

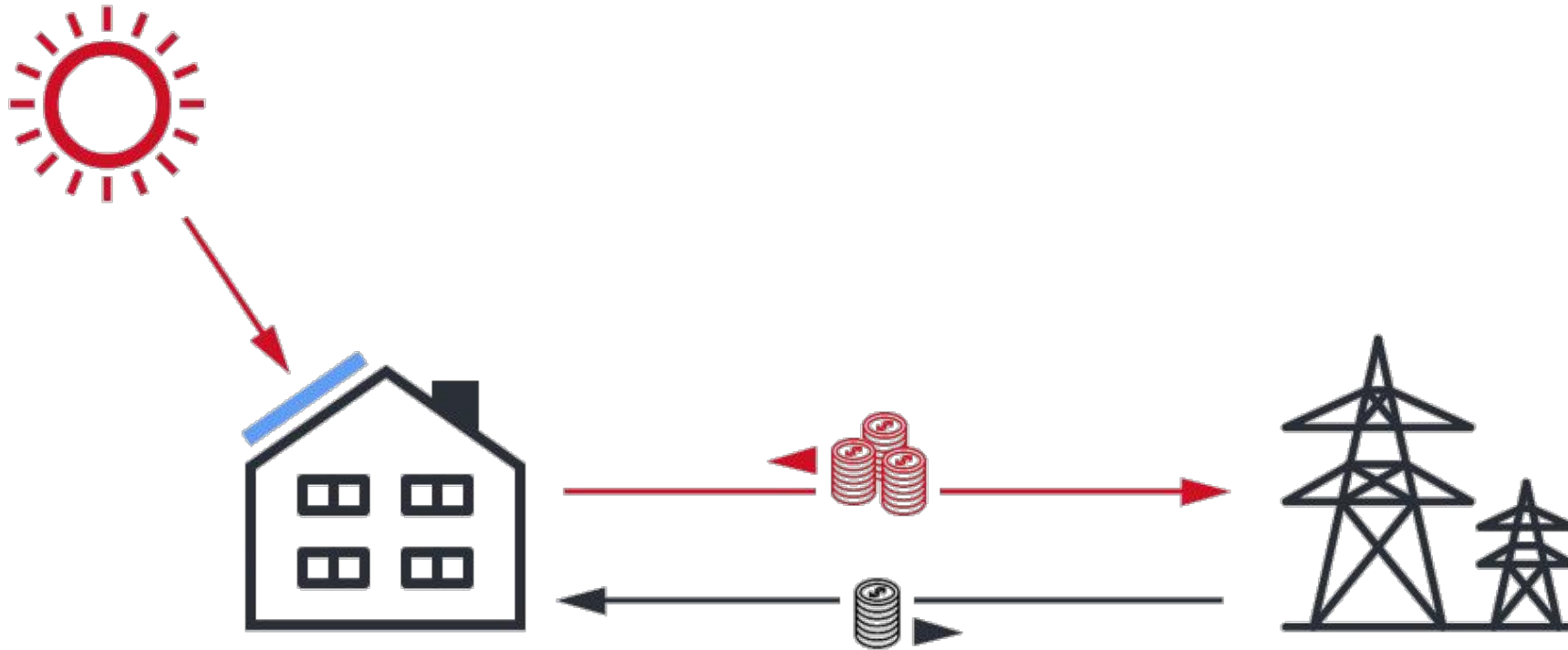


The Future of PV

Yaron Binder, VP Product Management

November 8th, 2018

The Evolution of Incentive Structures



FiT

Utilities pay renewable energy producers a fixed and above-retail rate for electricity supplied to the grid.

The Evolution of Incentive Structures

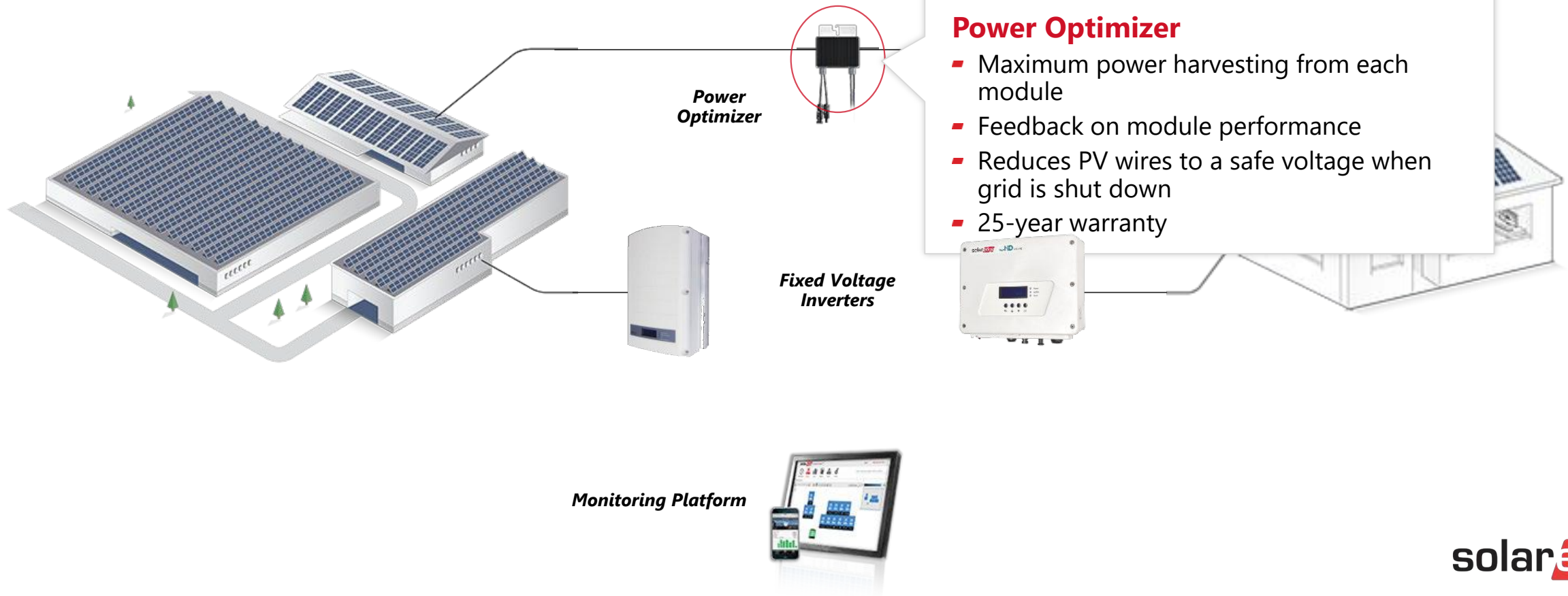


Net Metering

The cost of the electric energy consumed from the grid is offset by the electric energy generated by the renewable source.

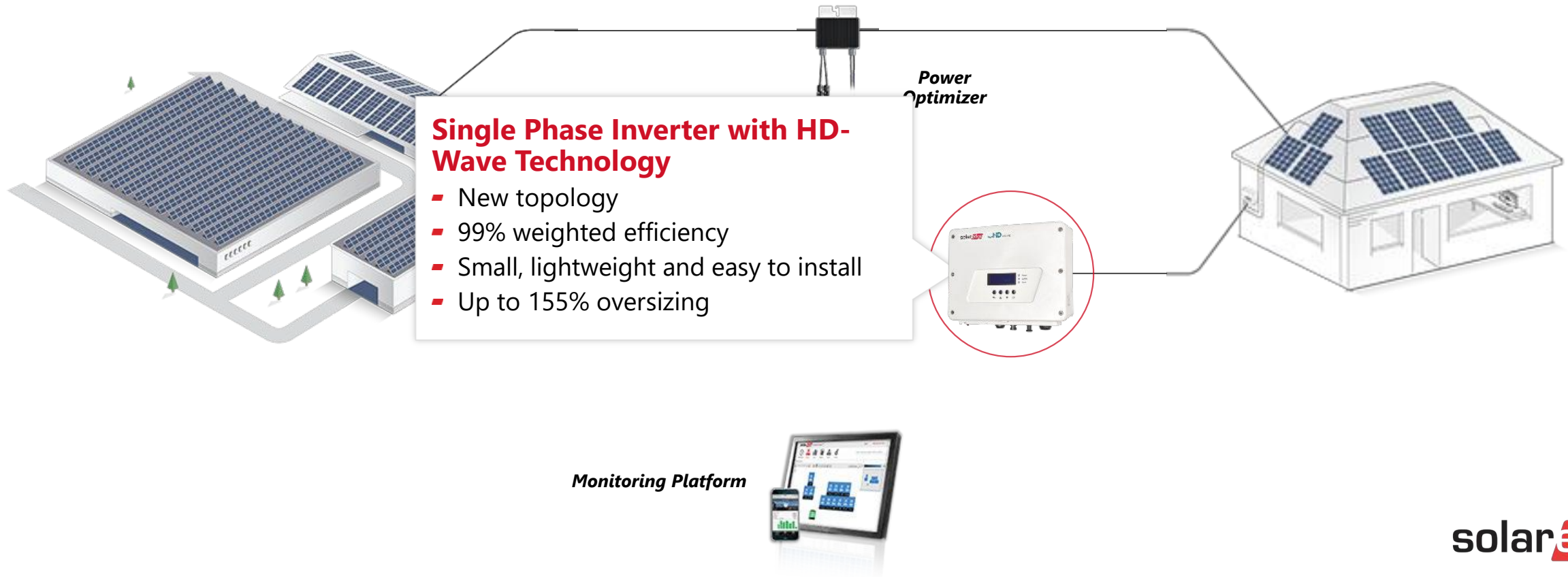
The SolarEdge Solution

- Split the traditional inverter functionality into two:
 - The power optimizer to maximize energy production for each module
 - Simplified inverter only responsible for DC-AC inversion and grid management

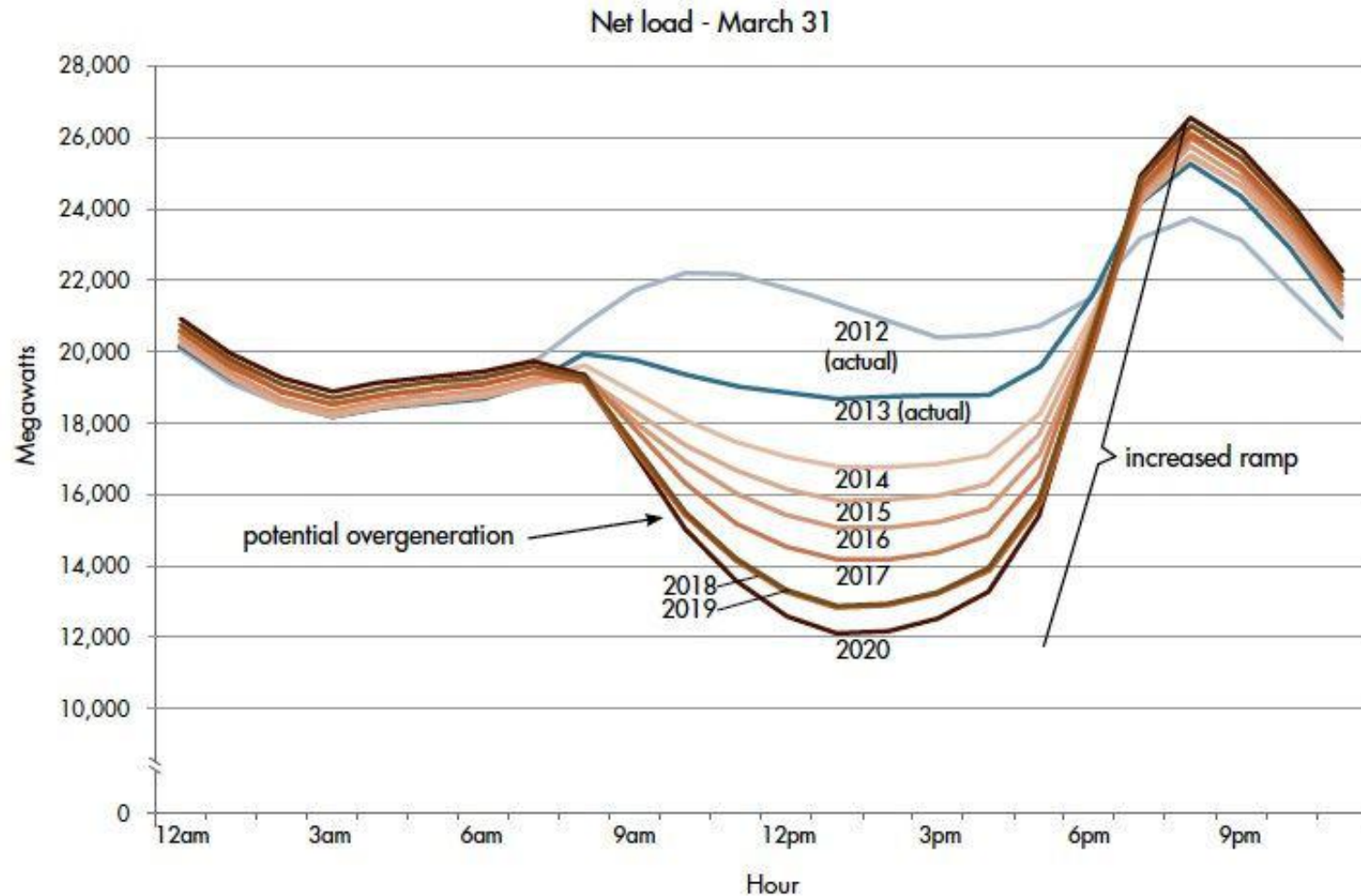


The SolarEdge Solution

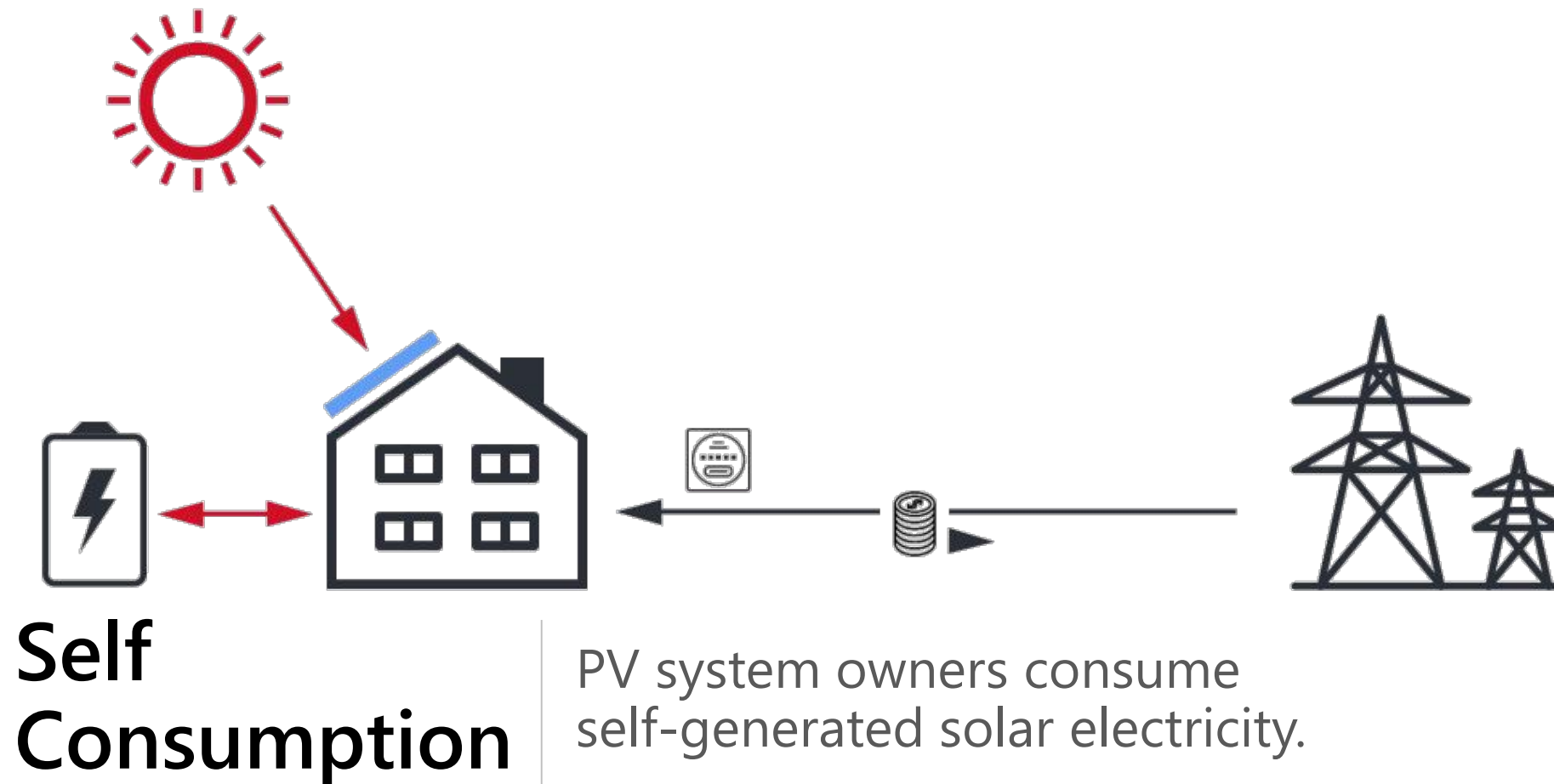
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High PV Penetration Requires Creative Solutions



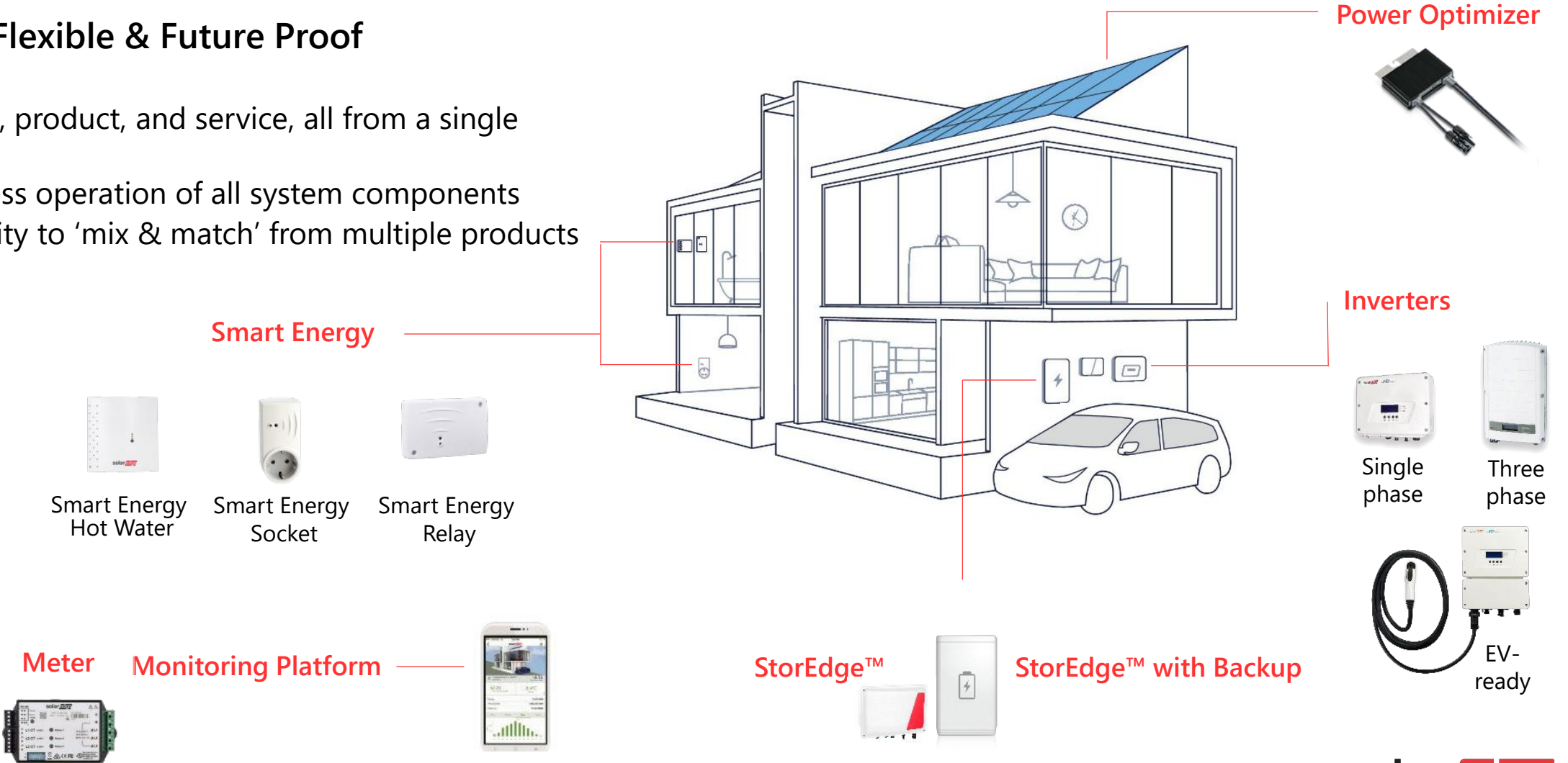
The Evolution of Incentive Structures



SolarEdge Offers a Full Solution

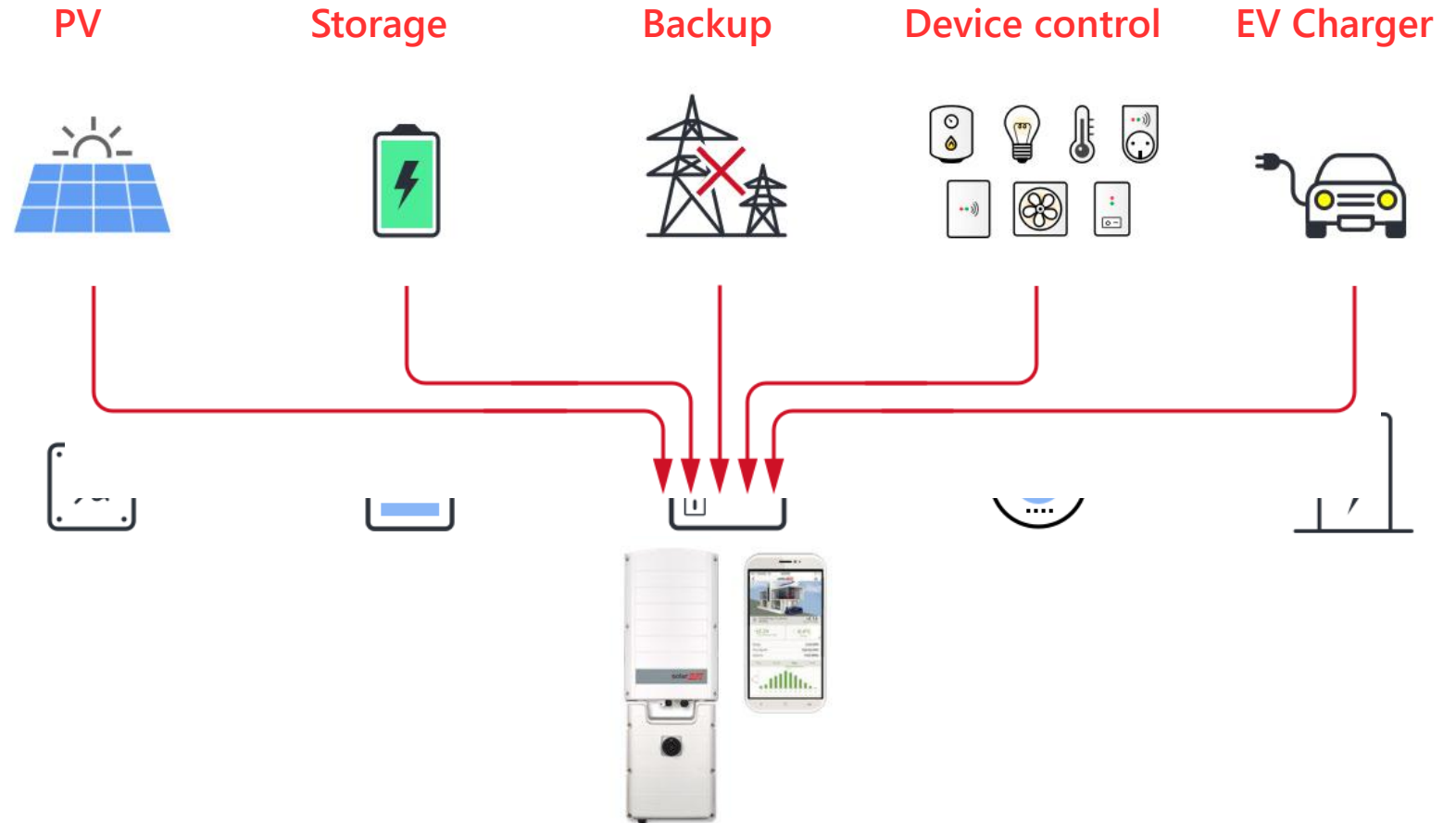
Simple, Flexible & Future Proof

- System, product, and service, all from a single vendor
- Seamless operation of all system components
- Flexibility to 'mix & match' from multiple products



Smart Energy Manager

- Inverter is now responsible for managing multiple new verticals
 - Storage
 - EV charging
 - Self-consumption
 - Home energy
- Designed to work together, and therefore seamless and synchronized



The World's 1st EV Charging Single Phase Inverter

The SolarEdge EV Charging Single Phase Inverter is designed to save money and increase self-consumption by integrating Electric Vehicle (EV) charging capability with the home PV inverter

- Reduces the cost & labor of installing a separate standalone EV charger, and a PV inverter
- Innovative solar boost mode combines grid power and PV power for faster charging
- Integration with the SolarEdge monitoring platform



Network Evolution

Centralized power production is outdated and inefficient

Remained unchanged for nearly a century

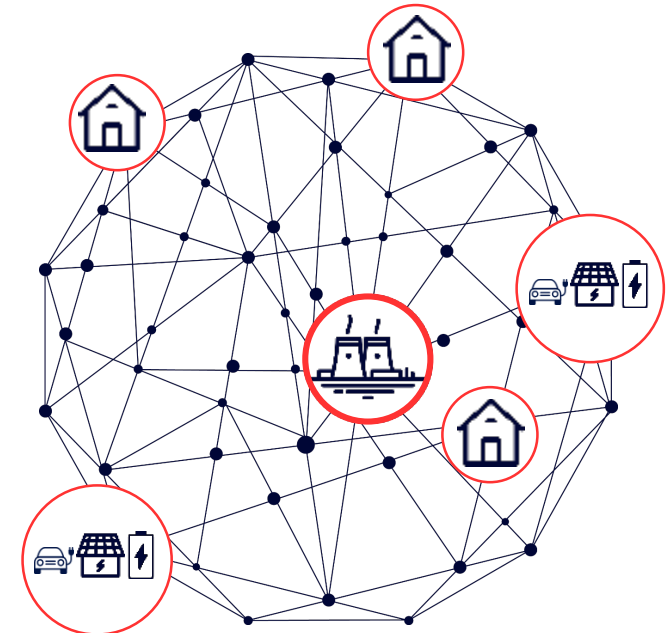


Centralized
Network

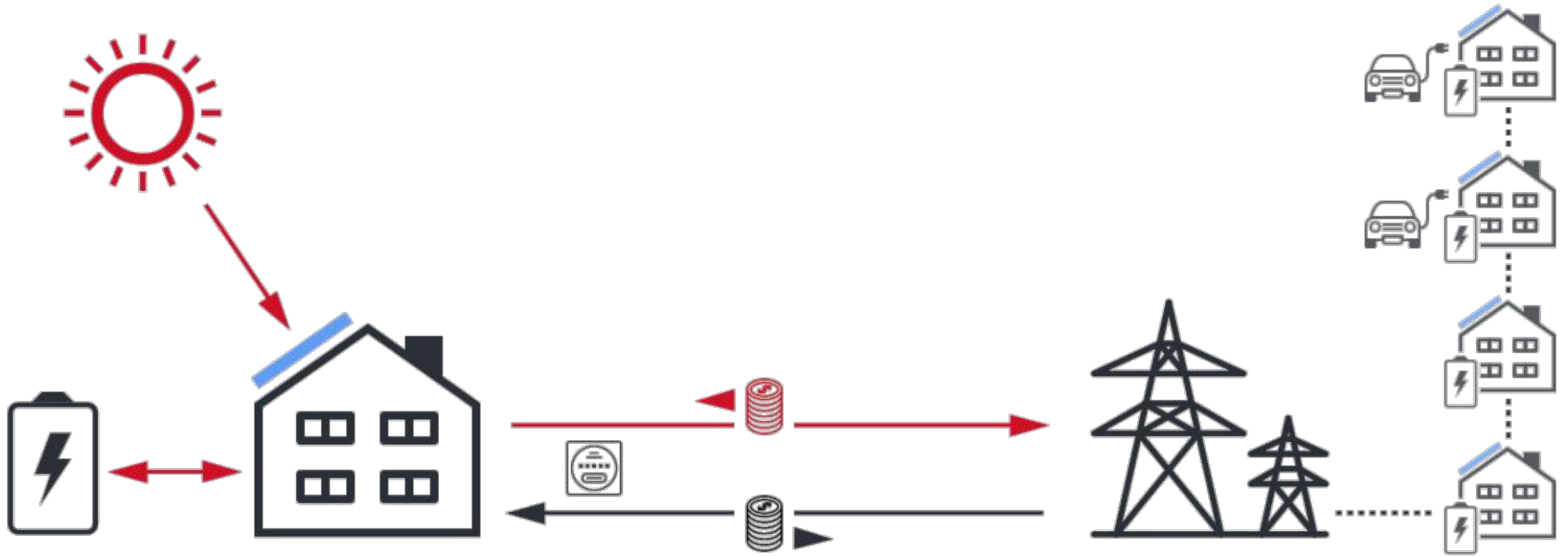
Advantages of a distributed network

- Minimized transmission costs
- Redundancy to improve stability
- Lower cost to all stake holders
- Strategic diversification to lower risk of cyber or terror attack

Distributed
Network



The Evolution of Incentive Structures

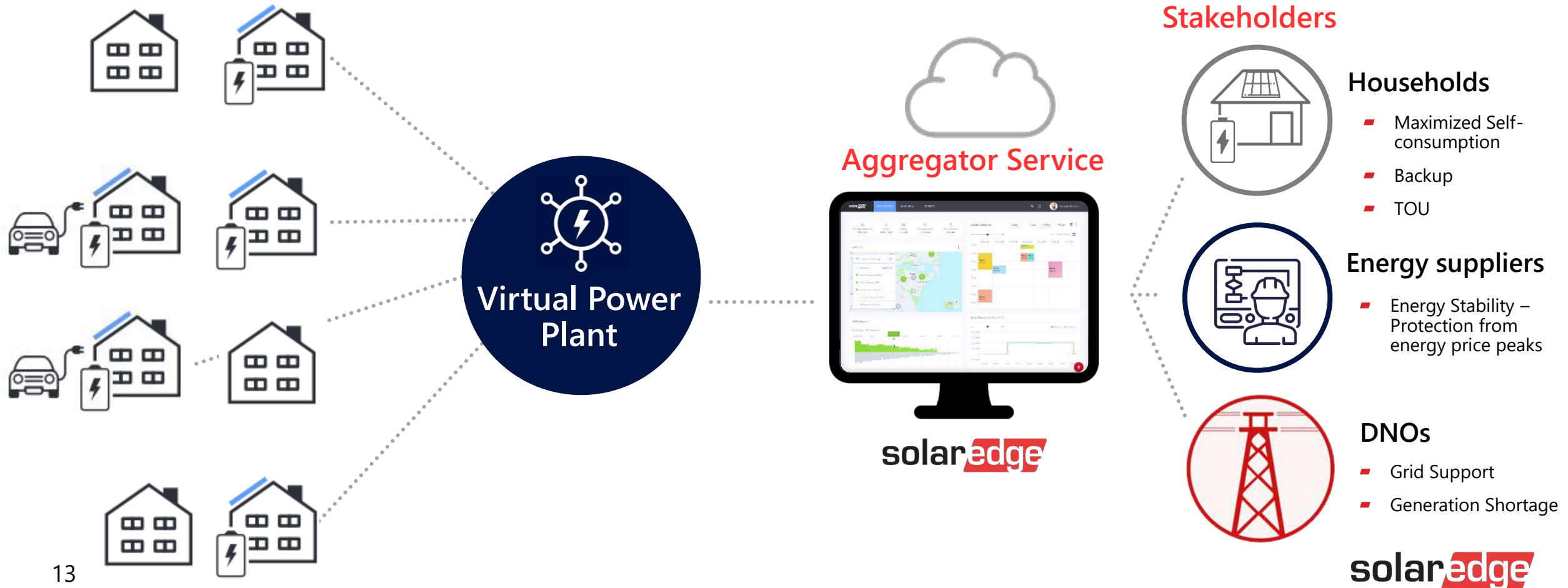


Interconnected Network

- Grid and distributed PV systems interact to meet demand
- Homeowners become prosumers = producers / consumers

Virtual Power Plant

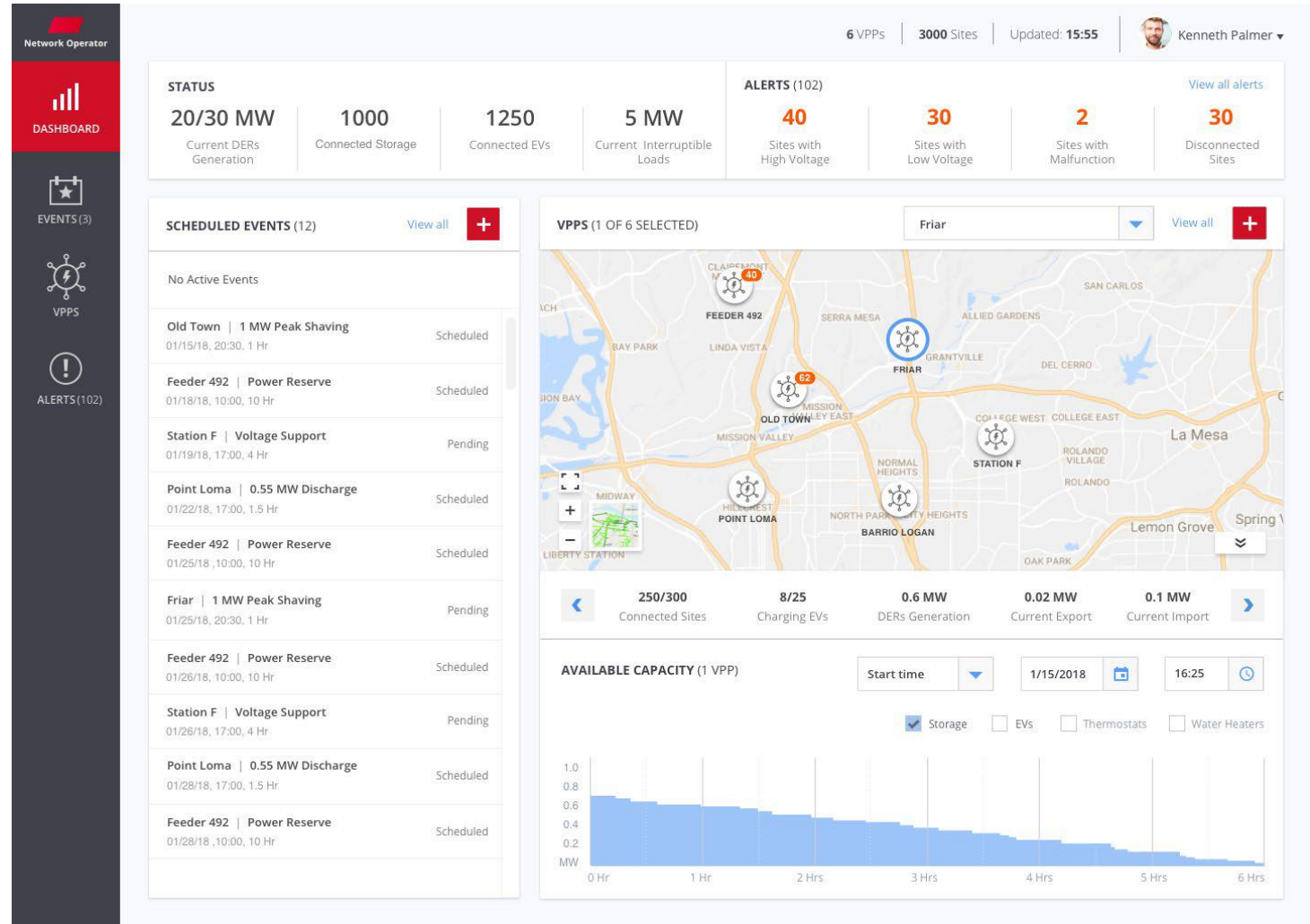
- Pooling PV, storage and EV in the cloud enables new grid services & revenue streams for all involved stakeholders



Use Case: Generation Shortage

Benefits

- Significantly decreased capital cost
- Quicker time to market
- Less pollution
- Rapid response to grid fluctuations
- Energy supply stabilization
- Additional revenue streams



Thank You!

Cautionary Note Regarding Market Data & Industry Forecasts

This power point presentation contains market data and industry forecasts from certain third-party sources. This information is based on industry surveys and the preparer's expertise in the industry and there can be no assurance that any such market data is accurate or that any such industry forecasts will be achieved. Although we have not independently verified the accuracy of such market data and industry forecasts, we believe that the market data is reliable and that the industry forecasts are reasonable.

Version #: V.1.0

