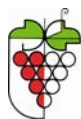




Bussigny-près-Lausanne



ville de pully

Commune de



Romanel-sur-Lausanne



Paudex



**Press release**

## **Green light for the new commercial electricity company of French-speaking Switzerland**

**Fruit of a strong and unanimous desire for collaboration on the part of intermediaries in the public and private sectors, the new company will be created in December 2007 and will begin work in 2008. The proposed consolidation recently obtained the approval of all town councils, boards of directors and general assemblies concerned and will constitute the biggest electricity provider in French-speaking Switzerland.**

28 November 2007 – As announced on 19 July this year, the creation of the new commercial electricity company of French-speaking Switzerland is taking shape with the acceptance of deliberative organs and the approval of competent authorities. Today, the Groupe Romande Energie (with its daughter companies Société électrique Vevey-Montreux and Société électrique du Bas-Valais), SIE SA (Service intercommunal de l'électricité), Atel (Aar et Tessin SA d'Electricité), the City of Lausanne, the communes of Bussigny-près-Lausanne, Pully, Romanel s/Lausanne, Belmont s/Lausanne and Paudex are pleased to announce the positive conclusion of the validation process. The path is now open to create the company in December 2007 and to bring it into operation during 2008, a schedule perfectly in line with partners' wishes. The name of the new company will be Romande Energie Commerce SA.

This historic agreement within the electricity market of French-speaking Switzerland has been made possible thanks to the very strong desire to cooperate that prevailed during the setting-up phase between leading players in the public and private sector. Practical implementation of this cooperation has yet to receive the approval of the Competition Commission (Comco).

### **An integrated company, uniting complementary fields of expertise**

For the record, counting all customers of the different entities involved, the new company will eventually sell around 3.4 TWh of electricity for the comfort and wellbeing of more than 350,000 direct customers. Nearly half the energy sold will be supplied to professional customers consuming more than 100,000 kWh, i.e. affected by the first phase of market liberalisation.

The mission of the new integrated company will be to exploit synergies between the founding entities, particularly by developing a joint and consistent approach to managing customers in the fields of network energy and fluids. Pooling of the complementary strengths and resources of all partners is crucial, particularly in terms of supply, customer base and commercial services. A secure supply represents a considerable advantage in the light of a commercial strategy that aims not only to win the loyalty of existing customers, but also to win new customers outside the traditional catchment area.

### **A strong strategic unit**

With opening of the market only a few months away, the intention of shareholders is to build a strategic unit that is strong commercially and capable of holding its own against future competitors. The company's strategy will be to supply French-speaking customers with competitively priced energy in an offer that is attractive and sensitive to sustainable development. The company will focus its efforts on providing a supply with high added value in the fields of network energy and fluids.

### **Sustainable development, a shared desire**

For all partners, the notions of corporate responsibility and sustainable development will need to feature prominently in the thinking of the new commercial entity. Indeed, the rational use of energy and eco-energy supply are important themes that will be promoted specifically.

### **Organisation ready to serve customers**

The company, based in Morges, will comprise around one hundred employees, professionals in marketing, sales, customer relations, project management and energy supply.

The project's Steering Committee, composed of political and operational representatives of all future partners, decided unanimously, prior to creation of the company, to assign the management of the business to Mr Jean-Pierre Mitard. Aged 41, Jean-Pierre Mitard has been Director of the Marketing and Sales Unit of Romande Energie since 2000. Of Swiss nationality, he is a graduate of the EDHEC in Lille and the University of Stanford, and brings 20 years of experience in the fields of energy, telecommunications and information technology.

The Board of Directors will be established when the company is founded and its composition will be notified in a forthcoming official statement.

### **Opening up to new partners**

The new company is open to all players on the Swiss energy market interested in getting to grips with the opening of the market and sharing the company's values and strategy.

### **Distribution of capital**

The capital of the new company is 15 million Swiss francs, which will be divided according to the respective contributions of the different partners, particularly in terms of supply and customer base:

Groupe Romande Energie:	67.49% (Romande Energie: 57.52% - SEVM: 7.23% - SEBV: 2.74%)
SIE:	16.00%
Atel:	12.00%
Lausanne:	2.00%
Bussigny:	1.03%
Pully:	1.03%
Romanel:	0.20%
Belmont:	0.15%
Paudex:	0.10%

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**Note to editorial desks**

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