



PRESS RELEASE

ENEL CHILE RENEWS ITS IMAGE IN SOCIAL NETWORKS

- *In the context of the brand change, Enel Chile updated its social networks accounts, adapting them under the umbrella of Enel.*
- *In Facebook and LinkedIn there will be a single account for the entire "Enel Chile" group.*
- *For customers, on Twitter there will be a special account: **@EnelClientesCL** for efficient and quick service.*

Santiago, November 30, 2016.

In order to adapt its social networks accounts to the new brands of the group, Enel Chile has initiated the process of changing the names in the companies' various websites. This simplifies the interaction with customers and users by unifying accounts for communication between the group and its followers.

*"With these new channels of communication, Enel Chile seeks to simplify and make communication more efficient," says **José Miranda, communication manager for Enel Chile**, who also adds that "the group worldwide had a change of philosophy, a change which we seek to transmit by telling stories in a friendly, innovative, and inspiring way."*

Accounts shall be available in three social networks: Twitter, Facebook, and LinkedIn. The changes will be made in each one of them as follows:

Twitter

On Twitter users can follow two accounts: **@Enel_Chile** for information on Enel Chile and Enel Generación former-Endesa); and **@EnelClientesCL** for Enel Distribución; this account will be available for customer service only.

In the case of the first two of these accounts, users must follow the new account information, while the latter one does not require any change because only the name is changed of an existing account, @Chilectra, which has 446,796 followers.





PRESS RELEASE

The Twitter **@Enel_Chile** is already available, while **@Chilectra** will switch to **@EnelClientesCL** as of December 1st.

Social Network	Company	Current	Brand change
Twitter	Enersis Chile	@enersis_inf	@Enel_Chile
	Endesa Chile	@endesaChile_inf	
	Chilectra	@Chilectra	@EnelClientesCL

LinkedIn

LinkedIn chose to simplify the accounts and keep a single one for the whole group; it seeks to unify the information available and make it easier to use by stakeholders.

Users in this case should follow the account **Enel Chile**, which has already been notified through the previous accounts.

Enel Chile's LinkedIn account is now available.

Social Network	Company	Current	Brand change
LinkedIn	Enersis Chile	Enersis Chile	Enel Chile
	Endesa Chile	Endesa Chile	
	Chilectra	ChilectraSA	

Facebook

For Facebook there will be a single account for all three companies. What was available under the name of "Chilectra", will now be renamed "**EnelChile**" and will be the only official Facebook account for all companies in the group in Chile.

Users in this case should not take any additional action because the change will be automatic.

The Facebook account of Chilectra, will change to **EnelChile**, as of December 1st.

Social Network	Company	Current	Brand change
Facebook	Enersis Chile	Doesn't exist	Enel Chile
	Endesa Chile	Doesn't exist	





PRESS RELEASE

	Chilectra	ChilectraSA	
--	-----------	-------------	--

