



SMA Solar Technology AG – Press Release

SMA Solar Technology is the Most Popular Inverter Brand in the World

Niestetal, January 24, 2013 – According to a survey from IMS Research, SMA Solar Technology AG (SMA) is the most popular inverter brand in the world. The institute, which offers market research and consulting for the electronics industry, surveyed 400 PV inverter customers, including distributors, installers, integrators and wholesalers.

In their answers, those questioned named a total of 74 different brands – significantly more than in the survey the previous year. SMA received almost one third of all votes, thereby finishing in first place as the preferred brand in Germany, Italy, Great Britain and the USA. The "PV Inverter Customer Survey – World – 2013" report recently published by IMS Research analyzed survey results and the customers' reasons for choosing a particular inverter manufacturer and its products.

In particular, the study demonstrated the importance of warranties and customer service. Over 90 percent of those surveyed said that these were important or even decisive factors for most projects. The most important service that a manufacturer can offer is an above-average reaction time for service requests, followed by remote monitoring of installations. In the category "Providers with the most attractive warranty and service plans", SMA also made first place with over 35 percent of the votes. "Considering the highly competitive nature of the PV market, attractive warranty and service offerings, and a good reputation for offering excellent after-sales support is becoming a highly important way in which PV inverter suppliers can strengthen their brand and gain market share," says Sam Wilkinson, IMS Research Manager for surveys on the topics of PV inverters and balance of system.

About SMA

The SMA Group generated sales of €1.7 billion in 2011 and is the global market leader for solar inverters, a key component of all PV plants and, as an energy management group, offers innovative key technologies for future power supply structures. It is headquartered in Niestetal, near Kassel, Germany, and is represented internationally in 21 countries. The Group employs more than 5,500 people worldwide. SMA's broad product portfolio includes a compatible inverter for every type of module on the market and for all plant sizes. The product range includes both inverters for photovoltaic plants connected to the grid as well as inverters for off-grid systems. SMA is therefore able to provide ideal technical inverter solutions for all plant sizes and types. 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 TecDAX index. In recent years, SMA has received numerous awards for excellence as an employer and achieved first place in the nationwide "Great Place to Work®" competition in 2011 and 2012.

SMA Solar Technology AG

Sonnenallee 1
34266 Niestetal
Germany

Head of Corporate Communications:

Anja Jasper
Tel.: +49 561 9522-2805
Presse@SMA.de

Press contact:

Susanne Henkel
Manager Corporate Press
Tel.: +49 561 9522-1124
Fax +49 561 9522-421400
Presse@SMA.de

Investor Relations contact:

Julia Damm
Manager Investor Relations
Tel. +49 561 9522-2222
Fax +49 561 9522-2223
IR@SMA.de

Disclaimer:

This press release serves only as information and does not constitute an offer or invitation to subscribe for, acquire, hold or sell any securities of SMA Solar Technology AG (the "Company") or any present or future subsidiary of the Company (together with the Company, the "SMA Group") nor should it form the basis of, or be relied upon in



connection with, any contract to purchase or subscribe for any securities in the Company or any member of the SMA Group or commitment whatsoever. Securities may not be offered or sold in the United States of America absent registration or an exemption from registration under the U.S. Securities Act of 1933, as amended.

This press release can contain future-oriented statements. Future-oriented statements are statements which do not describe facts of the past. They also include statements about our assumptions and expectations. These statements are based on plans, estimations and forecasts which the Managing Board of SMA Solar Technology AG (SMA or company) has available at this time. Future-oriented statements are therefore only valid on the day on which they are made. Future-oriented statements by nature contain risks and elements of uncertainty. Various known and unknown risks, uncertainties and other factors can lead to considerable differences between the actual results, the financial position, the development or the performance of the corporation and the estimates given here. These factors include those which SMA has discussed in published reports. These reports are available on the SMA website at www.SMA.de. The company accepts no obligation whatsoever to update these future-oriented statements or to adjust them to future events or developments.