

PRESS RELEASE

Protergia: With Protergia Picasso, We're Changing the Energy Market

Athens, Greece – May 27, 2025 – [Protergia](#), the largest private energy provider in Greece and an integral part of METLEN, is taking the next big step and transforming the energy market by launching a groundbreaking new electricity product: **Protergia Picasso**.

For the first time in the Greek energy market, consumers now have full control over their energy budget by choosing and paying the same fixed amount on their electricity bill every month—for an entire year.

It is worth noting that just one year ago, Protergia undertook a major rebranding and strategic shift based on two core values: **customer-centricity** and **innovation**. [Protergia Picasso](#) is a tangible expression of these values, offering a completely new kind of energy experience—rooted in the safety and confidence that Protergia is known for.

Yiannis Kalafatas, Chief Executive Director of Energy at METLEN, stated during the presentation of Protergia Picasso: *"Protergia Picasso is a truly innovative product, unmatched not only by any existing electricity product in Greece but, to my knowledge, anywhere in Europe. For the first time in the market's history, the customer can choose the amount they wish to pay monthly—fixed for a whole year—covering the entirety of their energy charges. This is the first time the consumer not only makes the decision but knows the outcome from the start."*

○ **What is Protergia Picasso?**

Protergia Picasso is a pioneering electricity product, which allows customers to choose the plan that fits their needs and pay the **same fixed amount every month for one year**. Each plan is tailored to a household's or small business's annual consumption. The product is available to **residential and small business customers** (up to 25kVA).

○ **How It Works:**

- The consumer finds the plan that fits better to his consumption profile (for [residential customers](#) there are **9 options** and **another 9** for [business customers](#)), covering each annual consumption profile.
- They pay the **same amount each month**, with no surprises or hidden fees. The fixed amount covers all electricity-related charges (excluding third-party fees such as municipal taxes and public broadcasting fees, which vary by region).

- At the end of the 12-month period, a settlement will occur and either the difference will be credited or the corresponding monetary settlement will be implemented based on actual consumption.

Thus, after clearing at the end of the year, the **consumer always wins as:**

- Did he consume less? The difference is credited.
- Did he consume more? It is prorated and has flexibility in the payment method with settlement options.

Below are the **9 household plans of Protergia Picasso**:

									
	<i>small</i>			<i>medium</i>			<i>large</i>		
Ετήσια Κατανάλωση, KWh	1.325	1.875	2.700	3.550	4.600	6.000	11.000	15.300	20.200
Πακέτο Picasso, ανά μήνα	29,99 €	39,99 €	54,99 €	69,99 €	89,99 €	139,99 €	274,99 €	389,99 €	499,99 €

Konstantinos Vouzas, Executive Director, M Energy Customer Solutions of METLEN, noted during the product presentation: *"A year ago we promised that energy is changing... and becomes Protergia. For a year now, we have been putting customer-centricity into practice every day, offering innovative products and services to our customers. Today, with the Protergia Picasso, stability and safety for our customers goes to the next level."*

Protergia Picasso was presented on Monday, May 26, at a special event at Aigli Zappeion, in the presence of journalists and important representatives of the Greek energy market.

Vivian Bouzali, Chief Corporate Affairs & Communication Officer of METLEN, giving a brief review of the company's course in the domestic energy market, stressed: *"It is a great pleasure for us to be here today, at a special moment for us at METLEN and, of course, for Protergia. A moment that is not just another product presentation – but a breakthrough. A next step in how we perceive, manage and live energy. With smart technologies, innovative tools and a model that does not see the customer as a number but as a participant, we are building a new relationship with energy. Because for us, energy is not a product. It's a relationship. It's a commitment."*

The presentation of Picasso comes at a **time of steady growth for Protergia**, which has **already exceeded 21%** in market share and serves **more than 600,000 customers**. In an



environment of intense competition and constant change, Protergia stands out not only for its know-how and reliability, but above all for its constant investment in a relationship of trust with the customer.

We change the energy

With Protergia confidence and safety