

THE DIFFERENCE
IS IN THE DETAIL.

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

GOOD TO KNOW:

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

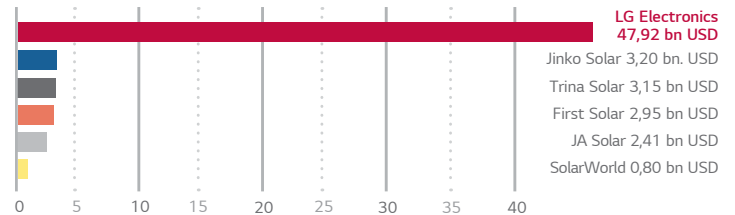
LG'S STRENGTHS:

- LG Solar's module warranties are backed up by LG Electronics (Korea), which has an annual turnover of bn USD 47.92 in 2016
- Founded in 1958, LG Electronics has become a global leader in many industries

YOUR BENEFITS:

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

The warrantor's 2016 sales 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 ...

GOOD TO KNOW:

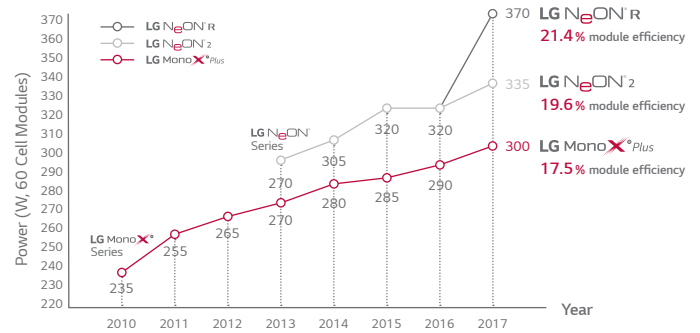
An investment in a PV system is a lifetime decision. That's why it's all about buying solar modules that are robust and have state-of-the-art technology.

LG'S STRENGTHS:

- 25 % of the LG Solar workforce is employed in research and development
- LG Solar uses the knowhow and expertise of it's 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 leader



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 roof

LG DESIGN



LG MonoX^{plus}



LG NeON 2



LG NeON R



LG NeON 2 Black

CONVENTIONAL PANELS



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.

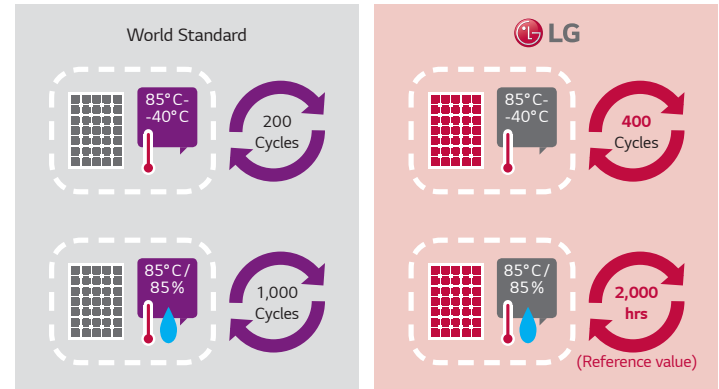
LG'S STRENGTHS:

- 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

TWICE AS HARD AS REQUIRED



Thermal Cycling



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).

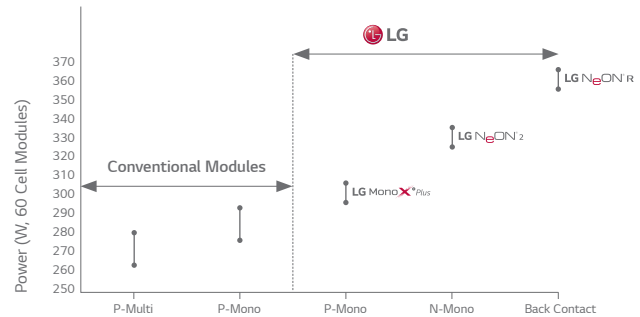
LG'S STRENGTHS:

- 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:



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



LG Electronics locations in Europe


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 € 300. That's merely an additional € 1 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.



Top quality for less

- Additional investment compared to cheap conventional modules = max. € 300
- Calculated over the guarantee period of 25 years = € 1 per month

That's the cost of an espresso

Simplified calculation
Assumption: LG module price 6 ct/Wp higher than the average price for conventional modules (black frame, same module output, same quality).

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® black



RIESER + VETTER AG | SWISS

System size | 2,343 MWp
Solar module | LG MonoX® 2



STADIUM FC UTRECHT | NETHERLANDS

System size | 1,096 MWp
Solar module | LG NeON 2®



MÜNCHEBERG | GERMANY

System size | 5,2 kWp
Solar module | LG MonoX® black



More information at:
www.lg-solar.com

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