



SMA Solar Technology AG – Press Release

Martin Kinne Appointed as New Chief Sales and Service Officer at SMA

Niestetal, December 19, 2014—From January 1, 2015, Martin Kinne will be responsible for the Sales and Service functional areas at SMA Solar Technology AG (SMA) in his capacity as Chief Sales and Service Officer (CSSO). Both segments are crucial for the future of the world’s leading manufacturer of solar inverters. SMA Chief Executive Officer Pierre-Pascal Urbon has been performing this role on a provisional basis since June 2014.

Martin Kinne brings with him extensive experience in sales as well as international experience. Before joining SMA, he had been in charge of the region Central Europe at Unify in his capacity as General Manager. Unify is a globally active company providing communication software and services. Prior to that, he was General Manager and Vice President of the Personal Systems Group (PSG) at HP Germany. Kinne started his career at Siemens AG, where he held different management positions over a period of 18 years.

International markets will play an increasingly important role for SMA in the future. Against this background the SMA Supervisory Board emphasized Martin Kinne’s international experience. Martin Kinne brings sales experience from an industry that has been exposed to fierce competition for many years now. His expertise in the communication and service segment fits in perfectly with the new structures being established around the world in energy supply.

About SMA

The SMA Group generated sales of more than €930 million in 2013 and is the global market leader for solar inverters, a key component of all PV plants. SMA offers innovative key technologies for future power supply structures. It is headquartered in Niestetal, near Kassel, Germany, and is represented 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 grid-connected photovoltaic plants as well as off-grid and hybrid system technology. The product portfolio is supplemented by comprehensive services and operational management of utility-scale PV plants. 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.



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