



Under strict embargo until 15:30 CET, 11th November 2025

A NEW ERA FOR THE CLEAN ENERGY TRANSITION: AIRA LAUNCHES FULLY INTEGRATED HOME ENERGY SYSTEM

Significantly cutting monthly energy bills by over 90%, Aira's new integrated system empowers people to take control of their energy creation, usage and storage

- Aira launches new Power range – Aira Power Hub and Aira Power Store – at Web Summit, Lisbon to complete the full Aira Home Energy System
- The system, seamlessly integrated through Aira Intelligence, makes clean energy simpler, smarter and more affordable
- With its end-to-end solution, Aira addresses a traditionally fragmented industry and customer experience
- Aira offers monthly payment plans and guarantees, enabling people to confidently invest in a home energy system that lowers bills and increases energy independence

Stockholm, Sweden – 11 November 2025. Today, Aira introduces the new Aira Power range at Web Summit, Lisbon, completing the fully integrated Aira Home Energy System, designed to slash energy bills, decarbonise homes and accelerate Europe's transition to affordable, secure and clean energy.

Building on the success of its market-leading Aira Heat Pump, Swedish clean energy tech company, Aira, reaches a new milestone with the launch of two new products – the Aira Power Hub [inverter] and Aira Power Store [battery]. Connected in one system, the products work seamlessly together with solar panels and the Aira Heat Pump to unlock monthly energy bill savings of over 90%.

Peter Prem, Aira Group CEO comments: “The launch of our complete home energy system marks a major milestone for Aira, as we unlock lower bills for millions with monthly energy bills savings of over 90%. By expanding our vertically integrated model into home energy, we are giving households the tools to generate, store and manage clean power efficiently. Clean home energy solutions are pivotal to Europe's economic resilience, social well-being and energy independence. Every household that makes the switch becomes part of a bigger movement, driving decarbonisation and the much-needed clean energy transition forward.”

The two new products completing the Aira Home Energy System are the Aira Power Store and Aira Power Hub. The Power Store is the battery of the system, it banks solar generated, or low-cost electricity from the grid, to accommodate household needs. The Power Hub converts solar and stored energy, directing it around the home and unlocking greater potential for increased savings. It plans, forecasts and intelligently balances energy flow between the solar panels, grid, heat pump and battery, ensuring every device and appliance gets the energy it needs, when it needs it. As a modular and scalable system, the products are designed to be an affordable solution that suits a variety of households.

Powered by Aira Intelligence, the system maintains energy flow throughout the home, optimising in real time to deliver an efficient, comfortable and cost-effective solution. It learns daily household habits and incorporates intelligent weather control; predictive solar generation; smart tariff integration and hot water management. Displayed in the Aira Home Energy app, consumers can see



real-time overview of energy generation, storage and usage, as well as long-term performance and cost savings.

Kaj af Kleen, Chief Product and Technology Officer, comments: “Our intelligent products work seamlessly together to offer a robust, fully managed system with one provider and an end-to-end customer experience. The system predicts, optimises, controls and monitors home energy to maximise savings, comfort and efficiency. People across Europe can now benefit from more control than ever before, without lifting a finger.”

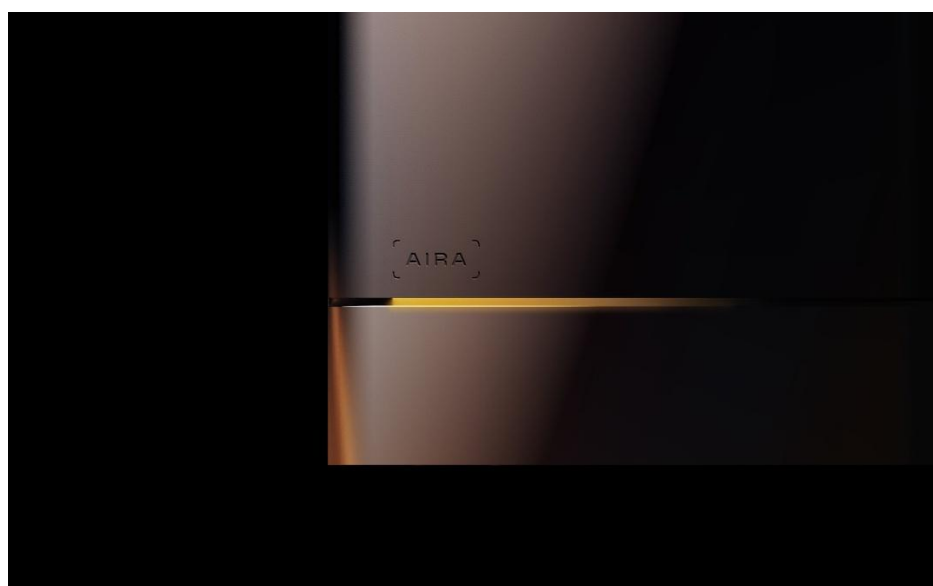
With a vertically integrated business model, Aira uniquely manages everything under one roof, including product design, sales, installation, financing and years of continued support with long-term optimisation and monitoring. By employing this strategy, Aira provides consumers with a fully integrated home energy system, designed and operated in Europe, and installed and optimised by one provider, which results in a seamless, set-and-forget experience.

To increase accessibility for all, Aira offers monthly payment plans and guarantees of up to 15 years, enabling people to confidently invest in a home energy system that lowers bills and increases energy independence.

With Aira’s new intelligent home energy system, people have more control to cut monthly bills, reduce reliance on the grid and lock in energy security for years to come. With tangible savings and a guaranteed future-proofed system, adopters aren’t just cutting costs, they are helping rewrite the story of how society powers its future.



AIRA





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Notes to editors

For press inquiries, please contact:

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Sales and Installation timeline:

Sold in Italy and the UK from launch; installed from January 2026

Sold and installed in Germany in 2026

About Aira

Aira is a leading home energy management company with intelligent heat pumps at its core. With a complete home energy offering comprising intelligent clean energy tech solutions, Aira empowers homeowners across Europe to take control of their energy creation, usage and storage to save money on energy bills, while increasing energy independence and security. Aira's end-to-end solution, flexible monthly payment plans with no upfront product cost, and vertically integrated model remove key barriers to adoption, delivering superior value for consumers. Aira is positioned to lead Europe's transition away from fossil fuels by driving the electrification of residential heating, one home at a time. Founded in Stockholm, Sweden, by Vargas, Aira is backed by climate and innovation investors including Altor, the Burda family, Collaborative Fund, Creades, Kallskär, Kinnevik, Lingotto, Nesta Impact Investments, Statkraft Ventures, and Temasek. <https://airahome.com>