



SMA Solar Technology AG – Press Release

SMA Hosts PowerUP Welcome Event With Selected Solar Dealers

Sydney, January 22, 2019— SMA Australia invited the first 25 PowerUP dealers across the country to attend the PowerUP Dealer Welcome Event on January 17 and 18 in Sydney. The event included a 2-day workshop covering the benefits and support they will acquire from SMA exclusively as a PowerUP dealer in regards of sales, marketing, technical training and service as well as an evening event. All the 25 PowerUP dealers were granted their SMA PowerUP dealer certificates from SMA during the event.

“The PowerUP program is an important element to enhance our customer focus. By joining the program, Solar Energy Dealers will access special offers, exclusive training and marketing material as well as support in sales and business development directly from SMA. PowerUP provides a platform by which Solar Energy Dealers can differentiate themselves from the competition. Home and business owners can rely on the qualified, trained and experienced PowerUP dealers to provide the most effective solar solutions available from SMA,” said Michael Rutt, Managing Director of SMA Australia. “PowerUP is a global strategy that is being rolled out in a number of international markets. The program may vary slightly due to different market conditions, however the principles of the partnership with the solar installer being at the heart of the program are the same wherever the program is implemented.”

Darren Hoffmann, Sales Director of SMA Australia added: “Although the PowerUP program has just been rolled out within the last few months in Australia, the response from both SMA Authorised Distributors and Installers has been nothing other than positive. The value SMA PowerUP Partners gain in having a structured relationship with the SMA brand is providing a platform for market differentiation and volume growth. SMA PowerUP dealers are selected based upon their business model, market position/approach, technical capability and a number of other key criteria. Most important is the alignment with the SMA brand and the value this represents to dealers and their customers.”

You can find all information on the SMA PowerUP dealer program here: <https://www.SMA-PowerUP.com.au/>

About SMA

With sales of around €900 million in 2017, the SMA Group is a leading global specialist in photovoltaic inverters, a key component of all PV systems. SMA offers a wide range of products and solutions that make high energy yields possible for residential and commercial PV systems as well as large-scale PV power plants. To efficiently increase PV self-consumption, SMA system technology can easily be combined with different battery technologies. Intelligent energy management solutions, digital energy solutions and comprehensive services and operational management of PV power



plants round off SMA's product range. The company is headquartered in Niestetal, near Kassel, Germany, is represented in 19 countries and has more than 3,000 employees worldwide, including 500 working in Development. SMA's technology has won multiple awards and is protected by more than 1,200 patents and utility models. Since 2008, the Group's parent company, SMA Solar Technology AG, has been listed on the Prime Standard of the Frankfurt Stock Exchange (S92) and also in the SDAX index.

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