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CNR & BEEBRYTE JOIN FORCES TO OFFER "GREEN & SMART" ELECTRICITY

Convinced by the disruptive technology of BeeBryte, a leading French renewable energy producer, CNR (Compagnie Nationale du Rhône), invested in the startup specialized in energy intelligence & automation. After having been financed by the 2 founders since its creation in 2015, BeeBryte raised €2.5 million in 2018 to support its growth in home markets (France-Singapore) and abroad. In partnership with its new shareholder CNR, BeeBryte launched “Hive Supply” an unprecedented offer of green and smart electricity.

A partnership to support energy efficiency

At the crossroads of the energy and information technology sectors, BeeBryte uses artificial intelligence and IoT to reduce the energy bill of factories and commercial buildings by automatically controlling the ‘flexible’ part of their electricity consumption.

As the leading pure-play renewable energy producer in France (water, wind, sun), CNR develops energy transition projects in close collaboration with innovation stakeholders such as research labs, start-ups, industries and local authorities.

The two companies have pooled their know-how to launch on the French market « Hive Supply » an unprecedented offer combining an electricity contract with intelligent energy management. In close interaction with CNR's trading room, the BeeBryte solution will make it possible to leverage customers' energy flexibility, through a green and economical electricity supply offer.

The result for customers: an optimized utility bill thanks to energy efficiency gains, a reduction of the price of each kWh, and a reduction of the demand charge (power subscription). Several customers have already opted for BeeBryte’s solution (including DHL and Picard), and advanced discussions are underway for the new supply offer.



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Elisabeth Ayrault, Chief Executive Officer of CNR, declares: "For the first time, CNR invests in a cleantech startup. Our choice to invest in BeeBryte was guided not only by the interest of their positioning in relation to our own innovation strategy and by the level of excellence of its team, but also by the pragmatism and dynamism that drive them. These essential qualities add to the deeply innovative nature of their technology. Our commitment to BeeBryte is yet another way for us to join the current energy revolution. The offer we have jointly deployed contributes to the dynamism and greening of our economy. A fine example of the philosophy that guides CNR's partnership policy. "

Frédéric Crampé, co-founder and strategic & financial director of BeeBryte, adds: "It is a real source of pride for our young company to have CNR as a shareholder, it is also a pledge of confidence as to the relevance of our vision and approach. Consumers today want to be more in control of their consumption, and their motivations are not only economic but also environmental. Digitalization extends the range of possibilities, and Hive Supply is a new offer that allows consumers to access cheaper and cleaner electricity!".

The technology developed by BeeBryte

BeeBryte's unique software combines a patented real-time optimization methodology, self-learning models and predictive analytics for dynamic energy management fully integrated with the Internet of Things. Thanks to a Box (IoT gateway) installed at the customer's premises, BeeBryte connects to and automatically controls "flexible" electric equipment (heating-cooling systems, pumps, electric vehicle charging stations and / or battery storage systems) whose operation can be modulated or shifted in time without any perceptible impact on comfort or service rendered. In the Cloud, energy needs are anticipated by analyzing their historical correlations with business activity, weather, building occupation, etc. An optimal control strategy is calculated as often as necessary and the corresponding instructions are sent to the equipment via the Box.

Hive Supply

CNR has accumulated experience and know-how in forecasting the production of renewable energy assets that it operates. It has market access and in-depth expertise in intermittent production optimization.

Combining their strengths, CNR and BeeBryte propose with Hive Supply to extend the electricity supply value chain by monetizing flexibility at the demand-side closer to electricity wholesale pricing for both a green and economical offer.

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About BeeBryte

Founded in 2015 by serial entrepreneurs Frédéric Crampé and Patrick Leguillette, BeeBryte is a startup of 20 people based in France and Singapore. BeeBryte is positioned as a catalyst for the energy revolution underway, giving consumers a great opportunity to take control of their energy bill and enhance any self-production & flexibility potential to become more economically and ecologically responsible.

Its software-as-a-service (SaaS) automatically controls electric equipment in order to advantageously change the consumption profile of its customers and allow them to save up to 40% on their energy costs. BeeBryte filed its first patent early 2016, tested and validated the technology with a prototype and pilot projects in 2016. BeeBryte has been marketing its solution since 2017 with customers such as the frozen food specialist PICARD, CITY OF PARIS, DHL, LINDE, SOLVAY, railway company SNCF, Ngee Ann Polytechnic, VOLTALIA.

The services are divided into 3 proprietary products bringing increasing value to its customers:

- **Hive Vision:** energy monitoring, analysis, decision-support and predictive maintenance solution delivered as a SaaS with an easy-to-install Box,
- **Hive Optimal:** smart & automated control of key electric equipment (e.g HVAC, batteries) to reduce utility bills,
- **Hive Supply:** an innovative and economically attractive electricity supply offer that encompasses all BeeBryte services into a single, simple product for maximum savings.

BeeBryte remains majority owned by its two founders. The company has received support from Bpifrance and ADEME as well as from the acceleration programs of Intel, TechFounders, Greentech Verte and CCI Auvergne-Rhône-Alpes. Headquartered in the city of Lyon, BeeBryte S.A.S is the parent company where R & D, industrialization of products / services and marketing are carried out in France and Europe. The company has a subsidiary in Singapore, BeeBryte Pte. Ltd., to support its commercial development in Asia Pacific.

(www.BeeBryte.com)

About CNR

CNR is the leading French producer of 100% renewable electricity (water, wind, sun) and the Rhône river's multiple-use concessionaire, from the Swiss border to the Mediterranean Sea: hydropower production, inland navigation and ports development, irrigation and other agricultural uses.

An integrated player at the forefront of the energy business, CNR offers its intermittent energy management and valorization services and its engineering expertise to third parties in France and in some 30 countries. At the service of the energy transition, CNR works on smart grids, energy storage and develops sustainable electric mobility solutions. CNR's share capital is marked by a fine-balance between public (local authorities, Groupe Caisse des dépôts) and private ownership with ENGIE a major French utility.

Innovation and R & D at the heart of CNR's strategy

CNR shapes the European energy landscape of tomorrow. In 2015, it made a commitment in its corporate strategy "CNR 2020" to become a company-laboratory of the energies of the future, with a twofold objective:

- Put innovation at the heart of the corporate culture; In 2016, CNR launched its "Innov'action" platform, which makes it possible to trace and enhance the creativity of each employee.
- Engage CNR in a global and open innovation approach to participate in the emergence of new technologies and industrial sectors, and create new sources of growth.

The focus of this strategy is on the development of new renewable energies and their uses (hydropower, green hydrogen, storage, smart grids, electric mobility ...), the operational management of energy, the reinforcement of the industrial excellence of CNR, the environment and biodiversity, and agriculture.

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