



SMA Solar Technology AG Press Release

SMA Is Again Voted the Most Popular Inverter Brand Worldwide in 2016

Niestetal, December 13, 2016 - Quality and service are crucial. For the fifth time in a row, SMA Solar Technology AG (SMA) has been voted the most preferred inverter brand in the world by all customer groups. That was the result of the "PV Inverter Customer Insight Survey 2016" by IHS Markit, a world leader in critical information, analytics, and solutions. IHS Markit surveyed wholesalers, installers and EPC companies in more than 45 countries. The most important factors in their decision were quality, technical support and service.

"Since the introduction of the PV Inverter Customer Insight Survey five years ago, SMA has been voted the number one preferred inverter manufacturer brand by all customer groups," said Cormac Gilligan, research manager for solar, power, and energy at IHS Markit. "The study also showed in 2016 that despite strong competition among the large solar brands worldwide, SMA was recognized as the number one brand."

When asked for their preferred inverter brand, those surveyed by IHS Markit named a total of 52 brands. With over 23% of mentions, SMA achieved first place in the overall ranking. In comparison, second and third places achieved just under ten percent and roughly seven percent of mentions respectively. SMA is the preferred inverter brand in countries such as Germany, the U.S., the United Kingdom and India.

According to the IHS Markit report, when choosing their preferred inverter brand, customers focus on the quality of the devices and on technical support and customer service once they have been installed. This applies to inverters of all sizes, including string, central and micro inverters.

About SMA

The SMA Group with sales of €1 billion in 2015 is the global market leader for solar inverters, a key component of all PV plants, and offers innovative key technologies for future power supply structures. It is headquartered in Niestetal, near Kassel, Germany, and is represented in 20 countries. The Group employs more than 3,000 people worldwide. SMA has an extensive range of products, which offers the right inverters for all module types and plant sizes; for small residential systems as well as large-scale plants, grid-connected photovoltaic systems as well as off-grid and hybrid systems. Moreover, SMA offers system technology for various battery technologies and system sizes and collaborates with renowned battery manufacturers and companies from the automotive industry. The SMA technology is protected by about 700 patents and utility models worldwide. The range of services is supplemented by comprehensive services and operational management of large-scale PV power plants. Since 2008, the Group's parent company, SMA Solar



Technology AG, has been listed on the Prime Standard of the Frankfurt Stock Exchange (S92) and is currently the only company in the solar industry that is listed in the TecDAX index.

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Results based on IHS Markit Technology PV Inverter Customer Insight Survey – 2016. Results are not an endorsement of SMA Solar Technology AG. Any reliance on these results is at the third party's own risk. Visit www.technology.ihs.com for more details.