



## Paradigma Press Conference

inter  
**solar** 2008

Nature's way of heating 



## Your dialogue partners

- Jürgen Hoffmann (moderator)  
**Marketing Manager**
- Klaus Taafel  
**Chairman of the Executive Board**  
**Technical Director**
- Wilfried Griebhaber  
**Product Manager for solar heating systems**
- Dr. Rolf Meißner  
**Divisional Manager for large-scale solar energy systems**

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## Our topics

- **Paradigma and the Paradigma Group:  
current figures and internationalisation**  
Klaus Taafel
- **The AquaSystem - technical innovations and prospects**  
Wilfried Grießhaber
- **Large-scale solar thermal systems:  
project experiences worldwide**  
Dr. Rolf Meißner



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# The Paradigma Group



**Marli Hoppe-Ritter**

## Paradigma Energie- und Umwelttechnik GmbH & Co. KG

Marketing, Sales and Development



**Alfred T. Ritter**

### Ritter Solar GmbH & Co. KG (100%)

(Subsidiary) Germany  
Production company  
Collectors



### RNO Kesselfabrik GmbH & Co. KG (100%)

(Subsidiary) Germany  
Production company  
Pellet boilers



### Shandong Linuo Paradigma Co. Ltd. (50%)

(Joint Venture) China  
Production and  
Sales company  
Solar energy systems



### prükom GmbH (100%)

(Subsidiary) Germany  
Production company  
Tubing



### Paradigma S.R.L. (100%)

(Subsidiary) Italy  
Sales company



### PK Pelletsproduktion GmbH & Co. KG (70%)

(Subsidiary) Germany  
Production company  
Wood pellets





## **Paradigma Group 2007**

### **Paradigma Germany**

169 employees

Net sales: € 46 million

### **Ritter Solar**

72 employees

Net sales: € 14 million

### **RNO**

60 employees

Net sales: € 6 million

### **Paradigma Italy**

60 employees

Net sales: € 21 million

### **Linuo Paradigma**

800 employees

Net sales: € 35 million



## Internationalisation in figures (status 2007)

Gross sales collector surface area	Inland	Export
<b>Paradigma Germany</b>	48,507 m <sup>2</sup>	7,531 m <sup>2</sup>
<b>Paradigma Italy</b>	18,255 m <sup>2</sup>	
<b>Ritter Solar / OEM</b>	8,451 m <sup>2</sup>	12,294 m <sup>2</sup>
<b>Linuo Paradigma, China</b>	532,090 m <sup>2</sup>	14,078 m <sup>2</sup>
<b>Subtotal:</b>	607,303 m <sup>2</sup>	33,903 m <sup>2</sup>
<b>Total:</b>	<b>641,206 m<sup>2</sup></b>	



## Market share Germany (status 2007)

Gross sales collector surface area                      Inland

<b>Paradigma Germany</b>	48,507 m <sup>2</sup>
Market share evacuated tubes	50.3 %
Market share total	6.1 %
Increase in market share (total) compared to previous year:	16 %





## Internationalisation 2008

- Intensification of cooperations:  
France, Poland, UK, Ireland, Canada
- Setup of a branch in the USA
- Exhibitor at trade fairs in North America:  
Solar 2008, San Diego  
Intersolar North America, San Francisco
- Setup of a branch in Bahrain, Gulf neighbouring states  
Importance of solar thermal utilisation



# Outlook

## Sales development 01 – 04/2008 and prospects for 2008:

	<u>01 – 04/2008</u>	<u>2008 (% 2007)</u>
Paradigma Germany	23,352 m <sup>2</sup>	80,000 m <sup>2</sup> (+42%)
Paradigma Italy	7,000 m <sup>2</sup>	24,500 m <sup>2</sup> (+31%)
RitterSolar Germany	18,589 m <sup>2</sup>	75,000 m <sup>2</sup> (+261%)
Linuo Paradigma, China	182,700 m <sup>2</sup>	985,000 m <sup>2</sup> (+80%)

## Production

Gross collector surface area	Prospects 2008	Short term expandable
RitterSolar, Germany	200,000 m <sup>2</sup>	350,000 m <sup>2</sup>
Linuo Paradigma, China	1,000,000 m <sup>2</sup>	5,000,000 m <sup>2</sup>