FOR IMMEDIATE RELEASE

Elestor appoints John Alper as CPO to accelerate commercial scale-up

Arnhem, 11th November 2026 | Elestor has appointed John Alper as Chief Product Officer, marking an important step in the company's transition towards commercial-scale deployment. With extensive experience in the energy storage industry, John will play a key role in Elestor's development as the company works towards becoming a commercial player in the growing long-duration energy storage market.

Elestor has developed and validated its hydrogen-iron flow battery technology for long-duration energy storage. As the company progresses towards its first commercial systems, the focus is increasingly shifting towards product industrialisation, commercial deployment and scaling the organisation to serve larger energy projects.

With more than 15 years of experience in energy storage, John Alper brings deep battery expertise, strong product leadership and hands-on experience in scaling emerging storage technologies. He has worked with companies including CMBlu Energy and VoltStorage, building experience across technology development, product development and commercial deployment. This background will be valuable as Elestor scales up towards commercial deployment.

> *"We have developed a strong technology* that is ready *to make a real impact in the energy transition. We are now moving into commercialisation, so more customers can benefit from what we have built. John Alper brings exactly the experience we need to help make that transition."*
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> **Hylke van Bennekom (CEO, Elestor)**

> *"Long-duration energy storage is becoming an increasingly important part of the energy system as the share of wind and solar continues to grow. Elestor has developed a fundamentally different storage technology with the potential to address that need. I'm excited to be part of the next phase and help bring it to scale."*
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> **John Alper (CPO, Elestor)**

The appointment comes as Elestor prepares for the next phase of its scale-up, progressing towards its first commercial-scale systems and larger deployments thereafter. Strengthening the organisation with experienced industry leadership is part of Elestor's strategy to establish itself as a commercial provider of long-duration energy storage.

For further information, please contact:
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About Elestor:
Elestor B.V. develops long-duration energy storage systems based on hydrogen-iron flow battery technology. The technology is designed for large-scale storage of renewable electricity and uses abundantly available materials. Elestor focuses on applications where long duration, safety, and cost-effective energy storage are essential for the energy transition. More information: www.elestor.com.

Attachments:
Photo John Alper (CPO), and photo with Hylke van Bennekom (CEO) and John Alper (CPO).