



Press Release  
SMA America

## **SMA Announces Plans for New Subsidiary in Mexico**

Mexico Plays Increasingly Important Role in SMA's Growth

ROCKLIN, Calif., September 6, 2017—SMA Solar Technology has announced it will open a new subsidiary in Mexico by the end of 2017. The facility will support sales and service efforts in the country and establish a local SMA presence that will better serve the company's customers there, providing greater access to SMA expertise and resources. In establishing the office, SMA will position itself to better support its growing global business.



**Aura Solar I, Mexico's largest PV plant, is using SMA inverters for a portion of the project**

Photo courtesy of Gauss Energía

"The domestic Mexican market is just beginning to realize its potential," said John Susa, executive vice president of sales for the Americas and Asia Pacific regions. "With a local office operating, SMA can provide better sales and service support to accounts in the region. The team in Mexico will help drive business across all segments including residential, commercial and utility."

The Americas region has become increasingly important for the company in the past few years. SMA created its Authorized Distributor network to support channel customers in Mexico last year. In May, Mexico's largest solar plant,

Aura Solar I, announced that it was using SMA inverters for a portion of the project. SMA also initiated a reinvestment in the U.S. market with a significant expansion across all business areas earlier in the year.

Global market diversification has been a hallmark of SMA's business strategy. With local centers in all key solar regions around the world, SMA has strengthened its ability to capitalize on the unpredictable nature of the solar industry over its competitors.



## 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 approximately 900 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. [www.SMA-America.com](http://www.SMA-America.com)

## Media Contacts:

Jessica Dumont • [Jessica.Dumont@SMA-America.com](mailto:Jessica.Dumont@SMA-America.com)

Brad Dore • [Brad.Dore@SMA-America.com](mailto:Brad.Dore@SMA-America.com)

SMA America • 916 625 0870

Follow us:    

**Photo Caption:** Aura Solar I, Mexico's largest PV plant, is using SMA inverters for a portion of the project

**Photo Credit:** Photo Courtesy of Gauss Energía

## 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](http://www.SMA.de). The company accepts no obligation whatsoever to update these future-oriented statements or to adjust them to future events or developments.

###