



Energy Brainpool
The independent energy market expert

ENERGY BRAINPOOL

THE ENERGY MARKET EXPERTS

We are the independent energy market experts with focus on electricity and energy trading in Europe. Our expertise includes **analysis**, **forecasting** and **modeling** of energy markets and prices, scientific and practice-oriented studies, **individual consulting** as well as **expert training** for the energy sector.

For over 16 years, we have been combining substantial knowledge and competence with practical experience in the area of controllable and fluctuating power.

AS EXPERTS, TOGETHER WITH OUR CUSTOMERS WE FIND SOLUTIONS FOR THE ENERGY MARKET 3D

Who are we?

- 20 team members
- 2 Managing Directors
- founded in 2003
- located in Berlin
- independent and all-party

What are the topics?

- risks are increasing
- change of energy markets
- fundamental different price structures
- new revenues and business models



What's next?

- innovative business models needed change in heat and mobility
- investment and financing at risk
- high demand of additional capacity
- change in heat and mobility

How do we support you?

- training and simulation games
- analysis and scenarios
- individual consulting
- workshops and studies

Our aim is to combine our expertise in the fields of analysis, consultancy and training in individual solutions to set the course for future business success.

OUR VISION & MISSION

Our vision is to achieve a defossilised energy supply in a marketable and efficient way.

We are forward thinkers and make the energy transition predictable. With our results and our knowledge we support our clients to find their role in change.

We see ourselves as partners to our customers and provide services based on our core values:

- analytical
- innovatively
- reliably
- passionately
- independent
- accessible

OUR APPROACH

In a rapidly changing environment, we are working together with our customers to meet the challenges of the energy sector. Our customers benefit from our business profile and our expertise in the core competencies of **analysis**, **consultancy** and **training**.

With our comprehensive service concept, we are able to support our customers in the field of politics, national and business economics, strategy as well as organisation. We accompany our customers throughout all phases of the solution process – from scientific analysis, developing the ideal strategy and required tools to the practical realization as well as staff and management training.

POLITICAL PLAYERS

A progressive market transformation demands fundamental political decisions in order to ensure system stability:

Challenge

- Which electricity market design is needed?
- Can investment incentives and the right degree of regulation be achieved?
- How can regulatory changes be reconciled with the economic interests of individual stakeholder groups?

Our approach

- Through scientific and practical analysis as well as studies, we accompany the regulatory process.
- We create individual scenarios for the development of energy prices and evaluate the economic consequences for the affected players.
- We support political actors such as associations, organizations and ministries through moderation in finding opinions and positions.

Case Study sales options

Customer

Association of Power Producers

Challenge

The revenues of the association's members increasingly depend on market prices, and financial support is being phased out throughout Europe. What are the effects of increasing European CO2 charges? Which electricity consumers will consume the electricity and when? What role can Power Purchase Agreements play?

Our approach

We generate reliable revenue expectations from our electricity price analysis and quantify both opportunities and risks. In these studies, we provide the energy industry with key statements in a concise and easily understandable manner. The experts from Energy Brainpool coordinate individual premises in workshops, calculate extensive results and filter the central statements out for you. In doing so, we compress the complexity of the energy industry for knowledge transfer in presentations, lectures and studies. These central statements are thus made accessible to interested non-professionals.

EXTRACT FROM THE STUDY DIRECTORY

Direct marketing monitoring: Quarterly report (09/2019)

Report in cooperation with the Öko-Institut e.V. on behalf of the Federal Ministry of Economics and Energy, November 2019

Renewable in all sectors - coupling sectors with power-to-gas

Study on behalf of Greenpeace Energy e.V., September 2019

Austria's way towards 100 % renewables. An analysis from 2030 with outlook 2050

Study on behalf of Austrian Power Grid AG, January 2019

GENERATION / TRADE / SALES

The European energy market is in a constant process of change. As a result, regulatory, strategic and operational transformations are leading to new challenges and opportunities.

Challenge

- How can sales margins be optimised and customer loyalty be increased?
- How can revenues from energy generation and trade increase while reducing the costs of energy procurement?
- How can opportunities be exploited and risks be minimised at the same time?
- How to successfully adapt to changes brought about through the energy transition?
- How are opportunities and risks correctly assessed?
- What are the right tools, strategies and decision parameters?

Our solution

Working together with our customers, we analyse their market potential, costs and revenue options, developing the right solutions and tools to

- support our customers in market entry from strategy to realisation,
- optimise procurement,
- manage portfolios and optimise trading strategies,
- manage risk and
- use chart analysis and trade signal systems.

Case Study electricity procurement

Customer

A German retail electricity supplier

Challenge

The long-term downward trend in electricity prices until mid-2016 has led many electricity suppliers to pursue a one-sided procurement strategy (short strategy). This short strategy, which calls for increased procurement until shortly before delivery, carries considerable risks in the rising electricity market.

Approach

The procurement strategy was adapted to the customer's risk perception and expansion strategy as well as to the current price trend. For this purpose, a risk and procurement manual was developed and a procurement strategy was implemented on the basis of the technical analyses.

Our customers' opinions

„The constant change taking place in the liberalised and increasingly decentralised energy market poses multiple challenges to municipal utilities. This also includes the on-going assessment of power plants and contracts. Energy Brainpool supports BSIENERGY with individually customised seminars, workshops and electricity price forecasts.“

Sales and Portfolio Management
BSIENERGY

ENERGY SERVICES

In an increasingly decentralised energy supply system, additional intelligent services gain importance as a source of revenue and a tool for customer retention. These new business fields, however, are still emerging and are highly complex in their realisation.

Challenge

- How can promising business models be successfully implemented today?
- How to take advantage of the trend towards prosuming?
- What are the energy services of the future?
- How to use synergies through cooperation and collaborations?

Our solution

- Together with our customers we observe the market environment and upcoming developments, evaluate technologies and determine the strengths of our customers. We accompany and support our customers in the implementation of these business models.
- We identify optimisation potential, find the right partners and support our customers with the latest moderation and coaching methods, helping them on their way to successful cooperation and mergers.

INVESTMENT AND FINANCING

Asset evaluation in the energy sector is influenced by multiple aspects:

Challenge

- How do regulatory changes influence risk assessment and return?
- How do energy markets develop and what does this mean for financing?
- What revenues can be expected on European energy markets in the long run?

Our solution

- We analyse and evaluate the latest regulatory developments and investigate their effects on energy prices and the value of power plants.
- We model long-term price developments as a decision-making basis for investments, asset and contract assessment and conduct sensitivity analysis based on customers' market perception.
- In trainings and workshops, we train energy sector stakeholders with regard to current developments.

Our customers' opinions

„Current developments within the European market for renewables make it necessary to understand national markets in their complexity and consider potential revenues for investment decisions. That's why we put our trust in price scenarios and return analyses of Energy Brainpool.“

Thomas Staudinger, Managing Director, re:cap global investors ag

RENEWABLE ENERGIES UND MARKET REVENUES (PPA)

With the expansion of renewable energies, the transformation of the European energy market is moving forward. The conception of the future market design raises various issues:

Challenge

- How can power from fluctuating generators be sold on the market? How can they be hedged (e.g. by PPA)?
- How can remuneration systems be developed in line with market requirements while taking all market players into consideration?
- What does this mean for the various price components, for example the EEG- surcharge?
- What do successful business models for renewable energies look like?

Our solution

- We conduct studies on behalf of the transmission grid operators to calculate the EEG surcharge.
- We provide individual consulting, studies and electricity price scenarios for the energy market of the future.
- We advise on non-subsidised revenue models such as PPA and support you with fair value valuations and risk strategies.
- We develop, optimise and provide consulting on successful business models based on our expertise in generation technology, market and price mechanisms as well as regulatory framework conditions.

Case Study investment decision

Customer

BayWa r.e. Solar Projects GmbH

Challenge

Current developments in the European renewable energy market make it necessary to understand national markets, take potential revenues from the electricity market into account in project development and financing, and develop successful future business models.

Our solution

„With the Don Rodrigo project, Baywa r.e. realises the first market-based utility-scale PV power plant in Europe without any subsidies. For the evaluation of the power market revenues in the future, we use the power price scenarios of Energy Brainpool. In our view, these are particularly accurate and approved by our investors and banks alike.“

Dr. Benedikt Ortmann, Global Director Solar Projects, BayWa r.e. Solar Projects GmbH

OUR PRODUCTS AND SERVICES AT A GLANCE

Analysis

- fundamental energy market model Power2Sim for the modelling of electricity prices up to 2050
- spot price forecast for the individual hour auction at the EPEX Spot
- scientific studies on energy market design, on the development of electricity prices and price composition as well as the influence of renewable energies
- individual electricity price scenarios up to the year 2050
- long-term forecasts of the control power prices to support the refinancing of power stations and storages

Individual consulting approaches

- development and optimization of marketing strategies and business models
- trading strategies, risk, portfolio and procurement management
- long-term revenue analysis for storage, conventional and renewable energies

Training

- open and in-house seminars, workshops, management training on current topics of the energy sector
- practice-oriented simulation games for energy trading
- workshops for international players of the energy sector

SELECTED REFERENCES

