



Attributes raises €6 million seed round to scale its platform and build the digital backbone for energy commodities

Paris, 08/09/2025 – Attributes, a growing provider of digital infrastructure for energy commodities, has secured €6 million in seed funding to scale its platform and accelerate the development of a trusted, data-driven energy market. The round brings together a coalition of strategic partners - Equinor Ventures, ENGIE, AP Ventures, and Sustainable Future Ventures - who are joining forces to support the development of a more transparent, data-driven energy market.

Attributes' independent platform enables energy companies to digitally register the origin and emissions data of physical products, laying the foundation for differentiated energy offerings. This capability unlocks new commercial opportunities and empowers market participants to capture price premiums, comply with evolving regulations, strengthen supply security, and introduce innovative financial instruments such as emissions-adjusted pricing.

Attributes is collaborating with leading energy players such as ENGIE and Equinor as well as other users across natural gas, LNG, hydrogen, SAF, and power applications. These collaborations demonstrate the platform's potential to become the digital backbone of commodity markets, helping industry leaders build resilient, transparent, and sustainable supply chains.

The funding will accelerate Attributes' product development and commercial growth, with key hires in software, product, and business development. This investment supports the company's expansion into new markets and the rollout of innovative certification solutions for sustainable energy commodities.

Simone Pugliese, Attributes CEO, said:

"This round brings together the right set-up for the energy transition: leading industry and financial investors aligned to accelerate progress. Our digital platform to differentiate energy flows from production to end consumer by origin and specific characteristics is becoming essential to build markets with the right incentives for the transition and to reinforce energy security."

Henri Domenach, Managing Director of ENGIE Energy management activities, said:

"At ENGIE, we believe that collaboration and innovation are key to building a low-carbon future. Our involvement with Attributes reflects our commitment to digital solutions that enhance transparency and unlock new value across the energy ecosystem."

Katherine Peachey, Head of Equinor Ventures, said:

"Equinor Ventures is pleased to invest in Attributes as they develop digital tools to support certification in energy markets. High-quality, verifiable information about energy sources is essential to driving the energy transition."

Andrew Hinkly, Managing Partner of AP Ventures, said:

“AP Ventures is pleased to invest in Attributes. Certification helps highlight the unique value of sustainable energy commodities and plays a critical role in accelerating the energy transition. We look forward to working with the team and our co-investors to scale this independent capability across hydrogen and other clean molecules.”

About Attributes

Attributes helps natural energy players transform their ESG and operational data into real market value. By identifying, structuring, and securely transferring data using our blockchain-based platform, we make environmental information easy to track, credible, and useful, allowing our customers to streamline compliance, strengthen supply security and unlock premium pricing.

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