



HOW TO SURVIVE – AND THRIVE – IN EVEN THE TOUGHEST OF MARKETS, WITH GIANNIS KOMITAS

*He knows not his own strength who hath not met adversity
– William Samuel Johnson*

2022 will go down as a turning point in financial history. Inflation stopped the music, central banks have taken away the punch bowl, and the party is well and truly over for markets. It's time to look to for guidance amongst those who know how to survive – and thrive – tough times.

Giannis Komitas is COO of National Energy Holdings, a renewables investment platform which operates around the world. London-based but Greek-native, he offered us his secrets from surviving the Greek renewables sector in the last decade – through financial and currency crises, the spectre of Grexit, political chaos and handbrake-turns in government policy.

FOUR SECRETS FOR SURVIVING A BROKEN MARKET

1. Double-down on the right secular trend.

If long-run demand growth and value is definitely there – as with electric vehicles, for example – then the market will come back in time. Just don't try to ride out sunset sectors in a downturn.

2. When everyone has problems, find the biggest one you can – and solve it.

Greece had an energy base of highly-polluting lignite coal to service an archipelago of thousands of islands. It's an energy nightmare – which makes the solution of distributed, local renewable generation a gamechanger, and much more likely to find local and political support.

3. A margin of safety really matters – as long as it's independent of demand.

In boom times, it's easy to get swept into marginal plays. Instead, focus on a margin of safety on the production side. Greece has outstanding geography for renewables, with both mountains and ocean winds – a buffer on the cost-side which is untouched by market sentiment.

4. Expect policy mistakes.

Don't build a business model based on today's regulatory system, particularly if it is generous. Anticipate the supports being kicked out from under you, and stress-test your model accordingly.

If you're anticipating a 'Greece' moment in your sector, ask yourself these questions:

- ▶ Where is my market in its long-run adoption cycle?
- ▶ How indispensable is my product when budgets start to be cut around us?
- ▶ Do I really know my cost base – or will it shift under my feet?
- ▶ If governments did the most unhelpful thing I can imagine in our sector – could we still survive?

For more insider alpha from one of the best clean energy investors around, listen to Giannis Komitas' *Conversations in Climate* interview with United Renewables [here](#).

*Storms make trees take deeper roots
– Dolly Parton*

You can find out more about Giannis and National Energy Holdings [here](#).