

Joint Forces for Solar
Global

IBESA
International Alliance

BATTERY &
ENERGY
STORAGE

SOLAR&STORAGE
DIGICON

INTERNATIONAL HYBRID BUSINESS DEVELOPMENT PLATFORM

TAILOR-MADE SOLUTIONS FOR SOLAR & STORAGE COMPANIES

Installer/EPC Campaigning – Business Matchmaking – Product Showcase – Speaking Slots – PR Outreach

THE CONCEPT

The International Hybrid Business Development Platform is driven by the three leading programs Joint Forces for Solar, International Battery & Energy Storage Alliance and Solar & Storage DigiCon. The novel concepts is shaped towards the needs of solar and energy storage companies and combines 'the best' form the digital and physical worlds based on 20+ years of brand promotion experience.

- Focused approach: Tailor-made package solutions for companies operating on local, international and global level.
- Constant marketing and brand promotion towards specific target audiences with over 5.5 million impressions annually.
- Content-driven brand and product showcase through multiple speaking opportunities on topics and country markets of your choice (digital & in-person).
- Become a market expert through our comprehensive provision of relevant research data and monitor target markets to detect new business opportunities for your business.
- Business matchmaking excellence among high-quality stakeholders: Deal-oriented platform for installers, developers, EPCs, investors and suppliers.

INTERNATIONAL HYBRID BUSINESS DEVELOPMENT PROGRAM

Speaking Opportunities & Event Tickets

Share your insights at trade fairs, workshops or our digital event formats with 3 speaking opportunities in the region of your choice. There are more than **50 events** to choose from annually! Receive free tickets to all our events for your sales team.

Exclusive Events & Webinars

Organize your event with us and benefit from more than 20+ years of industry specific event management experience – **every format available: physical, digital or hybrid**. From location, to technical setup and installer marketing – we support you in every step along the way to deliver a successful event.

Market Research Data

Access presentation material and recordings from all international events. Benefit from complementary country-level **access to the GET-Matrix**, a data center for the global solar industry. Combined with quarterly regional reports on main industry topics from first-hand data, you have multi-layer access to relevant market information.

Business Matchmaking Service

Benefit from the largest global network and close relationships with the industry. We connect you via email with relevant contacts, **pre-arrange meetings** at trade fairs and support you with finding business partners in key regions.

Exec. Advisory Board Membership

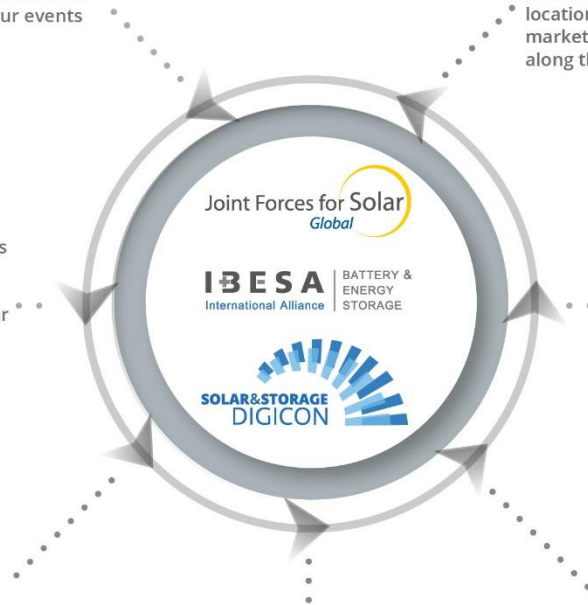
Become an Executive Advisory Board Member for a country of your choice. The EABMs are local experts participating in regular surveys on industry development. For their effort EABMs receive access to the local GET-Matrix, preferred speaking slots in regional events, additional marketing support to **underscore their importance on a company and personal level** (personal branding).

Downstream Brand Promotion

of more than **115,000 qualified contacts**. We support you with multi-channel campaigns and proactive communication, both offline and online. Benefit from a large journalist network, ties to media partners in every region and our in-house design team. Share relevant company news with our network

Recruiting & Employee Referrals

People make business. We refer qualified and relevant candidates for Sales, Marketing and Business Development to your open positions – complementary as part of the annual partnership. Profit from **free-of-charge online job postings** on our highly frequented SSDC website.



BENEFITS:

Full-year Digital Installer Campaigning

Global Lead Generation

Extensive Brand Presence

Multiple Presentation Slots

Business Matchmaking

115,000 qualified contacts

65% downstream contacts (installers, EPCs) in 119 countries

20+ years market research expertise

350+ conferences & webinars

40,000 hrs of monthly screen time

12 newsletters & 200+ social media posts with 2.3 million views

4,000 slides of valuable market data

GLOBAL PLAYER PACKAGE

REGIONAL PLAYER PACKAGE

LOCAL PLAYER PACKAGE

Speaking Opportunities & Event Tickets

At digital conferences / webinars

4

2

1

At in-person events

2

1

—

Market Research Data

Access to presentation material

✓

✓

✓

Country access in GET-Matrix

5

3

2

Business Matchmaking Service

Arrangement of in-person meetings

12

6

2

Lead packages (Qualified contacts)

100

50

15

Exec. Advisory Board Membership

Number of countries / positions

2

1

—

Exclusive Events & Webinars

SSDC screen time (hours)

8

Guest lectures by EUPD Research

2

1

—

Event streaming of your events

2

1

—

Downstream Brand Promotion

Social media posts

10

5

2

Re-distribution of press releases

6

3

2

Logo placement

Tier 1 Level

Tier 2 Level

Tier 3 Level

Banner placement at JF4S/IBESA websites

3

2

1

Recruiting & Employee Referrals

Number of job postings

5

3

1

Active headhunting support

✓

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GENERAL TERMS & CONDITIONS

1. Scope of Application

All contracts between Joint Forces for Solar – as an initiative of Hoehner Research and Consulting Group GmbH (hereafter JF4S) – and the customer shall be subject exclusively to the following terms and conditions. The customer's terms of business and purchase shall not be applicable and shall put JF4S under obligation to comply only in the event that JF4S should expressly agree to them.

2. Offer and Order

2.1 The presentation of the products together with the order form do not constitute a legally binding offer. The offers are without engagement and only for internal use of the customer.

2.2 After purchase details have been entered and the general terms and conditions of business as well as the transmission of the order form have been accepted, the customer enters into a binding contract to purchase the selected products. This will be confirmed immediately by email or fax to the address given by the customer. The purchase contract between the purchaser and JF4S is created when the order is confirmed. If the situation should arise that JF4S does not confirm or ship the order within 10 days, the purchaser is no longer bound to the contract.

3. Scope of Services, Salary and Prices

3.1 The scope of due payment and salary devoted exclusively to the order based on the offer. Any addition and/ or aberration requires the written confirmation of JF4S for their effectiveness and inclusion.

3.2 In the case that circumstance occur for which JF4S is not responsible and which cause temporary hindrances for the provision of services, agreed services and delivery appointments will extend. Customers will be informed about any hindrances occurring and the related time lags immediately.

3.3 The prices are net prices in Euros and US Dollars not including sales tax or delivery costs. Sales tax will be added to the net costs according to the legally defined percentage. The prices valid at the time of ordering are binding.

4. Terms of Payment, Charging

4.1 Payment due upon signature.

4.2 JF4S retains ownership of all goods and all rights pertaining to usage of data files as well as intellectual property until payment of invoice is received in full. Intellectual property rights are lawfully retained by the author. The customer is able to offset claims if claims legally binding are detected, uncontested or accepted in writing by JF4S. Customers are able to claim liens if counterclaims based on the same contractual relationship. The transfer of customer claims toward JF4S is barred.

5. Contract Period and Termination

The contract is entered into upon signature and has validity of one year. Prices are fixed for the initial term only and subject to change after the end of contract period in case subject to renewal.

6. Copyright and Rights of Use

The products and the intellectual property embodied in them are protected by copyright. Every possible use of the work not explicitly permitted by copyright law is not allowed without the prior written consent of JF4S as the licensor and/ or the written consent of the author. This includes but is not limited to copying, distributing, publishing, translating, saving, processing and reproducing the work in databases. Noncompliance will be prosecuted.

7. Place of Jurisdiction

All agreements and business relationships shall be governed under German law; the courts of Bonn shall have exclusive jurisdiction.

8. Severability Clause

Should an appointment or a part of an appointment of these general terms and conditions of business completely or partly be invalid or include a gap, it does not affect the validation of the rest of the appointments or terms. In that case, the legal requirements come into effect.

JF4S, IBESA & SSDC – UNITING THE INTERNATIONAL VALUE CHAINS

Our Partners (Excerpt)

LONGi

SUNGROW

JASOLAR

JinKO^{Solar}
We Build Your Trust in Sun

Ingeteam

SUNTECH

SHARP

TOTAL
SOLAR DISTRIBUTED GENERATION

GOODWE
YOUR SOLAR ENGINE

ibvogt

SOLAX
POWER

SOFAR
SOLAR

STÄUBLI

IDEEMATEC

AEG

SCHLETTER
The Solar Mounting Group

S:FLEX

alfanar

BayWa r.e.

REC
SOLAR'S MOST TRUSTED

APsystems
ALTERNATIVE ENERGY POWER

hellmann
WORLDWIDE LOGISTICS

ASTRONERGY

Trinasolar

SIEMENS

CanadianSolar

Q CELLS

E3DC
ENERGY STORAGE

EAT•N

SENEC

sonnen

IBC
SOLAR

LG

NEXTracker

Arctech Solar