



## **AIRA REDEFINES CUSTOMER CHOICE IN CLEAN ENERGY WITH TARIFF-AGNOSTIC OPTIMISATION**

- **Aira is the first clean energy tech installer to offer product optimisation against hundreds of energy tariffs**
- **Real-time optimisation with Aira Intelligence unlocks significant savings and provides greater system insights**
- **A future-proof solution that adapts as energy markets evolve, providing customers with unparalleled choice and flexibility**

**February 18, 2025 - Stockholm, Sweden.** Today, Aira launches a first-of-its-kind capability that enables customers to synchronise their Aira Heat Pump or Aira Home Energy System with any energy tariff. People can choose from hundreds of available options, including those designed for EVs, heat pumps and a wide range of smart tariffs. By optimising directly against the customer's selected tariff, Aira can unlock significant energy bill savings, greater performance insights and more control over how energy is used in the home.

Aira is a vertically integrated, clean energy tech company with intelligent heat pumps at its core. In November 2025, the company launched the fully connected home energy system, combining the Aira Heat Pump, Power Store, Power Hub and solar panels. Powered by Aira Intelligence, the products work seamlessly together to efficiently generate, store and use energy within the home.

With an increasing number of dynamic and time-of-use tariffs available across the UK, this new integration removes an important barrier to home electrification: being locked into a single tariff or energy provider for the lifetime of the product. Instead, Aira customers can select the tariff that works best for them, switch if they are not satisfied, and Aira Intelligence does the rest.

**Anthony Loizeau, Aira Group CEO** comments, "We are proud to be the first clean energy tech installer to offer optimisation against any tariff for our heat pump and Aira Home Energy System customers. At a time when energy can feel complex and out of people's control, new intelligence features like this unlock real savings and put the power back into people's hands."

With today's launch, Aira introduces new optimisation capabilities within the Aira Home Energy app, expanding consumer choice and flexibility to unlock greater savings. When switching from fixed tariff to a smart tariff, Aira Heat Pump customers can save up to 23% on energy bills, while customers with a full home energy system can save up to 67% on their energy bills. For people switching from a gas boiler to an Aira Heat Pump and smart tariff, the energy bill savings are even higher at up to 30%, and up to 90% with the full home energy system.



**Kaj af Kleen, Aira Chief Product and Tech Officer** comments, “Historically, heat pump optimisation was limited to a small set of tariffs from specific providers, reducing flexibility. Now, we’re giving customers unparalleled choice – optimising in real time across hundreds of tariffs with Aira’s intelligence. This is a future-proof solution that adapts as energy markets evolve, removing complexity and increasing savings potential for people across Europe.”

The feature is now live in the Aira Home Energy app.

#### Notes to Editors

For more information, please contact: [gabriella.irvine@airahome.com](mailto:gabriella.irvine@airahome.com)

#### About Aira

Aira is a home energy specialist with intelligent heat pumps at its core. With a complete, end-to-end home energy offering, Aira enables homeowners across Europe to take control of their energy use, lower energy bills, and reduce emissions. By removing key barriers to adoption and delivering superior value for consumers, Aira is set to become Europe’s leading direct-to-consumer brand in home energy. Founded in 2022, Aira’s mission is to empower people to join the clean energy revolution, one home at a time. Headquartered in Stockholm, Sweden, Aira has its R&D centre in Helsingborg, its production facility in Wrocław, Poland, and operates commercially in Italy, Germany, and the UK.

#### Savings Methodology

##### Aira Heat Pump Savings

The **30% energy bill saving** is based on a comparison of the annual energy bills for a household with a gas boiler on a fixed tariff against the annual energy bills for a household with an Aira Heat Pump on a flexible tariff. The calculation is based on the following assumptions: annual gas consumption of 20,000 kWh for heating and hot water at 6.29 p/kWh; 34.03 p/day standing charge and annual electricity consumption of 4,000 kWh for appliances at 26.35 p/kWh, based on a fixed rate tariff; an 8kW Aira Heat Pump with 100L All-in-One indoor unit and 40L buffer tank in a semi-detached, three-bedroom home with no loft or cavity wall insulation; annual electricity consumption of 4,500 kWh for heating and hot water and annual electricity consumption of 4,000 kWh for appliances at an average electricity price of 20.19 p/kWh with Octopus Agile tariff. The **23% electricity bill saving** is based on a comparison of the annual electricity costs of an Aira Heat Pump household on a fixed tariff against a flexible tariff. The same household profile and flexible tariff as described above apply.

##### Aira Home Energy System Savings

The **90% energy bill saving** is based on a comparison between the annual energy bills for a household with a gas boiler on a fixed rate tariff against the annual energy bills for a household with an Aira Home Energy System on a flexible tariff. The calculation is based on the following assumptions: annual gas consumption of 20,000 kWh for heating and hot water at 6.29 p/kWh; 34.03 p/day standing charge and annual electricity consumption of 4,000 kWh for appliances at 26.35 p/kWh, based on a fixed rate tariff; an 8kW Aira Heat Pump with 100L All-in-One indoor unit and 40L buffer tank; annual electricity consumption of 4,500 kWh for heating and hot water and annual electricity consumption of 4,000 kWh for appliances at a blended average rate of 17.45 p/kWh; 18 x 470W solar panels and a 13.4kWh Power Store (home battery) with the Agile Outgoing Octopus tariff, exporting at an average of 8.78 p/kWh. Optimising for cost savings.

In all scenarios, all costs include appliances; the cost of purchasing, installing and maintaining the heating system is not included. Gas and electricity costs are based on current prices as of October 2025. Optimisation for Octopus Agile cost savings based on historical hourly outdoor temperature data (Southeast London) and historical Agile Octopus prices (Oct 2024–Oct 2025). Actual costs may vary depending on energy consumption, energy price caps and tariff rates. Consumption figures reflect a typical Aira customer profile in the UK, based on internal Aira data and modelling (2026).