RELEVANT FACT

Endesa, S.A. publicly discloses the main guidelines of its future Strategic Plan, as they have been devised by Synergies, Strategy and Industrial Plan Committee. The disclosure of this document is made in view of the imminent presentation by Enel S.p.A. of its Industrial Plan to the market and having the intention of incorporating, in accordance with its own criteria and judgement, certain hypothesis and plans stemming from such main guidelines.

The Synergies, Strategy and Industrial Plan Committee is responsible for reporting and presenting preparatory work to the Board of Directors in relation to such matters. It is must be warned that this document has not been presented to the Board of Directors of Endesa, S.A., which is the relevant corporate body to whom ultimately and exclusively, according to its by-laws, corresponds the establishment of the corporate strategy, therefore nor the preparation of this document by the Synergies, Strategy and Industrial Plan Committee nor its disclosure may in any way be understood as a prejudgment of any future decision by the Board of Directors of Endesa, S.A. on any of the issues herein disclosed.

Madrid, 12 March 2008

Main guidelines of Endesa's future Strategic Plan

Dow Jones Sustainability Indexes
Member 2007/08

12 March 2008

New strategic priorities aimed at changing the energy model…

1. Promotion of a new global, sustainable energy model in our target markets.
2. Strong growth at our businesses to uphold our leadership in the Iberian and Latin American markets and enter new markets.
3. Double digit earnings growth.
4. Synergy Plan above our initial estimated targets.
5. Greater security of supply of primary energy sources.

The Strategic Plan will ensure that Endesa rolls out A NEW VIABLE LONG TERM ENERGY MODEL which is compatible with GROWTH and VALUE CREATION

…with ambitious targets…

1. Promotion of a new global, sustainable energy model in our target markets.	▪ Creation of a **Renewables Newco** in June 2008. ▪ Active presence in the **leading global** renewable energies company. ▪ **CO_2 emissions factor reduced** by over 50%. ▪ **6,700 MW** of installed capacity in renewables in 2007.
2. Strong growth at our businesses to uphold our leadership in the Iberian and Latin American markets and enter new markets.	▪ **€24.4 bn** in investment in 2002-2012, **27% higher** than the previous Strategic Plan. ▪ **Over 10,000 MW** of new capacity. ▪ Leveraging opportunities in **new markets**: Mexico, UK, USA, Asia, etc.
3. Double digit earnings growth.	▪ Compound annual growth rate **(CAGR) of 10.9%** in ordinary income to 2012. ▪ **Ordinary income of €3,461M** and EBITDA of €9,491M in 2012.
4. Synergy Plan above our initial estimated targets.	▪ Some **€680M** in synergies in 2012 already identified. ▪ Additional synergies in Latam (**30 projects** in progress). ▪ **Additional projects** (best practices Enel-Endesa in O&M, joint Enel-Endesa operations in fuel management, coordination between Acciona-Enel-Endesa in trading in Europe, etc.)
5. Greater security of supply of primary energy sources.	▪ Joint developments with core shareholders: **greater contracting volume and capacity**. ▪ **Risk** diversification. ▪ Diversified **gas contracts.** ▪ Indexed **coal contracts.**

...based on a strong starting point…

Unique assets platform:

- Present in 9 countries
- Installed capacity of 37 GW
- 25 million customers
- 24,500 employees
- €48bn of assets
- 7th largest utility in the world by EV

Risk management due to balanced asset portfolio which provides stable cash flows:

- Geographically diverse asset portfolio
- Technologically diversified generation mix
- Balanced generation and sales position

Privileged position due to sound financials:

- Debt currency mix in line with cash flow mix
- Suitable debt structure against backdrop of rising interest rates
- 2007 leverage = Debt/EBITDA 3x

Data at year end 2007 excluding assets for sale and Ecyr

... and strength thanks to joint developments with core shareholders.

Exceptional track record in renewables

Creation of a leading global renewable energy company:

- Geographic presence and technological know-how, greater than the leading global operators
- Improved generation/supply balance in the Iberian market
- Endesa's human and territorial wherewithal help the project advance

Obtaining synergies

Transfer best practices and ensure operating synergies:

- Transferring best practices/economies of scale
- Digital metering technology
- R&D: coordination of common projects
- Experience in obtaining margins in services rendered

Greater volume and capacity to commit to projects which require integrated energy solutions

Upstream in fuels:

- Increased critical mass in contracting
- Risk diversification
- Diversified offer of compensatory infrastructure in countries supplied

Core shareholders have capacity to commit to jointly leveraging development opportunities through coordinated actions aimed at optimising Endesa's strategy

Active presence in leading global renewable energies company

A leading global company will be created following the integration of Acciona Energía-Renovables Endesa

Proven strengths

Excellent management capacity

- 6,700[1] MW total installed capacity in 2007
- 1,500[1] MW total brought on stream in 2007 (organic development), of which 957 MW were installed in Spain (390 MW more than main competitor)
- Management team with clear leadership, recognised by the sector and the market

Geographically diversified complementary pipeline

- Projects in 14 countries and four continents
- Pipeline in 20 countries

Technological positioning

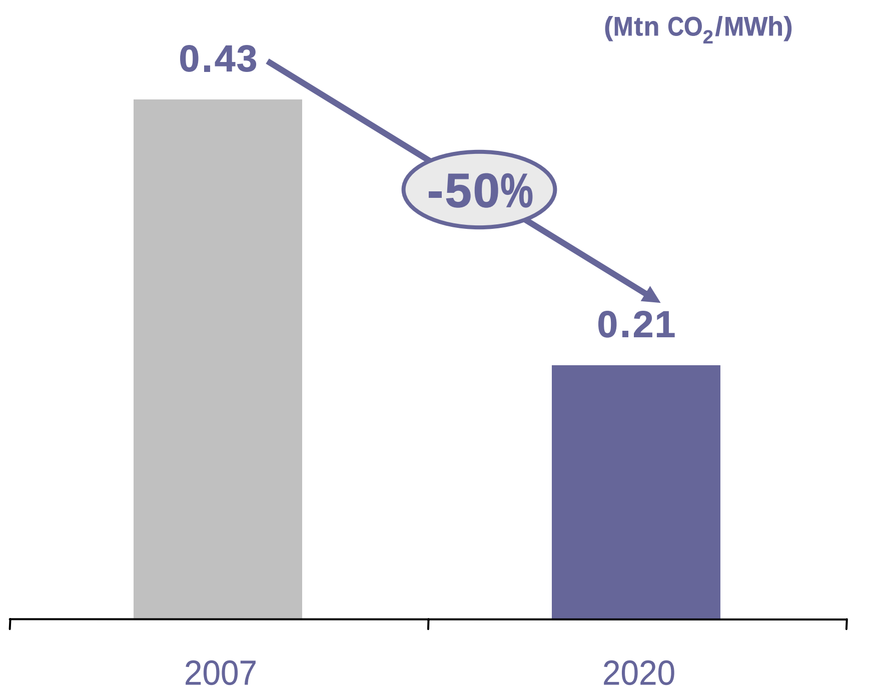
- Technologies mix: wind, solar thermal, biomass, mini hydro

Creation of a Renewables Newco in June 2008

(1): Excluding cogeneration. For Endesa this includes data for Spain and Portugal, Latam and Europe. Source: Publicly available information from companies

Reduce CO2 emission factor

Joint emission factor Endesa + Renewables Newco 2007-2020



Action plan

- Improve ordinary mix: Capacity plan based on CCGT and hydro
- Greater participation in renewables with integration of Acciona Energía
- Additional measures: Environmental RD&i projects

Endesa and Renewables Newco business plans will lead to a reduced joint emission factor of over 50% in 2020 vs. 2007

Note: 2007 data pending certification

Principles of Endesa's 2008-2012 Investment Plan

To achieve its new strategic goals, Endesa will launch a new cycle of investments

Financial potential

- Current financial soundness
- Cash-flows stability
- Further increase in financial soundness due to asset sales
- Keep A- rating

2008-2012 Investments: €24.4bn (1)

- Organic growth: €18.4 bn
- Complementary organic investments: €2.5 bn
- Businnes development: €3.5bn
- Total investments 27% higher than previous Plan

Flexibility

- Analysis of complementary organic and acquisition opportunities up to €6bn
- Capital allocation based on returns and strategic prioirity
- Total investments: €24.4bn

New dividend policy (2)

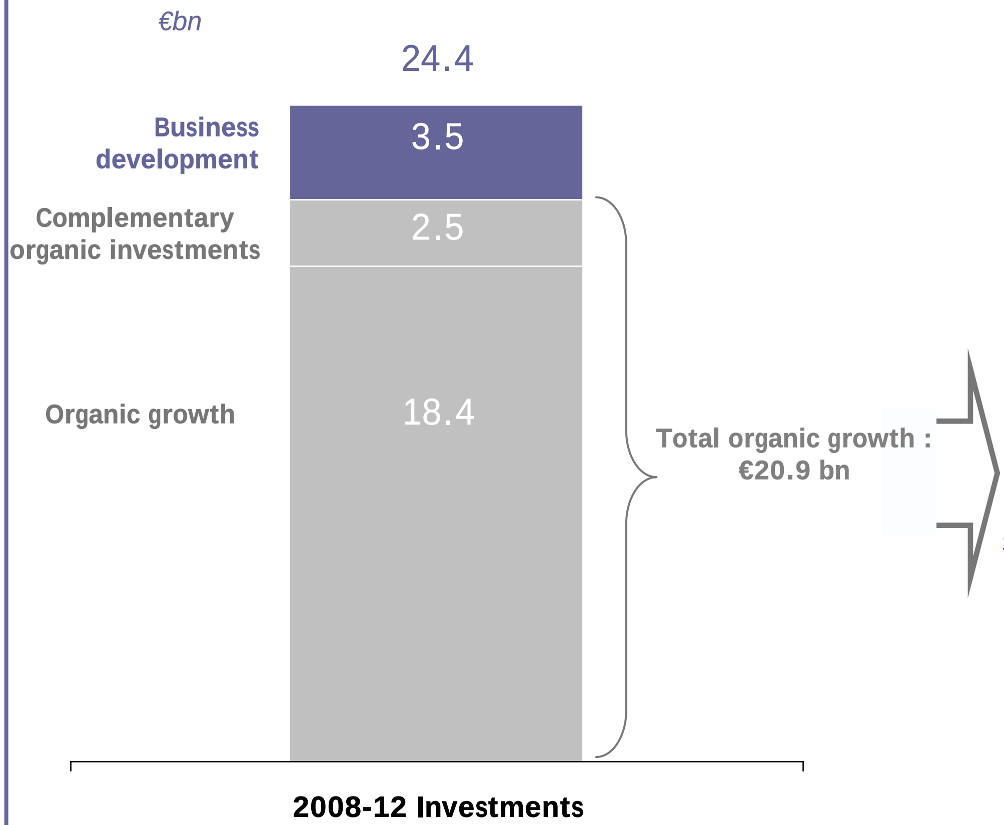
- 50% Pay-out of Ordinary Income
- Up to 100% pay-out of capital gains from asset sales, depending on quality and timing of investment opportunities

(1) It does not include investments to be made by Newco Renovables

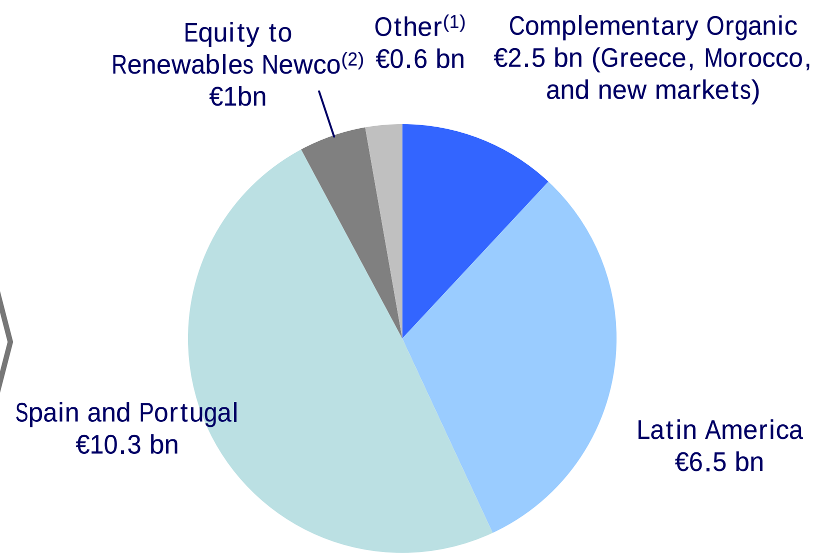
(2) Dividend policy to be approved by General Shareholders' Meeting

Organic and business development investments

Investment Plan 2008-2012: €24.4bn



Geographical breakdown of organic investments: €20.9bn



(1) Corporate

(2) It does not include investments to be made by Newco Renewables

Leadership in Iberian market

The business in Spain and Portugal

Market outlook

- Mainland demand: +3.8% CAGR 2007-2012
- Non-mainland demand: +5.1% CAGR 2007-2012
- Capacity reserve margin down:
  - 2007: 1.15
  - 2012: 1.11
- Deregulation underway:
  - 1/1/09: Tariff of last resort recognising real cost of energy

Action plan

Increase generation share via Capacity Plan (+4,838 MW):

- Mainland: CCGTs and peak
- Non-mainland: to address demand growth
- Generation/Sales hedging strategy
- Lower exposure to CO_2 due to improved mix

Defending Supply share:

- Strong starting point: 53% share
- Bolster position in profitable value-added products and services providing business with returns

Growth in Distribution:

- More favourable regulation
- Roll out of digital metering (100% in 2015)
- Quality of supply (maintaining a level higher than the average in Spain)

Leadership in Latin American market

Latin America

Market outlook	Latin America
▪ Demand to rise >5% on average in next five years in countries where Endesa is present ▪ Significant needs for new capacity in the region ▪ Right economic signals: tight reserve margins and increase in regulated monomic prices	▪ **Roll out of capacity plan in Chile, Colombia and Peru (+1,938 MW)** ▪ **Increase generation share in Brazil (+200 MW)** ▪ **Development of renewable energies: environmental requirements offer important business opportunities**

Additional growth opportunities

Grounds for analysis and potential development of additional investments

Starting point

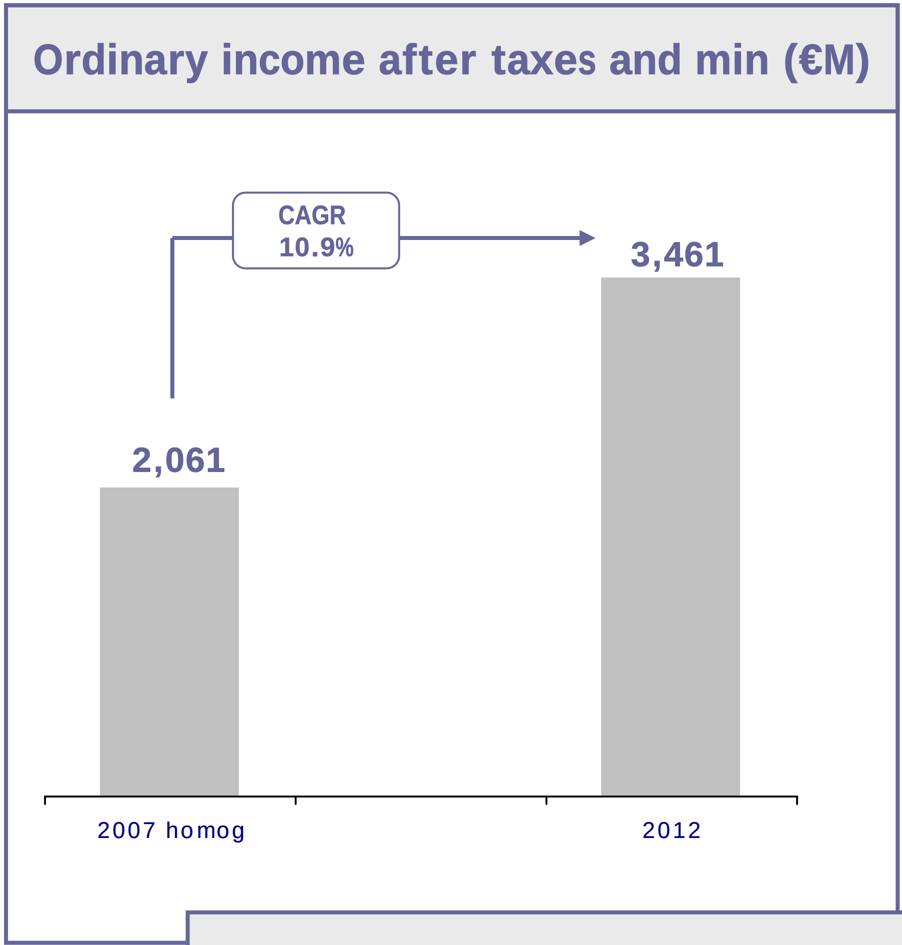
- High financial potential to develop investment projects/new businesses.
- Various M&A opportunities under analysis that provide a clear strategic fit within Endesa's portfolio.
- Scope for opportunities to help lock up primary energy sources.

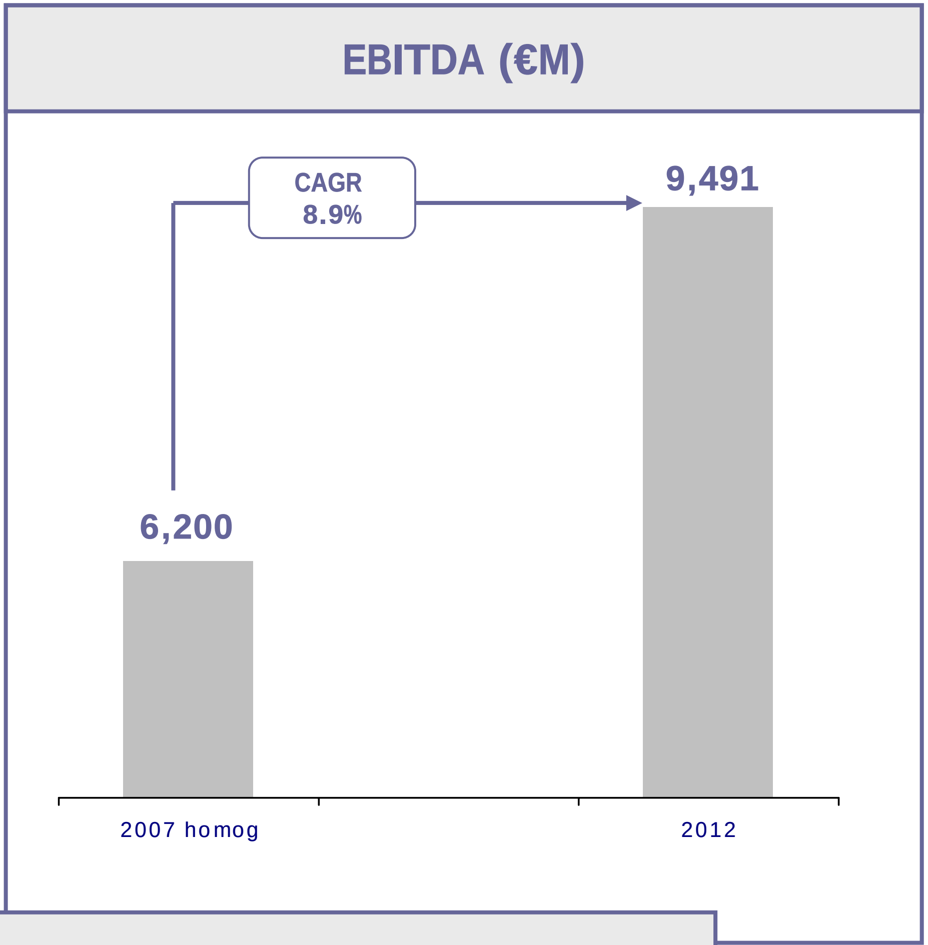
Strategic guidelines for non-organic growth

- Prioritise analysis of M&A opportunities in the markets where Endesa is already present
- Analysis of opportunities in certain target markets: Mexico, USA, UK and then Australia and SE Asia
- Analysis of upstream gas and coal investment opportunities
- Compliance with strict returns and strategic fit criteria

Scope for additional value creation

Ordinary income: +10.9% (CAGR) up to 2012



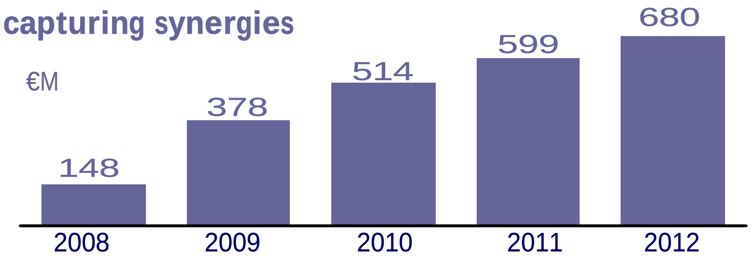


Ordinary net income of €3,461 M and EBITDA of €9,491M in 2012

Additional synergies and efficiencies

Plan announced in December 2007: €680M

Timeline for capturing synergies



Identifying additional synergies/ efficiencies in Latam

- 30 projects under way at distribution and services companies
- Initial impact already seen in February 2008: +€47M in EBITDA 2012 and €7M in Capex
- Underway, analysing rollout of digital metering plan for Latam distribution companies

Other specific projects underway

- Applying Enel – Endesa best O&M practices in CCGTs/hydro (Spain, Latam)
- Joint operations with Enel – Endesa in fuel management: purchasing point, preliminary assessment of upstream gas and coal projects
- Trading in Europe: coordination with Enel and Acciona
- Roll out of Digital Metering Plan (electronic meters)

Note: See detailed information on page 32

Bolster Endesa's primary energy hedges

Endesa's hedging strategy

Gas	Coal
▪ Diversified contracts ▪ Potential analysis of equity gas operations (jointly with core shareholders)	▪ Long term physical needs hedged ▪ Indexed contracts. Indexation risk offset by hedges ▪ Analysis of vertical integration transactions/reserves

Joint development advantages with core shareholders

- Greater volume and capacity to commit to these projects
- Risk diversification
- Compensatory infrastructures in countries supplied

Commitment to guaranteeing supply at a competitive and predictable cost is key to creating value in the long term

Conclusions

Endesa's Strategic Plan will provide its target markets with a new sustainable energy model and unlock significant opportunities for growth and returns

New sustainable energy model

- Active presence in the leading global renewable energies company
- CO_2 emission factor reduced by 50% to 2020

Growth

- €24.4bn of investments
- Double digit earnings growth
- Enter new targets and apply new technology

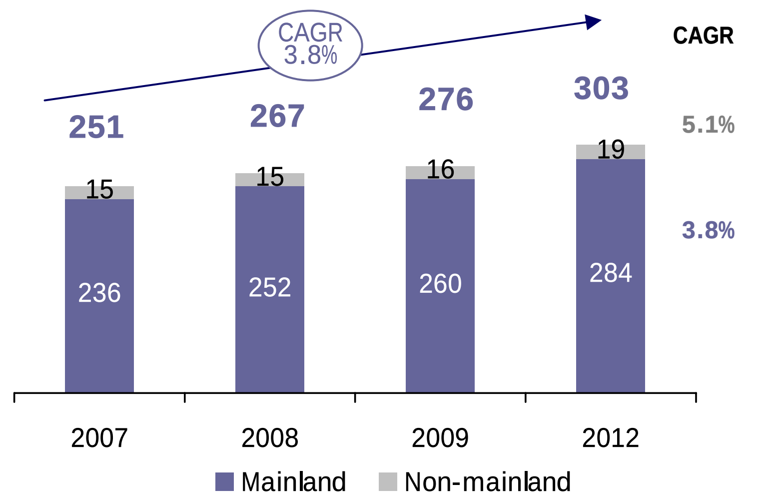
Returns

- Sound dividend policy
- Based on high earnings growth and asset disposals

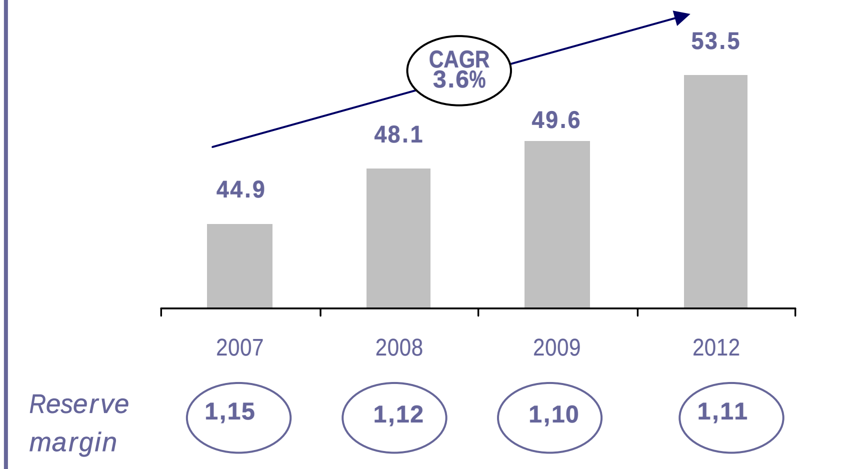
Appendix: Additional information by business

Strong market fundamentals in the Spanish Electricity Market

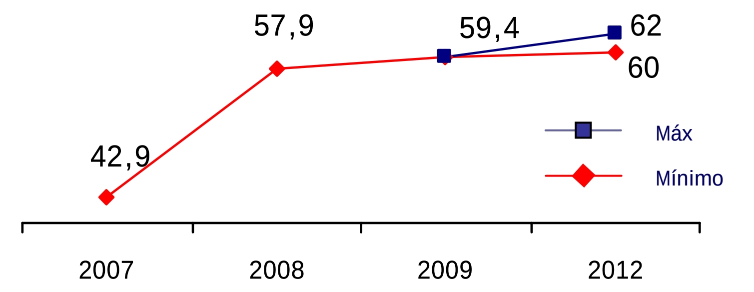
Energy demand growth (TWh)



Mainland peak demand growth (MW) and reserve margin trend



Pool price evolution (1) (€/MWh)



Market main features

- Towards full market liberalization
- Increase in renewable and CCGT capacity
- Decease in gas/oil and coal

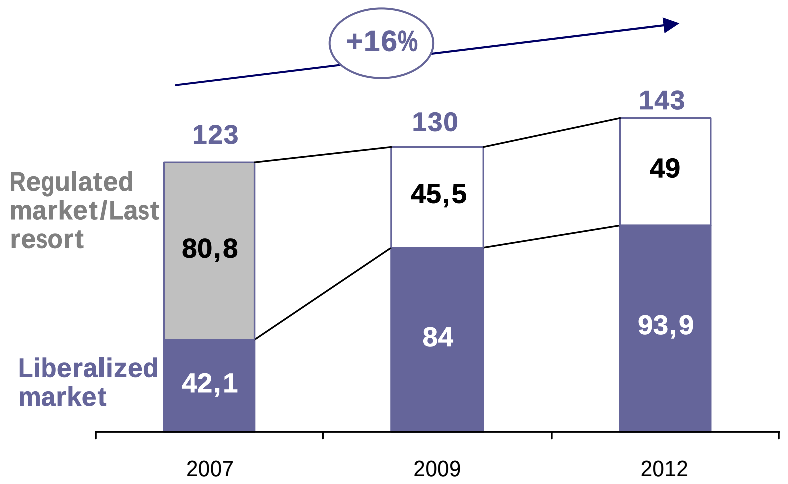
(1) Capacity payment not included

Regulatory framework evolution

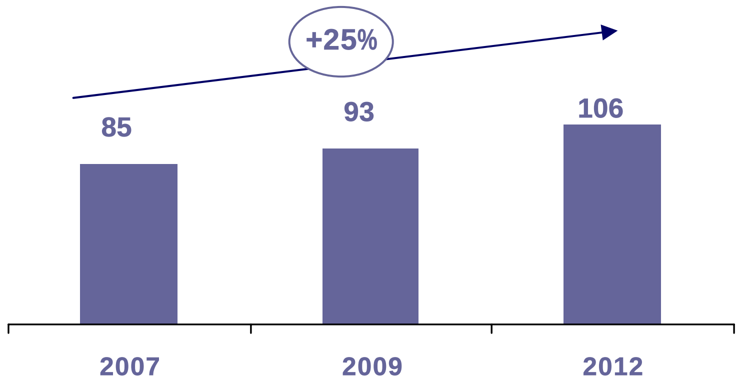
Key issue	Main features	Implications
Full market liberalization	100% of clients are elegible Gradual cancellation of regulated tariff: June 2008: HV clients January 2009: MV clients January 2011: LV clients> 15 KW "Last resort" model with recognition of real cost of energy	**Remain the leading player in the liberalized market**
CO_2 decree	Law proposal will be debated in the Spanish Parliament Still to be translated into norms	**Common industry position**
Electrical distribution remuneration model	Presently: individual remuneration for each distributor with (i) specific efficiency factor and (ii) recognition of specific demand increase RAB model regulation approved Time schedule and process established to implement the digital metering system nation wide	**Positive framework for:** **(i) new investments** **(ii) losses reduction** **(iii) quality improvement**
Capacity payment scheme	Availability New capacity Investment in desulphurization	**Remuneration needs to increase in order to properly support new capacity**

Leading and balanced position in generation and sales…

Endesa total sales (TWh) [1]



Endesa Generation output (TWh) [1]



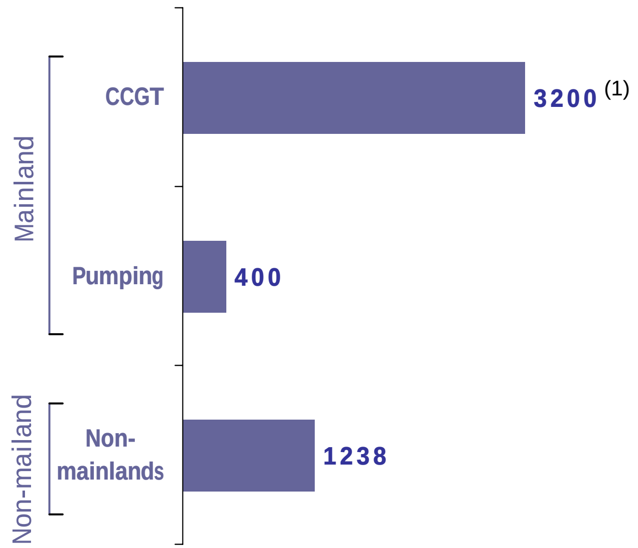
Main drivers

- Strong present position:
  - 41% total sales market share
  - 52.6% liberalized market share
- An efficient sales organization
- Dual fuel offering
- An increasing portfolio of added value services

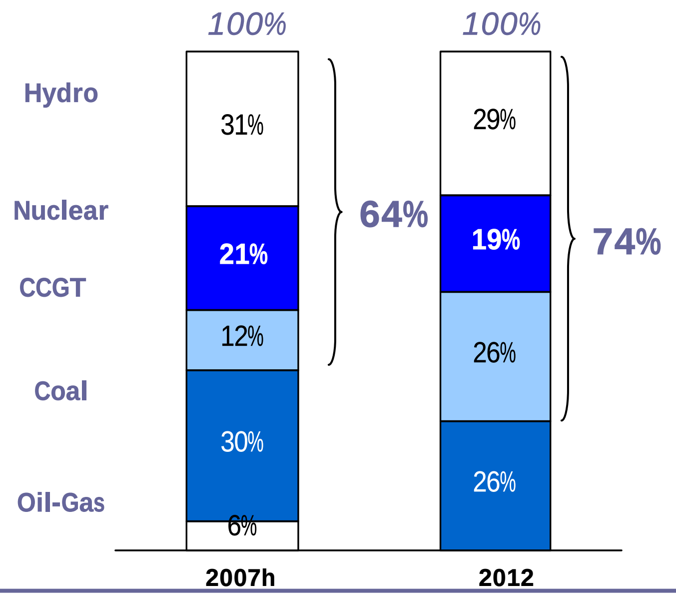
(1) Including mainland, non-mainland systems, Portugal and Andorra. 2007 data do not include assets for sale. Data in bc

...through Capacity Plan

Capacity Plan 2008-2012: +4,838 MW



Mainland generation mix evolution (1) (MW)

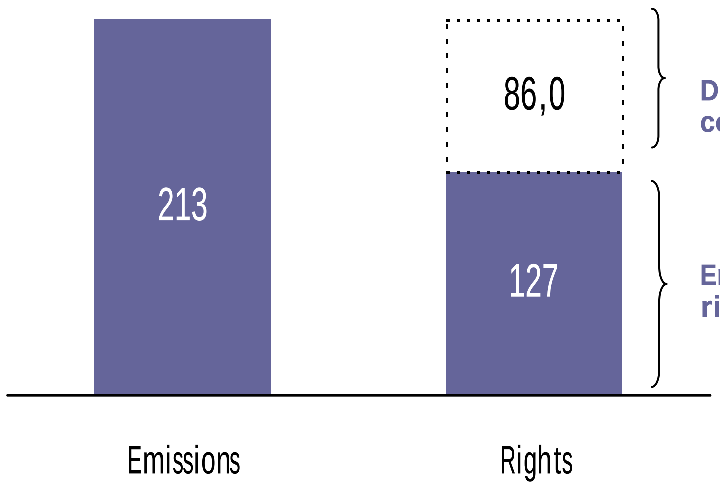


- Towards a generation platform:
  - Wider
  - Cleaner
  - Balanced
  - Flexible
- To competitively support and hedge the sales position

(1) Includes Portugal. 2007 net of asset disposals

Strong position in CO_2 emission rights

CO2 Emissions and rights[1], 2008-2012 (MtCO2)



Deficit to be covered by

- **CDM[(2)] 53 Mtn** → Projects with ERPA contract signed or (LoI) and price defined — **91 MtCO2e**
- **Mercado 33 Mtn** → Emissions right to be acquired in the market

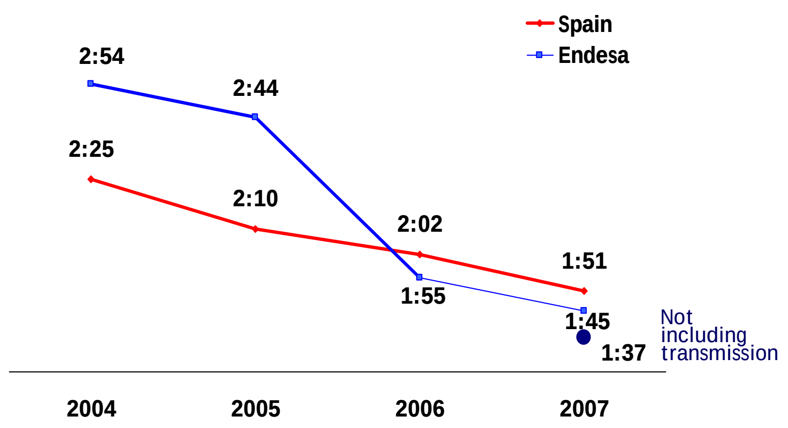
Emissions rights assigned

(1) The information included on the following slide represents Endesa's Spanish entire generation assets, i.e., including the non-mainland systems

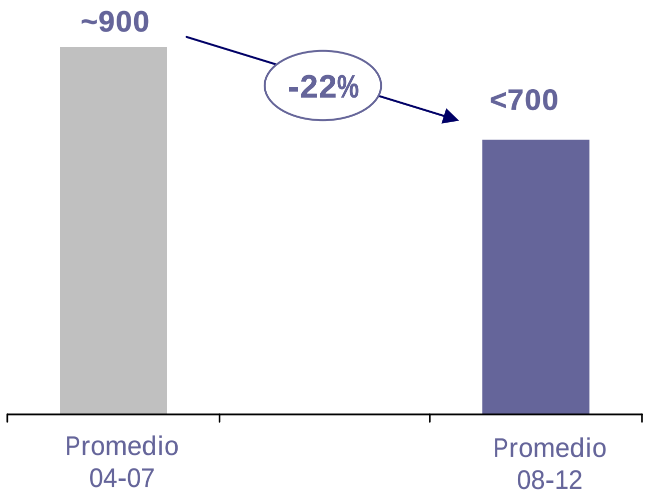
(2) CDMs can be used up to 42% of assigned rights (i.e.53 $MtCO_2$).

Leading position in Distribution and Synergy Plan

Interruption Time in Distribution (h:mm/year)



Investments (€M/year)

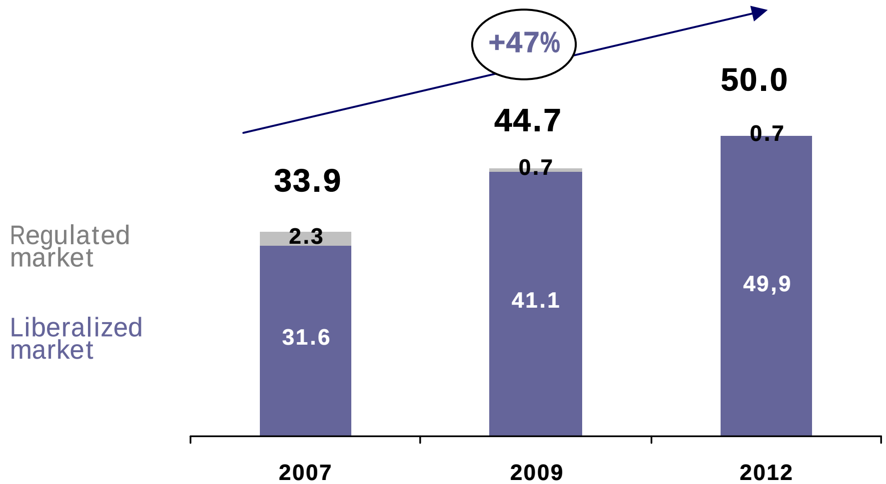


- After relevant investments in recent years, capex in distribution will focus on :
  - Keep quality at actual levels, better than Spanish market average
  - Anticipate market growth: CAGR 08-12 3.9%
- Execution of the synergy plan

- Implementation of the digital metering system:
  - 13 million meters
  - full digital coverage by 2015

In the gas market, Endesa is to strengthen its current no.2 position

Endesa total gas sales (TWh)



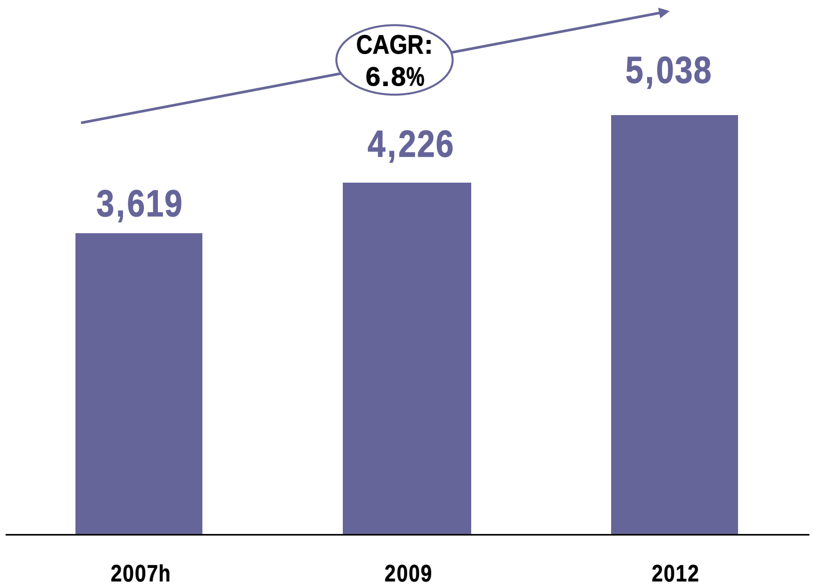
	2007	2009	2012
Endesa share on total Spanish gas market	14%	18%	20%

Main drivers

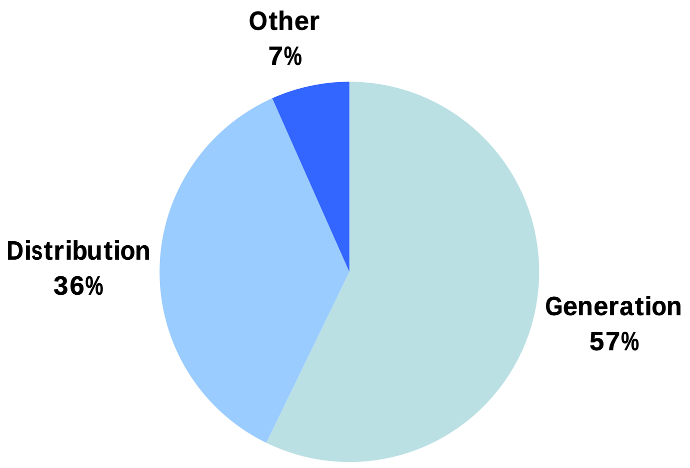
- Leveraging on:
  - Strong market growth (4.8%)
  - Good present position
  - Existing effective sales organization
  - Dual fuel offering
  - Ability to source gas competitively
- Opportunities to increase transmission and distribution gas businesses through:
  - Concessions
  - Administrative authorizations

Endesa is to invest €10.3 bn in Spain and Portugal, with a strong increase in EBITDA

EBITDA (M€)



Investments 2008-2012: €10.3 bn



Note: 2007 net of asset disposals

Andinian countries - Chile, Colombia and Peru – market outlook

	Monomic regulated price USD/MWh (2007 / 2004 / 2002)	Demand growth 2007-2012 CAGR, %	Reserve margin 2012	Country risk S&P rating	Regulatory framework
Chile	81,0 / 41,6 / 33,1	6.5	18%	A+	• Advanced and Stable
Peru	36,3 / 34,5 / 36,3	6.2	16.3%	BB+	• Advanced and Stable
Colombia	38,6 / 29,7 / 23,6	4.4	6.4%	BB+	• Advanced and Stable

2002 2004 2007

- Favourable country outlook
- Advanced and stable regulatory framework
- Strong demand growth
- Need for new capacity

Leadership in the Andinian area in generation and distribution

Colombia

Generation:

- A total of 259 MW to be added

Distribution

- Sales growth: +6.4% (CAGR 07-12)
- Losses reduction: 1.3% (07-12)
- Cash-cost/MWh reduction: -16%

Chile

Generation:

- A total of 1,480 MW to be added

Distribution

- Sales growth: +6.1% (CAGR 07-12)
- Cash-cost/MWh reduction: -22%

Peru

Generation:

- A total of 199 MW to be added

Distribution

- Sales growth: +6.0% (CAGR 07-12)
- Cash-cost/MWh reduction: -26%

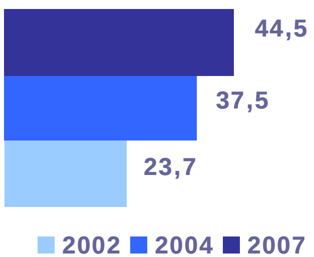
- **A total of 1,938 MW to be added**
- **Efficiency and losses reduction programs in distribution**
- **Considering potential distribution company acquisition**

Efficiency improvement data relates to 2007-12 period

Brazil: Market fundamentals and strategy

Market fundamentals

Monomic regulated price
USD/MWh



Demand growth 2007-2012
CAGR, %

5.6

Reserve margin
2012

1%

Country risk S&P rating BB+

Regulatory framework Stable

- **Largest market in the region**
- **Strong demand growth**
- **Improving country outlook and regulation framework**

Endesa Plan highlights

Generation

- A total of 200 MW to be added
- Consider potential acquisition opportunities in hydro

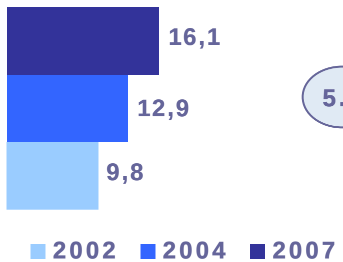
Distribution

- Sales growth: +5.6% (CAGR 07-12)
- Losses reduction:-2.9% (Ampla)
- Cash-cost/MWh reduction:
  - Ampla: -29%
  - Coelce: -12%

Argentina: regulatory framework started to improve in distribution where Endesa intends to invest capturing growth

Market fundamentals

Monomic regulated price
USD/MWh



Demand growth 2007-2012
CAGR, %

5.0

Reserve margin 2012

15%

Country risk S&P rating

B+

Regulatory framework

Evolution being debated

- **Economic recovery**
- **Still partially uncertain regulatory framework**

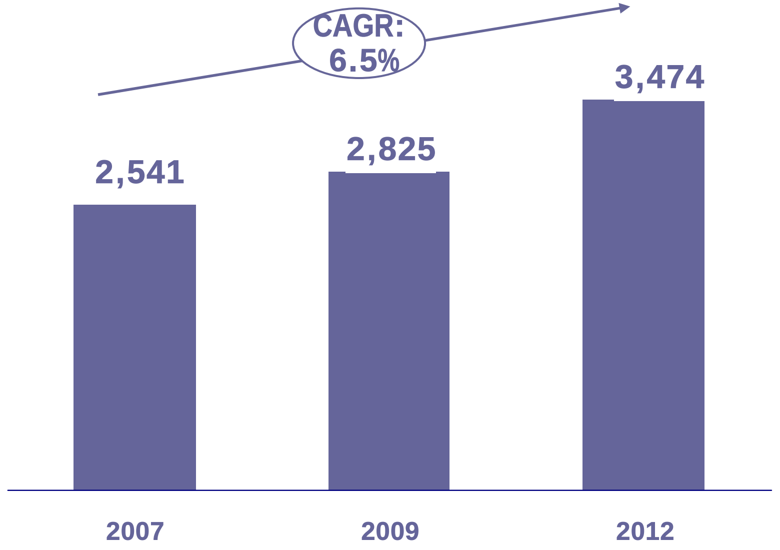
Endesa Plan highlights

Distribución

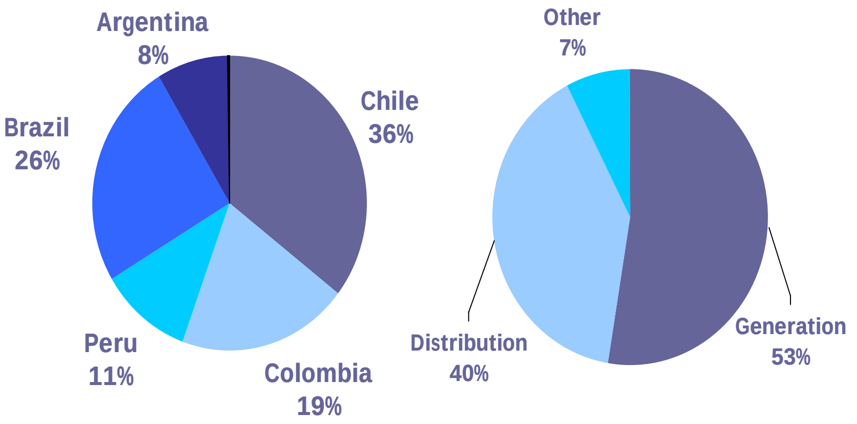
- Sales growth: +5.0% (CAGR 07-12)
- Losses reduction: -0.6% (07-12)
- Cash-cost/MWh increase: +24% vs. 2007

Endesa is to invest €6.5bn in Latin America, increasing EBITDA by 6.5% per year

EBITDA (M€)



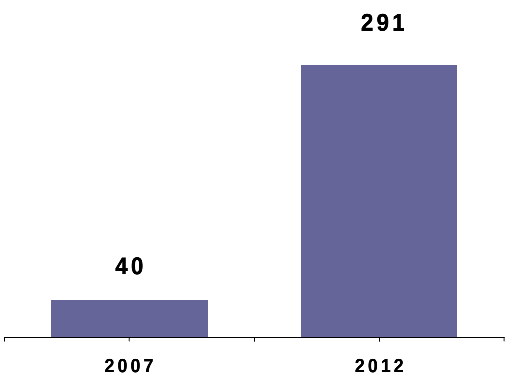
Investments 2008-2012: €6.5bn



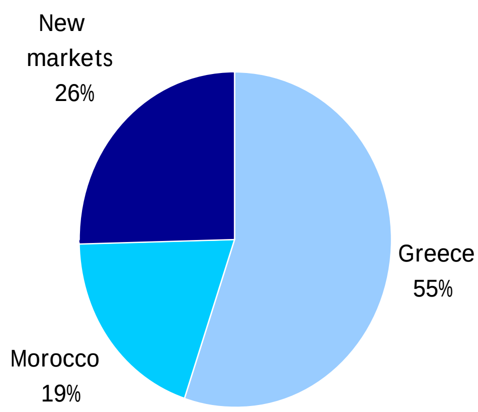
- **New capacity 2008-2012: 2,138 MW**

Additional organic investment. EBITDA and installed capacity

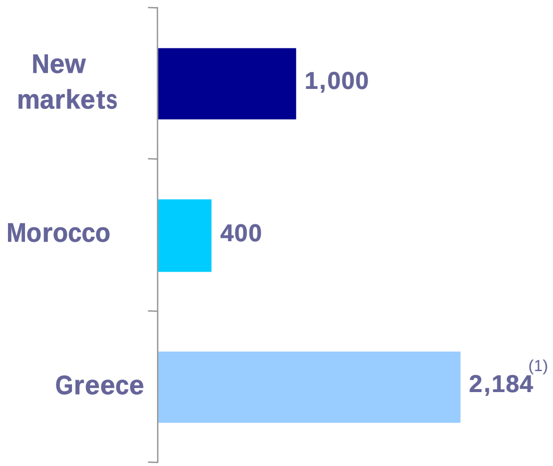
EBITDA (€M)



Investment Plan: €2.5 bn



Installed capacity 2008-12

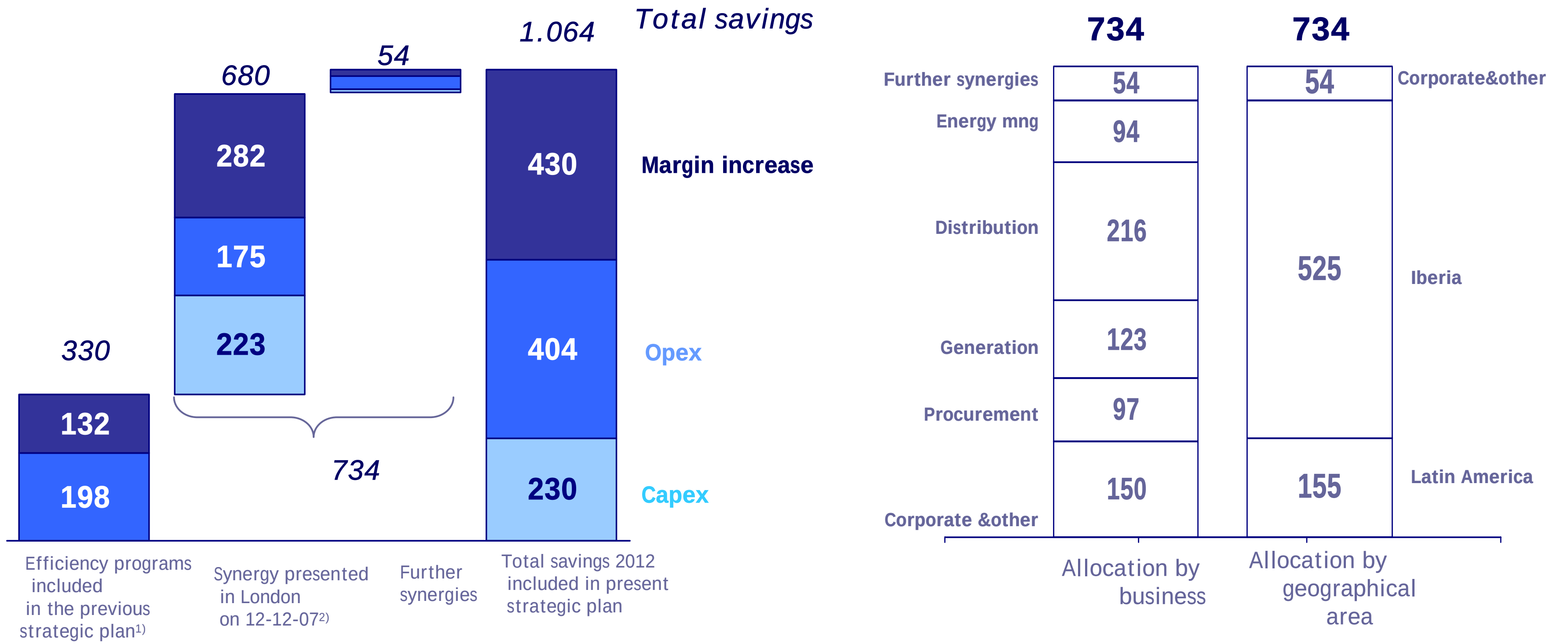


- **Development of projects in Greece included in the Endesa Hellas business plan in sync with Enel and Acciona's Greek operations.**
- **Construction of a new CCGT in Morocco and the associated gas supply infrastructure.**
- **Development of CCGTs in new markets with a strategic fit.**

(1) Includes Endesa Hellas CHP (334 MW), for which investment has already been committed

Best practice sharing and economy of scale savings

Annual saving in 2012 (€M)



- Defined synergies: structured implementation on going
- Additional synergies: over 30 projects in progress, mainly in Latin America. **Under analysis, additional initiatives in other areas**

1) Savings net of Europe till 2011
2) Synergies and efficiencies in 2012 identified though the new shareholders structure. Gross of implementation costs

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The Synergies, Strategy and Industrial Plan Committee is responsible for reporting and presenting preparatory work to the Board of Directors in relation to such matters. It is must be warned that this document has not been presented to the Board of Directors of Endesa, S.A., which is the relevant corporate body to whom ultimately and exclusively, according to its by-laws, corresponds the establishment of the corporate strategy, therefore nor the preparation of this document by the Synergies, Strategy and Industrial Plan Committee nor its disclosure may in any way be understood as a prejudgment of any future decision by the Board of Directors of Endesa, S.A. on any of the issues herein disclosed.

This document contains certain "forward-looking" statements regarding anticipated financial and operating results and statistics and other future events. These statements are not guarantees of future performance and they are subject to material risks, uncertainties, changes and other factors that may be beyond ENDESA's control or may be difficult to predict.

Forward-looking statements include, but are not limited to, information regarding: estimated future earnings; anticipated increases in wind and CCGTs generation and market share; expected increases in demand for gas and gas sourcing; management strategy and goals; estimated cost reductions; tariffs and pricing structure; estimated capital expenditures and other investments; estimated asset disposals; estimated increases in capacity and output and changes in capacity mix; repowering of capacity and macroeconomic conditions. For example, the EBITDA (gross operating profit as per ENDESA's consolidated income statement), Investment Capacity Plan and synergies targets for future years included in this document are forward-looking statements and are based on certain assumptions which may or may not prove correct. The main assumptions on which these expectations and targets are based are related to the regulatory setting, exchange rates, divestments, increases in production and installed capacity in markets where ENDESA operates, increases in demand in these markets, assigning of production amongst different technologies, increases in costs associated with higher activity that do not exceed certain limits, electricity prices not below certain levels, the cost of CCGT plants, and the availability and cost of the gas, coal, fuel oil and emission rights necessary to run our business at the desired levels.

In these statements we avail ourselves of the protection provided by the Private Securities Litigation Reform Act of 1995 of the United States of America with respect to forward-looking statements.

The following important factors, in addition to those discussed elsewhere in this document, could cause actual financial and operating results and statistics to differ materially from those expressed in our forward-looking statements:

Economic and industry conditions: significant adverse changes in the conditions of the industry, the general economy or our markets; the effect of the prevailing regulations or changes in them; tariff reductions; the impact of interest rate fluctuations; the impact of exchange rate fluctuations; natural disasters; the impact of more restrictive environmental regulations and the environmental risks inherent to our activity; potential liabilities relating to our nuclear facilities.

Transaction or commercial factors: any delays in or failure to obtain necessary regulatory, antitrust, internal and other approvals for our proposed acquisitions, investments or asset disposals, or any conditions imposed in connection with such approvals; our ability to integrate acquired businesses successfully; the challenges inherent in diverting management's focus and resources from other strategic opportunities and from operational matters during the process of integrating acquired businesses; the outcome of any negotiations with partners and governments. Delays in or impossibility of obtaining the pertinent permits and rezoning orders in relation to real estate assets. Delays in or impossibility of obtaining regulatory authorisation, including that related to the environment, for the construction of new facilities, repowering or improvement of existing facilities; shortage of or changes in the price of equipment, material or labour; opposition of political or ethnic groups; adverse changes of a political or regulatory nature in the countries where we or our companies operate; adverse weather conditions, natural disasters, accidents or other unforeseen events, and the impossibility of obtaining financing at what we consider satisfactory interest rates.

Political/governmental factors: political conditions in Latin America; changes in Spanish, European and foreign laws, regulations and taxes.

Operating factors: technical problems; changes in operating conditions and costs; capacity to execute cost-reduction plans; capacity to maintain a stable supply of coal, fuel and gas and the impact of the price fluctuations of coal, fuel and gas; acquisitions or restructuring; capacity to successfully execute a strategy of internationalisation and diversification.

Competitive factors: the actions of competitors; changes in competition and pricing environments; the entry of new competitors in our markets.

Further details on the factors that may cause actual results and other developments to differ significantly from the expectations implied or explicitly contained in the document are given in the Risk Factors section of the ENDESA Share Registration Statement filed with the Comisión Nacional del Mercado de Valores (the Spanish securities regulator or the "CNMV" for its initials in Spanish).

No assurance can be given that the forward-looking statements in this document will be realised. Except as may be required by applicable law, neither ENDESA nor any of its affiliates intends to update these forward-looking statements.