



Joint press release of SMA Solar Technology AG and MVV Energie AG

SMA SPOT: SMA and MVV Launch Joint Solution for Direct Marketing of Solar Power

Niestetal/Mannheim, June 20, 2018 – Integrate PV systems directly into energy trading at commissioning time in a simple, cost-effective and future-proof way. With SMA SPOT, SMA Solar Technology AG (SMA) and Mannheim-based energy company MVV Energie AG are now launching their strategic partnership joint bid for the direct marketing of PV systems with a power of 100 kWp and more. For the first time in Germany, there is an efficient direct marketing solution for PV systems of this size that also factors in the proportion of electricity demand that can be covered by self-generated electricity.

“SMA’s unique technical expertise and MVV’s broad experience in the energy industry make direct marketing with SMA SPOT attractive to installers and PV system operators. SMA SPOT is the first efficient direct marketing offer for PV systems above 100 kWp that also factors in self-generated electricity demand. Nothing like this has previously been available, as the technical effort involved in integrating communications technology has been too complicated and too expensive,” said Dr. Jürgen Reinert, member of the Managing Board of SMA Operations and Technology. “The SMA solutions for commercial PV systems, based on our new ennexOS energy management platform, include all components that are necessary for digital energy trading. Using coordinated interfaces and processes, MVV will then take on all processing for integration into the electricity market.”

“We have consistently aligned our corporate strategy with the energy system of the future. In doing so, we are helping to push the energy transition forward both with investments in the expansion of renewable energies and in efforts to boost energy efficiency as well as through innovative products and services,” said Ralf Klöpfer, Chief Sales Officer at MVV. “As one of the leading direct marketers in Germany, we integrate renewable energies into the energy market through energy trading. We are now also using this expertise for the first time for smaller PV systems in our partnership with SMA.”

Successful pilot project

The Sonnenei organic poultry farm in Alheim-Heinebach, Hesse, has benefited from direct marketing with SMA SPOT since January 2018. The organic farm covers around 45 percent of its electricity demand with a 250 kWp PV system and intelligent energy management with ennexOS, and fulfills the direct marketing of its own solar power as prescribed by the Renewable Energy Sources Act (EEG).



Background of direct marketing

The Renewable Energy Sources Act stipulates direct marketing of solar power generated by PV systems with an output of 100 kWp or more. The solutions currently available are often expensive and complicated. The new, joint service from SMA and MVV will be economically attractive, because it does not require any additional auxiliary devices for remote control of PV systems. This communications technology is already included in SMA's solutions for commercial PV systems. This significantly reduces complexity.

About SMA

The SMA Group with sales of around €900 million in 2017 is a global leader for solar inverters, a key component of all PV plants. SMA offers a wide range of products and solutions that allow for high energy yields for residential and commercial PV systems and large-scale PV power plants. To increase PV self-consumption efficiently, SMA system technology can easily be combined with different battery technologies. Intelligent energy management and digital energy solutions, comprehensive services and operational management of PV power plants round off SMA's range. The company is headquartered in Niestetal, near Kassel, Germany, is represented in 20 countries and has more than 3,000 employees worldwide, including 500 working in Development. SMA's multi-award-winning technology is protected by more than 1,100 patents and utility models. 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.

About MVV

With around 6,000 employees and sales of €4 billion, MVV is one of Germany's leading energy companies. At the center of our activities is supplying reliable, economical and environmentally friendly energy to our customers from the industrial and commercial sectors as well as private households. Their individual needs and expectations are what spur us on in developing innovative products and business models. In doing so, we cover all parts of the energy industry value chain, including energy generation, trading and distribution, the operation of distribution grids to sales, the environmental business and the energy service business. With our corporate strategy, we are consistently focusing on achieving more widespread use of renewable energy, increasing energy efficiency as well as further expanding high-efficiency cogeneration and environmentally friendly district heating. In addition, we are investing in the sustainability of our utility grids and in the modernization of our power generation plants. In everything we do, we can count on the excellent skills and expertise of our employees. We will continue to offer them secure and attractive jobs in the future. MVV is a company in the Rhine-Neckar metropolitan area.

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those which SMA has discussed in published reports. These reports are available on the SMA website at www.SMA.de. The company accepts no obligation whatsoever to update these future-oriented statements or to adjust them to future events or developments.