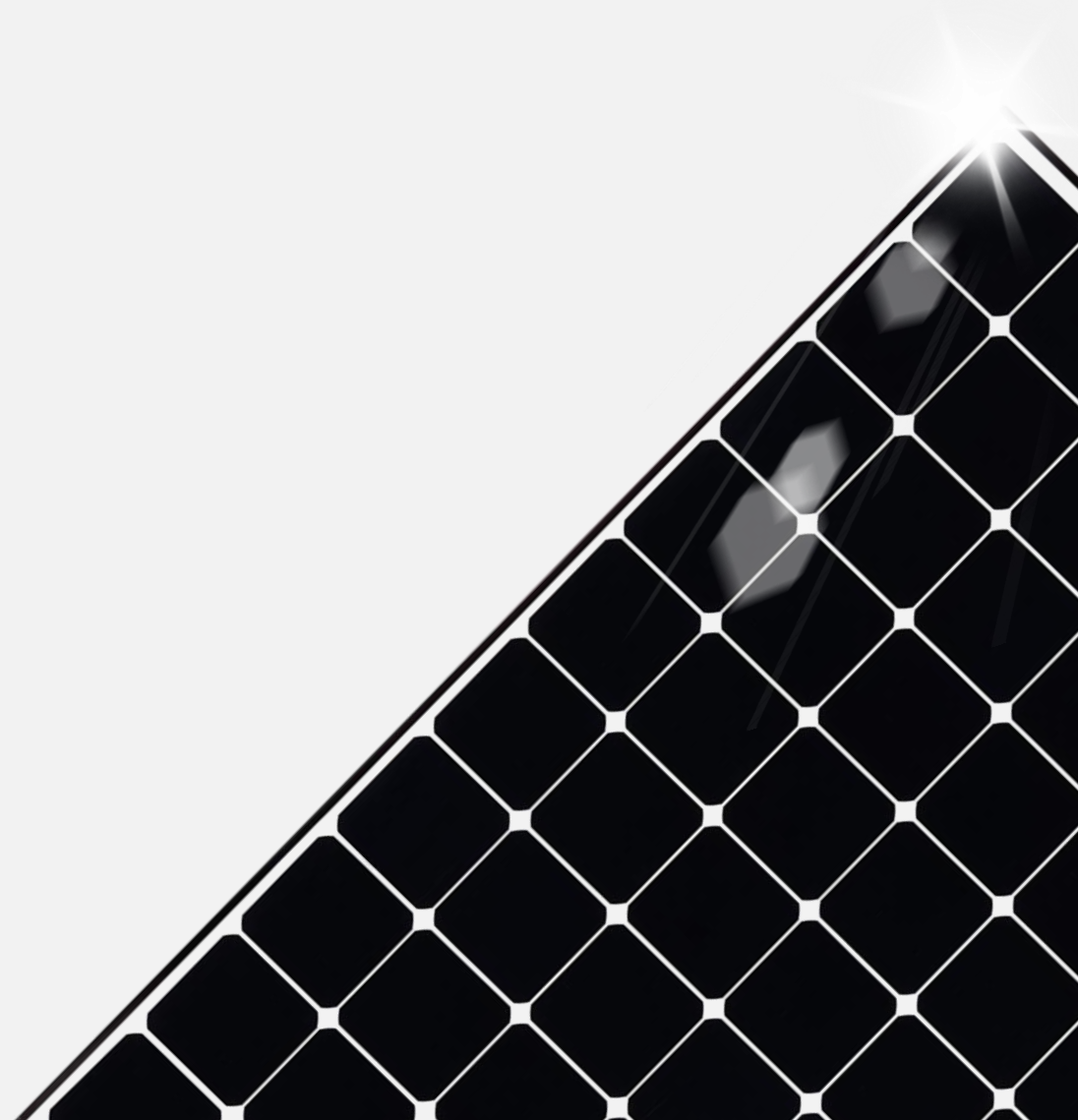


# LG Solar 2020



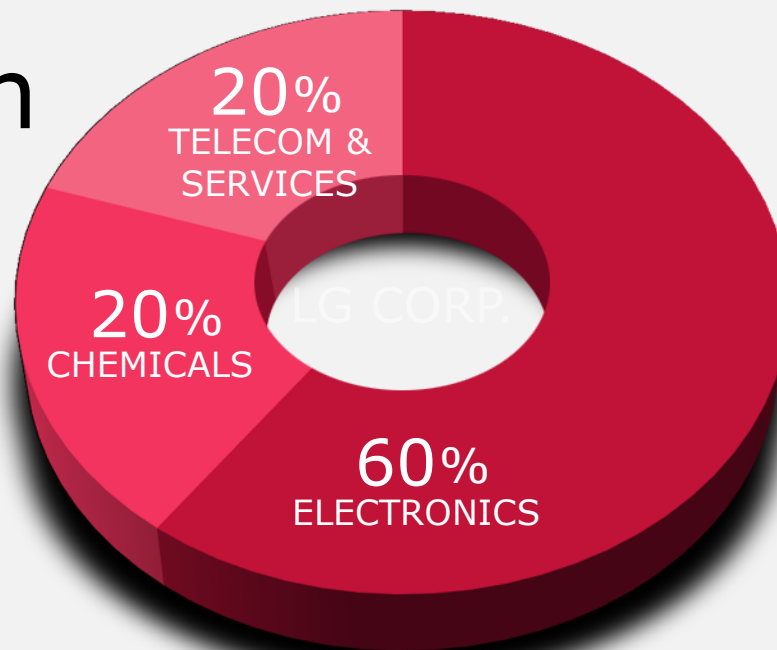
**USD 142 Billion**

REVENUE  
(KRW 160 Trillion)

**70**

COMPANIES

Holding Structure



**ELECTRONICS 15**

- LG Electronics
- LG Display
- LG Innotek

**CHEMICALS 26**

- LG Chem
- LG Household & Health Care

**TELECOM & SERVICES 29**

- LG U+
- LG CNS

# LG Electronics: business overview

LG Electronics provides clean and efficient energy to customers through 'Energy solution' business.



Home Entertainment



Mobile Communications



Home appliance & Air solution



Vehicle Components



Energy Solution

## FACTS & FIGURES

**125**  
Global  
Operations

**111**  
Subsidiaries

**77.000**  
Workforce

**14**  
Branch Offices

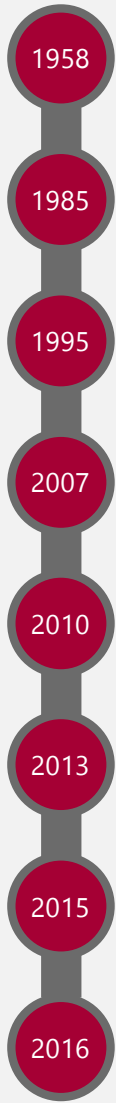
**61.4**  
61.4 Billion USD  
Sales

**6**  
Design Center



# History of LG Solar

LG Electronics has been working for more than 70 years, and focused on Solar business for 30 years.



1958 Founded GoldStar (currently LG Electronics)

1985 Initiated solar cell R&D

1995 Developed public facility-use solar applications (traffic signs, clock towers)

2007 LG Solar Energy began operation of 14 MW solar farm (Taeon, S

2010 Began mass production of products

2013 - Began mass production of n-type module  
- Winner of the Intersolar Award and Plus X Award for the MonoX NeON

2015 Winner of the Intersolar Award and Plus X Award for the NeON<sup>®</sup> 2

2016 - Winner of the 2016 Intersolar Award for the NeON<sup>®</sup> 2 BiFacial  
- Established gigawatt capacity production



- R&D Lab.
- Sales



- Factory, R&D Lab.

\*This material is for use in LG Electronics' internal only. Use of this material for any other purpose is strictly prohibit.

# History of LG Solar

LG Electronics has been recognized by world's authoritative institutions for its quality.



2016, 2015  
Intersolar Award  
[Winner]



2016  
Top Brand [Modules]  
Europe



2015  
Plus X Award  
[High Quality, Functionality,  
Ecology] winner



2015  
Energy Winner Award  
[Grand Prize] winner



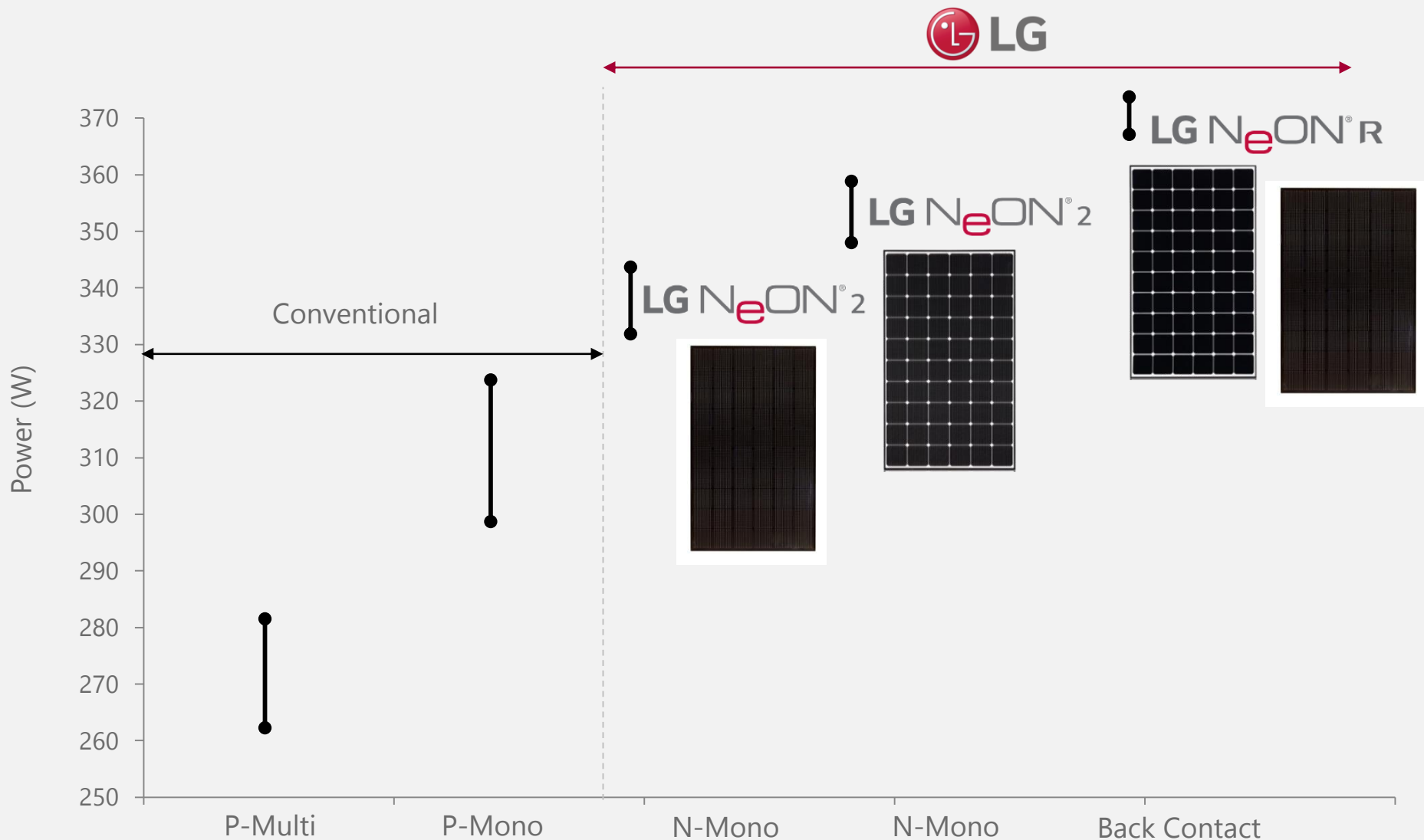


# History of LG Solar

Output, 60-cell modules, (Watt)



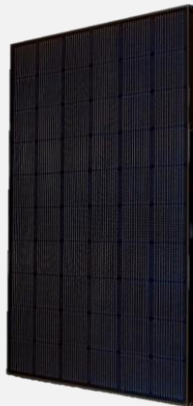
# 2020 LG Solar product Line-up (60cell based)





# 2020 LG Solar product Line-up

LG NeON<sup>®</sup> 2 LG NeON<sup>™</sup> 2Black



- 355 Wp
- Black frame
- Nice look (CELLO)
- Ideal to increase kWh/m<sup>2</sup>

- 340 Wp
- Full black
- Nice look (CELLO)
- Ideal to increase kWh/m<sup>2</sup>

LG NeON<sup>®</sup> 2BiFacial



- 405 Wp (front only)
- 72 cells
- Ideal for commercial greenfield systems

LG NeON<sup>®</sup> R



- 375 Wp
- Black frame
- No electrodes on front cells
- LG's „BEST“

LG NeON<sup>®</sup> R PRIME

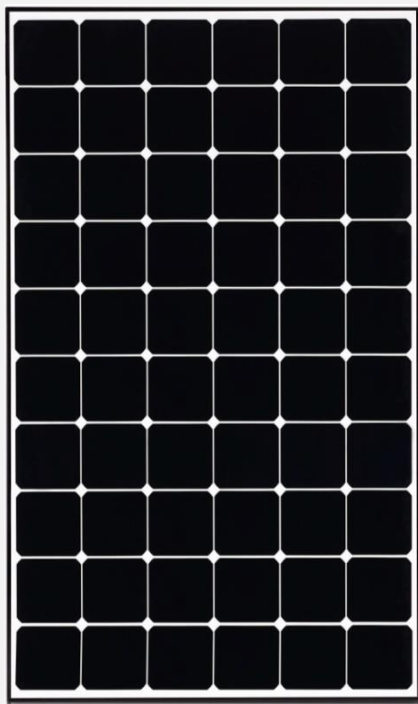


- 360 Wp
- Black frame
- No electrodes on front cells

# Product introduction

## LG NeON® R

- LG NeON® R is new powerful product with global top level performance.
- It features enhanced warranty, durability, performance under real environment.



### [Technical Data]

(Preliminary)

LG NeON® R	
# of cell	60
Power(W)	365 ~ 375
Efficiency(%)	20.9 ~ 21.7

### [Key feature]



- High power luxury module.
- Maximize system volume on limited roof-top



- Better performance on a hot sunny day

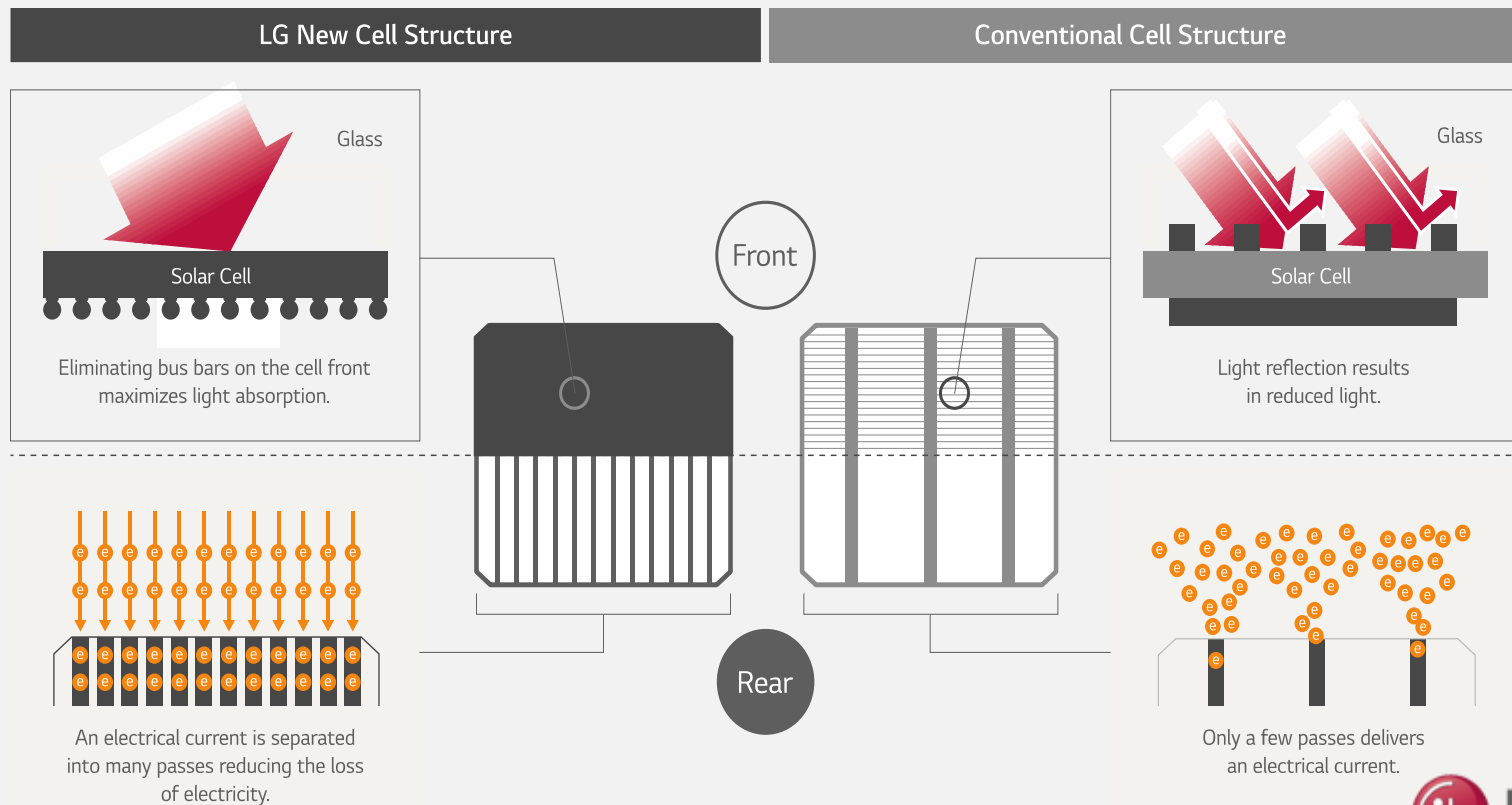


- True black with no metal on the cell front

# NeON R technology

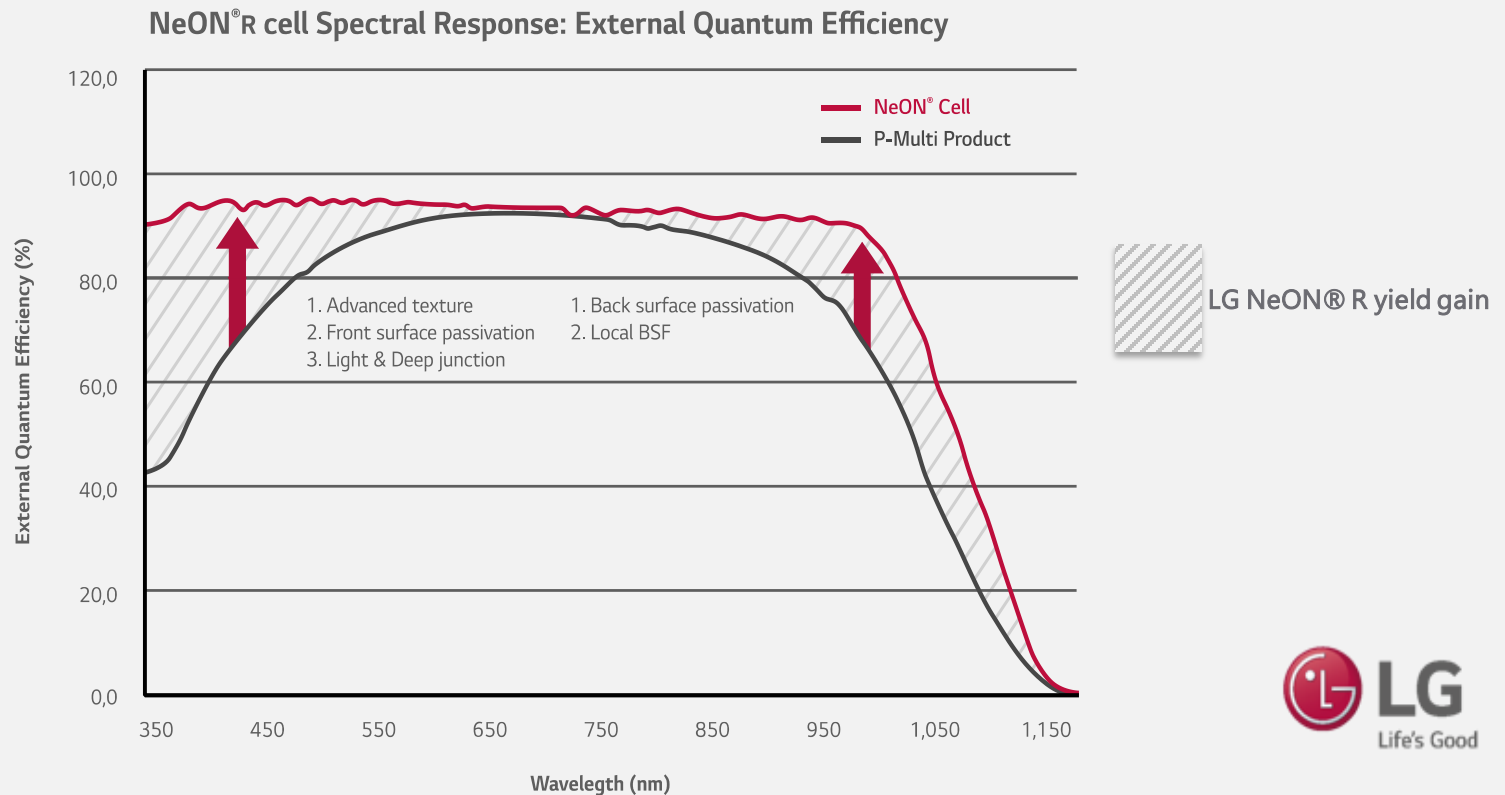
## SPECIAL FEATURES OF LG NeON® R:

No losses from contacts on the front. Every photon is used.



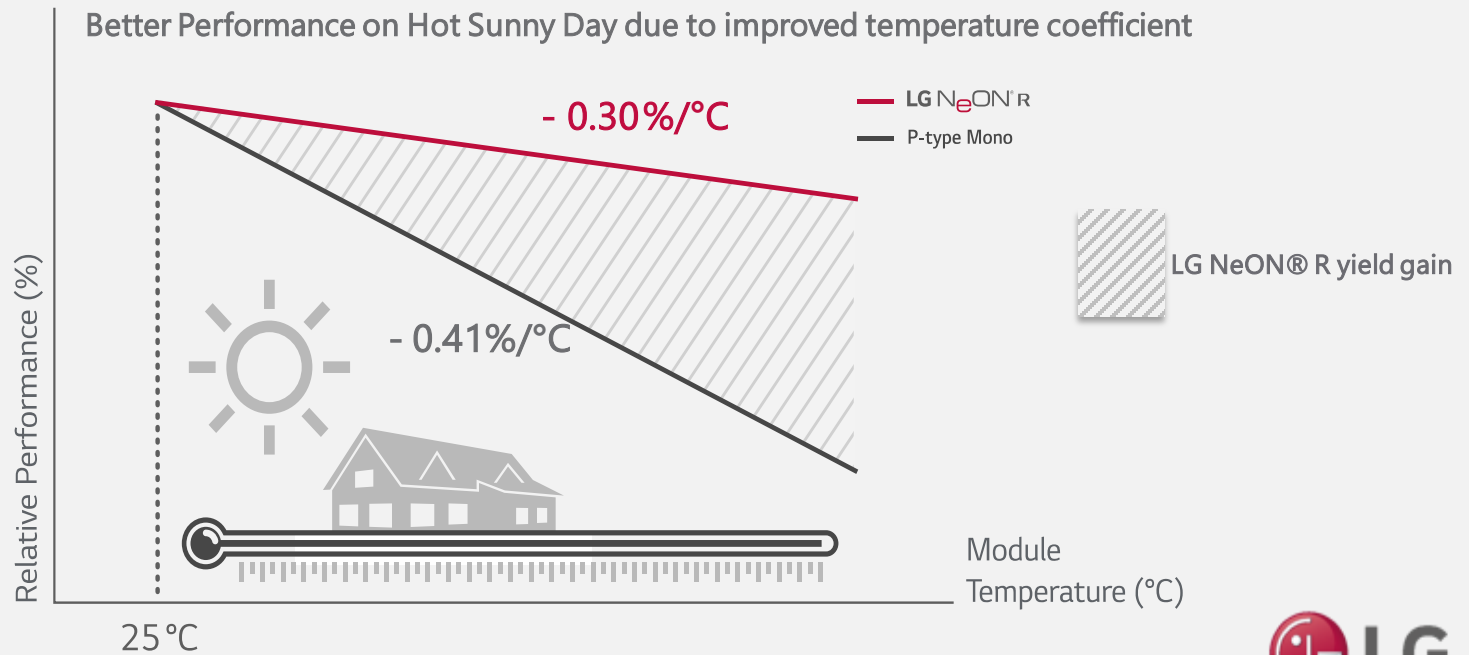
# NeON R Special Features

NeON® R modules produce more electricity than “normal” modules even when the sun does not shine so brightly (e.g. cloudy day, morning or afternoon).



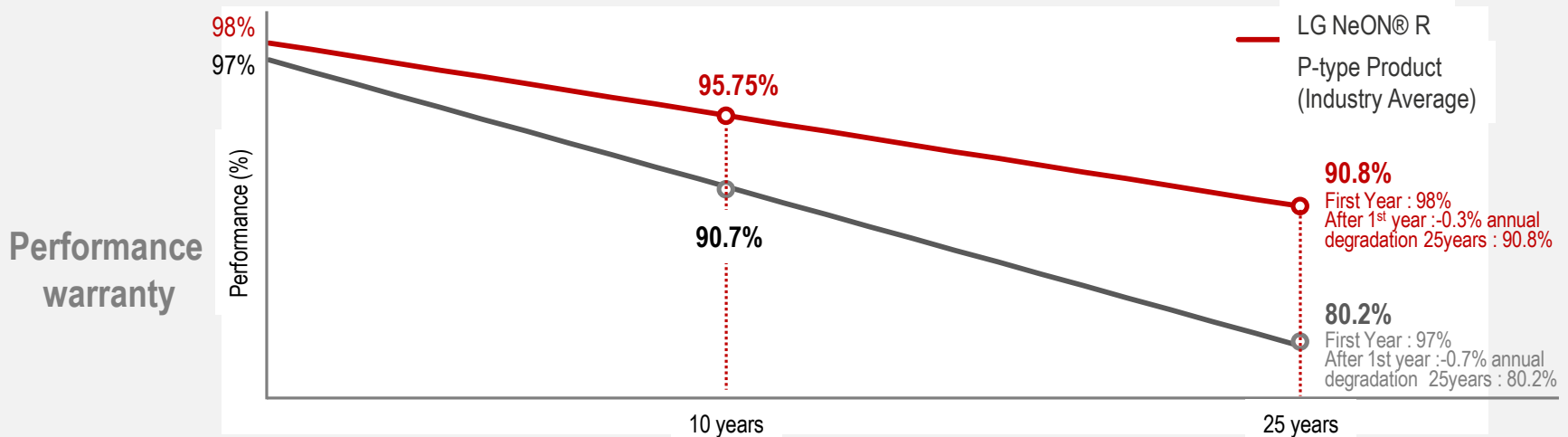
# NeON R Special Features

In contrast to “normal” modules, NeON® R modules deliver more electricity even at high temperatures.

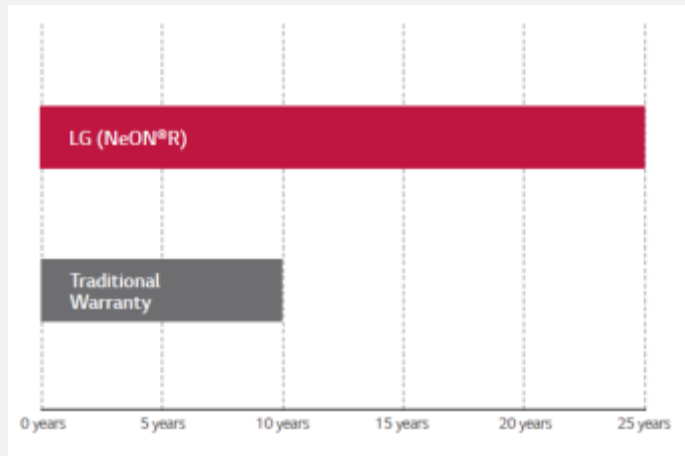


# NeON R Special Features

NeON® R modules have significantly better warranties than "normal" modules.



**Product warranty**



✓ 25 years  
 LG product and 25  
 years performance  
 warranty





# NeON R Special Features

NeON® R modules not only generate more energy they are also extremely resilient.

## SNOW LOAD

5,400Pa front load  
(represents snow  
height of more than  
1,8 meters)



## WIND LOAD

5,400Pa (represents  
wind speed of up to  
93 m/s)



### Required standard:

Snow load: 2,400 Pascal  
Wind load: 2,400 Pascal

### LG NeON®R:

Snow load: 5,400 Pascal (represents snow height of more than 1,8 meters)  
Wind load: 5,400 Pascal (represents wind speed of up to 93 m/s)



# NeON R Special Features

With LG NeON® R modules, you can generate much more electricity on your roof.

LG NeON® R **370W**  
**7.4 kWp**



p-type Mono **290W**  
**5.8 kWp**

p-type Multi **275W**  
**5.5 kWp**

The capacity of solar power system with 20 modules (60 Cells)

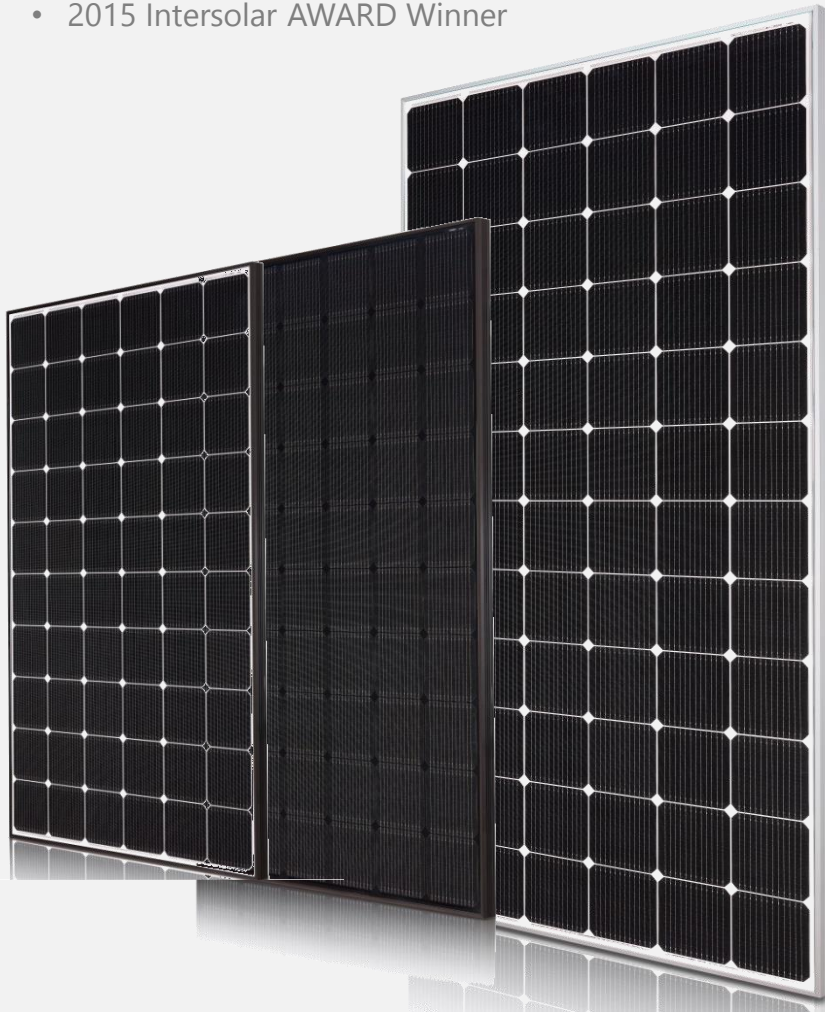
The power (module efficiency) of NeON®R reaches 370 W (21.4 %).

NeON®R is the right solution for home owners who want to get more electricity within a limited roof space.

# Product introduction

## LG NeON® 2 | LG NeON® 2 Black

- LG NeON® 2 generates high energy, and makes it suitable for a wide range of application.
- 2015 Intersolar AWARD Winner



### [Technical Data]

	LG NeON® 2	LG NeON® 2 Black
# of cell	60	60
Power(W)	350 ~ 355	325 ~ 340
Efficiency(%)	20 ~ 20.3.	19.1 ~ 19.6

### [Key feature]



- High generation performance



- Better performance on a hot sunny day



- N type cell for minimizing initial power decline



- More power and less loss with Cello Technology

# Cello\* technology

The Cello technology reduces the electrical loss by spreading the current of 3 ribbons to each of 12 wires, designed to reduce electrical resistance.

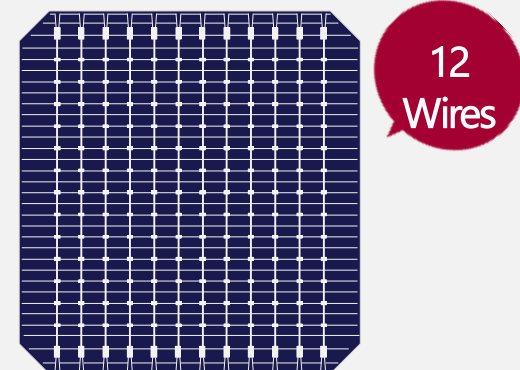
## Conventional Structure



Higher current  
in each path



## Cello Structure

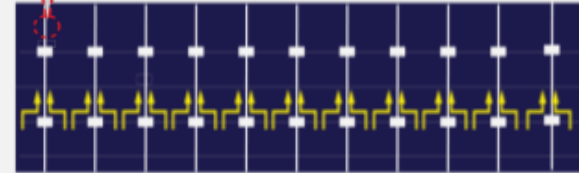


VS.



Lower current  
in each path

Electrical  
Loss

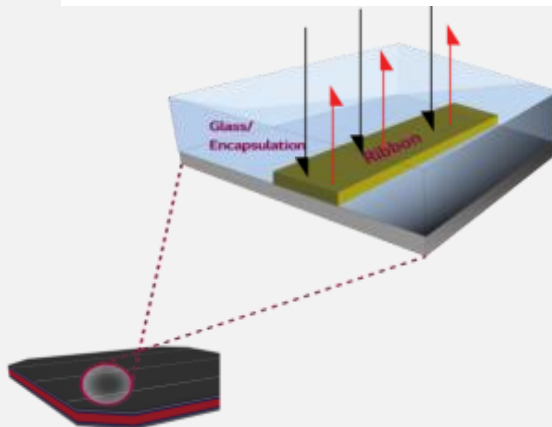
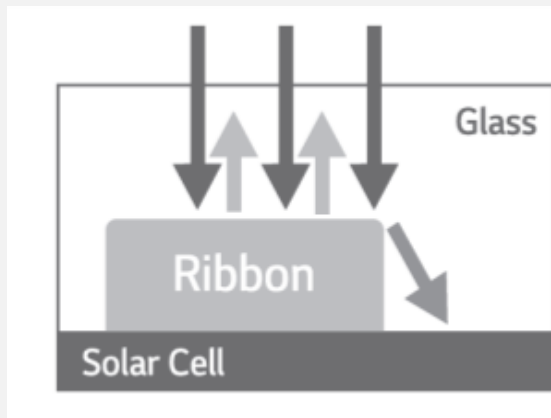


※ **Cello** : Cell connection with electrically low loss, low stress and optical Absorption enhancement

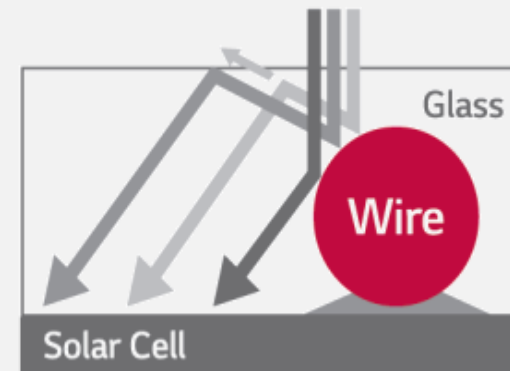
# Cello\* technology

The Cello technology facilitate harvesting of the light by scattering the light hitting on the wire in various angles.

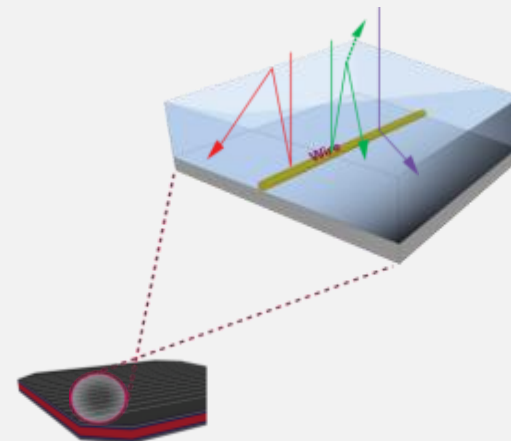
## Conventional Structure



## Cello Structure



VS.

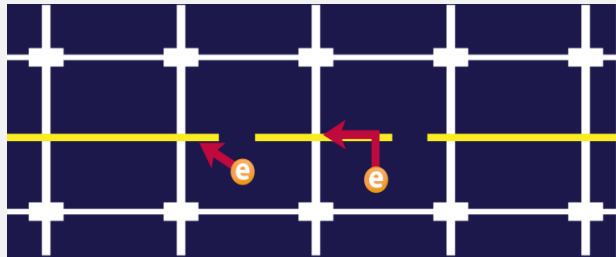


※ **Cello** : Cell connection with electrically low loss, low stress and optical Absorption enhancement

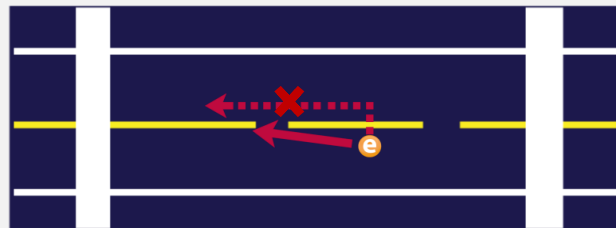
# Cello technology

NeON2 is designed for stable long-term operation. Cello Technology can mitigate the power generation loss even if finger cut-off or micro-crack occur naturally.

## Finger Electrode Cut-off

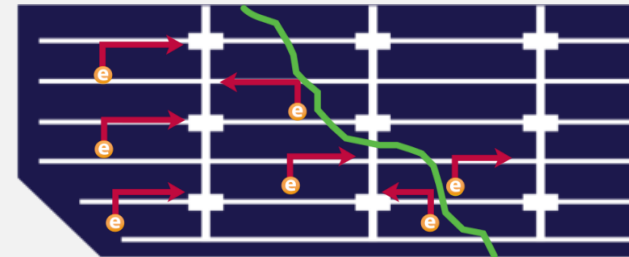


Electrical Short Bypass in case of Finger Cut-off by natural erosion or corrosion

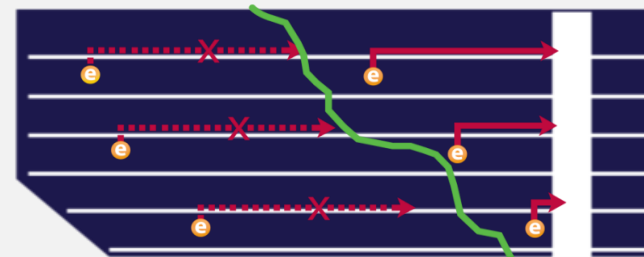


Conventional

## Micro-Crack



Electrical Path maintained by Multiple Wires



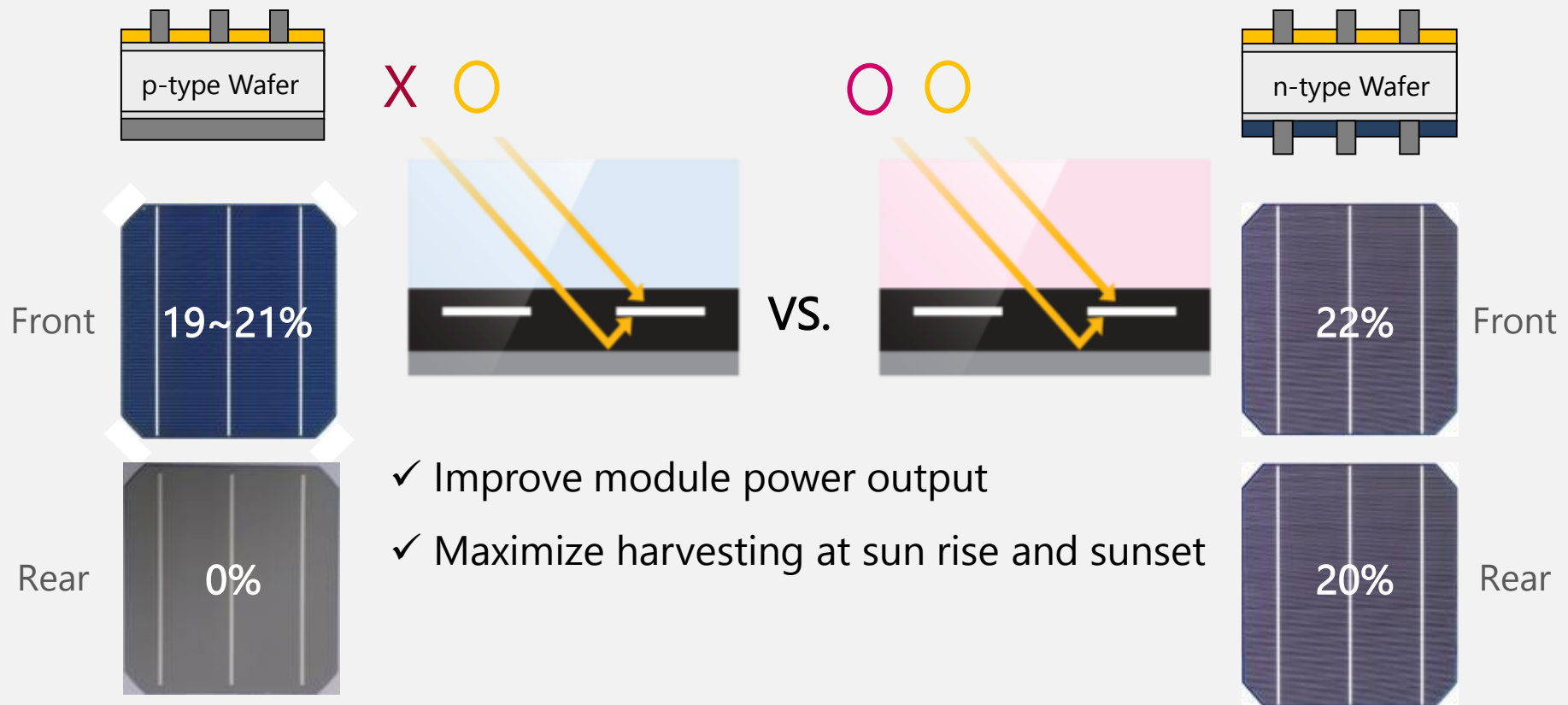


# n-type technology

Compared to the conventional module, LG n-type module generates more power due to the utilization of the reflected light from the back side of the module.

Conventional

LG n-type (PERT)

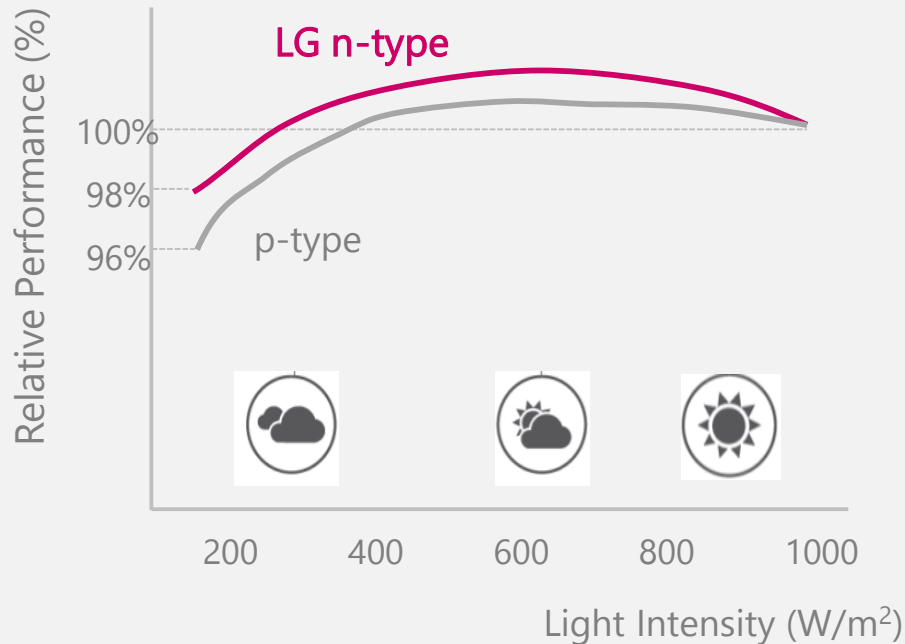


# n-type technology

LG n-type generates more power on both of cloudy and sunny day.

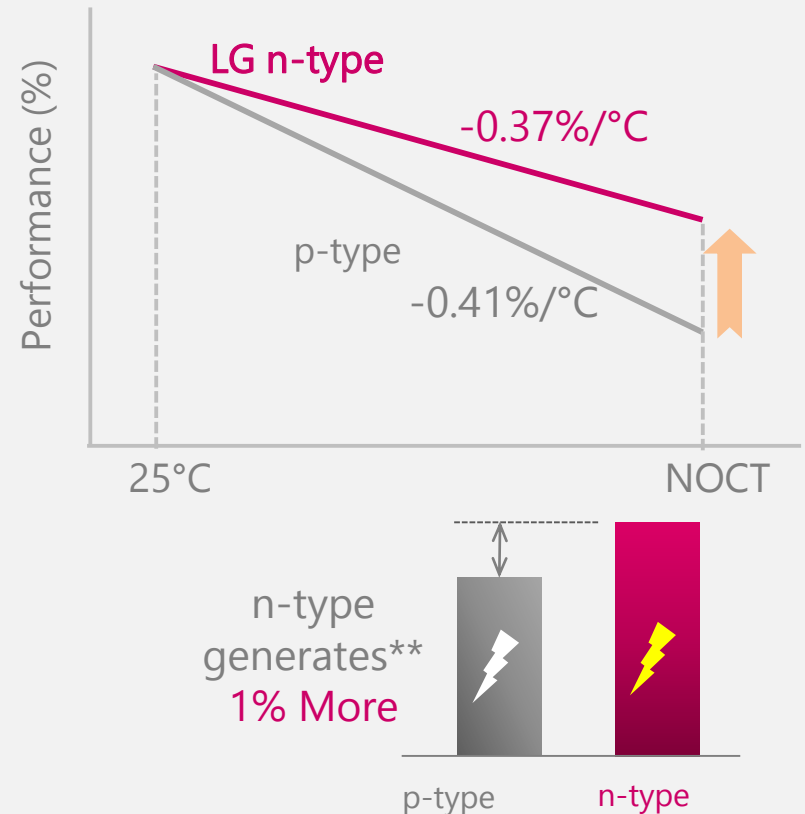
## Low illumination condition

LG n-type generate more power compared to p-type module at low illumination condition.



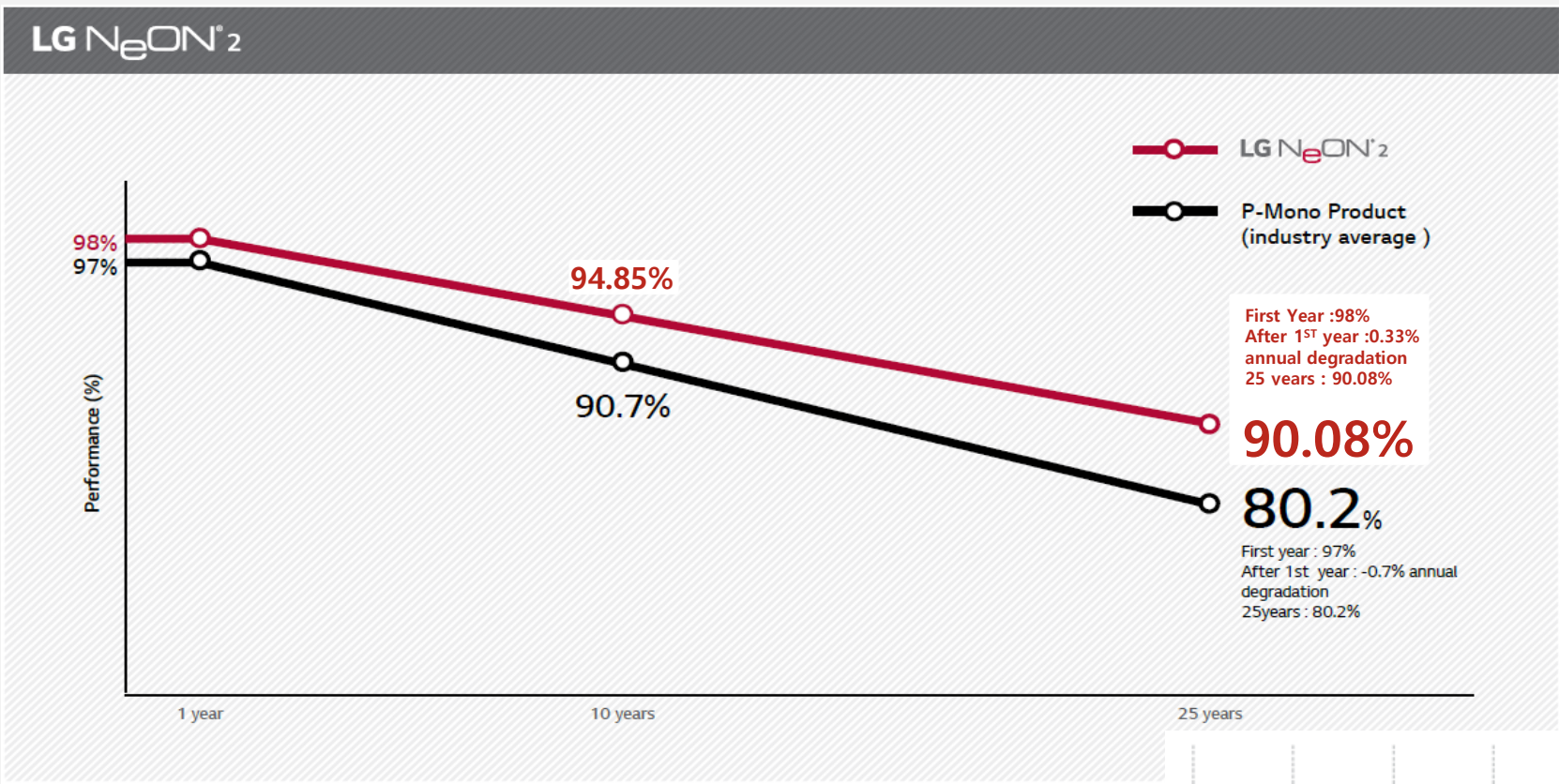
## NOCT\*

LG n-type generate more power compared to p-type module on a sunny day.



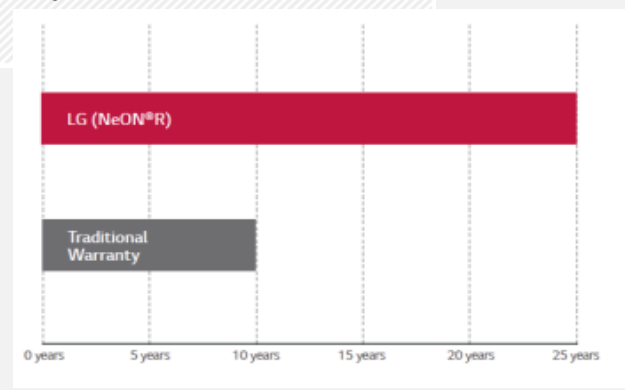
\* Nominal Operating Cell Temperature, \*\* Base on PV Syst simulation (Sunny day)

# Enhanced Product and Performance Warranty



✓ 25 years LG product and performance warranty

Product warranty

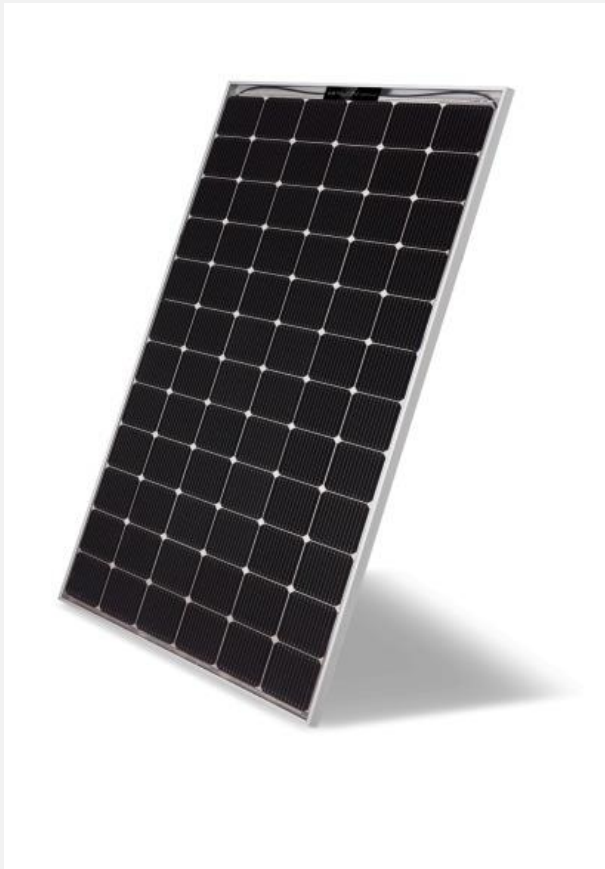


\*This material is for use in LG Electronics' internal only. Use of this material for any other purpose is strictly prohibit.

# Introduction

## LG NeON<sup>®</sup> 2 BiFacial

- LG NeON<sup>®</sup> 2 BiFacial generates electricity on both sides at the same time.
- By both side generation, it can achieve up to 30% more energy than standard PV module.



### [Technical Data]

(Preliminary)

LG NeON <sup>®</sup> 2 BiFacial	
# of cell	72
Power(W)	390~ 395
Efficiency(%)	18.5 ~ 18.8

### [Key feature]



- Double sided generation
- More energy up to 30%



- BOS saving with additional generation



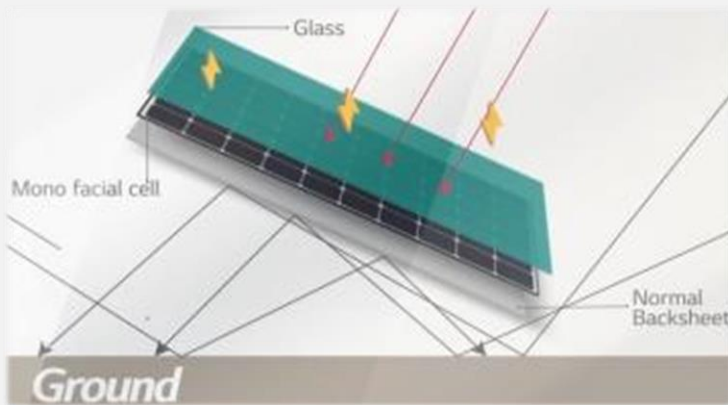
- Able to generate power with snow cover

# Bifacial technology

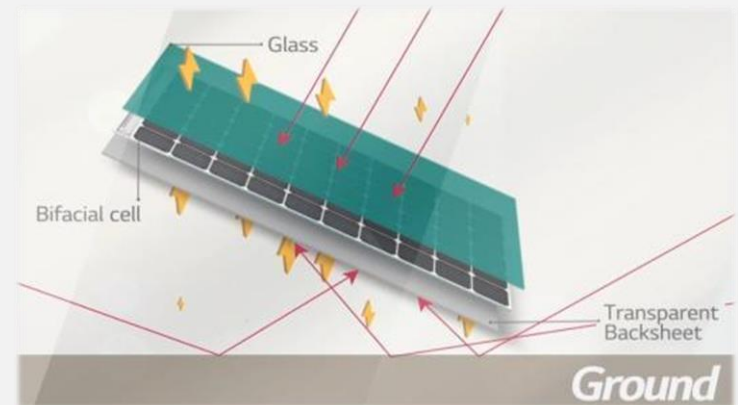
## Advantages

Bifacial module presents higher production power due to the additional generation at the rear side.

Conventional



LG Bifacial



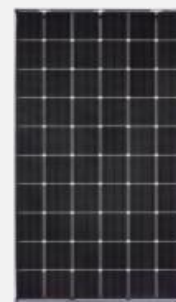
VS.



Front



Rear



Front



Rear

# Bifacial technology

## Application

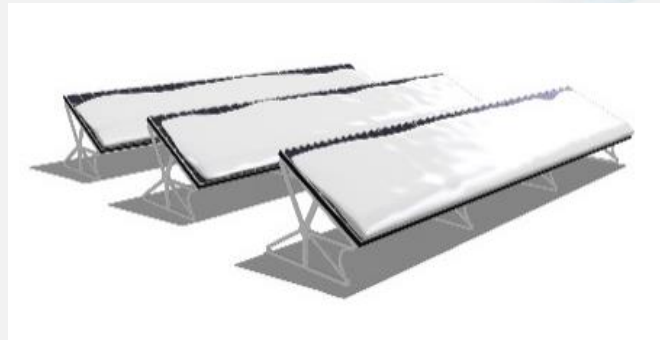
Bifacial module has advantages for the installation at the limited space.



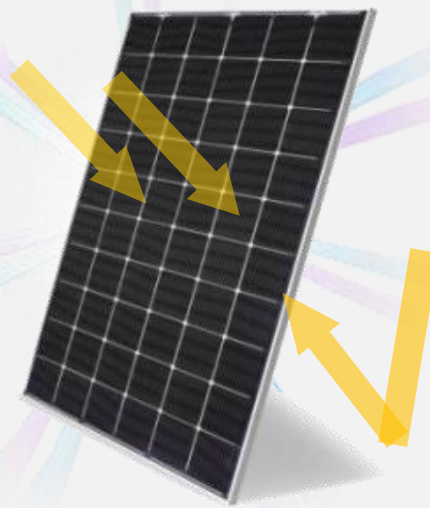
Bright Desert



Carport



Snow condition

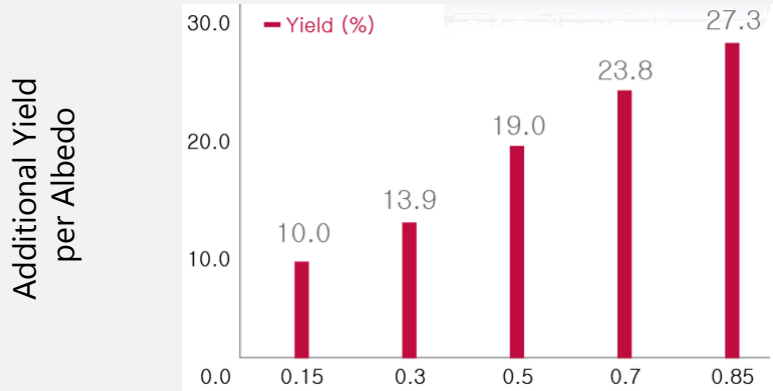
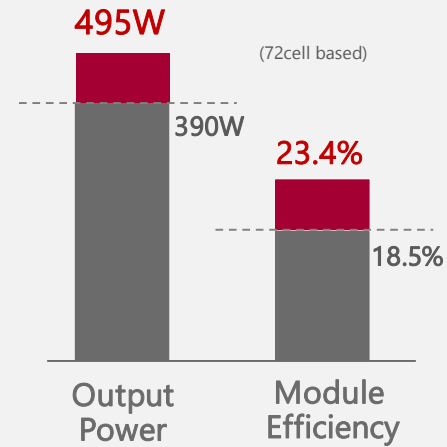
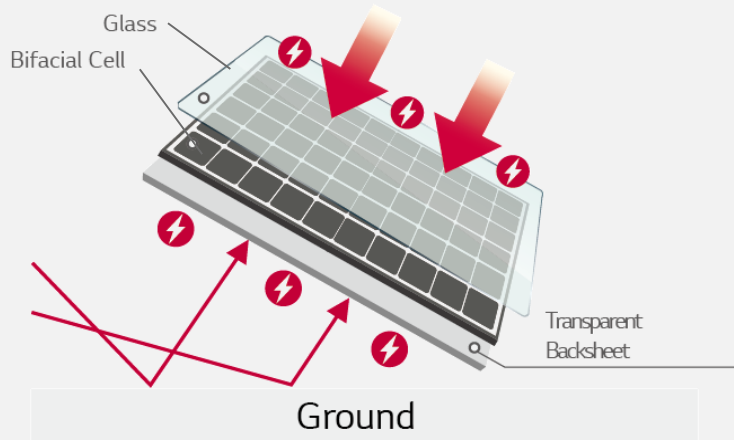


Noise barrier



# Additional yield with bifacial effect

## Bifacial Structure



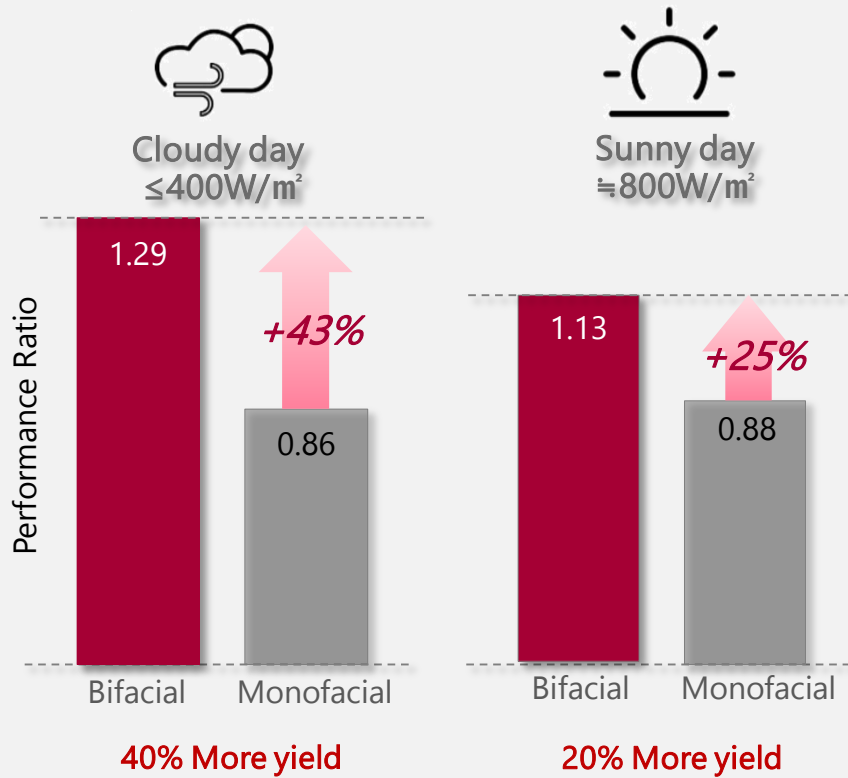
*More energy up to 27%!*

Base on LG internal Simulation Program  
 Condition: Ground reflection rate (white color) 0.85, Module height : 1.0m, Tilt angle : 30°

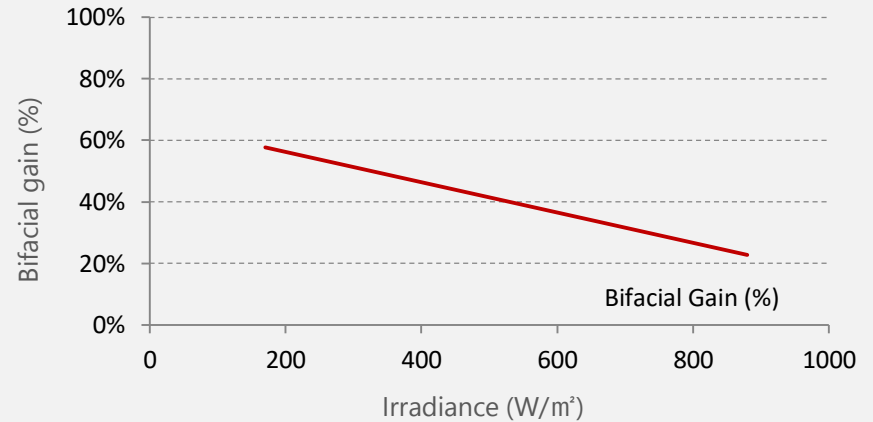
\*This material is for use in LG Electronics' internal only. Use of this material for any other purpose is strictly prohibit.

# Additional yield with bifacial effect

## Backside Performance under low irradiance



## Bifacial gain dew to Irradiance



- Albedo : 0.80
- Height : 1.0m, Tilt angle : 30°
- LG Internal test ('16 7/22~8/5)

# Real case benefit



Bifacial System in Belgium

View from front-side

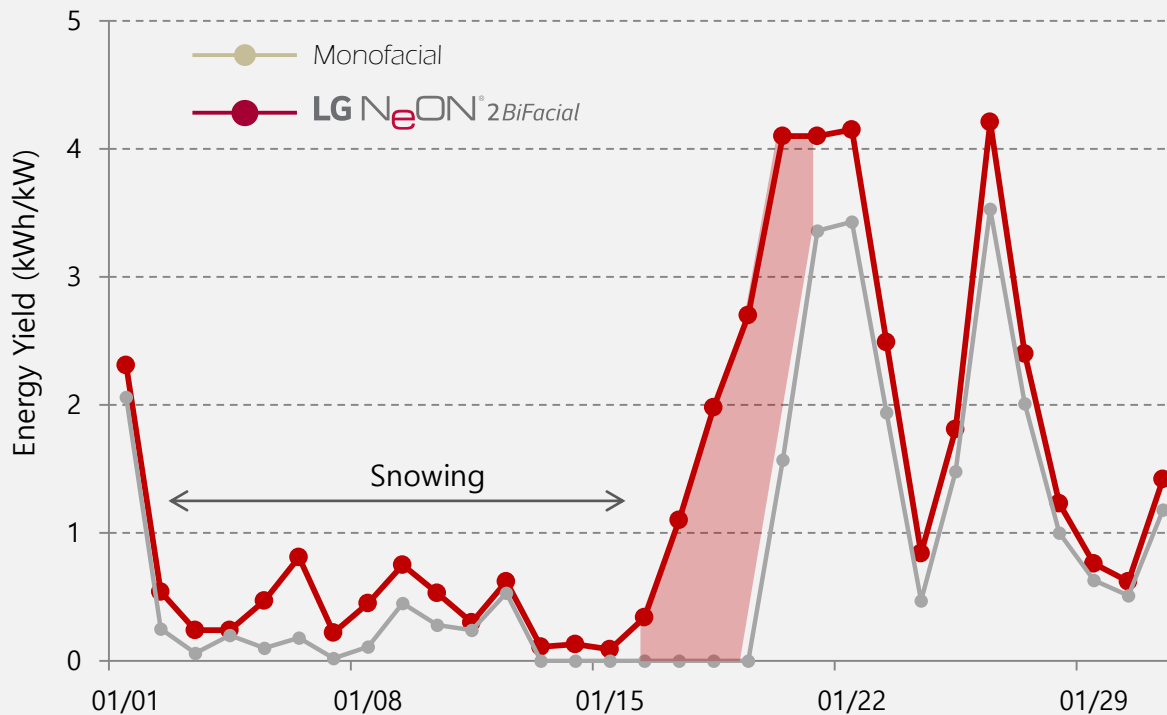
Bifacial System in Belgium

View from rear-side



# Additional yield with bifacial effect

## Performance under snow



Compared in data  
Bifacial      Monofacial



Module : LG NeON 2 Bifacial (LG300N1T-G4, 12ea), LG NeON 2 (LG300N1C-B3, 12ea),  
 Inverter : SMA SB3000TL  
 Location : Nidrum, Belgium, Customer site  
 Albedo ≈ 20% (Glass)  
 Height : 1.2m

## Field Test Result

---



1. Testbed information
  - Location : Gumi city, Korea
2. Installation information
  - Module : LG NeON 2 Bifacial 2ea, LG NeON 2 2ea
  - Inverter : Ontest Capturestar (Module level IV tracer)
  - Single Axis Tracker
  - Albedo  $\approx$  79% (White membrane)
  - Installation completion date : 2017. 01
3. Bifacial Gain : 20.7%

# Module Summary

## Benefits from using LG NeON2 Modules



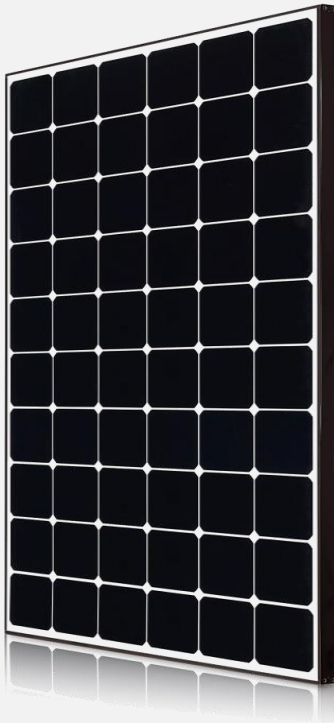
- 1. Safe warranties from LG Electronics Inc**  
=> 61 bn. USD annual sales & more than 50 year history
- 2. Linear power warranty**  
=> min. 90.08 % after 25 years
- 3. Product warranty**  
=> 25 years
- 4. High module efficiency (60 cells):**  
=> 355 Wp (NeON2) / 340 Wp (NeON2 Black)
- 5. Excellent aesthetics**  
=> LG CELLO cell technology (12 fine wires)





# Module Summary

## Benefits from using LG NeON R Modules



1. **Safe warranties from LG Electronics Inc**  
=> 61 bn. USD annual sales & more than 50 year history
2. **Linear power warranty**  
=> min. 90.8% after 25 years
3. **Product warranty**  
=> 25 years
4. **High module efficiency (60 cells):**  
=> 370/375 Wp
5. **Excellent aesthetics**  
=> LG Back contact cells



# Influence

The Decision Making is by Influence of the Installer.

Residential Segment



**End customer:**  
10% influence on  
module decision



Lets be crystal this can  
be influenced with  
Marketing. Downside =  
Cost!

**Installer:**  
90% influence  
on module  
decision

When was the last time you spent  
more on Quality and regretted it!!

# The Key Advantages of LG Solar

THE DIFFERENCE  
IS IN THE DETAIL.

THE KEY ADVANTAGES  
OF LG SOLAR



# The Key Advantages of LG Solar

**01 FINANCIAL STRENGTH** | REAL WARRANTIES FROM THE GLOBAL PLAYER LG ELECTRONICS

**02 INNOVATION** | LG ESTABLISHES NEW STANDARDS

**03 DESIGN** | LIKE OUR TV'S, WE PAY IMPORTANCE TO AESTHETIC DESIGN

**04 QUALITY** | LG TESTS FAR ABOVE REQUIREMENTS, FOR YOUR LONG-TERM RELIABLE PV SYSTEM

**05 TOP PERFORMANCE** | GET THE MAXIMUM POWER FROM YOUR ROOF

**06 REGIONAL PROXIMITY** | LG IS CLOSE TO YOU, WHEN YOU NEED US

**07 WHY CHOOSE LG** | SO MUCH MORE VALUE FOR SO LITTLE MONEY

**08 REFERENCES** | THIS IS HOW BEAUTIFUL YOUR ROOF COULD LOOK WITH LG SOLAR PRODUCTS

**YOUR BENEFITS WITH LG AT A GLANCE**

# The Key Advantages of LG Solar

## 01 FINANCIAL STRENGTH | REAL WARRANTIES FROM THE GLOBAL PLAYER LG ELECTRONICS

### GOOD TO KNOW:

Only companies with a strong and solid financial background are in the position to survive in harsh competitive conditions.

### LG'S STRENGTHS:

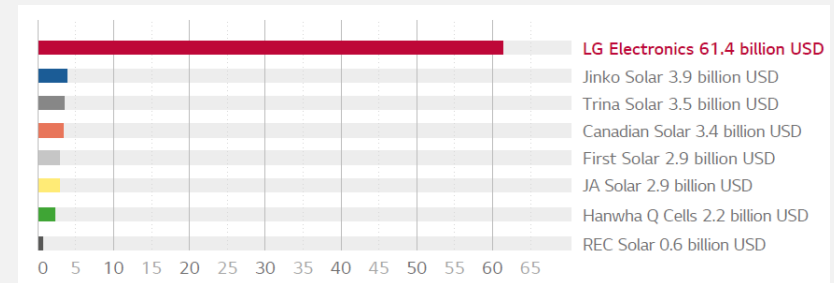
LG Solar's module warranties are backed up by LG Electronics (Korea), which has an annual turnover of bn USD 61,4

Founded in 1958, LG Electronics has become a global leader in many Industries

### YOUR BENEFITS:

- + Highly reliable warranties of 25 years from LG Electronics
- + LG Electronics will be available to support you
- + Selling LG solar systems also means selling trust and reliability

### THE GUARANTOR'S TURNOVER, IN BILLIONS OF USD



Solar companies which have stopped producing PV panels (c-Si) or went insolvent:

Bosch | Sovello | Schüco | Solon | REC Wafer | SpectraWatt | SolarWorld | Sunways | Solyndra | Siliken | Schott Solar | Solarwatt | BP | Shell | Siemens ...



# The Key Advantages of LG Solar

## 02 INNOVATION | LG ESTABLISHES NEW STANDARDS

### GOOD TO KNOW:

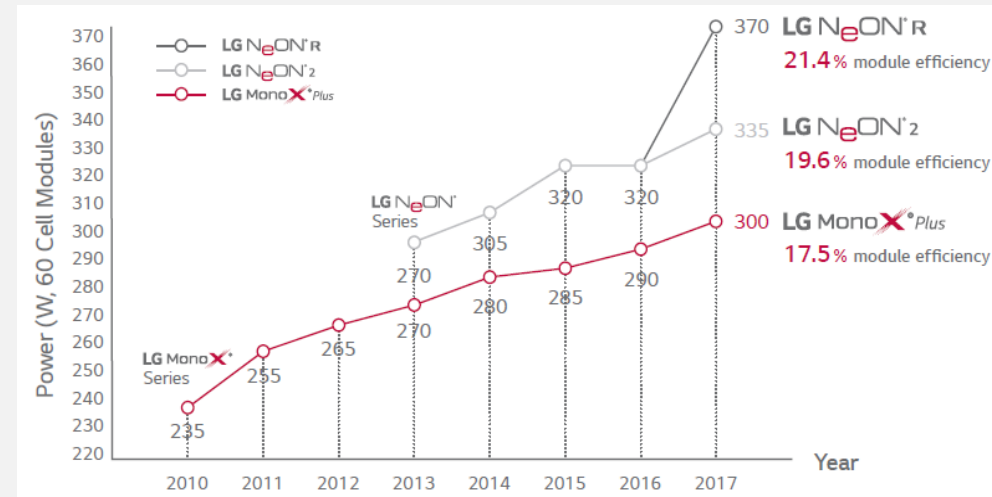
An investment in a PV system is a lifetime decision. That's why it's all about buying solar modules that are robust and have state-of-the-art technology.

### LG'S STRENGTHS:

- 25 % of the LG Solar workforce is employed in research and development
- LG Solar uses the knowhow and expertise of its other businesses (semi conductor, storage, ...) to develop industry-leading solar modules

### YOUR BENEFITS:

- + State-of-the-art technology is used for LG solar modules
- + LG continuously invests in technological developments to remain an industry

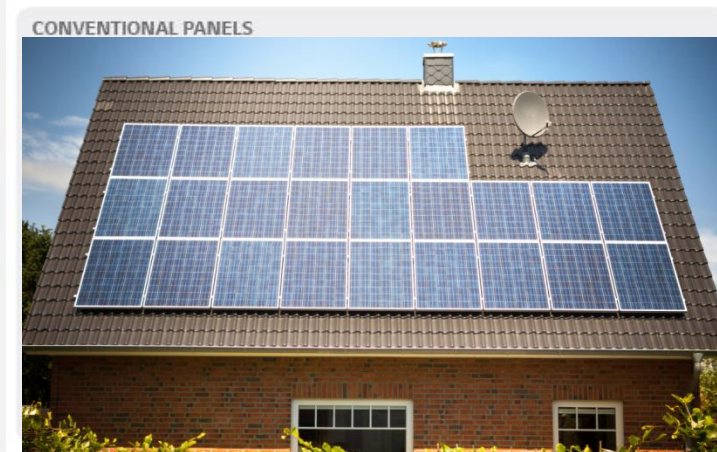


2018 - **LG NeON<sup>2</sup>**  
390W Bifacial

# The Key Advantages of LG Solar

## 03 DESIGN | LIKE OUR TV'S, WE PAY IMPORTANCE TO AESTHETIC DESIGN

- **GOOD TO KNOW:**
- Beauty on the outside. It's important for owners that their homes aren't turned into eyesores. Solar modules should be unobtrusive in design and fit the roofing type.
- **LG'S STRENGTHS:**
- – Use of black module frames and black back sheet
- – Supply of A-quality modules only with accurate frames and cables
- – Careful selection of partners to ensure technical and aesthetic system quality
- **YOUR BENEFITS:**
- + Your solar power system combines high quality with timeless design
- + The black modules integrate with the appearance of your





# The Key Advantages or LG Solar

## 04 QUALITY | LG TESTS FAR ABOVE REQUIREMENTS, FOR YOUR LONG-TERM RELIABLE PV SYSTEM

### GOOD TO KNOW:

Long live solar power. Buying a solar system is a long-term investment. Quality, reliability and durability are the key decision factors.

### LG'S STRENGTHS:

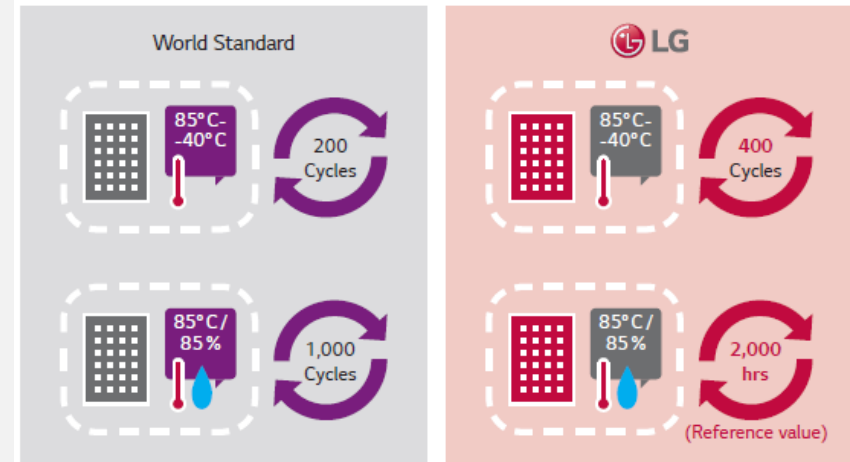
- Multiple winner of the Intersolar Award
- Awarded several times with the Plus X Award for High Quality
- LG's test lab is fully TÜV and UL certified
- Exceeds IEC standard requirements by far
- LG solar modules are 100 % EL tested (electroluminescence test)
- LG cells generate more energy by absorbing a wider light spectrum

### YOUR BENEFITS:

- + No risk of PID, hotspots, etc.
- + Each module has been extensively tested before delivery
- + Modules are produced by LG (no 3rd party OEM modules)
- + Maximum performance and energy yield

Results of field test Bremen University

### TWICE AS HARD AS REQUIRED



Thermal Cycling

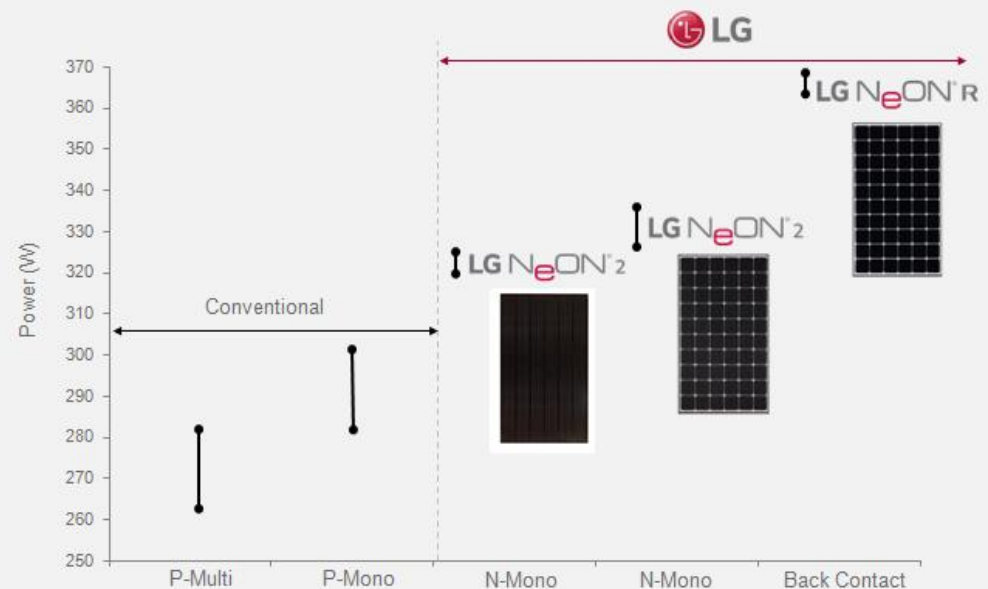


# The Key Advantages of LG Solar

## 05 TOP PERFORMANCE | GET THE MAXIMUM POWER FROM YOUR ROOF

- **GOOD TO KNOW:**
- Maximum performance. The available roof area is often limited and the electricity requirements of the future increase with e-cars or heat pumps. LG high-performance modules help you to get the most out of your roof and be well prepared for the future.
- Use leading technology and choose the right solar modules for the next 25 years (or more).
- **LG'S STRENGTHS:**
- – Our newly-developed LG NeON™ R range is a pioneer in the solar industry
- – LG starts where others stop
- **YOUR BENEFITS:**
- + You can offer maximum power, even on the smallest roof
- + Reduced installation costs – fewer modules are needed and this helps to save installation materials and time

### LG Starts Where Others Stop



# The Key Advantages of LG Solar

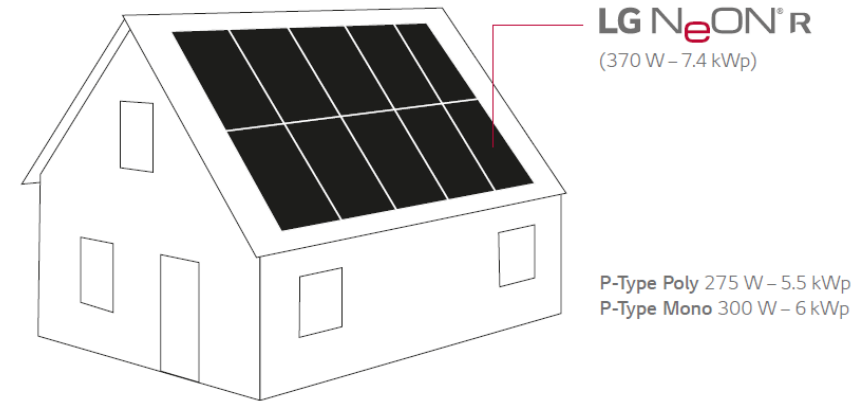
## 05 TOP PERFORMANCE | GET THE MAXIMUM POWER FROM YOUR ROOF

### GOOD TO KNOW:

The future energy requirements for a single-family home will certainly exceed 10,000 kWh. LG NeON® R is the ideal solution for homeowners that want to maximise their investment with limited space available on the roof.

### YOUR BENEFITS:

- + You can offer maximum power, even on the smallest roof
- + Reduced installation costs – fewer modules are needed and this helps to save installation materials and time



**Estimated electricity per year:** 8,000 kWh (7.4 kWp \* 1.1 (kWh/kWp))

**Capacity of solar power system with 20 modules (60 cells per module)**

**Annual power consumption for a 4-person family:** 5,000 kWh

**Heat pump:** 3,000 kWh\*

**Electric car:** 2,400 kWh\*\*

**Air conditioning:** 800 kWh\*\*\*

\* Based on a 4–6 kW heat pump

\*\* Based on 12,000 km/p.a.

\*\*\* 2 kW air conditioning unit/8 hours per day/approx. 50 days use per year

# The Key Advantages of LG Solar

## 06 REGIONAL PROXIMITY | LG IS CLOSE TO YOU, WHEN YOU NEED US

### GOOD TO KNOW:

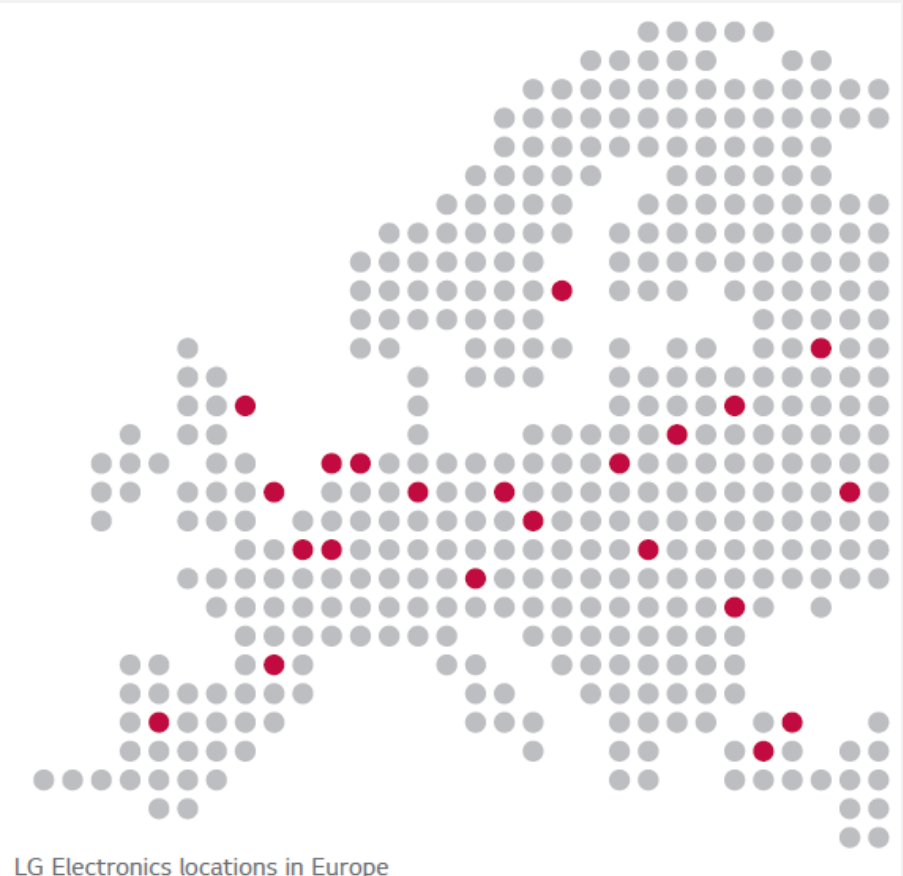
- Speaking the language of our customers, when buying a solar system, it's important LG has contact persons who can answer all questions competently, quickly and easily.
- On-site customer service is a huge advantage.

### LG'S STRENGTHS:

- All modules in Europe are sold via LG Electronics Germany according to German law
- LG has been incorporated in Germany since 1976
- At LG Electronics, approx. 300 employees (30 are responsible for the direct service) contribute for best customer service
- The court of jurisdiction is Frankfurt, the warehouse is located in the Netherlands

### YOUR BENEFITS:

- + Local contact persons, who can advise you in your language
- + Competent service also after purchasing a solar system
- + High legal certainty, since court jurisdiction is in Germany



# The Key Advantages of LG Solar

## 07 WHY CHOOSE LG | SO MUCH MORE VALUE FOR SO LITTLE MONEY

- **SUSTAINABILITY REQUIRES TOP QUALITY**
- Choosing a solar system is literally a once-in-a-lifetime decision. So it's important to choose quality. Think carefully before buying solar modules just because they are cheap.
- **A GOOD DECISION FOR LIFE**
- LG solar modules are a very good choice. They have a timeless, contemporary design – and will provide you with clean energy at a reasonable price. Moreover, you will benefit from better quality compared to conventional modules.
- For a 5 kWp system the difference in price, compared to cheap solar modules, generally is no more than € 720. That's merely an additional € 2.4 per month throughout the warranty period – the price of an espresso.
- LG's outstanding quality is appreciated by installers across Europe. Having been recommended more than other brands, LG solar modules have received the
- Top Brand PV award multiple times.



# The Key Advantages of LG Solar

## 07 WHY CHOOSE LG | SO MUCH MORE VALUE FOR SO LITTLE MONEY

Top quality for less

- Additional investment compared to cheap conventional modules  
= max. 840 €
- Calculated over the guarantee period of 25 years  
= 2,80 € per month

---

That's the cost of an Cappuccino\*



\* Simplified calculation: Based upon: LG modules price above the average price for conventional modules (black frame, same module power, same quality).  
 $21 \text{ ct/Wp} * 4 \text{ kWp} = \text{€}840/25 \text{ years}/12 \text{ months} = \text{€}2.80 \text{ per month.}$

# The Key Advantages of LG Solar

## 08 REFERENCES | THIS IS HOW BEAUTIFUL YOUR ROOF COULD LOOK WITH LG SOLAR PRODUCTS

### GOOD TO KNOW:

LG modules can be used for all PV applications: residential, commercial and utility.

### LG'S STRENGTHS:

- + Reliable partner with many years of experience
- + Warranties from the global company LG Electronics
- + Outstanding and proven quality
- + Timeless and aesthetic design
- + Top performance and regional proximity



WANGERLAND | GERMANY

System size	6,3 kWp
Solar module	LG NeON 2 <sup>®</sup> black



RIESER + VETTER AG | SWISS

System size	2,343 MWp
Solar module	LG MonoX <sup>®</sup> 2



STADIUM FC UTRECHT | NETHERLANDS

System size	1,096 MWp
Solar module	LG NeON 2 <sup>®</sup>



MÜNCHEBERG | GERMANY

System size	5,2 kWp
Solar module	LG MonoX <sup>®</sup> black



# Yield Analysis

## Yield analysis (3 projects in France)

In reality, LG solar deliver more yield advantage by higher output power than nameplate power  
 - Max 7% yield advantage (nominal condition), max 4.3% yield advantage (flash condition)

	Project name	Project BELIN		Project Dumas		Project Thevin	
	Module	LG	Comp B	LG	Comp A	LG	Comp B
<b>System info.</b>	Nominal power (W)	300	300	300	300	300	300
	Module Qty	338	330	338	330	338	330
	Produced energy (kWh)	76,780	70,055	73,448	68,315	66,832	62,591
<b>Nominal power Calculation</b>	System capacity (kWp)	101.4	99.0	101.4	99.0	101.4	99.0
	Yield (kWh/kWp)	757	708	724	690	659	632
	<b>Yield advantage (%)</b>	<b>7.0% more yield</b>		<b>5.0% more yield</b>		<b>4.2% more yield</b>	
<b>Flashed power Calculation</b>	System capacity (kWp)	104.7	99.6	104.6	99.5	103.2	99.9
	Flash to nominal Yield (kWh/kWp)	734	703	702	687	647	627
	<b>Yield advantage (%)</b>	<b>4.3% more yield</b>		<b>2.3% more yield</b>		<b>3.3% more yield</b>	

Data Period : 2017.3.24~ 08.15.

# Modules Going Forward

## Module Plans for 2020 and 2021

### Electronics Industry Mindset

- All of the current Range increase in power class during 2020

Current Range increase in power class during the year

- Introduce a New Module in 2021
- Introduce Single phase ESS+Storage in 2021..

Ask about  
becoming an  
LG PRO  
Installer



**LG**

Life's Good



**LG PRO**

Solar Partnerprogramm

Autorisierter Partner



**LG**  
Life's Good

## Content LG PRO Solar Partner Program 2020

1. User rights for LG PRO Solar logo
2. LG Solar showroom , Local trade show & event support
3. Direct LG Solar marketing material supply
4. Sales support (i.e. mini-modules, sales documentation)
5. First-hand information of the LG Solar sales team
6. LG PRO Solar newsletter exclusively for our partners
7. RMA flat fee
8. Event once a year
9. LG Pro Portal for Marketing Material.
10. Forwarding of prequalified leads
11. Video of Installation
12. Visits to Korea



Picture of our LG PRO Event in London



## LG PRO Solar Partner Program 2020

Home [Print materials](#) **Promotional gifts** [Give Aways](#) [Sales materials](#) [LG PRO](#) [Loan](#) [Download](#) [Service](#)

Home > [Promotional gifts](#)

Sorting



Calendar 2020

€1.00 \*



3 in 1 Mini USB Kabel

€4.50 \*



Sunglasses

€1.85 \*



Phone Holder

€3.75 \*



Multifunction Tool

€3.50 \*



Softshell Jacket in Size XL

€25.00 \*



Softshell Jacket in Size L

€25.00 \*



Measuring tape 5 meters

€6.00 \*



Paper Bag, white

€1.20 \*



LED Bulb keychains NeON R USP's

€2.50 \*



Coffee Pot

€7.50 \*



LG PRO Solar T-shirts

€20.00 \*



Cutter Knife

€2.50 \*



LG Multi Tool SHOP

€4.50 \*



Thermo cup - Silver

€8.50 \*

## LG PRO Solar Partner Program 2020



Double USB Car  
Charger - Black

€3.00 \*



USB Stick 4GB

€4.50 \*



Folding Rule Black

€3.00 \*



Cotton Hat

€5.00 \*



Cap

€3.50 \*



Notebook A5 G4 Design

€5.00 \*



Sandwich Box

€9.00 \*



LED Work Lamp

€5.00 \*



## LG PRO Solar Partner Program 2020

Our LG PRO Solar Webshop: Easy to order at any time you want.

http://eu.shop.lg-solar.com/de/



We offer our LG PRO Partners a Video of their Best Systems, which can be used as a reference to attract new customers. Example 1.



Case Study: PV System, Family Neurath  
 Location: Worathal, Germany  
 Consists of: 26 Modules of LG NeON 2 (320 Wp)  
 LG PRO Installer: Solaricus, Germany

### LG Specials – Trips to Korea

Facts and Figures	
<b>Schedule</b>	4th (Mon) – 8th (Fri), September 2017
<b>Venue</b>	Seoul, Gumi
<b>Participants</b>	13 LG PRO Partner, Bastian Rösch, Achmed Mohamed
<b>Program</b>	Day 1 : Departure from Frankfurt Airport (AT Group: Vienna) Day 2 : Arrival in Seoul Day 3 : LG Solar Factory Visit, Gumi Day 4 : LG HQ Visit, Sight Seeing Tour, Seoul Day 5 : Departure to Frankfurt Airport (AT Group: Vienna)

# Influence

The Decision Making is by Influence of the Installer.

Residential Segment



**End customer:**  
10% influence on  
module decision



Lets be crystal this can  
be influenced with  
Marketing. Downside =  
Cost!

**Installer:**  
90% influence  
on module  
decision

When was the last time you spent  
more on Quality and regretted it!!

# Influence

A lot of USPs and advantages for just one cup of cappuccino.

Top quality for less

- Additional investment compared to cheap conventional modules  
= max. 840 €
- Calculated over the guarantee period of 25 years  
= 2,80 € per month

---

That's the cost of an Cappuccino\*



## LG's USPs:

1. Brand
2. Technology
3. Quality
4. Reliable Warranty provider
5. Premium Aesthetics
6. Higher output, higher yield
7. Local Support team
8. ... (many more)





**LG**

Life's Good