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NatPower



February 2025

2100



Website unique visitors February 2025

CTR

WEBSITE

7,3%

+55,32% THAN PREVIOUS MONTH

40.81% Direct

53.90% Search engine

5.29% Social Media

Website traffic

LinkedIn

87 new followers

Facebook

136 pageviews
This month

Facebook: 9.09%

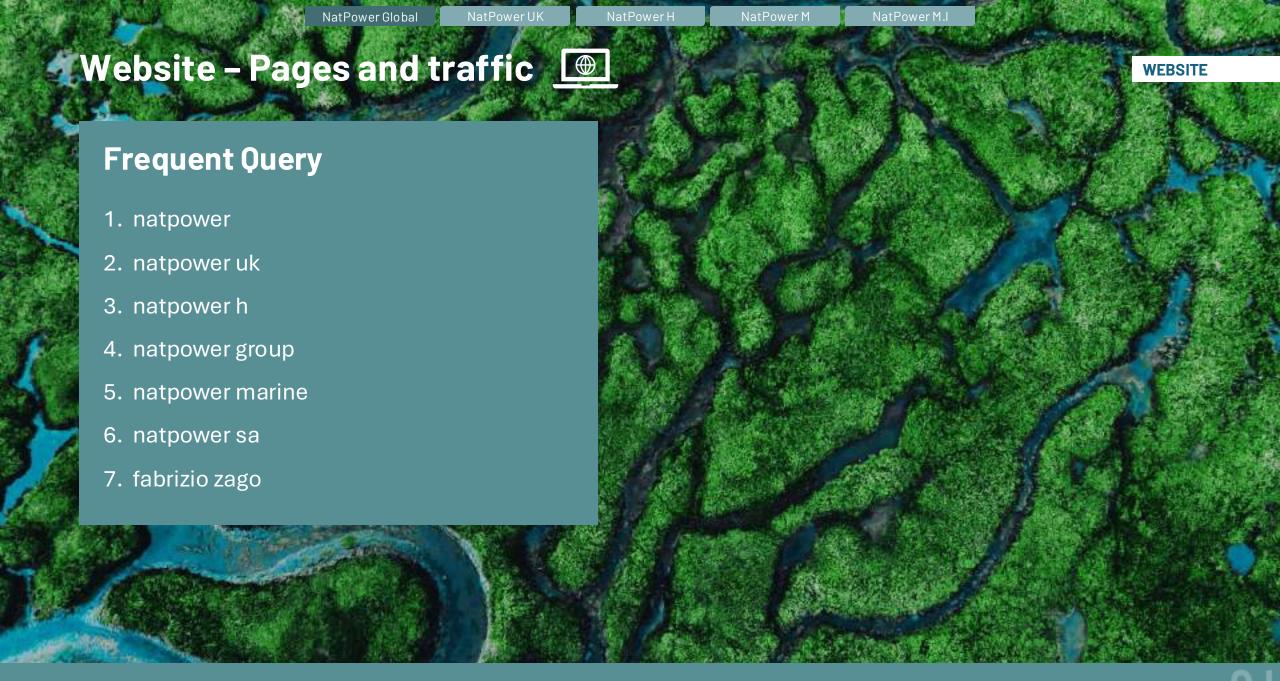
•

LinkedIn: 90.90%



f

Social Media referral Website traffic



Website - Pages and traffic



Popular pages

- 1. Homepage (33,8%)
- 2. Team (10%)
- 3. Welcome about us (9,7%)
- 4. Careers (4,6%)
- 5. Investors (4,4%)
- 6. Natpower UK receives 60m of funding (4.1 %)
- 7. BESS (3,4%)
- 8. NatPower H (3,3%)
- 9. Contact Us (4,3%)
- 10. Renewable Energy Technogies (4,1%)

Device breakdown



Desktop 4300 (79.1%)

WEBSITE



Mobile 1100 (20.7%)

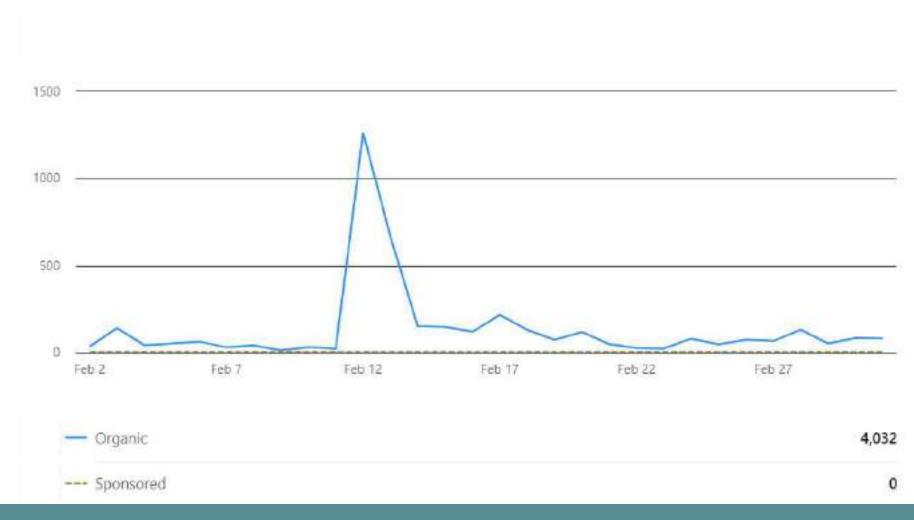


Tablet 11 (0.2%)



Social media | Content impressions February 2025 in

Metrics







SOCIAL MEDIA

Social media | Page visitors February 2025 in Geographic Job Function

Greater Milan Metropolitan Area, Italy - 248 (27.1%)	Sales - 148 (16.2%)
London Area, United Kingdom, United Kingdom - 191 (20.9%)	Business Development - 133 (14.6%)
Malolos City, Philippines · 34 (3.7%)	Finance 99 (10.8%)
Washington DC-Baltimore Area - 34 (3.7%)	Consulting - 48 (5.3%)
Greater Rome Metropolitan Area, Italy - 28 (3.1%)	Engineering · 48 (5.3%)
Greater Bristol Area, United Kingdom, United Kingdom · 22 (2.4%)	Arts and Design - 43 (4.7%)
Greater Verona Metropolitan Area, Italy - 20 (2.2%)	Administrative - 36 (3.9%)
Greater Reading Area, United Kingdom - 13 (1.4%)	Human Resources - 30 (3.3%)
Greater Turin Metropolitan Area, Italy · 13 (1.4%)	Operations - 29 (3.2%)
Sainte-Maxime, France · 13 (1.4%)	Program and Project Management - 29 (3.2%)

Social media | Top Posts February 2025



2,970 impressions

*data 11/03/25

NatPower UK secures up to £60M funding from Kommunalkredit to develop GigaParks of battery storage!

We are proud to announce a landmark agreement with Kommunalkredit Austria

AG, a leading European infrastructure bank, to accelerate the development of our

GigaPark projects. This funding is a significant vote of confidence in NatPower UK's

strategy for its 80GWh battery storage pipeline, which includes three 1GW GigaParks
in North Yorkshire and Tees Valley.

. A step forward for the UK's clean energy transition

This agreement represents a a step change shift in the way large-scale Battery Energy Storage Systems (BESS) can be financed and developed. With an increasing share of renewable energy coming onto the grid, long-duration storage solutions are crucial to reducing reliance on imported gas and lowering energy costs.

NatPower UK is leading the way.

We are committed to transforming the UK into a clean energy powerhouse, creating green jobs, fostering sustainable communities, and delivering multi-generational energy infrastructure. By working with partners like Kommunalkredit, we are accelerating the UK's energy transition and setting new standards for private capital investment in energy infrastructure.

We look forward to working with our investors, partners, and communities to bring our GigaParks to life and power the future with clean, home-grown energy.

Stefano D.M. S. Fabrizio Zago #NatPowerGroup #NatPowerNews #NatPowerUK #EnergyTransition #BatteryStorage #GigaPark #NetZero



NatPower UK receives up to £60m of funding from Kommunalkredit to develop GigaParks of battery... **SOCIAL MEDIA**



Dashboard February - NatPower Global



			WEBSITE				
Unique users	% Unique users vs previous month	Website Impressions	% Website Impressions vs previous month	Clicks	% Clicks vs previous month	CTR	% CTR vs previous month
2100	+16,33%	16232	+8,21	1178	+68,04	+7,3%	+55,32%



	LINKEDIN											
Newfollowers	% New followers vs previous month	Pageviews	% Pageviews vs previous month	Unique visitors	% Unique visitors vs previous month	Impressions content	% Impressions vs previous month	Reactions	% Reactions vs previous month			
87	-21,6%	834	-24,7%	370	-24%	4032	-31,8%	62	-0,496			



			FACEBOOK			
New followers	% New followers vs previous month	Pageviews	% Pageviews vs previous month	Reach	% Reach vs previous month	Interactions
0	0	136	-76,9%	30	-90%	0



			INSTA	GRAM			
New followers	% New followers vs previous month	Page views	% Page views vs previous month	Reach	% Reach vs previous month	Interactions	% Interactions vs previous month
0	0	32	-0,508	61	-0,823	0	-100%

Insights

Website Performance

2,100 unique visitors. The most visited pages are:

- Homepage (34%)
- Team (10%)
- About Us (10%)

Investors page ranks 5th, indicating strong interest in this topic.

The analysis of devices shows that **79% of users access from desktop**, confirming a professional target consisting of investors, stakeholders and energy operators.

The organic Click-Through Rate (CTR) is 7%, an excellent result considering Google's benchmark for the sector (2-5%). A CTR above 6% is particularly good for a B2B context and for the renewable energy sector, where values are usually lower.

Regarding traffic origin, the following data is noteworthy:

- 39% Direct: indicative of robust brand recognition.
- 51% Organic Search: demonstrates reliance on search engines, though lower than NatPower UK's 63%.
- 10% Social Media: presents potential for enhancing traffic.

Social Media Performance

LinkedIn

 NatPower Global: +87 followers, 4,032 organic impressions, 70 reactions

Top Posts February 2025 (NatPower Global)

• 2,970 impressios (data 11/03/25)



NatPower UK



February 2025 - NatPower UK



5,394

Website unique users February 2025

LinkedIn
in
447
New followers in February

CTR

WEBSITE (Organic)

2,18%

-17% THAN PREVIOUS MONTH

LinkedIn
in
89313
Impressions this month

Search Engine - 41.22%

Cross-network - 21.80%

Social (Organic + Paid) - 19.74%

Direct - 13.26%

Referral - 3.88%

Unassigned - 0.10%

Website traffic

Facebook: 96.37%



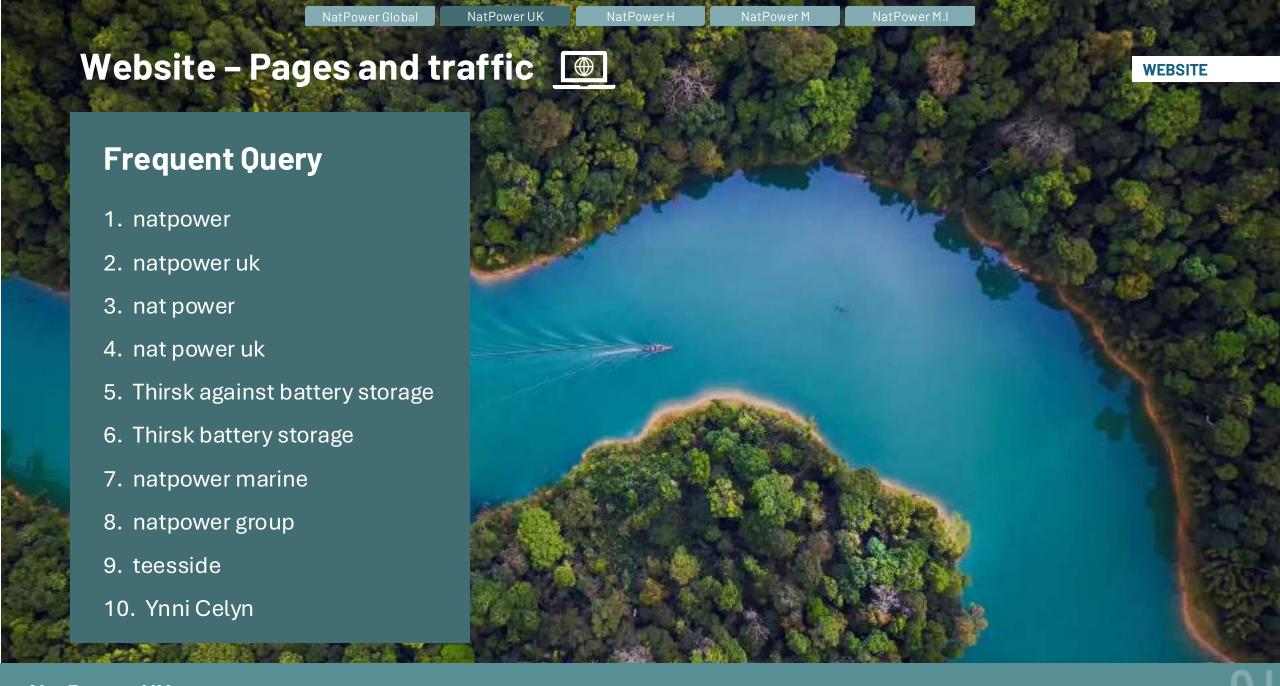
Linkedln: 2.45%

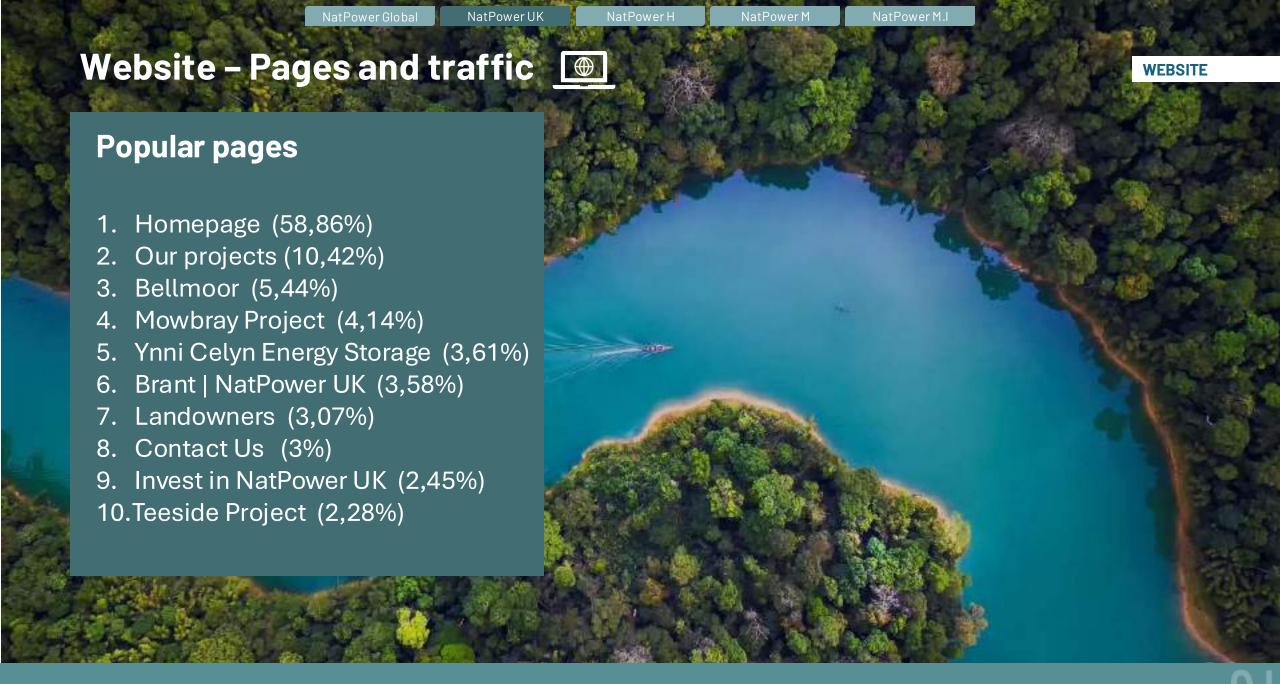


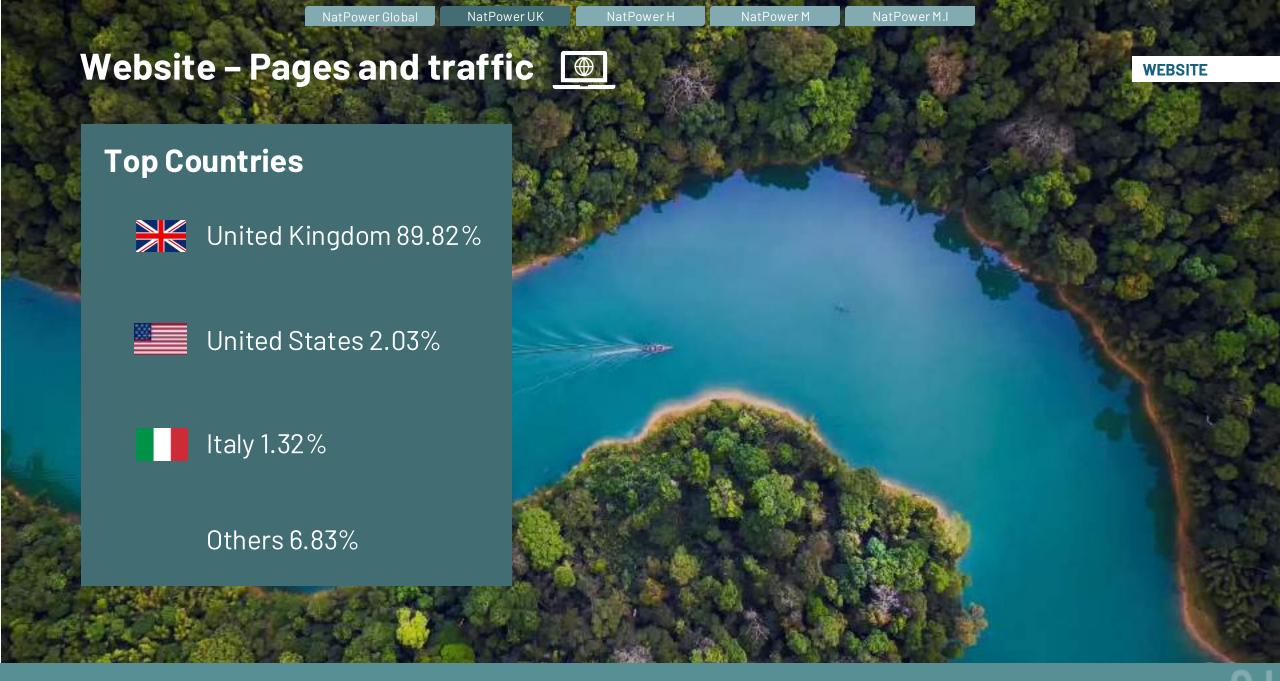
Instagram: 1.18%



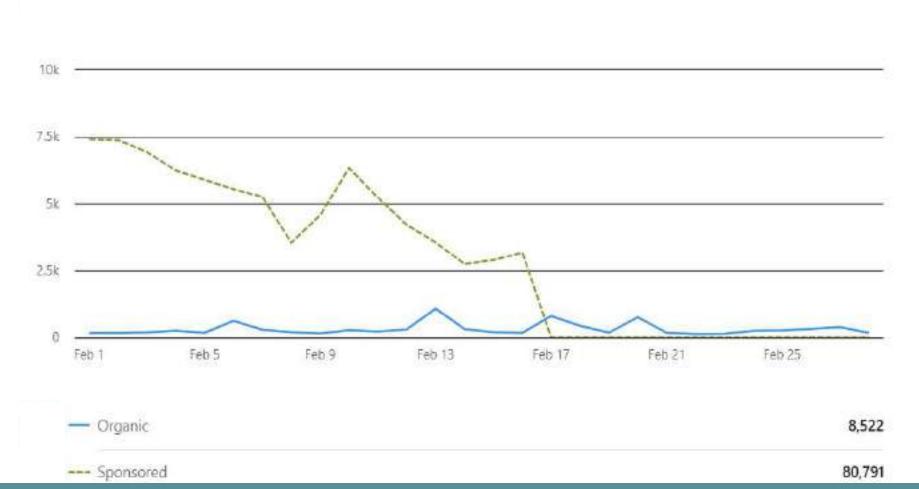
Social Media referral Website traffic







Social media | Content impressions February 2025 in Metrics







Social media | Page visitors February 2025



SOCIAL MEDIA

Geographic



Job Function

Business Development - 335 (16.6%) Engineering - 184 (9.1%) Operations - 180 (8.9%) Sales - 159 [7.9%] Human Resources - 156 (7.7%) Finance 128 (6.3%) Program and Project Management - 101 (5%) Consulting 91 (4.5%) Information Technology - 76 (3.8%) Legal 71 (3.5%)

Social media | Top Posts February 2025 in

*data 11/03/25

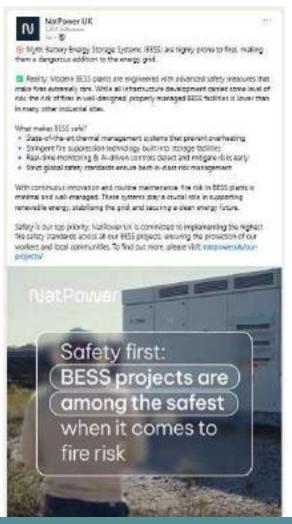
1,642 impressions



1,240 impressions



1,085 impressions



Dashboard February - NatPower UK



	WEBSITE										
Unique visitors	% Unique visitors vs previous month		% Website Impressions vs previous month	Clicks	% Clicks vs previous month	CTR	% CTR vs previous month				
5,394	-0,23	11767	+16%	257	-3%	2.18%	-17%				
Google ads		25480		856		3.36%					
Total		37247		1113							



	LINKEDIN											
New followers	% New followers vs previous month	Pageviews	% Pageviews vs previous month	Unique visitors	% Unique visitors vs previous month	Impressions content	% Impressions vs previous month	Reactions	% Reactions vs previous month			
447	-11.7%	2020	-7.9%	752	-1.4%	89313	-63.9%	229	-21.6%			

NatPower Global

NatPower UK

NatPower H

Insights

Website Performance

5,394 unique visitors. The most visited pages are:

- Homepage (59%)
- Projects (10%) indicating a clear interest in NPUK projects.
- Bellmoor (5%) was also popular.

The organic click-through rate was 2%.

The traffic origin is as follows:

- 63% Organic Search: positive, indicating that users are actively searching for content related to NatPower UK.
- 13% Direct: suggests lower brand awareness than NP.
- 24% Social Media: a significant percentage and significantly higher than NPGlobal(10%).

This figure confirms the effectiveness of the social strategy, particularly the 'myth-busting' campaigns and educational content for project opponents that NPUK is conducting on Facebook. It is notable that approximately 96% of this 24% can be attributed to Facebook.

Social Media Performance

LinkedIn

 NatPower UK: +447 followers, 89,313 impressions (of which 80,791 were sponsored), 229 reactions.

Facebook

It is interesting to note that 98% of NPUK's social traffic originates from Facebook, despite LinkedIn being the primary platform for the professional target audience.

Myth-busting activities on Facebook, which focus on counteracting myths and false beliefs concerning topics such as renewable energy and hydrogen, are therefore proving to be very capable of attracting attention and generating engagement. Indeed, the campaigns are reaching a wider and more diverse audience that may not be actively present on LinkedIn.

In the future, it would be beneficial to direct this traffic to LinkedIn to deepen the interest of the professional target audience.



NatPower H





Social media | Page visitors February 2025

SOCIAL MEDIA

Geographic

Greater Milan Metropolitan Area, Italy -44 [39:696] Greater Savona Metropolitan Area, Italy 9 (8.1%) Greater Enschede Area, Netherlands - 9 (8.1%) London Area, United Kingdom, United Kingdom 9 (8.1%) Greater Turin Metropolitan Area, Italy - 8 (7.2%) Greater Pau Area, France - 6 (5.4%) Greater Genoa Metropolitan Area, Italy 6 (5.4%) Greater Dresden Area, Germany - 5 (4.5%) Greater Paris Metropolitan Region, France 4 (3.6%) Greater Roanoke Area 3 (2.7%)

Job Function

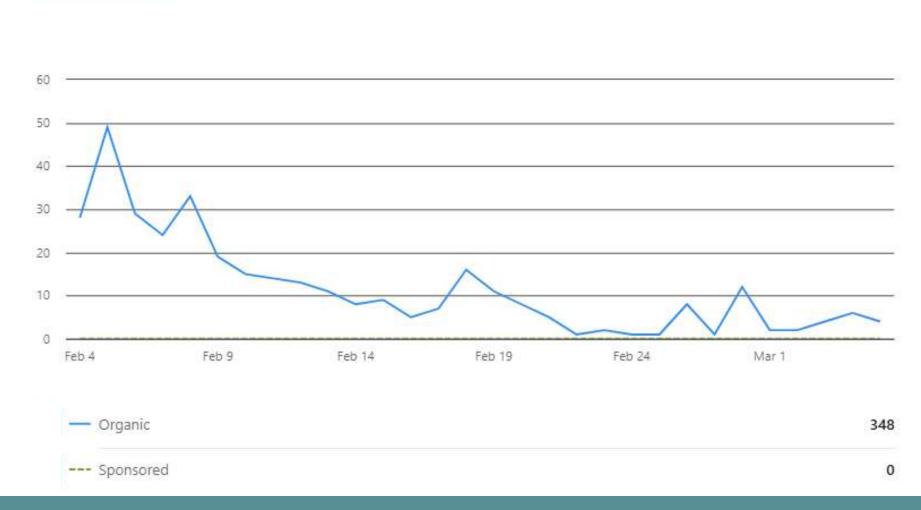
Business Development · 19 (17.1%) Product Management - 13 (11.7%) Research 11 (9.9%) Operations - 11 (9.9%) Program and Project Management - 11 (9.9%) Engineering - 8 (7.2%) Sales - 7 (6.3%) Education - 5 (5.4%) Finance: 5 (4.5%) Marketing - 3 (2.7%)



NatPower UK NatPower H NatPower M NatPower M.I

Social media | Content impressions February 2025 in Metrics







SOCIAL MEDIA

Dashboard February - NatPower H



LINKEDIN											
New followers	% New followers vs previous month	Pageviews	% Pageviews vs previous month	Unique visitors	% Unique visitors vs previous month	Impressions content	% Impressions vs previous month	Reactions	% Reactions vs previous month		
23	-88.7%	111	-71.6%	54	-68.8%	447	-79.7%	1	-97.9%		



Insights

Website Performance

The webpage currently contains limited content; the new website will provide data tracking and analysis of user behaviour.

Social Media Performance

LinkedIn

NatPower H: +227 followers (page launched in February), 447 impressions.



NatPower Marine



February 2025 - NatPower Marine

662



Website unique visitors February 2025

46,33 % Home page

18,9% About us

34,74% Other

Popular pages

Search Engine - 45.19%

Direct - 28.70%

Referral - 21.43%

Social (Organic + Paid) – 3.90%

Unassigned - 0.78%

Website traffic

LinkedIn Followers



74

New followers

Linkedin 8797

Content impressions (in February)

LinkedIn: 96.67%



Twitter (t.co): 3.33%



Social Media referral Website traffic



WEBSITE

Website - Pages and traffic 🚇

Top Countries



United Kingdom 47.14%



Italy 16.10%



Germany 6.88%

Others 29.87%

Popular pages

- 1.Home 46.33%
- 2.About Us 18.09%
- 3.0ur Solution 16.64%
- 4. The Challenge 4.95%
- 5. Marine Italy 3.50%
- 6. News & Resources 2.99%
- 7.Contact 2.73%
- 8. Marine Italia 1.79%
- 9.Staging Home 0.68%
- 10.La Nostra Soluzione 0.26%



NatPower Global

NatPower UK

NatPower H

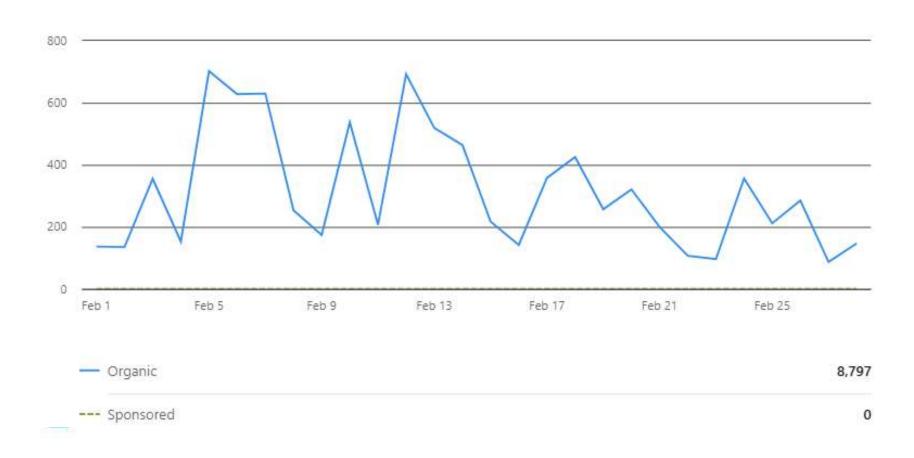
NatPower M

:Power M.I

Social media | Content impressions February 2025



Metrics





SOCIAL MEDIA

NatPower Global NatPower M.I NatPower UK NatPower H NatPower M

Social media | Page visitors February 2025 in



SOCIAL MEDIA

Geographic



Job Function

Sales - 76 (16.9%)	
Engineering - 43 (9.6%)	
Operations : 25 (5.6%)	
Human Resources - 22 (4.9%)	
Marketing - 22 (4.9%)	
Research - 72 (2.7%)	
Viedia and Communication 12 (2.7%)	
Finance - 12 (2.7%)	
nformation Technology - (1 (2.4%)	



NatPower Global

NatPower UK

NatPower H

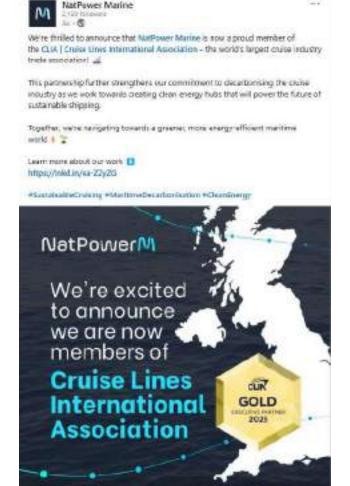
in

SOCIAL MEDIA

Social media | Top Posts February 2025

*data 11/03/25

1,489 Impressions



1,381 Impressions





734 Impressions







Dashboard February - NatPower Marine



		WEBS	SITE		
Unique users	% Unique users vs previous month	Total Pageviews	Total Pageviews %	Pages per session	Website form submissions
622	-40%	1,266	-35%	1.64	14



	LINKEDIN											
New followers	% New followers vs previous month	Pageviews	% Pageviews vs previous month	Unique visitors	% Unique visitors vs previous month	Impressions content	% Impressions vs previous month	Reactions	% Reactions vs previous month			
74	+37%	450	+34.3%	213	+32.3%	8797	+75.6%	255	+79.6%			



Insights

Website Performance

663 unique visitors. The most visited pages are:

- Homepage (46%)
- About Us (18%)
- Our Solution (17%)

The organic click-through rate is not available.

The traffic origin is as follows:

- 45% Organic Search: Relatively good dependence on search engines, although lower than NatPower UK (63%).
- 29% Direct: this suggests a fair amount of brand awareness.
- 21% Referral: these are external links that direct users to the site, such as partners, media, articles or social posts. This figure highlights the importance of partnerships, online mentions and visibility strategies.
- 4% Social Media: the percentage indicates both organic and paid traffic.

Social Media Performance

Linkedin

• NatPower Marine: +74 followers, 8,797 impressions, 255 reactions.



NatPower Marine Italia



LinkedIn Followers 19 New page

No posts
Content impressions
(in January)

No postsReactions in Janaury

Linkedin



SOCIAL MEDIA

Social media | Page visitors February 2025



Geographic



Job Function

Product Management - 5 (17.9%)

Operations - 4 (14.3%)

Marketing - 2 (7.1%)



NatPower Global NatPower UK NatPower H NatPowe<u>r M</u> NatPower M.I

Dashboard February - NatPower Marine Italia



	LINKEDIN												
New followers	% New followers vs previous month	Pageviews	% Pageviews vs previous month	Unique visitors	% Unique visitors vs previous month	Impressions content	% Impressions vs previous month	Reactions	% Reactions vs previous month				
3	-81.3%	28	-84.7%	12	-84.4%	0	0,00	0	0				



Insights

Social Media Performance

Linkedin

NatPower Marine Italy: no content published so far.



Glossary



Glossary of Website and Social Media KPIs

Α

•Ad: A paid method of communicating with the target audience, including paid social posts, display ads, and search ads, using text and images to engage users and encourage clicks.

C

- •Channel: The outlet used to reach the audience, such as Website, LinkedIn, Twitter, and Instagram.
- •CTR(Click-Through Rate): The percentage of times a user clicks on an ad after being exposed to it. For example, 350 clicks out of 1,000 impressions equal a 35% CTR.

D

•Dashboard: A workspace displaying key metrics over time, tracking user interactions with content, social media, and the website.

l

•Impressions: The number of times an ad appears to users, regardless of interaction.

K

- •Keyword: A word or phrase used in SEO to improve search visibility.
- •KPI(Key Performance Indicator): A measurable value indicating the success of a campaign or strategy.

L

- •Landing Page: A single web page designed for a specific user action.
- •Landing Page Views: The total times a landing page is viewed.

Ν

•New Followers: The number of new followers gained in a specific time period.

O

- •Organic Social: Free social media engagement through posts visible to followers and users interacting with the content.
- •Organic Traffic: Website visitors arriving through search engines without paid promotions.

Ρ

- •Pages Per Session: The average number of pages a user visits within a single session on a website. This metric helps measure user engagement and website navigation efficiency.
- •Page Views: The total number of times a page is visited.
- •Paid Social: Social media advertising aimed at reaching targeted audiences beyond organic reach.

R

- •Reach: The total number of unique users who have seen a post or ad on social media. This metric indicates how far the content has spread and how many people have been exposed to it.
- •Reactions: Any type of interaction with content on social media, including likes, shares, comments, and other engagement actions.

S

- •SEO (Search Engine Optimization): Techniques to improve a website's ranking in search engines.
- •Sessions: The duration of time a user spends on a website in a single visit.
- •UTM Tracking: A tracking code added to URLs to monitor web traffic sources and effectiveness.

W

•Web Page Views: The total number of times a web page is loaded.

Any Questions?

Please contact the Marketing Team