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PRESS RELEASE

GEN-I Becomes a Global Energy Trader with Entry into the U.S. Market

Houston, February 17, 2026 – With the opening of its subsidiary GEN-I Trading North America LLC in Houston, the GEN-I Group has entered the American energy market, establishing itself as a global player in the international business environment. The GEN-I Group now operates in 27 countries, stretching from the USA and the UK in the west to Turkey and Ukraine in the east.

Entering the U.S. market - one of the most demanding and advanced energy markets in the world - represents a historic milestone for both GEN-I and the Slovenian energy sector. By establishing a company in Houston, one of the world's energy capitals, the GEN-I Group will gain direct access to key markets and partnerships with the world's largest energy corporations.

"The expansion into the USA is a milestone in GEN-I's evolution into a global energy trader operating across multiple continents. It is also a significant recognition of our expertise, reliability, and innovation," said Maks Helbl, President of the Management Board of GEN-I, at the launch of trading on the new continent.

"We are proud that our knowledge and experience allow us to compete in the most demanding global markets. The decision to cross the ocean is the result of careful consideration and a strategic vision. We look forward to the challenges of the American market, as it differs from European ones. Through our presence in the U.S., we want to prove that companies from smaller countries can co-create the future of energy on a global scale. International recognition, strengthening the national brand, and opening new business paths are vital elements of long-term economic prosperity," added Helbl.

The North American market is among the most dynamic in the world. It combines traditionally strong energy companies and a sophisticated financial market with a rapidly growing sector of renewables, energy storage, and digital infrastructure, such as data centers. This combination creates a highly liquid, technologically advanced, and fiercely competitive market where speed, analytics, and the ability to manage complex risks are paramount. This is an environment where GEN-I, with its advanced trading model and digital solutions, sees significant opportunities for growth and value creation.

"In 2025, we built all the necessary trading, regulatory, and HR infrastructure, and formed a team in Houston that combines international experience with local expertise. Our U.S. team now joins more than 800 employees of the GEN-I Group. This intertwining of knowledge and cultures strengthens our competitiveness and our ability to create added value for customers and partners worldwide," emphasized Igor Koprivnikar, Ph.D., MBA, Member of the Management Board of GEN-I, speaking from the trading floor of the new Houston offices.

GEN-I Trading North America LLC is headquartered in Houston, the largest city in the state of Texas, which is considered one of the world's key energy hubs. It is home to the headquarters or regional offices of numerous energy multinationals and companies specializing in energy services, equipment, and research. This unique concentration of knowledge, capital, and infrastructure creates an environment that enables the rapid connection of ideas, partnerships, and global business opportunities on a global scale. This makes Houston a natural entry point for companies aiming to actively participate in the future development of global energy industry.



Following its recent recognition as the best European energy and power dealer in the prestigious global Energy Risk Commodity Rankings 2025, the GEN-I Group is consolidating its position as one of the leaders in international energy markets. While now operating across 27 countries, the Group remains committed to providing reliable, competitive, and sustainable energy supply to its customers in Slovenia and the broader region.

More about GEN-I Group:

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