



*Much more than just energy storage.*



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Christoph Ostermann, Co-Founder and CEO

# Sonnenbatterie – German Market Leader for intelligent Lithium-Storage-Systems

## Facts & Figures

- ✓ Founded in 2010
- ✓ HQ in Bavaria, Germany
- ✓ Highly innovative (5<sup>th</sup> product generation)
- ✓ >8,000 Systems sold
- ✓ >100% annual growth (15 mEUR in 2014)

✓ >100 employees in EU and US



## Business Overview

- ✓ Fully integrated, AC-coupled Lithium Storage System
- ✓ Easy to install (“Plug & Play”)
- ✓ Covering both Residential and Commercial Market Segment
- ✓ Product Range from 4 to 40 kWh Storage Capacity



# Unique Selling Proposition

## High-Level Technology

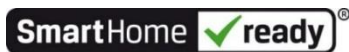
- ✓ Proven technology and first mover advantage
- ✓ Unique software and system integration competence

## Dominant market position

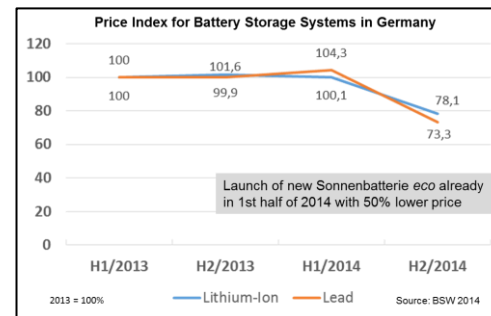
- ✓ Strong and reliable sales concept
- ✓ Sales & Price Leadership

## Scalable and sustainable business model

- ✓ Virtual Power Plants
- ✓ Energy Services



Unique Energy Management Software



Pacesetter for the Market

# Milestones 2015

## Market Entrance USA

- ✓ Commercial Segment in Q3
- ✓ Residential Segment in Q3

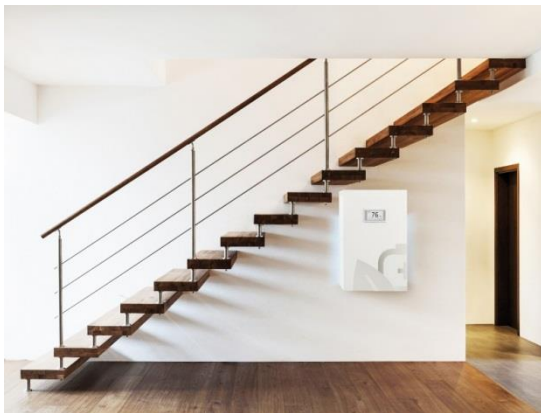
## Product Innovations

- ✓ Launch of US-Products
- ✓ Improvement of existing Product Assortment
- ✓ Launch of new White Label-Products
- ✓ Continued Cost Down Process (~27% on BOM)

## New Business Models

- ✓ Enhancement of installed Virtual Power Plant
- ✓ Launch Sonnenbatterie-Energy Services to Residential Users





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