

Iberdrola to supply green electricity to Italian distribution giant Pam Panorama

- *The utility will deliver 1,000 GWh of green electricity to the supermarket company through a power purchase agreement (PPA).*

Iberdrola and Pam Panorama, a historic Italian hypermarket and supermarket company, have signed a power purchase agreement (PPA) for a total of 1,000 GWh.

The agreement means that the Italian company will receive energy from photovoltaic sources for its Pam, Panorama, Pam local and Pam City outlets in Italy.

This alliance promotes competitiveness and accelerates the electrification process, enabling a reduction in annual CO₂ emissions of more than 38,300 tonnes, equal to the needs of 40,300 households.

By 2025, Iberdrola will have an installed capacity of around 400 MW in Italy thanks to the imminent inauguration of its third operational plant and the completion of the construction of four additional PV projects.

For the second consecutive year, Iberdrola has been confirmed as the leader in the European PPA market, according to the Pexapark Renewables Market Outlook 2025 report, with 1,251 MW contracted (+38% compared to 2023).

Iberdrola has announced 15 agreements in Europe, with major companies such as Amazon, with which it has signed wind and photovoltaic PPAs in Spain, Portugal and the UK for the East Anglia Three offshore wind farm, and with Italian companies such as BTicino, Acciaierie Venete, Prima Sole Components and Bayer for a total of around 50 MW.

Europe's leading electricity company in terms of stock market value has also strengthened partnerships with major companies such as Microsoft, Meta, Salzgitter, Mercedes-Benz and Vodafone, confirming the PPA as a key tool for industrial electrification, as it guarantees renewable energy at a fixed and stable price over the long term.