



SMA Solar Technology AG—Press Release

SMA Announces Plans for New Subsidiary in Mexico

Niestetal/Rocklin, September 7, 2017—SMA Solar Technology AG (SMA) has announced it will open a new subsidiary in Mexico by the end of 2017. The facility will support sales and service efforts in the country and establish a local SMA presence that will better serve the company’s customers there, providing greater access to SMA expertise and resources. In establishing the office, SMA will position itself to better support its growing global business.

“The domestic Mexican market is just beginning to realize its potential,” said John Susa, executive vice president of sales for the Americas and Asia Pacific regions. “With a local office operating, SMA can provide better sales and service support to accounts in the region. The team in Mexico will help drive business across all segments including residential, commercial and utility.”

The Americas region has become increasingly important for the company in the past few years. SMA created its Authorized Distributor network to support channel customers in Mexico last year. In May, Mexico’s largest solar plant, Aura Solar I, announced that it was using SMA inverters for a portion of the project. SMA also initiated a reinvestment in the U.S. market with a significant expansion across all business areas earlier in the year.

Global market diversification has been a hallmark of SMA’s business strategy. With local centers in all key solar regions around the world, SMA has strengthened its ability to capitalize on the unpredictable nature of the solar industry.

About SMA

The SMA Group with sales of around €1 billion in 2016 is the global market leader for solar inverters, a key component of all PV plants. SMA offers a wide range of products and solutions that allow for high energy yields for residential and commercial PV systems and large-scale PV power plants. To increase PV self-consumption efficiently, SMA system technology can easily be combined with different battery technologies. Intelligent energy management solutions, comprehensive services and operational management of PV power plants round off SMA’s range. The company is headquartered in Niestetal, near Kassel, Germany, is represented in 20 countries and has more than 3,000 employees worldwide, including 500 working in Development. SMA’s multi-award-winning technology is protected by more than 900 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 is currently the only company in the solar industry that is listed in the TecDAX index.

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