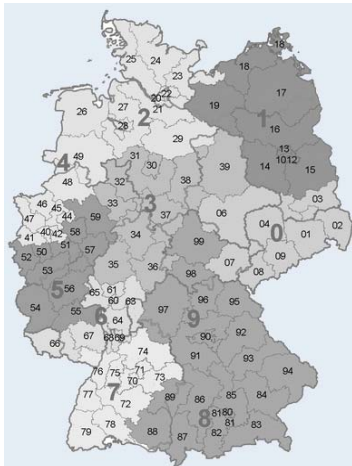


PV Market Monitor Germany

- Gain detailed information on newly installed capacity and number of plants in all German regions
- Identify blank spots per system size and analyze your company's sales volume in relation to the total market
- Receive quarterly data updates and develop regional sales strategies

GERMANY – A COMPLEX MARKET



Regional Differences

The German PV market is clearly different from all other country markets. It is not only the political framework conditions that constitute the difference, but also Germany's regional particularities. The PV segment varies extremely in all regions with regard to system size, regional distribution networks, and market saturation. The PV Market Monitor therefore answers the following questions:

- Which system sizes dominate which areas?
- Which types of customers are being addressed?
- What is the degree of saturation?
- Where are "blank spots"?

MARKET OVERVIEW

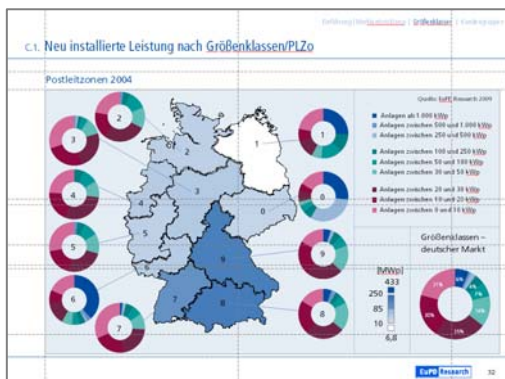


Chart Collective Report

The PV Market Monitor combines two different instruments. The first is a chart collective report, which illustrates, in about 60 slides, the current situation and development of the PV market in the German regions. Numerous diagrams and maps depict all relevant information:

- market development and segmentation according to system size and plants installed since 2004
 - market segmentation according to customer groups
- Furthermore, a quarterly update will give you information on newly installed capacity throughout the current year.

SALES CONTROL – COMPARISON OF CAPACITY

Tabelle erstellen Karte überschreiben

Installierte Leistung
 Anzahl Anlagen

Leitzone
 Leitregion

Ordnung nach Jahren
 Ordnung nach Größenklassen

Kumulierte Leistung / Anzahl Anlagen (Summe Jahre)
 Neu Installierte Leistung/Anzahl Anlagen 2009
 Neu Installierte Leistung/Anzahl Anlagen 2008
 Neu Installierte Leistung/Anzahl Anlagen 2007
 Neu Installierte Leistung/Anzahl Anlagen 2006
 Neu Installierte Leistung/Anzahl Anlagen 2005
 Neu Installierte Leistung/Anzahl Anlagen 2004

Alle Größenklassen (Summe Größenklassen)
 Anlagen ab 1.000 kWp

XLS tool

The second instrument provided by the PV Sales Monitor is the XLS tool, which includes all relevant data for regional sales strategies. The data on the xls file is categorized according to main ZIP code areas as well as the ZIP code regions. It has also been edited with respect to system size and years. The xls provides interactive Java maps, in which all data can be visualized. Thereby the Java tool allows you to:

- include your company's own data.
- identify your company's market share.
- support the design regional sales and marketing activities.

Information Sources

- Federal Network Agency's Data Base
 - Internal database containing historic information on the German regional PV markets
-

Contents (Subject to alteration)

1. Chart Report (60 Slides)

- 1.1. Market development
 - 1.1.1. Installed capacity according to system size since 2004
 - 1.1.2. Market segmentation according to system size since 2004
 - 1.1.3. Development of the German PV markets
 - 1.1.4. Number of installed plants since 2004
- 1.2. Regional Market Segmentation according to system size
 - 1.2.1. Newly installed capacity according to system size / ZIP code
 - 1.2.2. Number of newly installed plants according to system size / ZIP code
 - 1.2.3. Newly installed capacity according to system size / ZIP code regions
- 1.3. Regional Market segmentation according to customer groups
 - 1.3.1. Installed capacity according to customer groups since 2004
 - 1.3.2. Market segmentation according to customer groups since 2004
 - 1.3.3. Installed capacity according to customer group / ZIP code / ZIP code regions
 - 1.3.4. Market potential und saturation

2. XLS List

The information on the xls data file is categorized according to the main ZIP code areas as well as the ZIP code regions. It has also been edited with respect to system size and years. The xls provides interactive Java maps, in which all data can be visualized. This Java tool can be used to present the company's own data.

3. Updates

Data concerning newly installed capacity will be updated quarterly. The most important information will be summarized in an annotated presentation (10 slides):

- New installed capacity by system size
 - Number of newly installed systems by system size since 2004
 - Installed capacity according to cumulated customer groups to date
 - Potential and degree of saturation of the private customers and farmers markets
-

Benefits for your Company

- Examine the German PV market from a micro perspective and bring your operative marketing into line with the deciding customer groups in the respective regions.
 - Find out which regions in Germany have the most potential for your company.
 - Analyze your company's sales and installations volume in relation to the total market.
 - Identify white flag regions in Germany.
 - Create regional strategies to penetrate the German market more precisely.
 - Put your sales force as well as your advertising and marketing resources to even more cost-saving and efficient use.
-

Included in Delivery

1x report, XLS data tool and quarterly updates

Price

€ 7,920 (excluding VAT and S/H)

0048-2-5-02-1