out by one single member of the team on behalf of all the other members. The others will be indicated in the appropriate section of the form of the chosen Journey. An automatic email from the system will notify the other members who have been indicated as part of the inserted idea team.

#### All team members must accept all the Regulations before booking for Pitch Day.

The *application form* includes the following fields:

- 1. Problem or need considered;
- 2. Global Business Line or Function affected by the idea;
- 3. Title of the Idea;
- 4. A summary of the Idea;
- 5. A detailed description of the idea;
- 6. Advantages or business opportunities deriving from the idea;
- 7. Sustainable development goals relevant to the content of the idea \*;
- 8. Country of origin;
- 9. Necessary investments;
- 10. Composition of the team;
- 11. Lean Business Model Canvas (only for the Green Journey);
- 12. Video Pitch\*;
- 13. Presentation in PDF format.

Fields marked with an asterisk (\*) are optional.

At this stage, the "Startup Toolkit" referred to in the following article 6.1. on the Platform will be available for Participants.

There is also a contact list of Enel colleagues who are willing to provide suggestions and feedback to Participants, if requested. These are referred to as "Internal Mentors."

Participants may contact one or more Mentors, to benefit from their knowledge and experience. Mentors may or may not provide support to Participants who request it.

The title, a summary of the Idea, and the names of the relative Participants will be accessible to all Enel colleagues on a dedicated Intranet page.

#### 4.2. Preliminary Assessment

Each Idea is evaluated by a specially constituted commission (the **"Preliminary Assessment Committee"**), which decides whether an Idea is suitable for being accepted in the Design phase.

#### 4.2.1. Regulatory and antitrust compliance

Remember that the regulatory unbundling and antitrust provisions oblige the distribution company and sales companies operating on both the free and the protected market (which are part of a vertically integrated group), as well as their employees, to treat relevant confidential information as "commercially sensitive", and to prevent cross transfers of data and resources.

In other words, in order to verify the compliance of Projects with the relevant legislation (including the regulatory unbundling and antitrust legislation), in the Preliminary Assessment phase, the focus will be on: - the composition of the teams;

- the content and purpose of the Idea.

Any indication of discrepancies between these elements and the aforementioned legislation or rules may lead to the exclusion of the Idea from the Programme.

#### 4.2.2. Composition of the Preliminary Assessment Committee

The Preliminary Assessment Committee is made up of 7 members, randomly selected from time to time by an algorithm on the Platform, mainly belonging to the same country as the Participants, and divided as follows:

- ➢ 2 TOP 200;
- > 2 Young people (with less than 10 years of seniority in the company);
- 3 members of the Innovation Family (people who work in Innovability, Innovation ambassadors, former Programme participants and Innovation volunteers).

#### 4.2.3. Vote and evaluation criteria

Within 5 working days of the Idea arriving on the Platform, all members of the Preliminary Assessment Committee cast their votes, indicating a score between a minimum of 1 and a maximum of 4, following the following criteria:

CRITERIA	DESCRIPTION	SCORE
Problem or need	Current existence and relevance of the problem or need which the Idea is focused upon	From 1 to 4
"Wow" factor	Degree of innovation of the proposed Idea for solving a problem or need	From 1 to 4
Benefits / business opportunities	Business opportunities or advantages in terms of new revenues and/or savings or efficiency	From 1 to 4
Strategic relevance for Enel	Consistency of the idea with respect to sustainability and innovation strategy, and regarding Enel's corporate values	From 1 to 4
Quality	Quality of the description, in terms of the completeness and clarity of the information provided	From 1 to 4

Each member of the Preliminary Assessment Committee adds a general motivation to their vote.

The result for each criterion is calculated as a simple average of the vote of each member. Subsequently, the final score is calculated as the average of the results of each criterion.

If one or more members of the Preliminary Assessment Committee fail to vote within 5 working days they will be replaced, with a consequent prolongation of voting deadlines.

#### 4.2.4. Result of the vote

The Idea is approved if it reaches a minimum final score of 2.5, and in this case it may then enter the Design Phase.

The results of the vote, including its reasons, are communicated via e-mail to the Participant (in the case of a team, to all members).

#### 4.3. Design

Participants admitted to the Design phase will have the opportunity to develop their Idea, in terms of the minimum working product ("Minimum Viable Product" or "MVP", as defined below), to be presented during the subsequent Pitch Day.

By MVP we mean an initial version of the product or service object of the Idea, built in such a way as to include the minimum set of features essential for its best use.

The function of the MVP is therefore to obtain *feedback* from potential recipients of the Idea, in order to fill the *gap* in the unsatisfactory characteristics of the existing product or service.

Activities related to the Design phase may be carried out within the company context, if they are addressed to Enel colleagues. Any activities aimed at third parties (e.g. provision of *surveys* or *tests*) must be carried out in a personal capacity, and exclusively outside a employment and company context. In this case, the Participants must present themselves to third parties as mere individuals and undertake not to:

- use the Enel name, brands and/or logos;
- exploit their qualification as Enel employees;
- disseminate and/or communicate information and/or confidential materials of Enel Group companies;
- use Enel's IT assets or equipment in any way.
- They must undertake to carry out their activities exclusively outside the working and company context;
- but not to collect personal data of third parties (provision of *surveysortests* must be exclusively in anonymous form).

In any case, the Participant must indemnify Enel from any liability deriving from the performance of all the activities carried out during the Design Phase.

In this Phase, the following will be available on the Platform:

- the "Design Toolkit" referred to in the following art. 6.1;
- a second list of *mentors*, in this case external professionals, who are part of international innovation ecosystems, (the "External Mentors"), who can be contacted to receive suggestions and support for the development phase of the MVP. Participants may contact one or more Mentors, to benefit from their knowledge and experience. Mentors may decide whether or not to provide support to Participants who request it

#### 4.4. Pitch Day Reservation

The Pitch Deck involves the presentation of the Idea. It consists in compiling the dedicated template, available to participants in the Design Toolkit referred to in the following art. 6.1. The presentation of the Idea takes place as part of a dedicated event ("Pitch Day") according to the terms and methods set out below.

The possible dates for Pitch Days available for reservation will be visible on the Platform for Participants in the Design phase. These bookings may be confirmed up until 30 days prior to the chosen date.

To book, it is necessary to send the presentation of the Pitch in PDF (the "**Pitch Deck**") via the Platform. The Platform allows the registration of up to a maximum of 10 Ideas per Pitch Day.

Once the booking limit has been reached, Participants will have to choose another available date.

Admission to the Pitch Day will be decided in advance by a special commission, during the intermediate phase of Pre-Pitch Selection.

#### 4.5. Pre-Pitch Selection

The Pitch Deck sent by the Participant will be evaluated by a commission (the **"Pre-Pitch Committee"**) which will decide whether the Idea meets the requisites for Pitch Day judgement.

#### 4.5.1. Composition of the Pre Pitch Committee and voting

The Pre-Pitch Committee, which decides on the admission of Ideas relating to the *Green Journey* on Pitch Day, is composed of 3 Innovation Managers (heads of organisational units of the Innovability organisational structure), including the Global Innovation Manager from the Business Line to which it belongs. In the absence of a Global Innovation Manager, the Idea will be randomly selected by an algorithm).

The Pre-Pitch Committee which decides on the admission of Ideas related to the *Blue Journey* is composed of 3 members identified as follows: the People Empowerment manager of the GBL / Country, plus a *business expert* identified by him on the basis of the proposed idea, plus an employee from the Innovability function.

#### 4.5.2. Vote and evaluation criteria

The Pre-Pitch Committee may contact the Participants to receive clarifications and/or meet them, and will decide at its sole discretion the validity of the candidacies, based on the following criteria:

CRITERIA	DESCRIPTION
Problem or need	The actual existence and relevance of a problem or need
"Wow" factor	Degree of innovation of the proposed Idea for solving a problem or need
Solution Effectiveness (MVP)	The solution's effectiveness in solving the problem or need identified. Effectiveness of the " <i>value proposition</i> "
Value created	The ability of the solution or product to create value for the company in terms of new <i>revenue</i> or <i>savings</i>
Economic forecast	Accuracy in forecasting project revenues or savings, and its costs and results
Quality of the proposal	Quality of the description, in terms of the completeness and clarity of the information provided
Entrepreneurship	Participant's ability to "sell" their vision clearly and effectively, and to successfully develop the solution
The investment necessary	The reasonableness and suitability of the required investment
Feasibility	The Participant's ability to clarify any possible problem involving feasibility, and possible actions to resolve it. Feasibility of the solution from a technical point of view
Strategic relevance for Enel	Consistency of the Idea, in terms of sustainability and innovation strategy, and in terms of Enel's values. "Does the solution affect the market shares of Enel products or services already in existence?"
Testability*	"How easy is it to test the solution?". The easier and cheaper it is to test the business Idea in advance, the greater the potential gain
Sustainable competitive advantage*	How easily can the competitive advantage provided by the Idea be protected from current or emerging competitors?



Potential market*	"Is this solution aimed at a large market?". "Does the solution work best in a declining, stable or growing market?". "How convinced is the
	team of the existence and size of the market they have chosen?"
Business model*	Evidence on the scalability of the business model. Clarity of the
	participant when describing the profitability of the Idea
Potential scale of adoption **	Impact in terms of the number of potentially benefiting colleagues

\* Only for New Business Models (Green Journey).

\*\* Only for Ideas to improve Enel (Blue Journey).

#### 4.5.3. Result of the vote

All Participants will be notified, with relative explanations, of the outcome of the vote and, if positive, their participation in the Pitch Day will be confirmed.

The rules establish that up to a maximum of 8 Participants can be registered for each Pitch Day. In the event of a favourable evaluation for all 10 booked projects, the last 2 to submit their final document will be automatically registered on the next Pitch Day).

Participants will present the Idea, preferably live and in presence (or remotely connected and/or registered), to a dedicated commission (the "**Pitch Committee**"). They present their Ideas relating to the two Journeys (*Blue or Green*) on the basis of the Pitch Deck they have sent (available in the Design Toolkit referred to in the following art. 6.1).

To ensure homogeneous treatment, all Pitch sessions will follow the same sequence:

- > Presentation of the Pitch Deck in no more than 5';
- > Speech by the Business Expert, to guide and support the Pitch Committee in a maximum of 3'.
- > Q&A, interactive session, where participants answer the questions of the Pitch Committee;
- > The Pitch Committee meets to evaluate the idea;
- > the Pitch Committee offers feedback to the participants, specifying which elements need to be further investigated, etc...

#### 4.5.4. Composition of the Pitch Committee

Pitch Day ideally takes place in rotation, each time in a different country.

The Pitch Committee is composed of 3 Directors in charge of Functions or Business Lines, selected on the basis of their availability... or their delegates, if other commitments arise at the last moment.

The Pitch Committee decides:

- on admission to the Acceleration phase of Ideas relating to the Green Journey;
- On the direct implementation of the Ideas relating to the Blue Journey in the relative Function or Business Line.

#### 4.5.5. Vote and evaluation criteria

The Pitch Committee will evaluate the Ideas at its sole discretion, based on the following criteria:

CRITERIA	DESCRIPTION
Problem or need	The actual existence and relevance of a problem or need
"Wow" factor	Degree of innovation of the proposed Idea for solving a problem or need



Solution Effectiveness (MVP)	The solution's effectiveness in solving the problem or need identified. Effectiveness of the "value proposition"
Value exected	
Value created	The ability of the solution or product to create value for the company
	in terms of new revenue or savings
Economic forecast	Accuracy in forecasting project revenues or savings, and its costs and results
Quality of the proposal	Quality of the description of the Idea, and clarity of the information
	provided
Entrepreneurship	Participant's ability to "sell" their vision clearly and effectively, and to successfully develop the solution
The investment necessary	The reasonableness and suitability of the required investment
Feasibility	The Participant's ability to clarify any possible problem involving
	feasibility, and possible actions to resolve it. Feasibility of the solution
	from a technical point of view
Strategic relevance for Enel	Consistency of the idea in terms of sustainability and innovation
	strategy, and in terms of Enel's values. "Does the solution affect the
	market shares of Enel products or services already in existence?"
Testability*	"How easy is it to test the solution?" The easier and cheaper it is to test
	the business Idea in advance, the greater the potential gain
Sustainable competitive	How easily can the team protect its competitive advantage from
a di a si a si k	current or emerging competitors?
advantage*	
Potential market*	"Is this solution aimed at a large market?". "Does the solution work best
	in a declining, stable or growing market?". "How convinced is the team
	of the existence and size of the market they have chosen?"
Business model*	Evidence on the scalability of the business model. The team's clarity in
	describing how the Idea will "make money"
Potential scale of adoption **	Impact in terms of the number of potentially benefiting colleagues

\* Only for New Business Models (Green Journey).

\*\* Only for Ideas to improve Enel (*Blue Journey*).

#### 4.5.6. Result of the vote

In the case of Go, the subsequent Phases differ on the basis of the chosen path:

- if the idea comes from the Green Journey, the Participant is provided with an indication of the budget allocated specifically for the Acceleration Phase, when they can develop the business model to be presented on the Demo Day, the conclusive event of the Programme;
- if the idea comes from the Blue Journey, the path ends with the development and implementation of the Idea directly by the Function or Business Line to which the Idea refers... with the voluntary support of the Participant.

In the case of No Go, the Participant receives an explanation.

#### 4.6. Acceleration (only for the Green Journey)



Participants who access the Acceleration phase will work, possibly full-time, on secondment at the Business Line concerned, for a maximum of 6 months, using their Ideas with the support, if necessary, of external Partners. If needed, the support of Mentors and the involvement of colleagues from the Business Line concerned can also be provided.

#### 4.7. Demo Day (for Green Journey only)

At the end of the Acceleration phase of each Idea, the final event of the Programme dedicated to the relative Business Line "Demo Day") will take place.

During the Demo Day, the Participants present their Idea to a commission consisting of 1 to 5 Decision Makers (managers of organisational units of the Business Line to which the idea refers).

There are two possible outcomes of the vote:

- EXIT: the relative Business Line directly takes charge of the development and implementation of the Idea. The development is monitored monthly and the Participant is informed concerning the implementation of the idea.
- NO GO: the Business line opts for a No GO, explaining the reasons for its choice to the Participant.

#### 5. LANGUAGES

The Platform is available in 4 languages: Italian, Spanish, Portuguese and English. The materials of the toolkits available to Participants, referred to in the following art. 6.1, are in English.

Participants can fill in the form during the Application phase in their mother tongue, but the documents they must attach for booking for the Pitch Day must be in English.

The language used to support the presentation of the Pitch Day may be the native language of the Participants or English.

#### 6. SUPPORT ELEMENTS

#### 6.1. Toolkit

Two toolkits will be available on the Platform:

- the "Startup Toolkit" available from the Application phase on the MAKE IT HAPPEN! "Home Page";
- the "Design Toolkit", available only for Participants who have passed the Preliminary Assessment, in the "My Applications to MAKE IT HAPPEN!" section.

Both Toolkits contain the main supporting materials and the templates of the documents that the Participants must create and send (i.e. Lean Business Model Canvas for the Application phase of the *Green Journey*, and Pitch Deck for registering the Pitch Day of both Journeys).

The Toolkits also contain a list of Mentors from whom Participants can ask for advice and suggestions. The Toolkits can be downloaded from the Platform after having successfully registered.

#### 6.2. Help desk

It will always be possible for Participants to contact the support mailbox <u>makeithappen@enel.com</u> dedicated to the "MAKE IT HAPPEN!" Programme on the Platform.

The Innovability PO is responsible for responding to support requests in a reasonable time and according to the "First come, First served" policy.

#### 7. COMMERCIAL AND LEGAL REQUIREMENTS

#### 7.1. Intellectual Property Rights

By accepting the conditions of these Regulations, the Participants declare and accept that, without prejudice to the moral rights of the authors: (i) all the knowledge, the material used, as well as that developed, relating to the ideas presented or developed under the "MAKE IT HAPPEN!" (hereinafter the "**Intellectual Property**"), will be the exclusive property of Enel S.p.A., which may freely use it for itself and for the companies of the Enel Group. They must also (ii) waive any form of payment, reimbursement of indemnity and/or any other related claim to the Intellectual Property acquired by Enel S.p.A. Consequently, Enel S.p.A. will have no obligation to return any material received from participants (including, but not limited to, drawings, photos, documents, models, prototypes, software, etc.).

Enel S.p.A. will be able to: (i) use the Intellectual Property developed under the "MAKE IT HAPPEN!" programme, even partially, without any contractual restrictions and for an indefinite period; (ii) modify the contents relating to the Intellectual Property, transfer them, use them together with other ideas, even in the event of termination, suspension or interruption of the employment relationship of the participant concerned.

On the other hand, the Participant undertakes, by accepting these Regulations, to collaborate with Enel S.p.A. In drawing up any document relating to the aforementioned Intellectual Property rights, if this is necessary for transfers to third parties or to provide for the protection of the same.

Participants also guarantee that the Ideas uploaded by them to the Platform, and the material developed by them as part of the Programme, do not in any way infringe the intellectual property rights of third parties. Participants will be fully responsible for any infringement of intellectual property owned by third parties contained in the ideas they uploaded to the Platform and in the material developed by them as part of the "MAKE IT HAPPEN!" programme. Participants must immediately inform Enel S.p.A. if such violations occur. And in the event of any type of claim or compensation action brought by third parties against Enel S.p.A., the Participants have to guarantee and fully indemnify Enel S.p.A. and its subsidiaries.

#### 7.2. Tax aspects

Should any aspects of fiscal relevance arise, they will be treated according to the applicable local legislation.

#### 7.3. Data Protection

The processing of personal data in the context of the Programme will take place in compliance with EU Regulation 2016/679 ("GDPR"), and any other applicable legislation on the protection of personal data, as well as on the basis of the provisions of the privacy policy of the Platform, available at the following link: https://openinnovability.enel.com/it/informativa-sulla-privacy.

#### 7.4. Confidentiality

The confidentiality of information from Enel S.p.A. and its subsidiaries must be protected. Consequently, it is prohibited to publish any content relating to activities, infrastructures, plants, systems, technologies, data, documents, software and any other information owned by the Enel Group, classified as confidential.

Furthermore, all information submitted by Participants must be considered confidential; therefore, they cannot be disclosed to external third parties.

The confidentiality and non-use obligations referred to in this clause will survive the termination of the Regulation or the contractual relationship that is the subject of the same, for any reason, unless otherwise provided by Enel S.p.A. It will be valid until the Participant is able to demonstrate that such confidential



information has become generally known, or easily accessible to people working in the contexts which normally handle the type of information in question, for reasons other than its disclosure by the Participant.

#### 7.5. Compliance with applicable legislation

This Regulation will apply in accordance with local regulations and/or collective agreements in force in each country in which the Enel Group is present... based on the nationality of the Participants.

#### 7.6. Use of the Enel trademark and advertising the Innovative idea

Any use by Participants of Enel S.p.A. trademarks and/or those of other companies of the Enel Group (hereinafter referred to as the "Enel Trademark") must be previously authorised by the Communication Department of Enel S.p.A. The dissemination of the Idea and/or its communication to third parties, in the test phase or another phase, by any means and with particular regard to the use of web and social channels, must be previously authorised by the Innovability Function of Enel S.p.A.

#### 7.7. Personal responsibility

Participants are personally responsible for any legal infringements committed during activities related to the "MAKE IT HAPPEN!" Programme, including infringement of intellectual property rights. Under no circumstances can Enel be held responsible for any violations committed by Participants while participating in the Programme.

#### 7.8. Changes to the Regulations

Innovability PO reserves the right to suspend the "MAKE IT HAPPEN!" for a just cause, informing the Participants in good time, preferably by email.

Innovability PO can modify the Regulations at any time.

The new Regulation will be valid from the date of its publication in the section dedicated to "MAKE IT HAPPEN!" on the Open Innovability® platform. The effective date of these changes will coincides with the date of their publication in the "MAKE IT HAPPEN!" section on the Open Innovability® platform.