



Joint Press Release of SMA Solar Technology AG and Danfoss A/S

SMA Solar Technology AG and Danfoss A/S Connect Supermarkets with the Energy Sector

Niestetal/Nordborg, January 25, 2018 – SMA Solar Technology AG (SMA/FWB: S92) and Danfoss A/S are planning to launch a joint venture aimed at connecting various technical components in the food retail segment through a combination of the SMA energy management platform ennexOS and the Danfoss System Manager SM800 to integrate supermarkets into the energy system. Supermarket operators can use the integrated solution developed by the planned joint venture to sustainably reduce their operating expenditure and optimize their carbon footprint. Becoming a key component of the flexible energy system of the future can generate new sources of revenue for the supermarket. The first pilot project will begin shortly.

The future of the energy system depends on whether we develop solutions that provide flexibility to efficiently integrate renewable energy sources. Intelligent building technology is the key to success. The joint venture planned by SMA and Danfoss aims to provide supermarket operators with an integrated solution that interconnects cooling and refrigeration technology, photovoltaics, energy storage technology and e-mobility. Intelligently managing loads and integrating the overall system into the energy market allows supermarket operators to reduce their operating expenditure, optimize their carbon footprint and considerably improve their long-term competitiveness. In addition, they will become a key component of the energy system of the future.

“Our expertise in photovoltaics, battery-storage systems and energy management is a complementary fit with Danfoss’ long-standing experience in cooling and refrigeration technology and its access to customers in the food retail segment,” said Dr.-Ing. Jürgen Reinert, Board Member for Operations and Technology of SMA Solar Technology AG. “I am delighted that this planned joint venture will allow us to further expand our strategic partnership with Danfoss.”

“The food retail segment is both of strategic importance and a playing field for innovation,” said Jürgen Fischer, President of Danfoss Cooling. “Innovative products from cooling and heating technology combined with photovoltaics, energy storage and charging stations will be used in the supermarket of the future. Supermarkets will not only provide fresh goods, but also transform the utility grid, which will become more reliable, greener and more flexible. Danfoss and SMA are very well positioned to tap into this new market. As part of this planned joint venture, headquartered in Hamburg, Germany, we will work together to develop our tried-and-tested technology and secure ourselves a leading market position in this segment.”



SMA's newly founded subsidiary, coneva GmbH, will cooperate with Danfoss' Cooling Segment to design a service offering tailored to the individual requirements of the food retail segment. "The SMA energy management platform ennexOS is an ideal tool for optimizing the energy consumption of retailers using parameters like the current electricity prices, outside temperature, solar irradiation and temporary grid requirements," explained Jochen Schneider, general manager of coneva GmbH. "Surplus self-generated electricity can either be sold directly or stored in electric and thermal storage systems. The integration into the energy market also allows us to secure the supply of cost-effective, environmentally friendly energy. In addition, we can integrate charging stations."

The planned joint venture is likely subject to the approval of competent antitrust authorities.

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 1,000 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.

About Danfoss

Danfoss engineers technologies that enable the world of tomorrow to do more with less. We meet the growing need for infrastructure, food supply, energy efficiency and climate-friendly solutions. Our products and services are used in areas such as refrigeration, air conditioning, heating, motor control and mobile machinery. We are also active in the field of renewable energy as well as district heating infrastructure for cities and urban communities. Our innovative engineering dates back to 1933 and today Danfoss is a world-leader, employing more than 26,000 employees and serving customers in more than 100 countries. We are still privately held by the founding family. More information on www.danfoss.com.



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