

Dear Customers,

Today, with the acquisition of Power-One, no other company is engaged in more areas of the solar value chain than ABB. In order to strengthen and leverage this powerful value proposition worldwide ABB will consolidate its solar inverter product offering under the ABB brand.

Effective May 1st, 2014, the Power-One Renewable Energy business will transition over to the ABB name, brand and brand standards. Brand consistency in look and feel is an essential component of sound brand management and fundamental to building a strong, successful and sustainable brand. By making this transition, it will allow us to focus on and invest in, one strong, and powerful brand. As of May 1st, the ABB solar brand will be the most powerful brand in the solar industry.

What Will Change?

All Power-One Renewable Energy business branded assets will transition over to the ABB name, logo and brand standards on May 1st, 2014 including but not limited to:

- Data sheets, manuals, and all other forms of sales support materials and technical documentation
- Trade show signage and hardware
- Advertising
- The Power-One Renewable Energy website
- Joint marketing efforts with customers

The transition in terms of product labeling and packaging will be smooth in order to allow the proper depletion of Power-One inventories. ABB branded products will be gradually introduced during the course of the next months.

What Will Not Change?

The Power-One product offering will remain intact as will all of the product certifications in all countries worldwide. Our product line, which is the broadest in the industry, will only get better with the addition of ABB products that will round out the product offering. This is about a change in brand name and not in the design and quality of the Power-One products.

How Will The Timing Work?

This brand transition will take effect on May 1st, 2014 to coincide with the Solar Expo trade show in Milan on May 7th – 9th and the Intersolar trade show in Munich on June 4th – 7th. The Power-One and ABB product lines will be integrated into one unified ABB product line and displayed in one booth under the ABB umbrella.

What Will the ABB Solar Brand Stand For?

Now that Power-One brand will become part of the ABB brand, customers, partners and the industry will get the best of both companies. Although the Power-One name will be going away, the strengths of the Power-One brand you have come to know and trust will remain. Once Power-One becomes part of the ABB brand, the combined strengths of the two companies will be that much more powerful. We like to think of it as – the Power of Two.

The Best of Power-One

- Power-One Renewable Energy engineers are focused exclusively on inverter technologies. As a result, they have developed some of the world's most innovative, intelligently-designed, and market-relevant inverter products.
- Power-One has the broadest inverter product portfolio in the industry which is recognized and trusted around the world.
- Power-One products are highly selectable due to the optimal balance of premium performance and cost effective solutions.
- As a challenger brand, customers respect Power-One's ambitious drive and competitive spirit as we work to grow our businesses together.
- Power-One has developed meaningful distribution partner relationships through a consistent and respectful channel strategy.
- Power-One is agile and has the ability to react quickly to changing market needs.

The Best of ABB

- ABB is recognized as a market leader in power electronics with a broad global footprint.
- ABB's investment in Power-One validates the viability of the renewable category and creates goodwill within the industry.
- ABB's financial stability gives the brand a significant competitive edge over less bankable competitors.
- ABB's established and deep infrastructure ensures the highest levels of quality assurance and service support.
- As energy storage products continue to gain momentum in markets around the world, ABB's experience in power electronics and batteries will bring credibility to their PV storage product offerings.
- ABB has the most comprehensive solar value proposition in the industry.



All in all, the ABB solar brand will be a compelling combination building on technology, customer intimacy, global reach and superior quality and service.

While there will be much preparation and work ongoing from now until the target transition date of May 1st, until then the Power-One Renewable Energy business will continue to operate under the Power-One brand name using the ABB endorsement logo – A Member of the ABB Group.

This is an exciting time for ABB, Power-One Renewable Energy and you, our valued customers. Together, moving forward, we will have the most powerful brand in the solar industry.

Sincerely,

A handwritten signature in black ink, appearing to be 'Steve Cheung', written over a horizontal line.

Steve Cheung
Vice President of Renewable Energy Sales, Asia Pacific