

South America's Largest Exhibition and Conference for the Solar Industry



EXCEEDING EXPECTATIONS, AGAIN!

KEY PLATFORM FOR SOLAR ENERGY IN SOUTH AMERICA

With more than 20,000 visitors – an incredible growth of 80% to 2017 – from 36 countries, the 6th Intersolar South America exhibition and conference once again proved that it is the largest exhibition and conference for the South American solar industry. More than 260 international exhibitors attended the event, providing latest trends to industry specialists, investors, and project planners over the course of three days.

2018 EVENT KEY FACTS

- Highest visitor number in the history of Intersolar South America
- Premiere of the Special Exhibit Power2Drive South America
- Over 50 providers of electrical energy storage solutions
- High attendance number at the conference
- High-level speakers at the conference
- Innovation & Application Stage attracted more than 1,000 spectators over 3 days





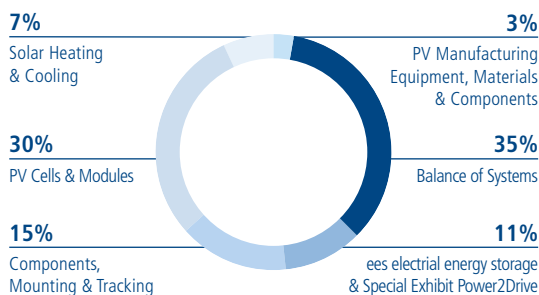
EXHIBITION SNAPSHOT

The exhibition focused on the entire solar supply chain – from advances in cell technology to balance of system components as well as the practical applications of new technologies. In 2018 “Balance of Systems” represented the largest group with a share of 35% of exhibitors followed by “PV Cells and Modules” with 30% of exhibitors. The segment that increased substantially was “Components, Mounting & Tracking” with 15%.

Unmatched exhibitor value

Intersolar offers a wide range of free marketing and press services for its exhibitors, actively supporting exhibitor success! An overwhelming majority of the surveyed exhibitors stated they would recommend the show to colleagues and business partners and all of them indicated that they most likely will be returning in 2019.

Companies Represented by Exhibition Segment



Source: Exhibitor Registration Data 2018

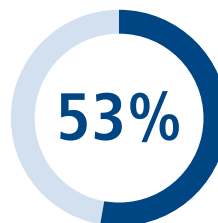
Intersolar exhibitors say:

“It is undoubtedly the most important event in this market. We notice that, just as the Brazilian market for solar energy has been maturing, so has the event. The quality of visitors has been rising perceptibly, as well as that of the exhibiting companies. Fronius is currently being restructured, and being part of Intersolar has been very important for us as we can be closer to customers and visitors”, said **Thais Zampieri, Fronius do Brasil**.

“ABB is once again is present at Intersolar, stressing our company’s commitment to the renewable energy market in Brazil. Not only has the exhibition brought us good prospects for future business, but the solar photovoltaic energy industry in general shows encouraging growth figures for ABB. During the 3-day event, more than 2,000 people visited our booth, checking out our launchings and innovations in the solar PV energy”, said **Bruno Monteiro, ABB Brasil**.

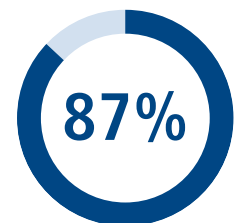
“In addition to reinforcing our brand with our customers – who are highly qualified and came in large numbers – and, we have already begun business arising the event. We have not only confirmed our strength in the photovoltaic market; we have attracted new clients”, said **Raphael Pintão, NeoSolar Energy**.

Internationality



of the exhibitors were international exhibitors from 12 different countries.

Quality of Exhibitors



of the visitors were satisfied or very satisfied with the quality of exhibiting companies.

VISITOR PROFILE AND FEEDBACK

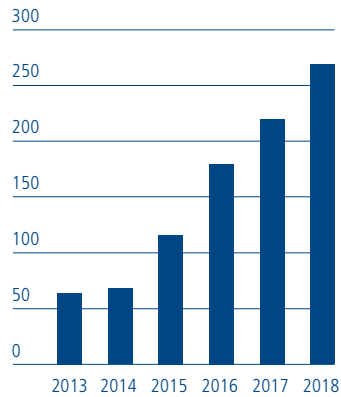
20.000 visitors from 36 countries

The number of visitors nearly doubled in comparison to 2017. The majority of the over 20,000 visitors were from Brazil. The international visitors traveled to São Paulo from countries like Argentina, Austria, Bolivia, Bouvet Island, Canada, Chile, China, Colombia, Dominican Republic, Ecuador, France, Germany, Hong Kong, Hungary, India, Israel, Italy, Japan, Mexico, Nigeria, Norway, Panama, Paraguay, Peru, Portugal, Republic of Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, United Kingdom, Uruguay, USA and Venezuela.

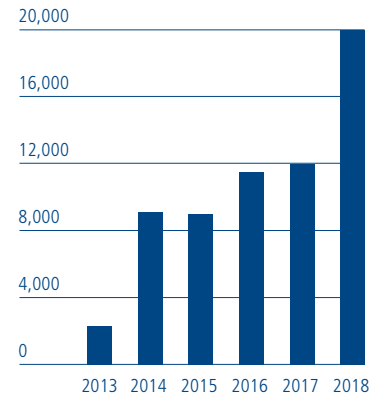
Visitors value the number and quality of exhibitors

90% of the visitors were satisfied or very satisfied with the number of exhibiting companies. And 87% expressed that they were satisfied or very satisfied with the quality of the exhibiting companies.

Number of Exhibitors



Number of Visitors



Primary Product Interest/Industry Segment¹

PV Cells, Modules & Systems	63%
Electrical Energy Storage	9%
PV Manufacturing Equipment, Materials & Components	9%
Solar Heating & Cooling Technologies	8%
PV Components, Mounting & Tracking Systems	6%
E-Mobility & Charging Infrastructure	3%
Balance of Systems	2%

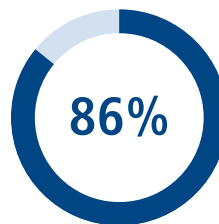
Attendees by Business Activity

Project Development	35,4%
Marketing & Sales	16,5%
Purchasing/Procurement	7,9%
Research & Development	7,3%
Manufacturing/Production	5,3%
Product Management	4,2%
Finance	2,9%
Quality Management	0,9%
Human Resources Management	0,3%
Other	40,7%

Source: Visitor Survey 2018

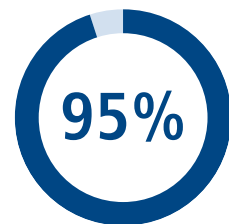
¹ Attendees may self select multiple business activities.

Gaining Information



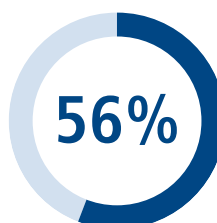
of the visitors achieved their goal of gaining information about new technologies and market developments.

Visitor Satisfaction



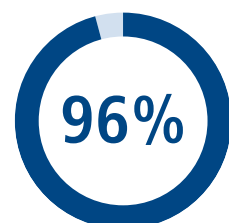
of the visitors were satisfied or very satisfied with their participation in 2018.

Decision Makers



of the visitors are final or co-decision makers.

Quality of Visitors



of the surveyed exhibitors were satisfied or very satisfied with the quality of the visitors.



| INTERSOLAR CONFERENCE 2018

Intersolar South America Conference addressed the most important industry issues and 89% of the delegates stated their reason for participating the conference has been fulfilled. Supported by a 15-member strong conference committee, the conference program covered a wide range of subjects, stretching from PV technologies, electrical energy storage, financing and solar thermal technologies. The conference has been accompanied by several technical workshops and side events.

Conference Key Facts

- 1,500 delegates
- 114 speakers
- 40 sessions, workshops, side events
- 15 committee members

Main Conference Topics

- Photovoltaics
- Solar heating
- Energy storage
- Financing



of the attendees felt that the conference satisfied their reason for attending.



of the attendees would recommend the conference to others.

| MEDIA ROUND-UP 2018

Intersolar South America 2018 had wide coverage of the press and the presence of more than 74 registered journalists at the event. Over 100 publications in TV, newspapers and web portals were distributed during the exhibitions days, from the specialized media as well as from the mainstream media. For example articles and tv presence in Folha de S. Paulo, TV Cultura, TV CNT, Jornal A Tarde (BA), Casa & Mercado Magazine, Climatempo, Carta Capital/Envolverde. 25 journalists took part at the Intersolar South America press lunch.

Video Content

Many Media Partners published video content featuring Intersolar South America 2018. For example: Solar.tv.br, Full Energy and SolarPV.tv

Social Media & Online Activities

Approximately 300 posts on Twitter, LinkedIn, and Facebook (#Intersolar South America 2018) from exhibitors, visitors and the organizers accompanied traditional media activities. The Intersolar South America website counted more than 777,000 visits for the 2018 edition.

National and International Media Partners 2018

altenergymag.com, Ambiental Mercantil, Bloomberg, Brasil Energia, ees International, Eletricidade Moderna, Energia de Hoy, energeticaXXL, Energy Storage Journal, ENF, FotoVolt, Full Energy, FuturEnergy, Global Power Journal, Greenjournal, Greenmatch, Lumière Electric, Mercom, new energy, Photon, PortalSolar, PowerGen Advancement, Power World Analysis, PV Magazine, PV Tech, RBS magazine, Renewable Energy World, Shmuel de Leon Energy Ltd, Solar Business Club, Solarnews, Solar.tv.br, Solarthermalworld, Sun&Wind Energy