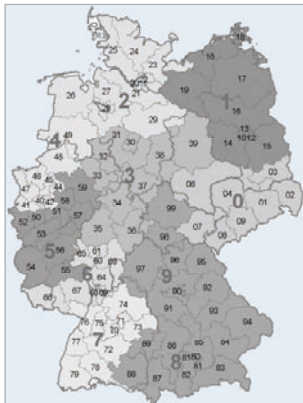


PV MarketMonitor[©] – Germany

- 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

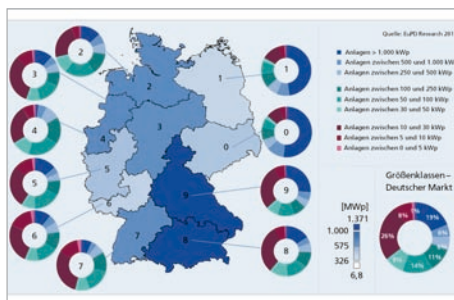


Regional Differences

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 Germany 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

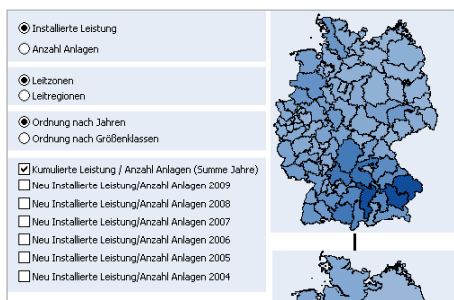


The PV Market Monitor Germany provides different instruments

Optional: Chart report 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
- A quarterly update gives you information on newly installed capacity throughout the current year.

GERMANY – A COMPLEX MARKET



Excel-Tool

The second instrument provided by the PV Market Monitor is the Excel-Tool, which includes all relevant data for regional sales strategies. The data on the Excel-Tool 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 Excel-Tool provides interactive Java maps, in which all data can be visualized. The Java tool allows you to:

- Include your company’s own data
- Identify your company’s market share
- Support the design of regional sales and marketing activities



Product Data Sheet

Information Sources	<ul style="list-style-type: none"> ▪ Federal Network Agency's Data Base ▪ Internal database containing historic information on the German regional PV markets
Contents (Subject to change)	<ol style="list-style-type: none"> 1. Market development 2. Regional Market Segmentation according to system size 3. Regional Market segmentation according to customer groups
Benefits for your Company	<ul style="list-style-type: none"> ▪ 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 installation 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	<p>Excel-Tool and quarterly updates</p> <p>Optional: Chart report of approx. 60 slides</p>
Price	<p>€ 2,500 (excluding VAT)</p> <p>Extended version: € 2,950 (excluding VAT)</p>
Author/Contact	Till von Versen

