



# Sonnenbatterie: Smart energy storage for the mass market



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# Sonnenbatterie – German Market Leader for intelligent Li Ion-Storage-Systems

- ✓ Manufacturer of intelligent Li Ion-Storage Systems for both residential and commercial segment
- ✓ Pioneer with market experience since 2010
- ✓ HQ in Germany, Daughter Company in USA (HQ in Los Angeles, R&D in Atlanta)
- ✓ > 8,000 systems sold
- ✓ > 100% annual growth
- ✓ > 14 mEUR revenues in 2014 (>35 mEUR 2015)
- ✓ > 100 employees in EU and USA

## Milestones

- 2008: Start of R&D activities
- 2010: Field test and Foundation of GmbH
- 2011: Market Launch Sonnenbatterie
- 2015: Launch of 5<sup>th</sup> product generation



Headquarter in Wildpoldsried/Bavaria, Germany

# Sonnenbatterie eco

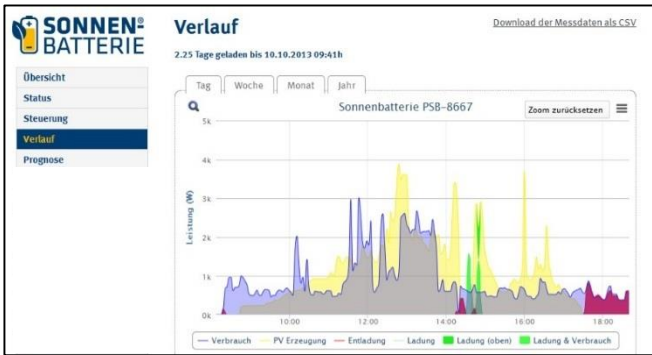
- ✓ Fully integrated, AC-coupled system - easy to install (“Plug & Play”)
- ✓ Optimized operation – Weather forecast, self-learning algorithm
- ✓ Comfortable and easy control via App, Internet or Touch-Display
- ✓ Broad portfolio from 4 kWh to 20 kWh
- ✓ Safe and reliable Li-ion technology with 10,000 load cycles
- ✓ High software intelligence
  - ✓ Virtual Power Plants
  - ✓ Intelligent „Peak Shaving“
  - ✓ Demand Side Management
  - ✓ Remote Control



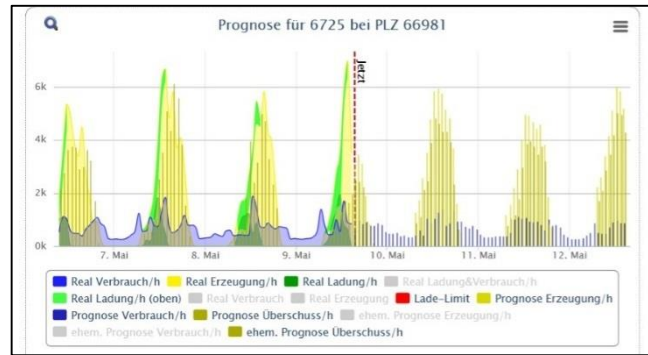
Sonnenbatterie is online



# Unique energy management system



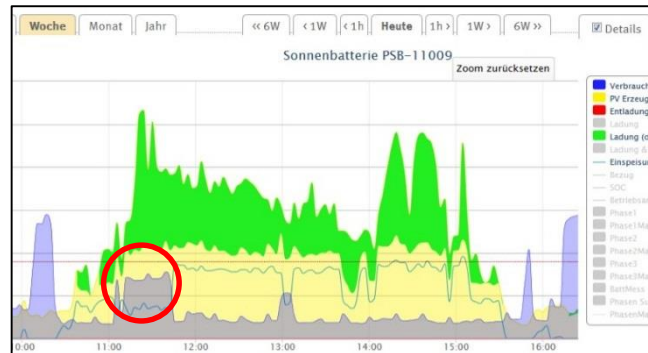
Detailed overview for the customer



Self-learning controller generates forecast



Intelligent Peak Shaving



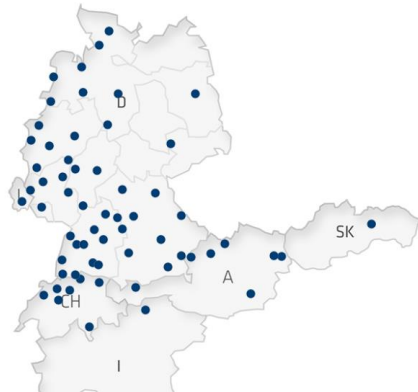
Example for "Demand Side Management"

It's more than easy to control via touch screen, internet or app



# Sales Structure Europe

## SONNENBATTERIE CENTERS



- ✓ Development of SBC:  
2013: 23 SBC  
2014: 50 SBC  
2015: 70 SBC planned
- ✓ Highly committed, loyal and competent sales network

## OEM PARTNERSHIPS



- ✓ Focus on selected best in class partners
- ✓ Differentiated product on common platform to scale volume
- ✓ Limited number of OEMs in order to cannibalism and price competition with own product family



Thanks for your attention!

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Find more information at  
[www.sonnenbatterie.de](http://www.sonnenbatterie.de)

