



## **Finergreen launches a PPA Advisory practice with the arrival of Yohann Guichard**

**Paris, 31st March 2022** - Finergreen, a leading financial advisory boutique specialized in the energy transition, has launched a new Power Purchase Agreement (PPA) Advisory practice with the recruitment of Yohann Guichard last January.

This new offering will complement and enhance the M&A and Project Finance practices already offered by Finergreen for renewables markets globally. “As always at Finergreen, the objective is to continue to bring more value-added to our clients” explains Damien Ricordeau, CEO & Founder of Finergreen, who adds: “The bankability of PPAs is key to set up long term financing for a project or a portfolio of projects, which is our core business. Our idea here, with this new service, is to properly negotiate the contracting of a PPA through a specific tender and, at the same time, raise the necessary financing of the project, the joint negotiation of both activities allowing us to optimize the value created for the shareholder”.

In this spirit, the arrival of Yohann Guichard will make it possible to link the financial world including banks, funds, and investors; and the commodities world, including utilities, traders, and corporates who discuss PPA contracts with developers, as he confides: “Ultimately, the objective is to be able to cover the whole chain, understanding both worlds and leveraging on their specificities in order to maximize the financing and to accelerate the development of renewable projects. The idea is to sit next to the developer and advise him on the best offtake strategy to implement (auction, PPAs, merchant) with adequate financing”.

Yohann Guichard's professional career started in 2004 when he joined ENGIE, where he held different positions over a 17-year tenure: first in the trading unit Gaselys in Paris and in Brussels as Sales Trader of Energy & Physical Dry Bulk Commodities; then, in 2015, in Chile as part of the Business Development team in Latin America; finally, in 2018, in Madrid, joining the GEM Iberia team within ENGIE as an expert in PPAs. Specifically, he was dedicated to originating, structuring, and executing deals at all levels: Upstream (energy developers and producers), Midstream (trading houses, retailers, resellers), and Downstream (large corporates, B2B) in the gas, power, guarantees of origin and green products markets.

This new skill is already being deployed by Finergreen across the globe, whether in Southern Europe where the market is already very dynamic in terms of volume, in Eastern Europe which has been emerging for 2 years now, and in all of the developing countries whose needs in terms of PPA structuring are increasingly important.

“In the current context, we are not the first nor the last to create a PPA Advisory activity, but we will be one of the only ones having the expertise to improve the profitability of projects

through a carefully thought out and jointly negotiated strategy between off-taking and financing”, concludes Damien Ricordeau.

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**About Finergreen**

Finergreen is a financial advisory boutique specialized in the energy transition. Founded in 2013, the company has already completed 150 transactions for a total of 3 billion euros. With 70 people based in 10 offices all over the world, the company provides Mergers & Acquisitions, Project Finance and Strategic Advisory services.

In 2021, the company was ranked #1 in Inframation international League Table, with 30 transactions executed in the renewable energy industry.

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