



Würth Solar presents its further developed company strategy

- Five pillars of dynamic company growth – over EUR 500 million in sales planned for 2014
- Position as a **module producer** is secured – cooperation with Manz Automation ensures multiplication of Würth Solar's successful production technology
- **Solar Power Plants** business segment a new mainstay in addition to existing **CIS Systems Integration**
- Acquisition of SolarMarkt AG adds **Wholesale** and **Photovoltaic Mounting Systems** to the portfolio

Schwäbisch Hall, July 30, 2010 – Würth Solar, the leading innovator in the use of CIS technology for generating solar power and a full-line provider of photovoltaic systems, presented its expanded company strategy at a press conference in Schwäbisch Hall. Based on its strong position as an innovative CIS module manufacturer and the most successful CIS systems integrator, the company is anchoring its dynamic growth on five pillars and is planning to increase its sales to over EUR 500 million as soon as 2014.

"We are systematically strengthening our market position as a manufacturer of CIS modules and a provider of photovoltaic solutions in the market," said Karl-Heinz Groß, Managing Director of Würth Solar. "We have defined five strategic business segments. The existing CIS Systems Integration and Solar Power Plants Division and the new Wholesale and Photovoltaic Mounting Systems units from the acquisition of SolarMarkt AG are driving our growth in distribution. The fifth segment, expertise licensing and cooperation with Manz Automation AG, will also multiply our successful CIS photovoltaic technology. Based on these five pillars, we want to continue to grow faster than the market in the years to come and boost sales to over EUR 500 million in 2014."



Würth Solar will continue to manufacture CIS modules / expertise cooperation with Manz Automation

As a module manufacturer, Würth Solar has gathered unique expertise in CIS technology over the past decade. In 2006, it became the first producer in the world to transfer this technology to industrial production. The capacity at the Würth Solar CISfab plant has since grown to 30 MW.

Würth Solar will continue to systematically develop this existing production expertise in the future.

Würth Elektronik Research, the research and development company founded for this purpose in 2007, is working together with the Center for Solar Energy and Hydrogen Research (ZSW) in Baden-Württemberg as a strategic partner to continue to make advancements in product features and product technology.

“We remain convinced that CIS technology’s success story has only just begun,” said Bernd Sprecher, Managing Director of Würth Solar. That’s why the new partnership with Manz Automation for the construction of production facilities for CIS photovoltaic modules based on the model of the CISfab plant in Schwäbisch Hall plays an important role. Manz is a partner that markets the knowledge of Würth Solar in combination with its own plant engineering expertise, spurring on the multiplication of production technology. Würth Solar awarded an exclusive license to Manz for the production technology for CIS photovoltaic modules. Manz is also bringing its expertise in planning, constructing and commissioning this type of plant to the cooperation. According to Bernd Sprecher, “This partnership is an important pillar of Würth Solar’s expanded company strategy. We have found an ideal way to cost effectively use the knowledge we have gained and transfer our CIS technology to a mass production scale, which has not traditionally been part of our own strategic focus. At the same time, this strategy lets us continue our own production operation in Schwäbisch Hall and systematically work on further developing module and production technology there. Together with our research partner ZSW, we want to remain the driver of innovation in CIS and bring this knowledge to the market through the partnership with Manz.”

Expanding distribution expertise / Acquisition of SolarMarkt AG

At the same time, Würth Solar is systematically working to expand its core competency in distribution. The company has established itself in recent years as the leading CIS systems integrator and has brought around 70 megawatts to the grid through certified service partners and direct distribution of CIS solar power systems – the only company in the world to do so.

Press release



In addition, the Solar Power Plants Division was established back in early 2010 as a new strategic business segment alongside the existing CIS Systems Integration segment of Würth Solar. The company has already delivered various ground-mounted systems to the order of up to 10 megawatts in Spain, Greece and Germany. Products and services in this business segment range from project development and planning to construction, maintenance and operation of large-scale solar power plants.

In addition to the organic growth in CIS Systems Integrations and the Solar Power Plants Division, Würth Solar has now underscored its distribution expertise by acquiring SolarMarkt AG. Through this acquisition, Würth Solar is entering the important wholesale photovoltaic market and will now also be a manufacturer, product developer and dealer of mounting systems through SolarMarkt's subsidiary Creotecc.

"By acquiring the very successful SolarMarkt AG, we have succeeded in diversifying Würth in terms of distribution and in the future will also cover the two strategic distribution fields of wholesale and mounting systems in photovoltaics," said Karl-Heinz Groß, Managing Director of Würth Solar.

"Moreover, the acquisition is an important component in terms of our internationalization."

About Würth Solar

Würth Solar, a company in the Würth Group, is both a manufacturer of innovative CIS solar power modules and a full-line provider of CIS photovoltaic systems. In addition to traditional roof-mounted systems for private and commercial buildings, Würth Solar in particular produces attractive facade applications using CIS technology. In addition, the company realizes turnkey, ground-mounted solar power systems as a general contractor. Würth Solar currently employs around 250 staff. Further information can be found at www.wuerth-solar.com.