

THE DIFFERENCE
IS IN THE DETAIL.

THE KEY COMPETITIVE ADVANTAGES
OF LG SOLAR



01 TECHNICAL COMPETENCE | LG STRIVES FOR MORE

02 INNOVATION | NEON SETS NEW STANDARDS

03 QUALITY | TESTING ABOVE EXPECTATIONS

04 PERFORMANCE | LG – A PARTNER YOU CAN RELY ON

05 DESIGN | THE GOOD LOOKS OF SUSTAINABILITY

06 FINANCIAL STRENGTH | OUR SUCCESS IS YOUR GUARANTEE

07 WHY CHOOSE LG | A LASTING, RELIABLE PARTNERSHIP

YOUR BENEFITS WITH LG AT A GLANCE

GOOD TO KNOW:

Most consumers only decide to buy a photovoltaic system once in their lives. That's why it's all about buying panels that are robust and feature state-of-the-art technology.

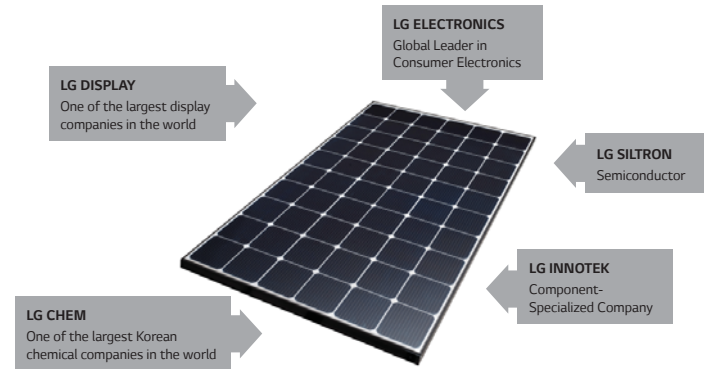
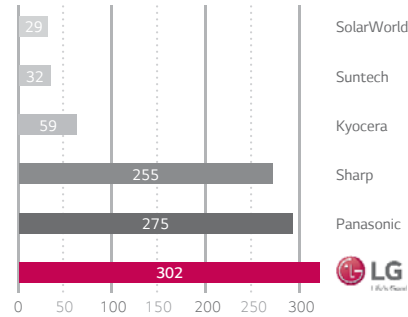
LG'S STRENGTHS:

- 25 % of the LG Solar workforce is employed in research and development
- By harnessing the know-how from other LG high-tech fields, the technology DNA of LG displays, materials technology and semiconductor devices is also transferred to the solar sector.

YOUR BENEFITS:

- + State-of-the-art technology is used in LG solar panels
- + LG continuously invests in technology development to remain an industry leader

LG has registered more solar patents since 2009 than any other solar manufacturer



GOOD TO KNOW:

Maximum performance. The available roof area is often limited. Therefore, installing highly efficient panels is essential to achieve the best size-to-power ratio and get the most out of the solar panels.

LG'S STRENGTHS:

- Our newly-developed LG NeON™ 2 range is a pioneer in the solar industry
- LG starts where others leave off

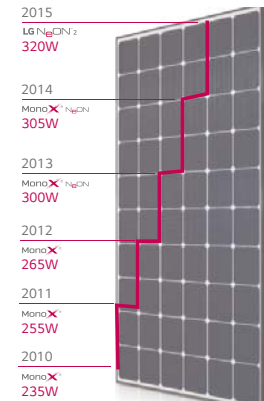
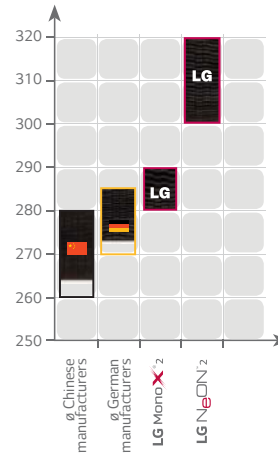
YOUR BENEFITS:

- + You can offer maximum power, even on the smallest roof
- + Reduced installation costs – fewer panels save installation materials and time

LG boosts its module power every year through new product development

LG starts where others leave off

panel output (Wp)



GOOD TO KNOW:

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

LG'S STRENGTHS:

- Test winner in the Fraunhofer PID-Test 2012
- Plus X Awards for High Quality 2013 and 2014
- LG's test lab is TÜV and UL certified
- Exceeds IEC standard requirements four times over
- LG solar panels are 100% EL tested (electroluminescence test)

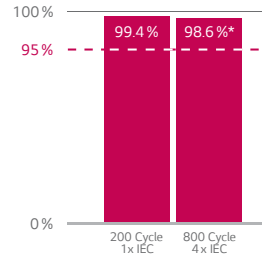
YOUR BENEFITS:

- + No risk of PID, hotspots, etc.
- + Each panel has been extensively tested before delivery
- + Panels are guaranteed to have been produced by LG



PID-Free
Tested 2012 by
 Fraunhofer
CSP

Thermal Cycling



Losses of just 1.4% after 4 x IEC testing.

* LG panel output after 4 x IEC testing in % of nominal output.

GOOD TO KNOW:

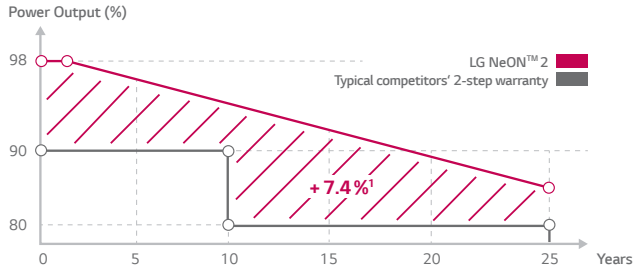
Keeping promises. In difficult times, finding the right panel for your solar system means trusting the power of a panel manufacturer.

LG'S STRENGTHS:

- Competent after-sales service
- Reliable, predictable performance

YOUR BENEFITS:

- + High investment security as panels perform to LG's promises
- + Above average guarantees



In contrast to the typical 2-step warranty, using **LG NeON™ 2** means a guaranteed additional output of **13.936 kWh** (+8,6%).

Assumptions: 7.68 kWp plant, average European specific yield 1,000 kWh/kWp, LG guarantee versus typical 2-step warranty (year 1-10: 90%, year 11-25: 83,6%). 2 LG for guaranteed additional output.

Results of field test Bremen University

Uni Bremen	System 1 (2012) Mono X 250 G2 ²	System 1 (2013) Mono X 250 G2 ²
System power kWp	87.750	87.750
Orientation	15, 200 SSW	15, 200 SSW
Annual yield	81,802 kWh	81,328 kWh
Specific yield	932 kWh/kWp	927 kWh/kWp
Regional average for postal code 27000 – 28999	877 kWh/kWp	859 kWh/kWp
Additional power compared to PV simulation	+9.4 %	+9.0 %
Additional power compared to regional average	6.2 %	7.9 %

Uni Bremen	System 1 (2012) Mono X 250 G3 ²	System 1 (2013) Mono X 250 G3 ²
System power kWp	66.000	66.000
Orientation	15, 200 SSW	15, 200 SSW
Annual yield	62,329 kWh	62,400 kWh
Specific yield	944 kWh/kWp	945 kWh/kWp
Regional average for postal code 27000 – 28999	877 kWh/kWp	859 kWh/kWp
Additional power compared to PV simulation	+10.2 %	+11.2 %
Additional power compared to regional average	7.6 %	10.0 %

2. Can be fitted directly using trapezoidal sheets with the SOL-50 installation kit.

GOOD TO KNOW:

Beauty on the outside. It's important for owners that their homes aren't turned into eyesores. Solar panels should be unobtrusive in design and fit the roofing type.

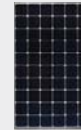
LG'S STRENGTHS:

- Use of black panel frames and black back sheet
- Supply of A-quality panels only with accurate frames and cables
- Careful selection of partners to ensure technical and aesthetic system quality

YOUR BENEFITS:

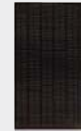
- + Your solar power system combines high quality with timeless design
- + The black panels integrate with the appearance of your roof

LG DESIGN



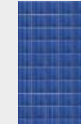
LG Mono X²

LG NeON²



LG NeON²Black

CONVENTIONAL PANELS



GOOD TO KNOW:

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

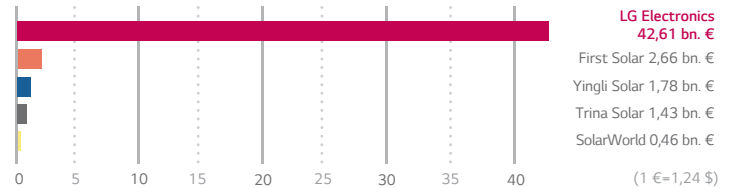
LG'S STRENGTHS:

- LG Solar's panel warranty is backed up by LG Electronics (Korea), which has an annual turnover of 42,61 bn. €
- Founded in 1958, LG Electronics has become a global leader in many industries

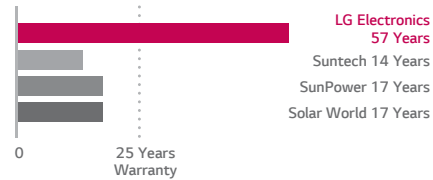
YOUR BENEFITS:

- + Highly reliable guarantee by LG holding
- + LG Electronics will always be around to support you
- + Selling LG solar systems also means selling trust and reliability

The warrantor's 2013 sales in billions of euro



Great probability of LG still existing in 25 years' time



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

Bosch | Sovello | Schüco | Solon | REC Wafer | SpectraWatt | Sunways | Solyndra | Siliken | Schott Solar ...

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 offering solar panels just because they're competitively priced.

A GOOD DECISION FOR LIFE

Panels in the MonoX series are a good choice. They have a timeless, contemporary design – and will provide your customers with clean energy at a reasonable price. Moreover, your customers will benefit from better quality compared to conventional panels. For a 4 kWp system, the difference in price generally is no more than 240 €. That's merely an additional 0,80 € per month throughout the guarantee period – the price of an espresso.

LG's outstanding quality is appreciated by installers across Europe. Having been recommended more than any other brand, LG solar modules have now received the Top Brand PV award.



Top quality for less

- Investment price compared to conventional panels
= max. € 240
- Calculated over the guarantee period of 25 years
= € 0,80

That's the cost of an espresso

A photograph of a white ceramic espresso cup and saucer with a silver spoon, resting on a dark wooden surface.

Simplified calculation

Assumption: LG panel price 6 ct/Wp higher than the average price for conventional panels (black frame, same panel output, same quality).



More information at:
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