



PRESS RELEASE

Talesun Accelerates Dual-Brand Building Strategy In-house Solutions for Project Business

Munich, 17th September 2013: Zhongli Talesun Solar, a leading international manufacturer of high quality solar modules and cells, is to concentrate on the development of a two-brand strategy over the next three years. The company is thereby reinforcing its position, both as a leading global manufacturer of photovoltaic technology, and as a general contractor on the solar stage: Since the beginning of 2013, Talesun has increased its focus on the acquisition of project rights, on project development, and on the sale of turnkey photovoltaic power plants containing ever more from the company's expanding own-product portfolio.

Wang Baixing, Chairman of the Sci-Tech Group and founder of Zhongli Talesun, recently announced the implementation of a three-year plan towards the realization of a dual-brand strategy. "The Zhongli Talesun Solar brand will continue its focus on the production of high quality modules and cells. We are in possession of one of the most technologically advanced, fully automated production facilities in the world. We also have a team with wide-reaching experience in the photovoltaic sector. This combination allows us to offer our customers premium technology at a fair price/performance ratio, as well as a comprehensive service portfolio." Baixing Wang emphasizes that Zhongli Talesun will continue on its path of profitable growth, avoiding the low-price competitive strategy of other market participants.

In-house Solutions for the Project Business

Baixing Wang also spoke of Talesun's increasing role as a constructor of premium turnkey photovoltaic power plants. Against this backdrop, the company has begun to develop in-house products for its project business. Talesun benefits from the strength of its proprietary R&D department, as well as the high levels of know-how and capacity across the Sci-Tech Group.

For example, Zhongli Talesun has recently developed a mounting system using aluminum-alloy, and fire-resistant cabling. Both solutions are utilized on all current projects and are aimed at reducing maintenance work during the lifetime of the solar installation - at least 25 years. In addition, Baixing Wang announced that Talesun is integrating a module-specific monitoring



system in the construction of all future power plants, thereby simplifying maintenance and increasing system efficiencies. Administrators will receive realtime information on any eventual outages or drops in performance, all sent directly to their smartphones.

About Talesun

Talesun is an internationally operating premium producer of solar modules and cells for the private and industrial sectors. The company's 210,000m², fully automated production plant in the Chinese province of Jiangsu will reach a production capacity of 2 GW by the end of 2013. Talesun has subsidiaries in Hong Kong, Singapore, Munich and San Jose. More information under: www.talesun-eu.com and www.talesunenergy.com.

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