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Social Media Performance Insights





NatPower



March 2025

1900



Website unique visitors March 2025

CTR

WEBSITE

7,9%

+8,2% THAN PREVIOUS MONTH

37,2% Direct

59,9% Search engine

2,9% Social Media

Website traffic

LinkedIn in

44 new followers

Facebook

100 pageviews

This month

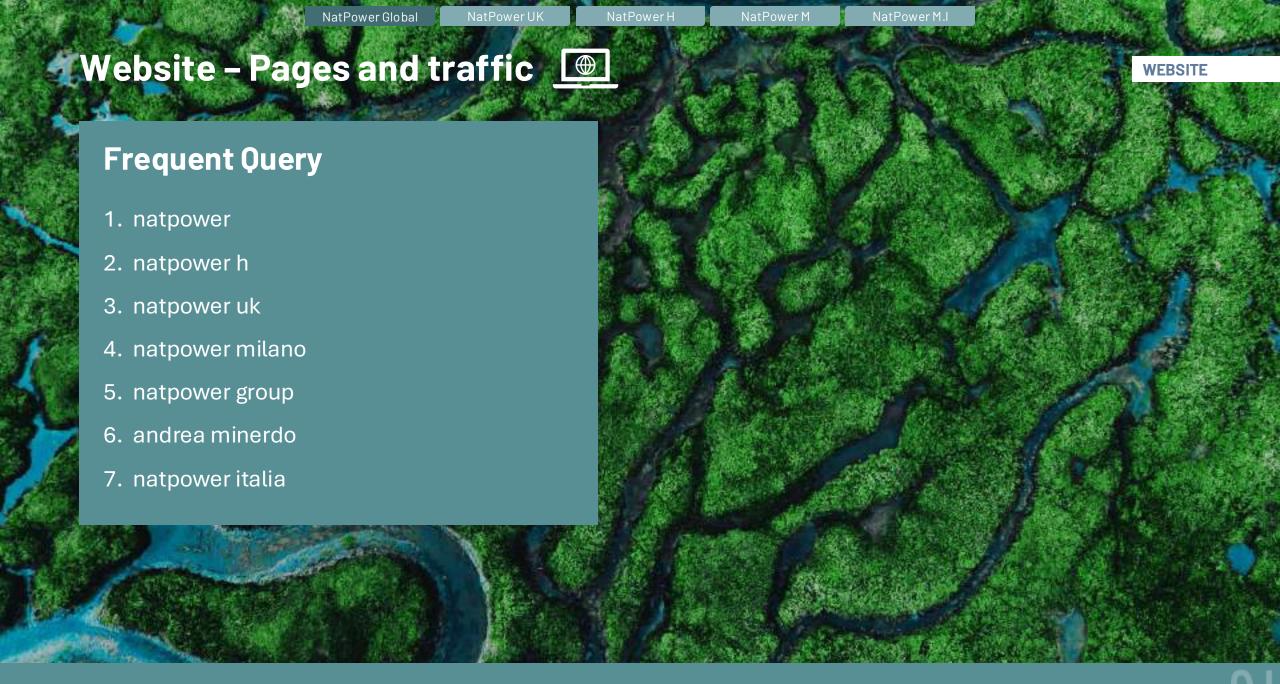
Facebook: 52,8%

LinkedIn: 47,2%

in

f

Social Media referral Website traffic



■ Website - Pages and traffic



Popular pages

- 1. Homepage (33%)
- 2. Team (12%)
- 3. Welcome about us (9,1%)
- 4. Investors (4,5%)
- 5. Careers (4,3%)
- 6. NatPower H (3,9%)
- 7. BESS (3,9%)
- 8. Contact Us (3,8%)
- 9. Renewable Energy Technogies (2,9%)
- 10. Press and media (2,8%)

Device breakdown



Desktop 3900 (76.8%)

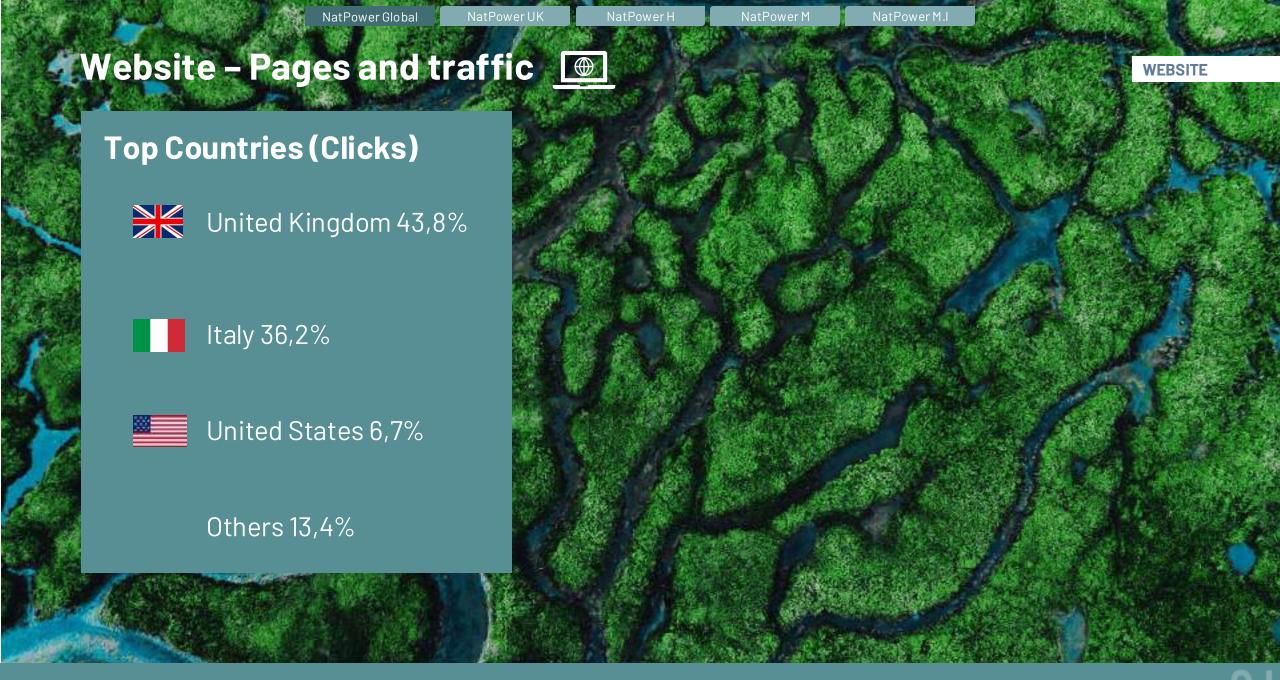


Mobile 1200 (22.9%)



Tablet 17 (0.3%)

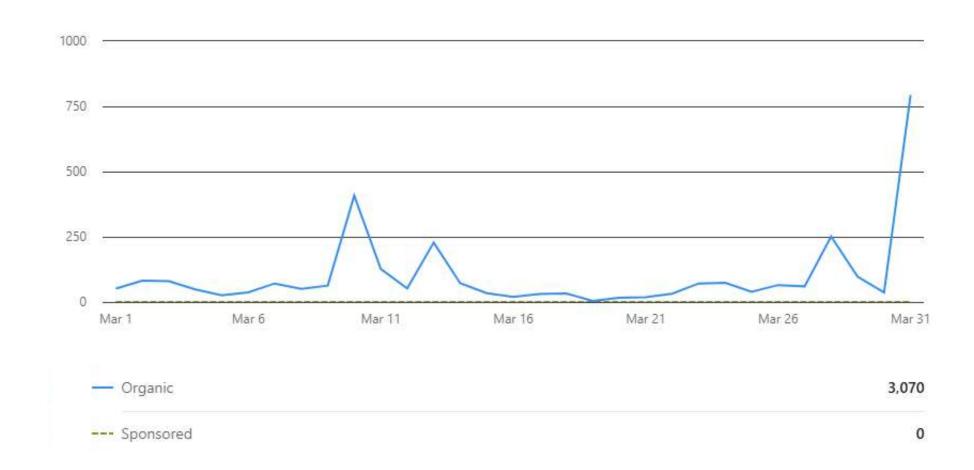
WEBSITE





Social media | Content impressions March 2025







Social media | Page visitors March 2025 Geographic



| Greater Milan Metropolitan Area, Italy - 242 (27.1%) | Business Developmen |
|---|------------------------|
| London Area, United Kingdom, United Kingdom + 131 (14.7%) | Sales - 92 (10.3%) |
| Greater Genoa Metropolitan Area, Italy - 33 (3.7%) | Program and Project |
| Brindisi, Italy - 26-(2,9%) | Engineering - 46 (5.2% |
| Greater Rome Metropolitan Area, Italy - 24 (2.7%) | Operations 41 (4.5%) |
| Singapore - 21 (2.4%) | Consulting - 33 (3.7%) |
| Greater Turin Metropolitan Area, Italy - 19 (2.1%) | Finance - 31 (3.5%) |
| Greater Paris Metropolitan Region, France - 19 (2,1%) | Human Resources - 27 |
| Rushden, United Kingdom · 17 (1.9%) | Information Technolo |
| Cirencester, United Kingdom · 14 (1.6%) | Legal 18 (2%) |



SOCIAL MEDIA

SOCIAL MEDIA

Social media | Top Posts March 2025



*data 04/04/25

738 impressions



359 impressions



NatPower M.I

Strengthening international partnerships is key to advancing the energy transition. We are proud of our team's visit to AMC Energy and Hussari to exchange insights on the future of renewables, aligned with NatPower's mission for a sustainable world.



Last week, I had the provinge of representing NatPower during an mightful visit to AIKD Energy and Huawai in Shandhen, two global players in the energy transition.

At AIRO Energy, I had the opportunity to explore their advanced PV panel production facility and learn about their innovative approach to the market. The company has ambitious plans to expand its capacity, reflecting the rapid growth of the resembles all around the world.

At Huswer, I attended the 2nd Global Installer Summit and engaged with the Huswer Digital Power unit, the global leader in inverter technology and Battery Energy Storage Systems (BESS). Their integrated solutions are driving significant progress in the renewable energy sector, with a strategy focused onlong-term growth and continuous improvement.

A tincore thank you to Watteraft Italia for the invitation and to all those who contributed to the success of this visit. It was a valuable opportunity to strengthen partnerships and exchange insights on the latest developments in key technologies for the energy transition, in line with NatPower vision to promote sustainability and innovation as key drivers of the energy sector.





Dashboard March - 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 |
| 1900 | -13,32% | 15635 | -3,75% | 1231 | +4.5% | 7,9% | +8.2% |



| 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 | |
| 44 | -54,70% | 892 | -14.2% | 413 | -7,8% | 3070 | -30.1% | 54 | -19,40% | |



| FACEBOOK | | | | | | | | |
|---------------|--|-----------|-------------------------------|-------|---------------------------------|--------------|--|--|
| New followers | % New followers vs previous month | Pageviews | % Pageviews vs previous month | Reach | % Reach vs previous month | Interactions | | |
| 0 | 0 | 100 | -26,5% | 38 | +26,7% | 2 | | |



| INSTAGRAM | | | | | | | | | | | |
|------------------|--|------------|--------------------------------------|-------|---------------------------------|--------------|---|--|--|--|--|
| New followers | % New followers vs previous month | Page views | % Page views vs previous month | Reach | % Reach vs previous month | Interactions | % Interactions vs previous month | | | | |
| 11 | +100% | 530 | +121,8% | 114 | +86,9% | 8 | +100% | | | | |

NatPower Global

Insights

Website Performance

1,900 unique visitors in March 2025.

Most visited pages include: Homepage (33%), Team (12%), About Us (9.1%), Investors (4.5%) Careers (4.3%)

Device usage shows 76.8% desktop, confirming a professional B2B audience.

Top visitor countries: UK (43.8%), Italy (36.2%), US (6.7%)

CTR is at 7.9%, increasing by 8.2% from February, which is excellent in a B2B/energy context.

Regarding traffic origin, the following data is noteworthy:

37.2% Direct – signals growing brand recognition 59.9% Search engine – strong SEO presence 2.9% Social media – could be optimized further

Traffic by Country

- o Best performer: **Italy** is the best performing market in terms of effectiveness (CTR) and engagement, demonstrating a strong relevance and consistency of the proposed content to the target audience
- o **U.K.** has the best balance between visibility and conversion, an excellent match between communication strategy and content.
- o **U.S.** has high visibility but low effectiveness: possible mismatch between content and audience expectations.
- o **Spain** and **France** show very good performance, with a CTR above 12%, a sign that the content is relevant and compelling.
- o Germany and India show a low level of interest despite visibility.
- o We also highlight the traffic from **Kazakhastan** which performs excellently in terms of effectiveness, the CTR over 20%, highest of all markets, indicates that the Kazakhstani audience responds very positively to the content viewed

Neife Phagazines



Internal Newsletter

Insights

Newsletter

We have sent out 5 editions of Life Magazine, our internal newsletter, and would like to share some interesting analytical data:

- The average open rate is 64%, in line with the average of corporate newsletters.
- The **click rate (CTR)** is 15%, significantly higher than the average which ranges from 5% to 10%.
- The **click-to-open rate (CTOR)** is 23%, higher than the average which is around 15%.
- Until now, the most successful newsletter was the March 2025 edition, followed by December 2024.
- The most clicked link was the summary of all news. (https://natpower.com/news-recap/)
- The most frequent opening hours are 12h00-1h00.

Interesting Contextual Information

To better interpret the performance of *Life Magazine*, it is useful to consider industry benchmarks for internal newsletters. These reference values provide context for assessing the effectiveness of open and click rates.

- Average Open Rate: For internal newsletters, the average open rate is around 68%, with variations ranging from 60% to 80%, depending on the organization and the level of employee engagement.
- Click Rate (CTR): The average click rate is generally lower than the open rate, at around 8%, with a typical range of 5% to 10%.
- Click-to-Open Rate (CTOR): This metric measures the percentage of people who clicked on a link after opening the email. For internal newsletters, the average CTOR is around 15%, but can vary significantly depending on the quality and relevance of the content.



NatPower UK



March 2025 - NatPower UK



2222

Website unique users March 2025

LinkedIn
in
108
New followers in March

CTR

WEBSITE

12,7%

LinkedIn
in
2196
Impressions this month

31,1 % Direct

51 % Search engine

2,3% Social Media

Website traffic

Facebook 83,8%



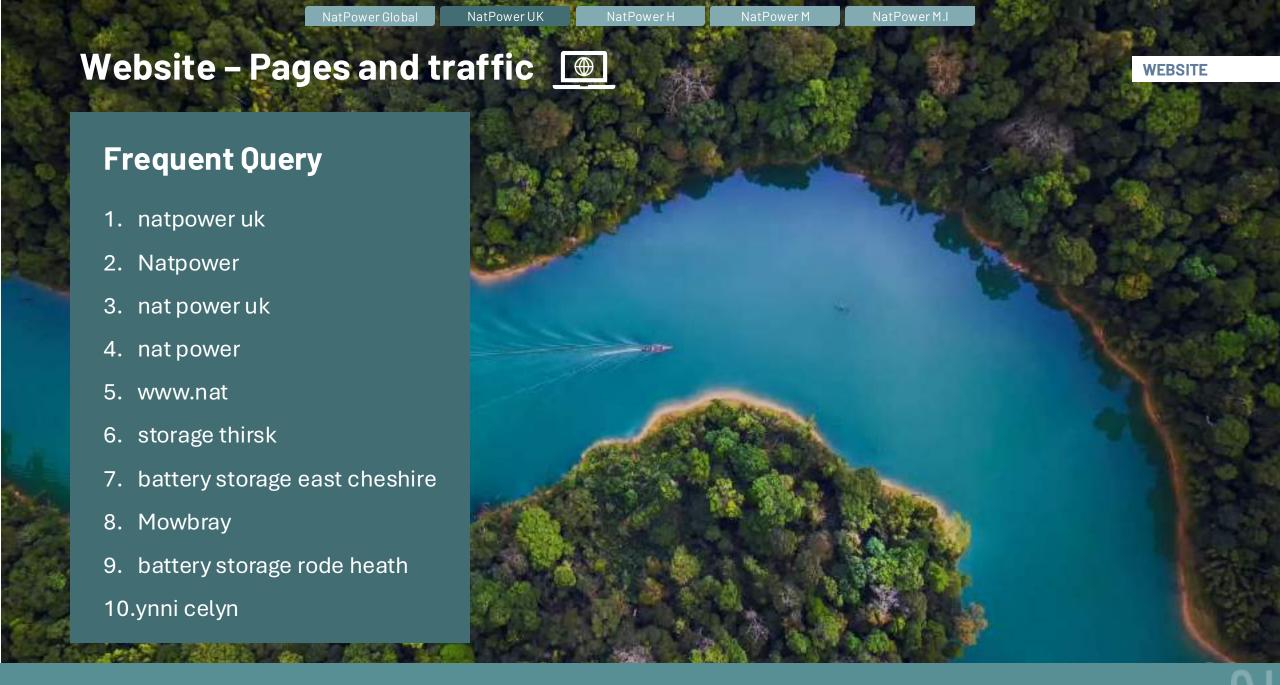
LinkedIn 14,7%

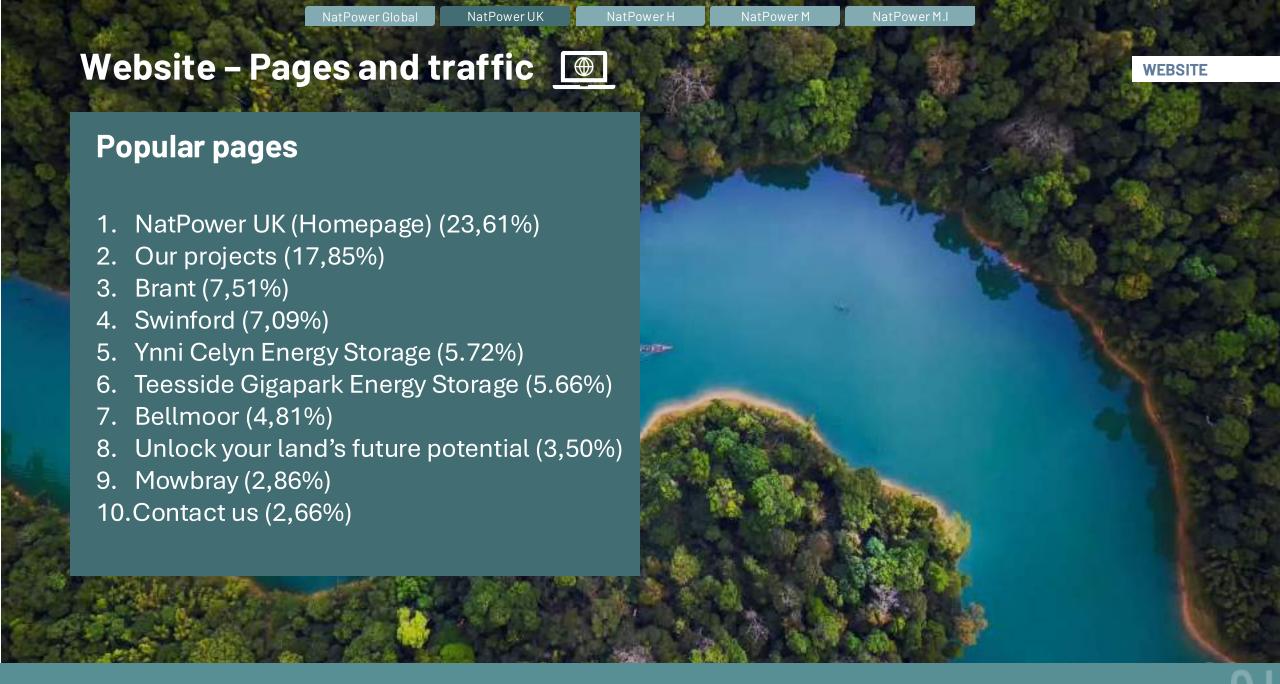


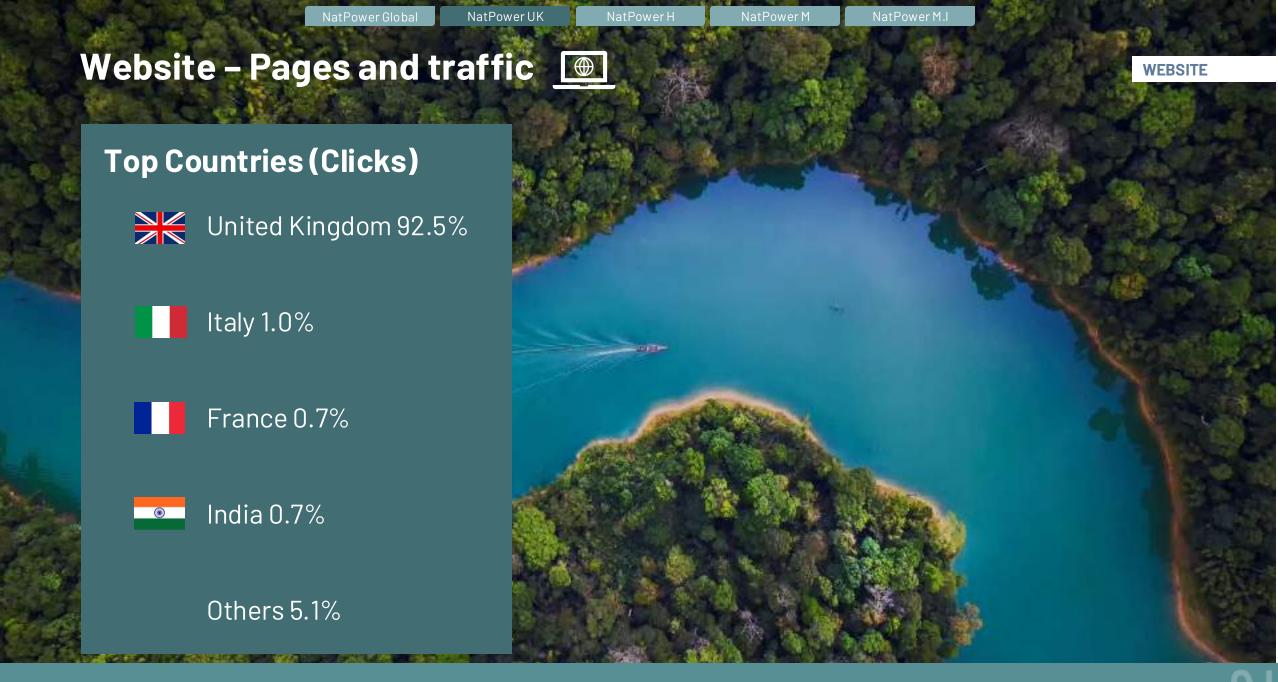
Instagram 1,5%



Social Media referral Website traffic



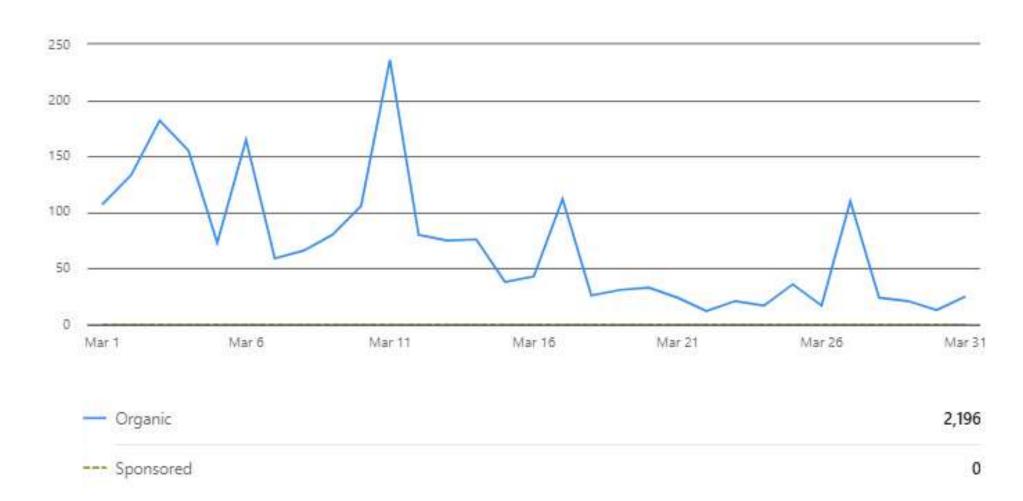






Social media | Content impressions March 2025







Social media | Page visitors March 2025



Geographic

London Area, United Kingdom, United Kingdom · 481 (45.2%)

Cirencester, United Kingdom - 65 (6.1%)

Greater Glasgow Area, United Kingdom · 63 (5.9%)

Manchester Area, United Kingdom, United Kingdom · 45 (4.2%)

Greater Bristol Area, United Kingdom, United Kingdom · 29 (2.7%)

Greater Edinburgh Area, United Kingdom · 25 (2.3%)

Greater Oxford Area, United Kingdom - 24 (2.3%)

Solihull, United Kingdom · 20 (1.9%)

Greater Middlesbrough and Stockton Area, United Kingdom - 14 (1.3%)

Greater Liverpool Area, United Kingdom · 14 (1.3%)

Job Function

Business Development - 136 (12.8%)

Operations - 131 (12.3%)

Engineering - 94 (8.8%)

Human Resources - 79 (7.4%)

Sales · 74 (6.9%)

Consulting · 46 (4.3%)

Information Technology - 38 (3.6%)

Finance · 26 (2.4%)

Real Estate · 22 (2.1%)

Marketing - 13 (1.2%)



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

Dashboard March - NatPower UK



| WEBSITE | | | | | | | | | | |
|-----------------|-------------------------------------|------------------------|---|------|----------------------------------|-------|-------------------------|--|--|--|
| Unique visitors | % Unique visitors vs previous month | Website Impressions | % Website Impressions vs previous month | | % Clicks vs previous month | CTR | % CTR vs previous month | | | |
| 2222 | -63% | 7405 | -37% | 1400 | - | 12,7% | - | | | |



| | 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 | | |
| 108 | -77.5% | 1065 | -54.1% | 416 | -51.2% | 2196 | -98.1% | 31 | -88.8% | | |



No data available

Insights

Website Performance

2,222 unique visitors in March 2025

Top pages:

Homepage 23,81%

Our Projects 17,85%

Various storage locations (e.g., Swinford, Brant, Bellmoor)

The traffic origin is as follows:

31.1% Direct – solid brand awareness

51% Search engine – strong SEO

2.3% Social media - minor contributor

CTR is an outstanding 12.7%, above average, a positive sign for the strategy

Main audience comes from the UK (83.7%)

50% of traffic visits project pages, indicating good engagement

2.3% of traffic comes from social media, of which Facebook accounts for more than 80%

Traffic by Country

In terms of traffic from countries, the data tells us that:

Best performer: **United Kingdom** is confirmed as a solid market, with high visibility and a high CTR, indicating that the content is well positioned and engaging for the local audience

NatPower M.I

Spain and Canada: excellent CTR but with little data available **France, India and Germany** show little interest, necessary localisation in content

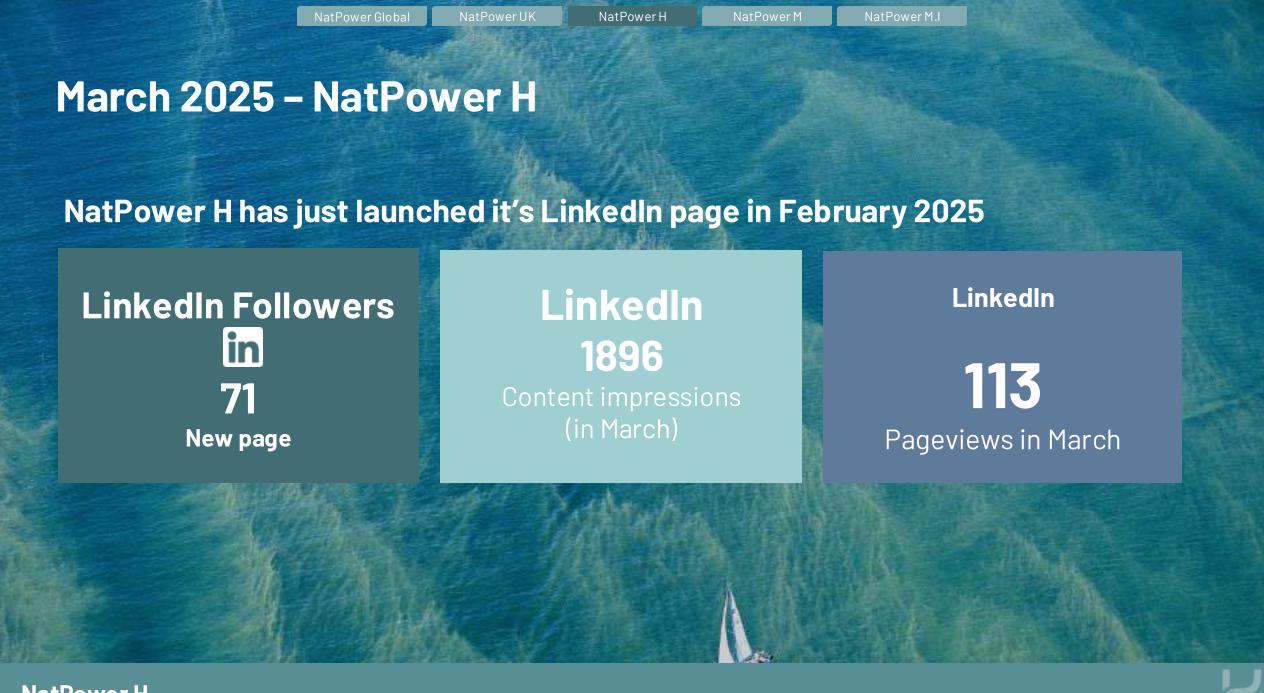
Italy negative surprise. Despite a good number of impressions, the CTR is very low. Possible causes: ineffective or unclear message

US no conversion in the face of fairly good visibility. Content not relevant to the target group or poorly positioned channel.



NatPower H





Social media | Page visitors March 2025



SOCIAL MEDIA

Geographic



Job Function

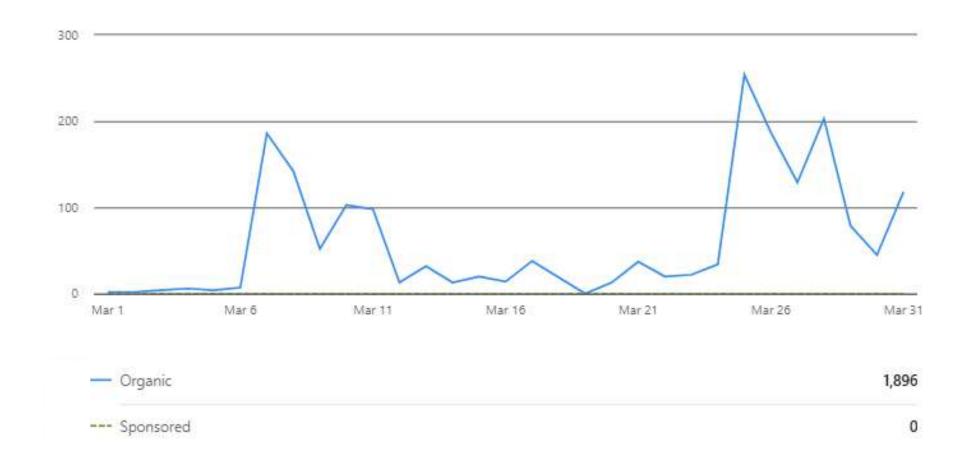
Business Development - 9 (8%)

Others 104 (92%)



Social media | Content impressions March 2025







SOCIAL MEDIA

Social media | Top Posts March2025



*data 04/04/25

1,008 Impressions



891 Impressions







Dashboard March - 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 | |
| 71 | +153.6% | 113 | -17.5% | 65 | +1% | 1896 | +204.8% | 40 | +1233.3%% | |



Insights

Website Performance

Not live yet – no data available.



NatPower Marine



March 2025 - NatPower Marine

No info



Website unique visitors March 2025

No info

Popular pages

No info

Website traffic

LinkedIn Followers



63

New followers

Linkedin 4638

Content impressions (in March)

No info





Social Media referral Website traffic



NatPower Global

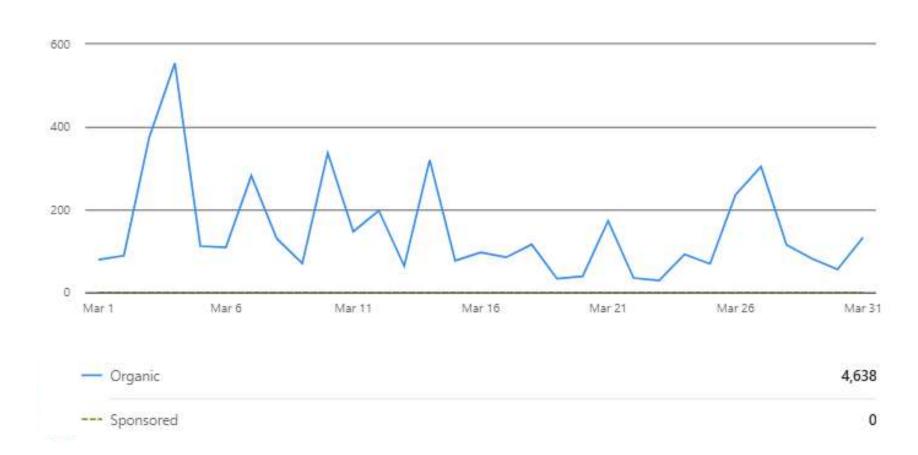
NatPower H

r H NatPower M

tPower M.I

Social media | Content impressions March 2025







SOCIAL MEDIA

Social media | Page visitors March 2025



SOCIAL MEDIA

Geographic

London Area, United Kingdom, United Kingdom · 106 (29.4%) The Randstad, Netherlands, Netherlands - 14 (3.9%) Manchester Area, United Kingdom, United Kingdom · 12 (3.3%) Pune/Pimpri-Chinchwad Area, India · 11 (3.1%) Greater Paris Metropolitan Region, France · 11 (3.1%) Greater Melbourne Area, Australia · 9 (2.5%) Greater Bristol Area, United Kingdom, United Kingdom - 8 (2.2%) Stirling, United Kingdom - 8 (2,2%) Greater Edinburgh Area, United Kingdom · 8 (2.2%) Greater Milan Metropolitan Area, Italy · 8 (2.2%)

Job Function

Business Development - 33 (9.2%) Sales · 20 (5.6%) Marketing - 18 (5%) Operations - 18 (5%) Human Resources - 11 (3.1%) Program and Project Management · 11 (3.1%) Information Technology - 9 (2.5%) Media and Communication - 8 (2.2%) Engineering · 7 (1.9%) Others · 225 (62.5%)



SOCIAL MEDIA

Social media | Top Posts March2025



*data 04/04/25

473 Impressions



NatPower Marine

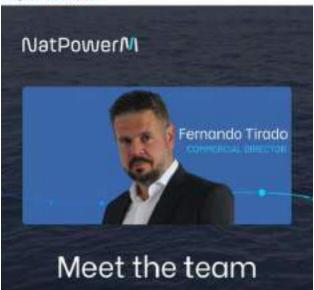
NatPower Marine's Commercial Director for MEDMENA, Fernando Tirado, has over 20 years' experience in business development across the shipping industry.

Fernando brings innovation and insight to the Commercial Director role, helping to deliver NatPower Marine's strategic vision and holds invaluable experience from across the industry, including maintime transport, bunker trading, multimodal logistics, and defense logistics & procurement.

Apross NatFower UK and NatFower Marine, our goal is to use demand-side. management, sustainable energy infrastructure, smart god technology, bettery storage, and clean generation to decarbonise entire regions and sectors.

Find out more about how our team is helping drive the decarbonisation of shipping on our inebette III

https://inied.in/ecUpaZFfM



425 Impressions



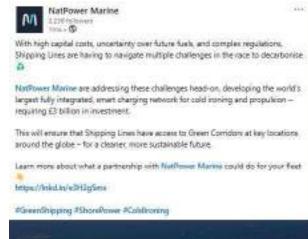
Our team of renewable energy and maritime experts has over 20 years of global experience in the generation and distribution of clean power, as well as a proven track record of providing industry-leading charging services

We are part of the well-capitalised global energy developer and provider, NatPower Group. Our goal is to expect to the worldwide marine industry's energy transformation by providing clean energy infrastructure offshore, in anchorages, and

The journey to net zero will require collaboration across the shipping industry. Find out more about us and our team on our website [] https://inkd.in/ea-22v26



420 Impressions







Dashboard March - NatPower Marine



No data available



| 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 |
| 63 | -17.1% | 360 | -31% | 183 | -25.3% | 4638 | -52.7% | 200 | -30.8% |



Insights

Website Performance

No website data available for March 2025.



NatPower Marine Italia



LinkedIn Followers
in
21
New page

LinkedIn
No posts
Content impressions
(in January)

No posts

Reactions in Janaury

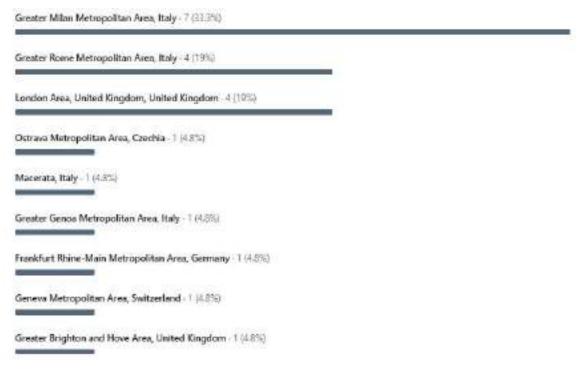


SOCIAL MEDIA

Social media | Page Followers March 2025



Geographic



Job Function

| Business Development - 5 (23.8%) | | |
|-----------------------------------|--|--|
| Operations - 4 (19%) | | |
| Sales - 4 (19%) | | |
| Media and Communication 3 (14:3%) | | |
| Consulting 1 (4.8%) | | |
| Engineering · 1 (4,8%) | | |
| Marketing -1 (4.8%) | | |
| Seal Estate -1 (4.8%) | | |
| Others - T (4.8%) | | |

NatPower M.I



Dashboard March- 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 |
| 2 | -50% | 20 | -42.9% | 6 | -62.5% | 0 | 0,00 | 0 | 0 |



Insights

Website Performance

Not online yet – no available data.



Social Media Performance Insights



Insights

LinkedIn

| | NatPower | NatPower UK | NatPower H | NatPower Marine |
|---------------------|----------------|----------------|-----------------|-----------------|
| New followers | 44 (-54,7%) | 108 (-77,5%) | 71 (+153,6%) | 63 (-17,1%) |
| Pageviews | 892 (-14,2%) | 1.065 (54,1%) | 113 (-17,5%) | 360 (-31%) |
| Unique Visitors | 413 (-7,8%) | 416 (-51,2%) | 65 (+1%) | 183 (-25,3%) |
| Impressions content | 3.070 (-30,1%) | 2.196 (-98,1%) | 1.896 (+204,8%) | 4.638 (-52,7%) |
| Reaction | 54 (-19,4%) | 31 (-88,8%) | 40 (1233,3%) | 200 (-30,8%) |

Even with a general decline in LinkedIn traffic, NatPower H showed exceptional growth in terms of followers and engagement, outperforming all other pages.

NatPower Marine dominated in terms of total impressions, but NatPower H had the highest percentage growth.

The best performing post was NatPower H's post on the seminar organised by GPY Monaco.

Facebook

Even though LinkedIn was the main channel, the NP and NatPower UK channels also saw good traffic from Facebook, with the overall percentage of traffic from social ranging between 2.5% and 3%.



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 a ink 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.

ı

•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.

0

- •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