



SMA Australia Pty. Ltd. Press Release

SMA Appoints New Managing Director to Lead SMA Australia

Sydney, October 22, 2013 – SMA Australia has announced the hiring of Mark Twidell as its Managing Director.

Mark Twidell has worked in the solar industry for over 25 years. He has operated in Australia, India, USA and Europe in solar-related roles for both industry and government. Most recently Mark was a Director on the board of the Australian Renewable Energy Agency (ARENA) and a technical adviser to the Clean Energy Finance Corporation (CEFC). Prior to this he was the CEO of the Australian Solar Institute. Mark previously worked with BP Solar, managing activity across Australia, Asia and the Middle East.

Mark Twidell brings substantial experience from the private and public sectors in the renewable energy industry, as well as significant leadership experience and understanding of solar in the Asia Pacific region.

In the role of Managing Director at SMA Australia, he will help to build on current success in the residential and utility markets, and lead SMA into emerging markets in the areas of storage, self-consumption and PV-diesel integration. "SMA has a great reputation in the marketplace and I have been impressed with SMA both locally and globally," said Twidell. "I am delighted to join the company and contribute to building the market in the region whilst creating value for our customers."

Twidell studied Electrical and Electronic Engineering at the University of Edinburgh in Scotland, after which he completed his MBA at the Australian Graduate School of Business, with a Marketing & Finance Focus, at Sydney University.

About SMA Australia

SMA Australia Pty. Ltd. is one of 21 global subsidiaries of German parent company SMA Solar Technology AG, supplying photovoltaic inverters to residential, commercial and industrial sectors, partnering with a large distribution network across Australia, New Zealand and the South Pacific. SMA Australia's office is located in North Ryde, Sydney where over 30 employees provide service, sales, marketing and technical support to the region. The Sydney office was officially opened in 2007 with a strong emphasis on expanding the local team to ensure SMA is in the position to deliver the best technical pre sales and after sales service to the industry. Prominent solar installations within the region using SMA products include the Sydney Theatre Company, Crowne Plaza Alice Springs, Queensland's Lady Elliot Island, New Zealand's Great Barrier Island and The Adelaide Showgrounds.



About SMA

The SMA Group generated sales of €1.5 billion in 2012 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 5,000 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 and fourth place in 2013.

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