GROUP PROFILE

The identity, history, numbers and activities of a Group serving the country and its citizens.

Hera S.p.A.
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Paid-up Share Capital € 1,115,013,754
Revenue Code/VAT and Bologna Registry of Companies nr. 04245520376
Hera Group is one of the main Italian multi-utilities offering primary utility services, vital for ensuring the development of the country and the communities it serves.
HERA’s goal is to be the best multi-utility in Italy for its customers, workforce and shareholders. It aims at achieving this through further development of an original business model capable of innovation and of forging strong links with the served areas, while respecting the local environment.
Since its establishment in 2002, Hera has been the first example, in Italy, of the combination of public service companies (11 of them operating in Emilia-Romagna) into a single multi-utility capable of creating a true “public service industry”. Over time it has followed a path of constant and balanced growth through the incorporation into the Group of other companies operating in the same sector. The Group currently operates mainly in three business: Environmental services management (waste collection and disposal), Energy services (distribution and sale of gas and electricity) and Water services (aqueducts, sewerage and purification); it has approximately 6,700 employees and works on a daily basis to safeguard natural resources and handle the needs of over 3 million citizens.
EXCELLENCE IN LOCAL PUBLIC SERVICES

Hera’s know-how, technological excellence and ability to understand the needs of the local community lie at the heart of its tradition of efficiency, innovation and closeness to the people of the Emilia-Romagna public service companies. Some of these companies merged in 2002 to create Hera. This genesis, which is a typical example of the attitude in Emilia-Romagna of “working together”, has ensured that currently approximately 61% of Hera’s share capital is held by 186 regional municipalities belonging to a shareholders’ agreement. This wide-ranging share ownership, a distinctive feature in the Italian multi-utility scenario, has always led to strong independence and authority of the Group’s management, which responds to the directions expressed by the shareholders represented on the Board of Directors, and is also able to pursue wide-ranging strategies aimed at the global business development.

THE HERA FAMILY TREE

KEY:
- Companies present in the territory
- Companies which made up Hera
HERA EMBODIES A HISTORAY SPANNING FAR LONGER THAN THE TEN YEARS SINCE ITS ESTABLISHMENT. A HISTORY FULL OF PASSION, DEDICATION AND CIVIC DUTY.

HERA TIMELINE – 2002 TO PRESENT

10 YEARS IN THE LOCAL AREA: We will never forget the roots of the companies which gave birth to our Group. They created our identity, which is strongly linked to the area in which we operate.

HERA’S VISION.
The combination of 11 local public service companies, with a sound history behind, has endowed Hera with a wealth of precious know-how, technology and familiarity with the reference territory.
Hera is a sound company with a unique business model in Italy. A balance between free market and regulated services, with strong local roots, and a wide share ownership are the unusual features of this unique Italian business model, which makes Hera a sound, reliable and competitive company.

The strategic choices made since the establishment of the Group are supported by the constant improvement in results and indicators in all areas of activity.
10 YEARS OF SERVICE: After serving citizens for ten years, our operations in the four main business areas have reached increasingly higher volumes: in 2011 we treated 5.1 million tonnes of waste, supplied 253.7 million m³ of water, 3.3 billion m³ of gas and 10 TWh of electricity.

No. 1 operator
IN WASTE MANAGEMENT SERVICES

5.1 mln tonnes/year
OF WASTE TREATED

2.8 million
CITIZENS SERVED

8th largest operator
IN THE ELECTRICITY AREA

10 TWh
OF ELECTRICITY SUPPLIED

517,000
CUSTOMERS

4th largest operator
IN THE GAS AREA

3.3 billion/m³
OF GAS SUPPLIED

1.1 million
CUSTOMERS

↓ Piazza del Popolo in Faenza

↓ diecianni
In the ten years since its establishment, the Group has delivered uninterrupted industrial and economic growth through organic growth and incorporation of other utilities.

The development of revenues, EBITDA, share dividends and the Debt/EBITDA ratio has been particularly significant. All figures show constant development dynamics which have never compromised either the financial equilibrium or the capacity to produce dividends for shareholders.

Throughout this decade the soundness of the Group has grown hand in hand with the ability to create added value and a better quality of life for the communities served, as shown by the huge number of investments made and wealth distributed in the form of dividends, salaries, supplies, etc.

One of the factors which has allowed this balanced growth, unique among Italian multi-utilities, has been a strategic approach in the guidelines since the establishment of Hera with a specific focus on the following aspects:

- developing all services in a balanced way in order to offer customers a full and personalised range of services and reduce variability in the results of the multi-utility portfolio;
- maintaining a strong efficiency and quality of service, also through substantial investments in infrastructures;
- preserving a solid and balanced economic-financial profile;
- taking advantage of growth opportunities through incorporation of other entities, such as multi-utility companies operating in surrounding areas and companies operating in the liberalised industries.

DIVIDEND PER SHARE (€ cents) Average annual growth +11.1%

EBITDA (€ million) Average annual growth +14.4%
HERA’S VISION.

The ability to take advantage of opportunities for integration with other utilities, develop services and maintain a commitment to efficiency has enabled Hera to achieve constant annual growth.

10 YEARS OF INVESTMENT: Over the last ten years our commitment to improving technology, building increasingly efficient plants and ensuring well maintained networks has been continuously growing.
Continuous improvement and innovation are the main operating principles which characterize Hera: in technology, organisation, management and processes. Research and development aim at increasing plants production, reducing wastage, minimising management risks and reducing environmental impacts. In a future focused on area development environment protection, innovation is perceived as a search for smart solutions to be applied in all businesses: from waste collection and disposal to networks management, from sustainable mobility to public lighting, via telecommunications.

HERA’S VISION.

Continuous research into smart solutions is taking place in all areas of activity in order to be constantly at the cutting edge of development in the area and to safeguard the environment.
SUSTAINABILITY AS A COMPETITIVE OPPORTUNITY

Directing all company activities at economic, corporate and environmental sustainability: this is the approach adopted by Hera Group towards corporate social responsibility since its establishment in 2002 as a strategic lever, competitive opportunity and means of improvement.

As seen in the publication and annual circulation of the Sustainability Report, through which Hera gives a precise account of the targets achieved and yet to be achieved, based on stakeholders satisfaction (shareholders, customers, employees, financial institutions, public administration, local community), this involves a deep-seated choice.

In order to give more consistence to this decision, Hera Group has introduced a balanced scorecard system through which company strategy and policies regarding social responsibility are divided into specific projects, which are regularly monitored and which involve Group’s senior and middle management.

ON-LINE EMISSIONS

Hera constantly commits to transparency in managing activities.

A dedicated area on the Group’s website provides the average emission figures updated every half hour, the summary of daily emissions filed every month and the comparison between figures from every plant and their legal limits.

A concrete example of this can be seen in Group waste-to-energy plants technology through which anyone can monitor plant emissions into the atmosphere online.

Social Responsibility ON THE INTERNET

Hera Group’s 2011 Sustainability Report is available on-line at bs.gruppoha.it. In 2011 the Company was again in the top echelons for on-line information on social responsibility, as shown by the annual Lundquist rankings.

The Rimini waste-to-energy plant
The quantity, nature and variety of services offered makes Hera’s task especially complicated. Since its establishment, the Group has been active in four fundamental business: integrated water cycle (catchment, purification, distribution of drinking water and complete management of sewerage and purification cycle), environment (waste collection and street cleaning, waste recovery, treatment and disposal), gas (distribution and sale of methane gas, district heating service), electricity (distribution and sale of electricity).

Other activities include public lighting and telecommunication services. Regulations and tariffs also differ in the various service areas. The water cycle, urban hygiene, urban waste treatment and disposal, distribution of electricity and gas are subject to regulated tariffs, in other words they are decided by control and supervisory authorities.

The sale of electricity and gas and the treatment and disposal of special waste, on the other hand, are subject to free market tariffs, albeit under the scope of precise references and regulatory constraints.

The various operating ambits are attributable to three distinct chains, standardised in terms of complementary services, the possibility of synergies and, often, tariff regimes and regulators. Networks (integrated water cycle, distribution of gas and electricity), Environment (urban hygiene, waste recovery, treatment and disposal), Energy (sale of electricity and gas).
GROUP COMPANIES

There are various specialist companies, all part of the Group, operating within each chain. In addition is Marche Multiservizi, the multi-utility controlled by Hera which manages the integrated water cycle, waste management and gas distribution in greater Pesaro-Urbino area.

MARCHE MULTISERVIZI

Marche Multiservizi serves approximately 300,000 inhabitants in the province of Pesaro-Urbino for the integrated water cycle, waste management and gas distribution. Created in January 2008 through the merger of Megas Urbino into Aspes Multiservizi Pesaro, it is the foremost multi-utility in the Marche region, both in terms of turnover and industrial dimensions. Hera holds a 40.6% stake, the Municipality of Pesaro holds a 33.3% stake and the remaining 26% is held by other municipalities and local entities in Pesaro-Urbino (including the Province of Pesaro-Urbino, the Municipality of Urbino and the Montana Alto and Medio Matauro communities).
ENVIRONMENTAL SERVICES: AN INTEGRATED SERVICE IN 181 MUNICIPALITIES

An efficient system which responds to the local characteristics of every community

The environmental services offered by Hera are part of an integrated waste management system, with activities ranging from separate urban waste collection to washing and cleaning roads, pavements and porticos, to cleaning up open spaces, to complementary services such as the reclamation of degraded areas or cleaning up beaches. Maintaining a strong link with the local territory is key to the corporate mission, with Hera’s waste management services being the result of many years of experience and the comparison and collaboration with local administrations in order to identify the best management techniques and refuse collection systems to suit the various regional and urban characteristics of each community.
With regard to collection, the Hera organisational model is aimed at collecting material in order to maximise the quantity and quality of sorted waste collection through a technically and economically sustainable service.

Hera’s Waste Management System (WMS) features three main services:

- **LOCAL COLLECTION:**
  for households and small non-domestic users, carried out in accordance with the methods which best suit the context, from roadside containers grouped together by collection type to electronically monitored roadside containers and door-to-door household collections;

- **TARGET USER HOME COLLECTIONS:**
  for non-domestic users who produce specific waste similar to urban waste (cardboard from shops, glass or cans from bars, organic waste from canteens and restaurants, etc.);

- **SEPARATE WASTE COLLECTION CENTRES:**
  known as Stazioni Ecologiche, these are infrastructures which complete the range of services on offer to citizens with the separate collection of all chains of urban waste, including hazardous waste.

The entire system is integrated with other extensive collections, for example the home collection of bulky waste; green waste collections; and the collection of certain types of waste, including hazardous waste, from specific centres (such as batteries and drugs).

In every municipality the local waste collection usually features one of these methods, but the flexibility of the method proposed by Hera allows the most suitable collection systems to be applied, for the purpose of economic sustainability, in the various areas of the same territory (town centre, industrial zones, residential areas, rural areas, etc.).

**TRACKING DOWN WASTE**

Through the “Tracking down waste” project, Hera is committed to accounting annually for the percentage of separate waste collection which is effectively recovered in treatment plants.

From examining the eight main recovery chains (paper, plastic, glass, organic waste, green waste, wood, iron and metals) the figures for 2009 showed that 91.1% of separate waste collection was effectively recovered, and in 2010 this rose to 92.1%.
Herambiente, controlled by the Group, is the main Italian waste disposal operator

Herambiente was established on 1st July 2009 from the Hera Group Environment Division, as a result of the desire to concentrate the Group’s exclusive expertise and well-equipped facilities in a new company, a national leader in the waste disposal sector. In 2010, with a view to medium/long-term investment, 25% of Herambiente’s share capital was purchased by Ambiente Arancione Cooperatief U.A, a company controlled by EISER Infrastructure Limited. A key international shareholder of major importance, it consolidated Herambiente’s growth programme by further gradual strengthening of the national leadership position established over the years. Through its subsidiary Herambiente, Hera Group is the top Italian operator in the waste disposal sector, having treated 5.1 million tonnes of waste in 2011. The 80 plants operated by Herambiente allow it to respond effectively and promptly to treatment needs of all types of waste, both solid and liquid: urban waste from the provinces of Emilia-Romagna in which the Group operates, and special waste, hazardous and non-hazardous waste from all over Italy. The facilities can handle the entire treatment chain: storage and initial pre-treatment, selection and recovery of “dry” materials (paper, cardboard, glass, plastic and cans), anaerobic digestion and composting, waste-to-energy production with high-energy recovery, landfills, physical-chemical treatment of liquid waste, treatment for recovery or safe disposal of muddy waste and powdery waste.

↑ View of Romagna countryside

80 PLANTS 676 GWh OF ELECTRICITY PRODUCED 5.1 mln tonnes OF WASTE DISPOSED OF
Herambiente’s development strategy pursues the responsible management of natural resources through an integrated management system, fully compliant with the regional and national regulatory framework and in line with the priorities established by European Directives for the industry:
- reducing the amount and hazardous nature of waste produced;
- promoting the reuse, recycling and recovery of materials and energy;
- minimising disposal in landfills.

In line with the European best practices, Herambiente continues to reduce the percentage of urban waste disposed of in landfills, from 30.1% in 2009 to 23.1% in 2011.

Herambiente is the company responsible for building and managing the new waste-to-energy plant serving Florence and the surrounding municipalities.
Hera Group has a 40% stake as an industrial partner with Quadrifoglio, the waste management company for the Florence area, having a 60% stake.
The plant is currently in the authorisation stage. Work is expected to finish by the end of 2015.

### THE LARGE PLANT ENGINEERING DIVISION

A distinctive feature of Hera, compared with other domestic and international operators, is the capacity to design and build new waste-to-energy and electricity and thermal energy production plants in-house. These skills have been developed by the Large Plant Engineering Division which takes care of all stages from conception to operational start-up and final inspection. The know-how of this sector is renowned on a national and international level.

In recent years, there has been an increasing amount of research into projects by Hera technical experts on behalf of other large Italian and foreign companies as well.

### WASTE BECOMES A RESOURCE: ENERGY RECOVERY

Material can be obtained from waste which can be reintroduced into the production cycle (mainly through separate waste collection) and turned into energy, thereby exploiting waste which would otherwise be destined for landfill. Energy can also be obtained from the organic fraction from separate waste collection, through treatment in anaerobic digesters before being sent for composting. Taking full advantage of the capacity of the facilities available and investing in dedicated chains, Herambiente produced **676 GWh of electricity in 2011**, enough to meet the energy requirements of more than 250 thousand households. The main energy recovery projects involve the exploitation of biomass in anaerobic digestion plants; energy conversion of the biogas naturally produced in landfills; cogeneration of electricity and heat from waste-to-energy plants. Herambiente has also promoted the installation of photovoltaic panels on disused landfills.
**WATER SERVICE:**  
**MANAGEMENT OF A SHARED RESOURCE**

An integrated water cycle serving 3 million citizens

Hera is one of the largest domestic operators in integrated water cycle management. With a total network of over 45,000 km and approximately 1,200 potability treatment and purification plants, more than 3 million citizens are served through catchment, purification, distribution, sewerage and depuration. Thanks to **significant investment in infrastructures** – Euro 1 billion over the last ten years – and the implementation of technological solutions involving automation and remote control, Hera guarantees **continuity in procurement, excellent water quality** and a network which boasts one of the **lowest national percentages of leaks** (26.7% in 2010 compared with the national average of 33.7%).

Hera has given significant attention to the quality of drinking water supplied and the quality of water subsequently purified and reintroduced into the environment. In this respect, full compliance with regulatory requirements is guaranteed by **targeted checks** in all stages of the cycle through analysis and monitoring conducted by the Hera Group Laboratory system.

With 80 specialist technicians, two main sites and seven logistic units located in the area, the research laboratories, accredited and certified in compliance with the highest standards in the industry, ensure optimum monitoring of the water service with more than 900 analyses per day conducted on drinking water samples taken from throughout the entire network.

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3.1 million citizens served  
254 million/m² of water supplied
In the water cycle, Hera provides a service which fully satisfies the needs of the communities served. The Group’s commitment translates into activities designed to guarantee secure procurement, reduce wastage, ensure levels of service which are as standardised as possible throughout the country, improve the quality of waste water and minimise site impacts.

Specifically, the continuity of the service and reducing leaks are at the heart of the smart grid experimental projects, which range from remote water meter reading to the division of the water network into districts, capable of recording and reporting any irregularities in consumption and launching the search for hidden leaks.

**326**
**POTABILITY TREATMENT PLANTS**

**848**
**PURIFICATION PLANTS**

**31,260** km
**OF AQUEDUCT NETWORKS**

**15,000** km
**OF SEWER SYSTEMS**

**AS CLEAR AS WATER: THE DEDICATED WEB CHANNEL**

An entire area dedicated to water where, in addition to further details and in-depth discussions about water-related topics, one can consult the "L’esperto risponde" (Ask the expert) section of the "In buone acqua" report on the quality of drinking water. This contains questions and answers to the most frequently asked questions about water, figures for the quality of the water distributed to individual municipalities and the Hera plant map.
Management based on efficiency and attention to safety

Through its management of over 13,000 km of distribution networks and its excellent skills, the Group is able to supply natural gas to over 1 million customers in the areas of Bologna, Ravenna, Forlì-Cesena, Ferrara, Modena and Rimini. Through its subsidiary Marche Multiservizi, it also has a presence in the province of Pesaro-Urbino.

Management of the gas networks is based on an efficient service and constant attention to safety, which is also made possible through a massive amount of investment made in innovative projects and in improving the service. Standing out in these areas of excellence is the “Pronto Intervento” emergency call out service, available 24/7, all year round. It is coordinated through a remote control centre, which is one of the most advanced in Europe. The centre is able to deal with more than 19 thousand calls per year and the average call out response time is approximately 31 minutes. The safety of the gas networks is also backed up by a rigorous inspection schedule, which goes far beyond the minimum legal limits, aimed at searching for any hidden irregularities and providing an immediate repair service.

In Bologna, Imola, Forlì, Cesena, Ferrara, Modena and Ravenna, Hera Group also offers a district heating service, capable of distributing energy and heat to buildings far away from the point of production, without the need for radical intervention to internal systems. With a network spanning over 330 km, Hera serves a total of over 78 thousand apartments. In 2011 it achieved a primary energy saving of 29,352 TOE (tonnes of oil equivalent).
Hera also oversees the distribution of electricity through 9,420 km of grids in 19 municipalities in the province of Modena, including the regional capital and five municipalities in the provinces of Bologna and Ravenna, including the municipality of Imola, serving a total of approximately 390,000 inhabitants.

The Group’s main commitment in this sector is the **implementation of smart grids** and the **distribution of digital meters**. These are designed to handle the management and exchange of the enormous volume of information about effective electricity consumption, which passes between the producer, distributor and consumer, remotely and more quickly. More than 247,000 remote control meters have been installed by Hera, covering 97% of consumers connected to the system.

**97% of consumers connected to the system have remote control meters**
The new 80 MWe Imola Cogeneration Plant came into operation in 2009. It is the most recent project completed in Italy.

A state-of-the-art plant both architecturally and technologically, the plant produces heat to supply the city’s district heating network and gives Imola energy independence, allowing it to disconnect from the national grid and to operate the facility independently in the event of a blackout.

It works in the industrial cogeneration sector, which currently offers an effective answer to the problems of environmental pollution and the increasing cost of energy.

The Group works alongside numerous businesses and producers in the territory which assess solutions to optimise the energy chain, proposing projects which are tailor-made to suit the needs of every customer.

In 2011, Hera Group confirmed its commitment to the production of energy from renewable and assimilated sources with a low environmental impact. This currently represents 70% of the Group’s total production. It is expected that this will reach 74% in 2012 through new initiatives in industrial cogeneration, photovoltaics and anaerobic digestion.

Hera also strives for energy efficiency through actions directed at its own plants and production systems and at final customers.

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IMOLA COGENERATION PLANT

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ENERGY SERVICES:
THE STRATEGIC IMPORTANCE
OF TRADING

The sale of natural gas and electricity has contributed to the growth of the Group in the energy sector.

Hera Group has historically been one of the key national operators in the distribution and sale of natural gas (with over 3 billion cubic metres sold to more than 1 million customers in 2011). Over the years the Group has gradually extended its sales presence to include electricity, selling 10 TWh of energy to more than 500,000 customers. The energy procurement policies in particular, for both gas and electricity, are some of the reasons behind the Group’s constant growth in the sale of energy in recent years. Hera has pursued a clear and specific strategy on this front, aimed at ensuring supplies that can comfortably support the growing customer base whilst simultaneously guaranteeing the right amount of flexibility in procurement to minimise fixed costs. With regard to natural gas, Hera Group can rely on a very diversified supply portfolio, which is not burdened by take-or-pay gas contracts. With plans for further diversification of procurement sources in the future, Hera Group has acquired a 10.4% stake in Galsi, the gas pipeline between Italy and Algeria awaiting approval.

With regard to electricity, Hera has favoured a balanced and flexible mix of supplies, including purchases on the Electricity market, several equity investments in power plants (including Tirreno Power) and a stake in stand-alone generation. In this area the Group can specifically rely on the 140 MW of energy produced by cogeneration, a number of photovoltaic plants throughout the territory and on production from the recovery of energy from waste, with a capacity of 150 MW from biodigester plants, waste-to-energy plants and biogas production plants at landfills.
The Group is one of the major operators in Italy in the sale of free-market energy services through Hera Comm. A winning strategy based on a multi-business approach and tailor-made solutions to best respond to customer consumption requirements has led Hera Comm to take a leading role in new energy market scenarios.

With electricity sold to over 500 thousand customers and natural gas sold to over 1 million customers, free-market services currently represent a fundamental lever in the growth of the Group, with a contribution of 50% to total revenues.

Market development has been achieved thanks to a well-organised sales network capable of mirroring the diverse features of the market segments involved. On the one hand, Hera Comm can count on a “physical” network of key accounts and agents and, on the other, differentiated contact channels: call centres, on-line subscriptions and events. Along with the effectiveness of the sales network is the continuous and constant monitoring of commercial quality levels so that the final customer can be ensured of maximum reliability and transparency.

In addition to the success of sales activities in the gas sector, the incorporation of Sadori Gas, the sales company from Le Marche, allowed the Group to serve more than 110 thousand customers in the Marche region in 2011. Growth in the Electricity area has been significant and over ten years has led to a tenfold increase in both volumes (10 Twh in 2011) and customers. Hera Comm won the contract for the three-year period 2011-2013 for the service protection market in Lombardy, Tuscany, Lazio, Abruzzo, Molise and Puglia.
CONCENTRATING ON CUSTOMERS THROUGH AFTER-SALES SERVICE

As part of the Group’s commercial policy, the central importance of customers and the attention paid to their requirements have led, in recent years, to expanding contact channels and improving service standards, especially in after-sales service.

Transparency, reliability and availability are the lynchpins of an extensive and all-embracing customer relations system: call centres, web services, but above all a network of 80 branches throughout the area served. The company has invested considerable resources in these branches to improve the welcome customers receive, keep waiting times to a minimum and extend opening hours. The development of specific IT systems and organisational improvements have led to an average wait time at branches of 10.5 minutes, the second best for Italian utility companies. To save customers time, the Group also has a Hera on Line Branch on the internet: convenient, easy and quick, this web branch is accessible 24/7 and can carry out the main operations relating to Hera services. Lastly, the Group has two freephone numbers, one dedicated to domestic customers and the other for businesses. Both are designed to deal quickly and efficiently with customer requests and offer the quality standard which has placed the company in the top echelons of the sector.

Hera Comm’s desire to communicate with customers also extends to its relations and collaboration with consumer associations. Another incentive to improve services in terms of transparency and efficiency, this has led, for example, to the creation of a special guide to help customers understand how to read their bills. The constant improvement of services offered is also reflected in the constant improvement in customer satisfaction with the services provided.

The customer branch in Cesena (FC)

10.5 minutes 37.4 seconds
WAITING TIME AT BRANCHES WAITING TIME AT CALL CENTRES FOR RESIDENTIAL CUSTOMERS

130,000 CUSTOMERS REGISTERED AT HERA ONLINE
1.1 million GAS CUSTOMERS
517,000 ELECTRICITY CUSTOMERS

10 YEARS OF DEDICATION: The central importance of customers has been a core value for us for ten years. With this in mind we have continuously developed and strengthened contact channels with citizens, from call centres, to branches and to the website, which is constantly updated and full of useful information.
Hera Group, through its subsidiary Hera Luce, is the second largest operator in Italy in the area of public lighting and associated services. There are currently around 300,000 lighting points guaranteeing an efficient public lighting service in five Regions and 59 Municipalities in the provinces of Bologna, Ferrara, Florence, Forlì-Cesena, Modena, Pesaro-Urbino, Ravenna, Perugia, Piacenza, Milan and Rimini. Hera Luce also manages traffic light management in 26 of the latter. This service strives to decrease consumption, thanks to use of innovative solutions such as solid-state lighting (LEDs) and smart services (remote service management and integration), whilst guaranteeing a prompt repair and maintenance service. The achievement of this service is the result of a sequence of integrated stages overseen by highly qualified personnel. The services offered range from initial consultation to the design and development of new facilities, to maintenance and retrofits to reduce the impact on the environment. Hera Luce has promoted itself to local authorities, not only as a service provider, but primarily as an accomplished partner with which to develop projects which will add value to the local area, improve environmental sustainability and spread the culture of light.

Hera Luce is permanently committed to search for solutions to make cities even “smarter”. This is all thanks to remote management and remote control, which can turn lighting points into smart infrastructures that can be remotely controlled and can provide services, collect and transmit information courtesy of additional components which can be installed (Wi-Fi access points, CCTV cameras, information panels, charging points, etc.).
Hera Group also operates in the field of telecommunications through its subsidiary Acantho, which offers integrated services such as data connectivity, fixed telephony, video, data centres, broadband and wireless internet with a special focus on the reference area for the Group where it has constructed a fibre optic network of more than 3,000 km and a data centre of approximately 1,600 m².

The technological solutions are developed to respond to and anticipate business requirements and customers who need to manage large amounts of information through high-speed multimedia applications. Familiarity with the local area, quality and innovation are features of the integrated and simplified communication services offered by Acantho. Assistance and support from Acantho experts guarantees that the services provided will be working properly in the shortest possible time.

In June 2011 the partnership between Cooperativa Bagnini Cervia, Hera, Acantho and the Municipality of Cervia led to a free Wi-Fi service in 212 bathing establishments in the municipality of Cervia and the neighbouring areas of Milano Marittima, Tagliata and Pinarella, giving access to approximately 650,000 tourists.Courtesy of the “Galileo” wireless project, Internet access is free under their beach umbrella and use of laptops or smartphones is possible: 9 km of uninterrupted coastline make it the most extensive wireless coverage in an Italian beach resort area.

CERVIA: THE LONGEST WI-FI BEACH IN ITALY
The identity, history, numbers and activities of a Group serving the country and its citizens.