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PRESS RELEASE

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New Belgian energy supplier helps households take advantage of 15-minute real time energy pricing and prepares consumers for an increasingly electric future.

Brussels, Belgium – 24.06.2026 – A new entrant in the European energy market, 10s Energy, has opened early access signups ahead of launching its first product as a new energy supplier built around a simple idea: consumers should benefit from the opportunities in the energy market that have traditionally been out of reach.

As homes become increasingly electrified—with electric vehicles, heat pumps, batteries, and smart devices driving energy demand—traditional energy tariffs are becoming less suited to the way people actually use electricity. 10s Energy changes that. By giving customers access to real time electricity pricing based, 10s Energy helps households align their consumption with periods when electricity is abundant and often significantly cheaper. In some situations, customers may even be paid to consume electricity when excess renewable generation creates negative market prices.

"Most energy companies are built for scale," said Dieter Jong, Co-Founder and CEO of 10s Energy. "Their products are designed around selling energy to the average customer. We believe the future should be about why you need electricity. If you've invested in energy management tools, you should be given the tools as well to actively participate in the energy system. We're building products that help consumers benefit from the energy transition instead of simply paying for it."

The Hidden Challenge of Electrification

Europe's transition to clean energy is accelerating. Electric vehicles, home batteries, solar panels, and heat pumps are becoming mainstream. Yet many households remain on tariff structures designed for a different era. Consumers are being encouraged to electrify their homes, but they are also concerned about rising energy costs and uncertainty around future electricity prices.

10s Energy believes the answer is not simply cheaper energy. It is smarter energy. By connecting customers more directly to wholesale market pricing, the company enables households to make informed decisions about when they consume electricity, helping them lower costs while supporting grid stability and renewable energy integration.

Built for High-Power Homes

The first 10s Energy product focuses on consumers with significant electricity usage, particularly electric vehicle owners and households with high-consumption devices. These customers stand to benefit the most from shifting flexible consumption into lower-priced periods. High prices, such as the peak of 24/06/2026 at 20:45 of 1038,25 euro/MWh, can be avoided or exploited by them, so why shouldn't we let them?

"We see a future where the average home looks very different from today," said Poppy Blautzik, Co-Founder and CMO of 10s Energy.

"Electric vehicles, batteries, heat pumps, and home automation will become commonplace. The households that understand how to work with the energy market will have a significant advantage. We're building the tools and products that make that possible."

Early Demand Signals Strong Interest

Ahead of launch, 10s Energy began collecting early-access registrations to validate market demand. Initial testing generated strong interest from consumers looking for alternatives to traditional energy products, confirming growing awareness that energy flexibility can create meaningful savings. The company is initially launching in Belgium, with plans to expand both geographically and into additional consumer energy products that help households benefit from increasingly dynamic energy markets.

A Bigger Vision

10s Energy sees dynamic pricing as just the beginning. The company's long-term vision is to build a portfolio of consumer-focused energy products that make energy markets more accessible, transparent, and beneficial for everyday households. As renewable generation increases and electricity markets become more dynamic, consumers will have more opportunities than ever before to actively manage their energy use. 10s Energy intends to make those opportunities easy to understand and easy to access.

About 10s Energy

10s Energy is a next-generation energy company helping consumers benefit from dynamic electricity markets. Starting with access to 15-minute market pricing, the company is building products designed for the realities of modern energy consumption, including electric vehicles, home batteries, heat pumps, and smart homes. 10s Energy launches first in Belgium with a vision to make the energy transition work better for consumers.

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