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PRESS RELEASE

## High sales of heat pumps: demand increases by 1,300 percent

- **1KOMMA5° reports a 1,300 percent increase in sales in the heat pump segment. Whereas 50 heat pumps were sold in January 2024, this figure had risen to 700 by December.**
- **Prices for heat pumps have fallen by 5-8 percent on average. However, this is not a reason for the increased demand, which is more likely due to the uncertain subsidy situation.**
- **Last year, 1KOMMA5° quadrupled the number of local companies installing heat pumps on site.**
- **The electricity price is the main factor determining the cost-effectiveness of the heat pump. Operating costs can be reduced significantly by using dynamic electricity tariffs and intelligent control.**

**Hamburg, Jan 21, 2025** – 1KOMMA5°, the Hamburg-based New Energy company and operator of the Heartbeat AI energy management software, has reported a significant increase in demand for heat pumps. The company achieved a 1,300 percent increase in sales in 2024, growing from 50 heat pumps sold at the beginning of the year to 700 in December. In total, the company, which was founded in 2021, sold around 4,000 heat pumps last year.

Sascha Koppe, CRO at 1KOMMA5°, explains: “The heat pump is the future of the heat transition in residential homes. The strongest growth comes from the combination with Heartbeat AI and our electricity price guarantee of 10 cents per kWh, making operating a heat pump incredibly cost-effective.”

1KOMMA5° operates around 80 locations worldwide, including acquisitions and new establishments: The local companies install solar systems, heat pumps, EV charging stations or even electricity storage systems in residential homes. These systems can then be integrated and optimized through the intelligent energy management software Heartbeat AI.

Jannik Schall, CPO and co-founder of 1KOMMA5°: “There’s a lot of uncertainty right now about the heating subsidy in Germany; people are still trying to make the switch. At the same time, prices for heat pumps have decreased by five to eight percent.” A key factor before making a purchase is the cost. Schall explains: “First and foremost, the electricity price is decisive for the

cost-effectiveness of the heat pump. With around 32 cents per kWh, it is currently at a high level nationwide, partly due to grid charges. We need dynamic electricity tariffs and smart meters across the board to reduce electricity costs. Our growth demonstrates that our system is effective and that customers clearly recognize the advantages of the heat transition under these conditions.”

With over 60 percent of its energy derived from renewable sources, Germany is generating more energy from wind and sun than ever before. The kWh produced by solar systems at midday is decreasing in value. In 2024, electricity prices on the electricity exchange have reached extremely low levels, including negative values, more frequently than ever. Meanwhile, electricity demand is rising due to transitions in heating and mobility. The key factor is when the kWh is required. The solution lies in flexibility from decentralized storage and consumption optimization. This flexibility becomes the currency that determines the costs for customers and the system: “If you operate and charge your heat pump, electric vehicle or energy storage system at the right time, you save money. With intelligent control – specifically through Heartbeat AI – the heat pump pays for itself sooner or later, even without subsidies,” states Schall.

Heartbeat AI, the artificial intelligence developed by 1KOMMA5°, helps households benefit financially from volatility while creating a solution to balance volatile renewable energy generation and consumption. Heartbeat AI purchases electricity on the spot market when prices are at their lowest and sells excess electricity back to the grid when prices peak. Low prices are automatically linked to lower CO2 emissions.

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## About 1KOMMA5°

1KOMMA5° is the CleanTech start-up for CO2-neutral energy, heat and mobility. Founded in Hamburg, Germany, in 2021, the company operates around 80 locations worldwide, serving as the one-stop shop for intelligent, integrated energy solutions such as photovoltaics, electricity storage, heat pumps and charging stations. Its core technology is the artificial intelligence Heartbeat AI; it currently optimizes more than 40,000 systems, creating Europe's largest virtual power plant that connects private customers with the energy market and controls electricity generation and sales in time with the wind and sun. 1KOMMA5° has already installed over 300,000 decentralized, controllable energy systems, creating CO2 savings of 14 million tonnes. By 2030, the company aims to convert more than 1.5 million buildings to a climate-friendly energy supply, thus contributing to achieving the Paris climate targets.

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