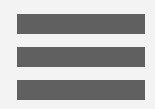


Helexia

market strategy through
financial viability software
for solar PV projects



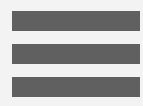


The challenge

Operating in 9 countries since 2010, Helexia is a company of the French multinational group Mulliez, which is also composed by the companies Leroy Merlin, Decathlon, Oubramax, Auchan and Voltalia.

For 3 years in the Brazilian market, Helexia has become one of the major players in the country in the segment of distributed solar generation. With more than 100 MW in contracts in remote projects, Helexia is already present in the five regions of the country and 10 Brazilian states.





Based on the pillars of innovation and connectivity, Helexia adds to its business model the efficient use of data to seek solutions that generate positive impacts to its customers. With experience in operating in the solar PV sector in other countries, Helexia started in Brazil certain of the need to deeply understand the local regulation, risks, and opportunities of the Brazilian market.



- signaled **Bruno Vieira, Commercial Director of Helexia Brasil.**

“At Helexia we are always open to continuous improvement and innovation, which has favored the search for tools that can generate positive impact on the success of our projects, and consequently, generate added value for our clients”



Actions

To meet the immediate challenge and position itself with credibility in the market, Helexia has contracted **Re.value**, a subscription software for the complete analysis of the financial viability of distributed generation solar projects in Brazil. Reflecting CELA's more than 9 years of experience in financial advisory in the renewable market, the software covers all business models of distributed solar generation and has updated information on tariffs, regulatory rules, taxes and tax benefits.

The software is used by Helexia's commercial area to respond to customer requests and help them determine the business model best suited to their energy needs. Subsequently, the software became a key tool in Helexia's strategy allowing the company to anticipate customer demands with a portfolio of projects in various regions of the country.

“Initially Re.value was used to meet the demands coming from our customers. Now, it is also used in a strategic way - we do simulations of several projects in different regions anticipating the clients' future demand and creating a bank of very competitive projects”



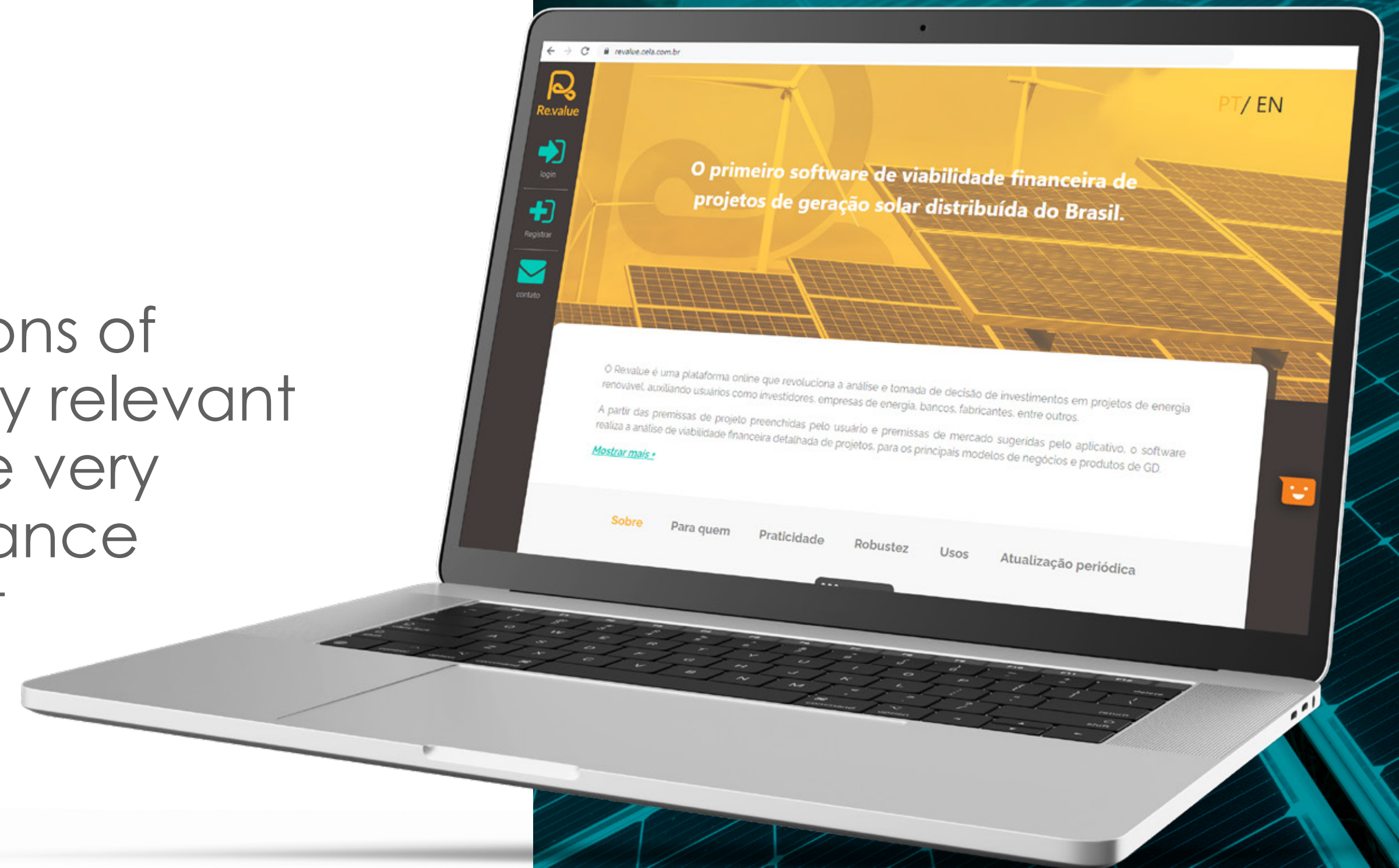
- comments **Cinthia Nazario**,
commercial trainee.

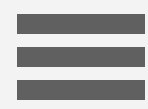


At each tariff change of the 115 distributors in the country or regulatory alteration, for example, Re.value is updated by CELA's team of specialists, ensuring that Helexia is sure about the offers to its clients and guaranteeing long term sustainable projects. Another feature Helexia uses a lot is the suggested parameters Re.value offers.

“Re.value helps us understand the assumptions of financial viability, distinguishing what is really relevant and what is not. It definitely helped us to be very critical with our inputs. The tool brings assurance that we are doing the right job and doing it well. It is a living consultancy for us”

- praises **Cinthia Nazario**.





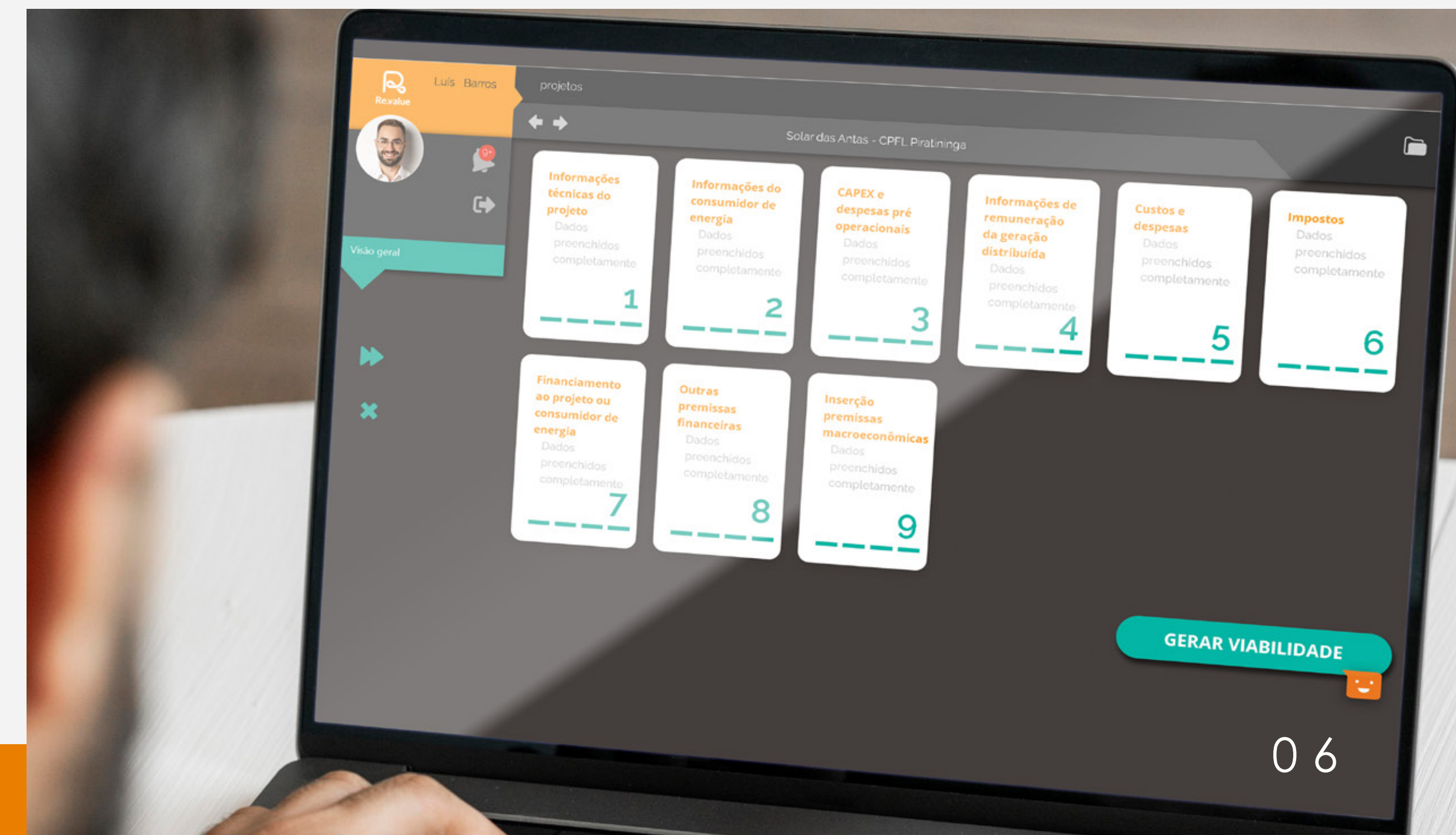
Results

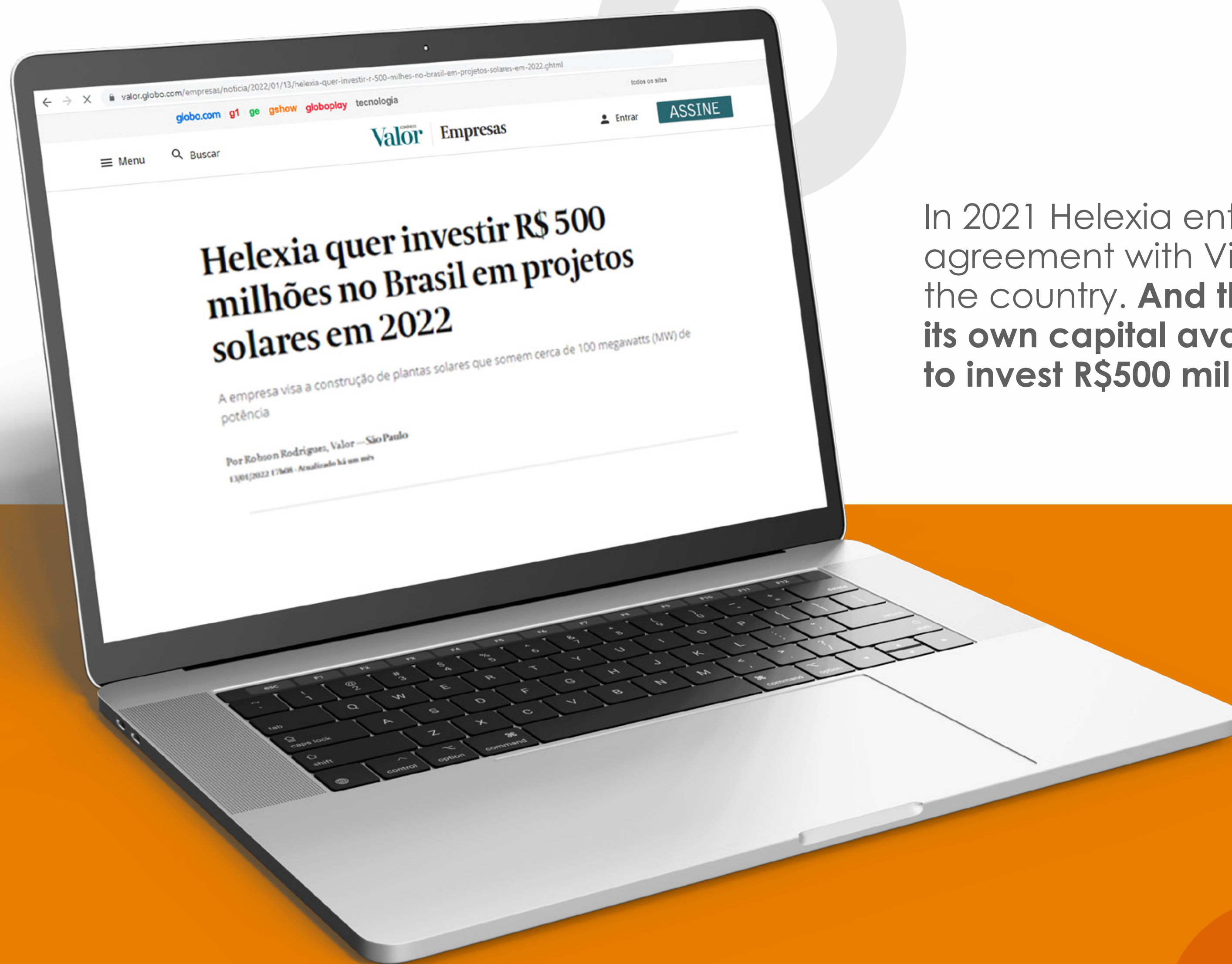
Helexia has already incorporated Re.value into its day-to-day business. In addition to allowing the creation of a competitive bank of projects, Re.value has been very useful as an information repository.

“With Re.value we have the history of simulated projects with all the parameters used. This allows us to resume the evaluation of old projects and has also been essential for the company's internal reporting on a global level”

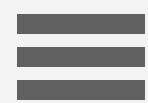
- says **Bruno Vieira, Commercial Director of Helexia Brasil.**

And when it comes to project feasibility analysis, **Helexia takes the subject very seriously - in 3 years it has performed almost 10 thousand project simulations** combining different variables such as customer discount, internal rate of return, location, capex, etc.





In 2021 Helexia entered into a 20-year distributed generation agreement with Vivo with 24 solar plants in various regions of the country. **And the company's appetite remains great: with its own capital available, the company announced the plan to invest R\$500 million in solar projects in Brazil.**



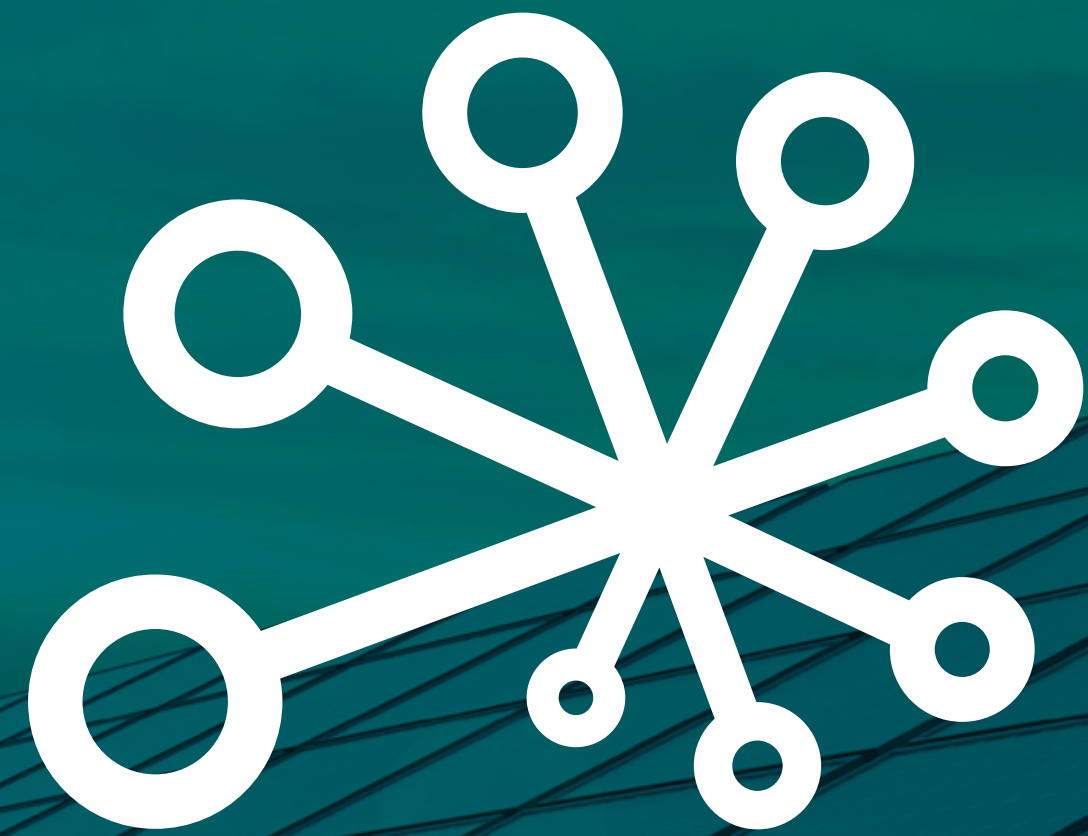
Re.value

Developed by CELA and marketed via software as a service (SaaS), Re.value is an online platform that revolutionizes the analysis and decision-making of investments in distributed generation (DG) projects, helping investors, financiers and energy companies.

Based on user-supplied project information and market assumptions suggested by the application, the software performs detailed project financial feasibility analyzes for the main business models and DG products in Brazil.

Learn more: revalue.cela.com.br





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