



Securing Tomorrow: The Executive Guide to Renewable PPAs in SEE

By OMV Petrom - The Leading Integrated
Energy Producer in Southeastern Europe

Executive Summary

In a rapidly shifting energy landscape, large power consumers must navigate volatility, regulatory demands, and ESG pressures - all while staying competitive.

With energy market volatility at unprecedented levels, the ability to manage price fluctuations and supply uncertainties has become a critical business priority.

Power Purchase Agreements (PPAs) are no longer a niche financing tool - they are now a strategic pillar for energy procurement and decarbonization.

This guide offers a clear roadmap for business leaders, CFOs, and energy managers to understand, evaluate, and adopt PPAs that align with their growth strategies.

Backed by OMV PETROM's expertise and deep operational presence in Southeastern Europe, the guide unpacks not just what a PPA is, but how to make it work for your business.



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1 Understanding PPAs in Today's Business Context

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Understanding PPAs in Today's Business Context

WHAT IS A PPA?

A Power Purchase Agreement (PPA) is a long-term bilateral contract between a energy producer and an energy buyer. It sets the terms for the supply of electricity - often at a fixed or indexed price - for a defined period, typically between 5 to 15+ years.

KEY BENEFITS

But PPAs are more than contracts - they are strategic hedging tools, sustainability enablers, and long-term cost stabilizers. At a time when global energy markets experience unprecedented fluctuations, PPAs give large consumers:

- Budgetary stability
- ESG compliance and carbon footprint reduction
- Access to renewable energy without upfront capital
- A long-term hedge against market volatility



70% of corporate energy buyers say long term price stability is their #1 driver for signing a PPA

Source: Bloomberg



PPAs allow businesses to take control of their energy future.



Strategic Benefits of Renewable PPAs

✓ **COST CERTAINTY IN VOLATILE MARKETS**

Electricity prices are inherently volatile due to geopolitical instability, imbalances in demand-supply, and policy changes.

A long-term PPA locks in a predictable pricing structure - either fixed or indexed - allowing companies to plan with greater financial confidence.

✓ **SUSTAINABILITY AND COMPLIANCE**

With EU ESG regulations tightening, Scope 2 emissions (purchased electricity) have become a critical focus.

A PPA tied to certified renewable energy, with origin guarantees, helps meet both internal and regulatory sustainability targets.

✓ **REPUTATIONAL CAPITAL**

Customers, investors, and partners increasingly demand climate transparency.

Being able to claim “**Powered by Romanian renewable energy under a long-term PPA**” is a competitive differentiator that builds trust and brand equity.

✓ **NO CAPITAL INVESTMENT REQUIRED**

Offsite and virtual PPAs allow buyers to benefit from clean energy without needing to own or operate generation assets - ideal for companies looking to decarbonize without adding balance sheet exposure.

PPA STRUCTURES - CHOOSING THE RIGHT MODEL

Every company has unique needs based on its load profile, financial planning horizon, and operational structure. Choosing the right model makes an impact:



OFFSITE PHYSICAL PPA

- You receive electricity from a renewable facility within the Romanian grid, backed by Guarantees of Origin (GoOs)
- Best for companies with multiple sites or large centralized facilities

VIRTUAL PPA (FINANCIAL)

- You continue purchasing electricity from your current supplier
- OMV Petrom settles the price differential (contract-for-difference) - net from fixed price and day ahead/spot market price
- Ideal for multinationals or companies with complex supply chains



ONSITE PPA

- A renewable asset (e.g., rooftop solar) is installed at your facility

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Market Context

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PPAs are key in the global energy transition, driven by rising demand for renewable energy, corporate sustainability goals, and supportive policies.

A STRUCTURAL SHIFT

The global PPA market is expected to grow from \$28.3 billion in 2023 to around \$49.1 billion in 2025, potentially exceeding \$85.1 billion by 2027.

The renewable energy PPA market is robust with Europe contracting nearly 19GW of new PPA capacity in 2024, primarily driven by Spain and Germany.

In 2025, the global solar PPA segment is projected to reach \$18.6 billion, fueled by corporate demand for sustainability and stable energy costs.

Corporate buyers represent over 80% of PPA contracts in key European markets, highlighting their crucial role in driving demand for private renewable energy deals.

Source: Pexapark Market Intelligence, European PPA Market Outlook, 2025



Corporate ESG mandates and price volatility will continue to guide large consumers toward structured long-term energy contracts

SEE is rapidly evolving into one of Europe's most dynamic PPA markets in 2025

SEE POTENTIAL

The PPA market in Southeast Europe is growing rapidly in 2025 due to increasing renewable energy capacities and regulatory changes.

Key markets like Romania, Bulgaria, and Greece are at the forefront of this development, attracting interest from corporate offtakers and renewable project developers.

Solar and wind remain the main technologies being contracted under PPA in SEE, reflecting favorable natural resources and ongoing cost reductions.

SEE countries are actively adapting regulations to facilitate private renewable PPAs separate from national power exchanges, making it easier for large buyers to secure green power directly.



Romania entered the top 10 European PPA markets in 2024 with 514MW of long-term PPA-contracted generation capacity, demonstrating growing maturity.

Source: energyworld



OMV Petrom, with 2.5 GW pipeline and deep market role, is positioned to lead this shift

Source: Pexapark Market Intelligence, European PPA Market Outlook, 2025

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Who Benefits Most from PPAs in Romania and Southeastern Europe?

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ENERGY-INTENSIVE AND CONTINUOUS-LOAD INDUSTRIES

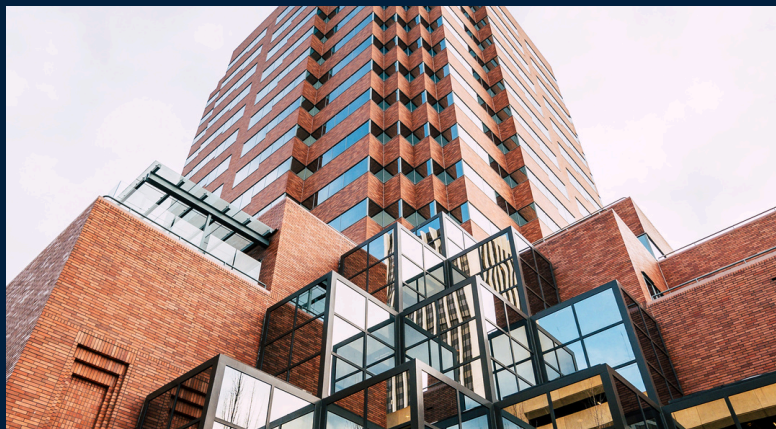
Industries with continuous production or high energy use (e.g., chemicals, fertilizers, paper, textiles) benefit from:

- Baseload or hybrid PPAs (solar + wind)
- Better visibility on carbon cost exposure
- Compliance with EU emissions targets and border carbon adjustments (CBAM)

MULTI-SITE RETAIL, LOGISTICS & REAL ESTATE

Supermarket chains, mall operators, and logistics park developers benefit from:

- Offsite or virtual PPAs that pool consumption across many locations
- Competitive advantage through “green supply” branding
- No CapEx, full ESG reporting compliance



BANKS, FINANCIAL INSTITUTIONS, CORPORATE HQS

Financial and services institutions play a leading role in setting ESG standards. In SEE, many banks and listed companies have:

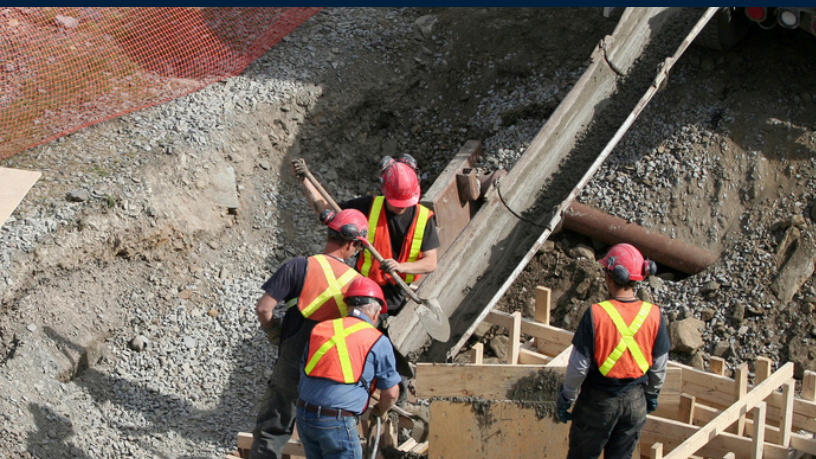
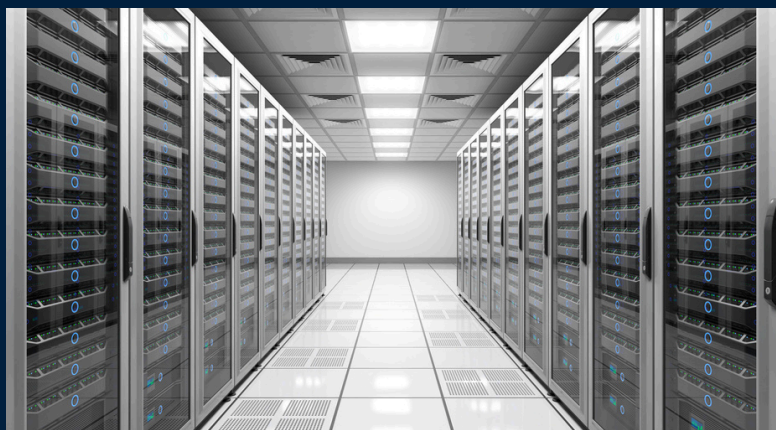
- Net zero commitments before 2040-2050
- Directives to decarbonize own operations and financed emissions
- Opportunities to showcase sustainability through virtual PPAs

DATA CENTERS, TELECOM & TECH

Across SEE, tech infrastructure is scaling rapidly - with Romania and Greece emerging as data center hubs.

PPAs help these businesses:

- Achieve carbon-free electricity goals (Scope 2)
- Access renewable energy with certified origin tracking
- Improve ESG scores for investor and regulatory disclosure



LARGE ENERGY CONSUMERS

In Romania and SEE, companies using over 500 MWh/year are prime candidates for PPAs due to energy being a significant operating cost. Securing long-term energy supply offers budget stability and margin protection.

Typical sectors include:

- Automotive and parts manufacturing
- Cement, glass, and building materials
- Steel, aluminum, and metallurgy
- Food and beverage processing
- Logistics and cold storage

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How OMV Petrom Builds PPA Value Differently

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OMV Petrom goes beyond traditional renewable energy offerings.

Here's what sets us apart:

By combining our own flexible power plant with renewable sources, we deliver a stable, reliable energy supply - day and night.



TAILORED TO YOUR BUSINESS

We design PPAs that match your specific consumption profile, helping you achieve your sustainability goals without compromising on reliability



ONE-STOP SOLUTION

As both a power producer and trader, OMV Petrom manages everything - from generation to delivery - so you have a single, trusted partner for all your energy needs.



FLEXIBLE CONTRACT TERMS

From 3 to 15+ years, indexed or fixed pricing, custom volume profiles



24/7 RELIABILITY

Our unique mix of renewables and own power plant guarantees a consistent power supply, even when the sun isn't shining or the wind isn't blowing.



MASSIVE RENEWABLE PIPELINE

2.5 GW targeted capacity by 2030 - solar and wind



LEGACY POWER PRODUCER

OMV Petrom's Brazi power plant contributed around 10% of Romania's total generation in 2024.



DEDICATED EXPERT TEAMS

Local and regional advisors, with real-time insights into market pricing and regulation

Our ability to balance the market with our gas power plant means you get a seamless, dependable PPA tailored to your business.

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Preparing Your Organization for a PPA

An abstract graphic consisting of several overlapping, tilted squares in various shades of blue. A large, semi-transparent white arrow points downwards from the top right towards the bottom left, passing through the center of the composition. A solid yellow horizontal line is positioned below the main title, extending from the left edge towards the right.

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A PPA is a business transformation project, not just a procurement agreement.

Today's PPAs can be tailored to your business needs, offering a mix of pricing structures - such as a combination of fixed price for a portion of your consumption (e.g., 70%) and market-based pricing (e.g., day-ahead market price) for the remainder (e.g., 30%). This flexible approach allows you to benefit from both price stability and potential market opportunities.

KEY STEPS TO PREPARE

Understand Your Consumption Profile

- Analyze your company's energy usage patterns. Knowing your baseload and variable demand will help you determine the right mix of fixed and market-based pricing in your PPA.

Define Your Cost Predictability Needs

- PPAs are not just about hedging against price spikes - they're about achieving predictability in your energy costs.
- Decide how much price certainty your business requires versus how much exposure to market prices you are comfortable with.

Engage Internal Stakeholders

- Involve your finance, procurement, and sustainability teams early in the process.
- Align on your company's risk appetite and sustainability goals to ensure the PPA structure supports your broader business strategy.
- Explore different PPA pricing models - fixed index full volumes or partials volumes | Full market-based pricing. Each option offers a different balance of cost predictability and market participation.



Our team will support you every step of the way - from feasibility through final negotiation.



Why Act Now?

THE BUSINESS CASE FOR PPAS IS ONLY GROWING STRONGER, BUT FIRST MOVERS BENEFIT THE MOST

The energy market is experiencing unprecedented volatility - and all signs point to continued uncertainty in the years ahead. Prices can swing dramatically due to geopolitical events, supply and demand imbalances, and the ongoing energy transition. Waiting to secure your energy supply could expose your business to unpredictable costs and risk.

✓ **Secure Your Future Costs**

By entering into a Power Purchase Agreement (PPA) now, you can lock in a significant portion of your energy costs, protecting your business from future price spikes and market turbulence. A well-structured PPA provides cost predictability and stability, helping you plan your budget with confidence.

✓ **Stay Ahead of the Curve**

Acting now also positions your company as a leader in sustainability and energy management. Early movers often benefit from more attractive contract terms and a wider choice of solutions.

✓ **Don't Wait for Certainty - Shape It**

The best time to secure your energy future is before the next wave of market volatility. Partner with OMV Petrom to design a PPA that fits your needs and gives your business the stability it deserves.