

Press Release

HUPX unveils new brand identity following ADEX Group merger – Launch set for 31 July 2025

Budapest, 31 July 2025 – HUPX Ltd., the Hungarian Power Exchange and a key player in Central Europe's electricity market, is set to unveil its new brand identity on **22 July 2025**, marking a major milestone following its integration into ADEX Group. The rebranding aligns HUPX visually with its sister exchanges BSP – the Slovenian power exchange – and SEEPEX – the Serbian one –, reflecting a united presence under ADEX Group's umbrella and a shared commitment to strengthen regional energy markets.

The new brand identity includes an updated logo, color scheme, typography and modern visual elements inspired by **stock exchange charts** – all designed to emphasize innovation, clarity and connectivity. This transformation supports ADEX Group's strategic goal of creating a streamlined, user-centric one-stop shop for spot power trading across the region.

The brand refresh also brings the launch of a redesigned **HUPX website**, going live on **31 July 2025** via the existing domain. While the URL remains unchanged, the updated site features a new layout, improved navigation and a more intuitive structure to provide visitors easier access to relevant market data, services and corporate information.

"The launch of our new visual identity is one of the **first major step in strengthening future collaboration** across ADEX Group companies. It does not only signal our unity with BSP and SEEPEX, but also reaffirms our dedication to our partners and market participants. We are committed to make trading more efficient, transparent and accessible across Central and South-Eastern Europe," said dr. Mátyás Vajta., CEO of HUPX.

The new branding is introduced under the group-wide slogan "**Committed to connect**", symbolizing both the successful merger of the three exchanges and the deepening connections with traders across the region.

This rebranding represents more than a visual shift: it is a signal of HUPX's evolving role within ADEX Group and of its ongoing mission to support liquid, transparent and integrated power markets throughout Europe.

About ADEX Group

ADEX Group Ltd. is the first regional Energy Exchange for Central and South-Eastern Europe, was officially established on 23 December 2022 in Ljubljana and then cross-bordered to Budapest in

October 2024 with its members ELES, EMS, EPEX SPOT and MAVIR and three wholly owned subsidiaries (BSP, SEEPEX and HUPX). Over 120 members trade electricity at BSP, HUPX and SEEPEX spot markets. Trading volume at Adex Group's markets for the year 2024 will exceed 50 TWh. For more information, please visit www.adex-spot.com.

About HUPX

HUPX Ltd. operates the Hungarian Power Exchange and plays a central role in facilitating electricity trading in Central Eastern Europe. Since its founding, HUPX has been committed to market development, innovation and regional integration. As a wholly owned subsidiary of ADEX Group, HUPX contributes to the creation of a unified electricity trading platform for the region.

About BSP

BSP Energy Exchange LLC operates the Slovenian Power Exchange and plays a vital role in ensuring efficient and transparent electricity trading in Slovenia and beyond. With a strong focus on innovation, system reliability, and regional integration, BSP supports the development of a competitive electricity market in South-Eastern Europe. As part of ADEX Group, BSP contributes to the group's shared vision of a harmonized power trading environment.

About SEEPEX

SEEPEX AD is the Serbian Power Exchange, providing a secure and transparent platform for electricity trading in Serbia. Since its establishment, SEEPEX has been instrumental in advancing market liberalization and integration in the Western Balkans. As part of ADEX Group, SEEPEX actively supports cross-border cooperation and the development of a unified regional electricity market.

