

OLIVER WYMAN

September 16, 2010

**Solar power: Investing  
opportunities in the coming  
growth phase**

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LON-MOWRR1MKT-188



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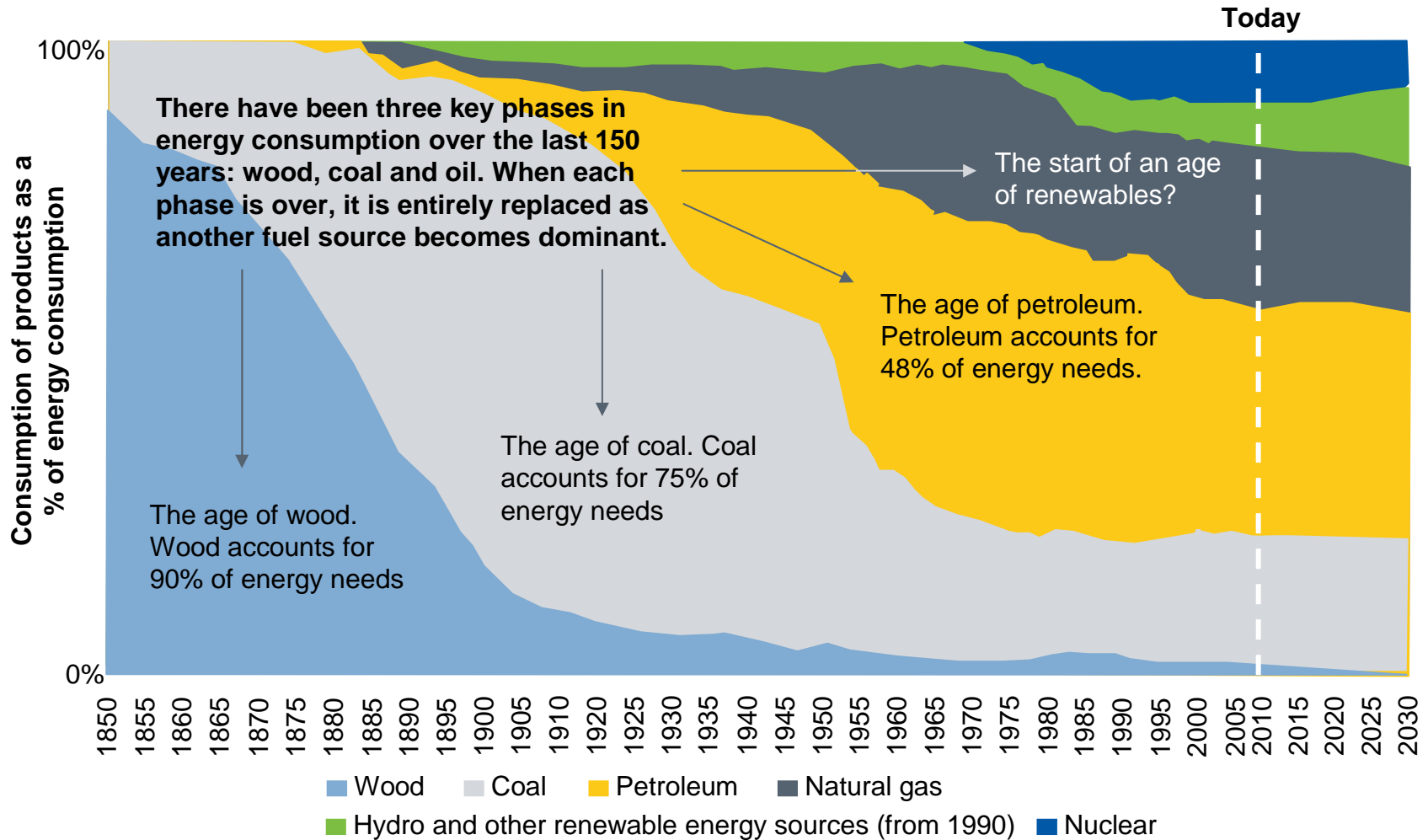


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# Energy's new natural order

Renewables are a growing share of energy consumption and we may be at the start of a new age of renewables



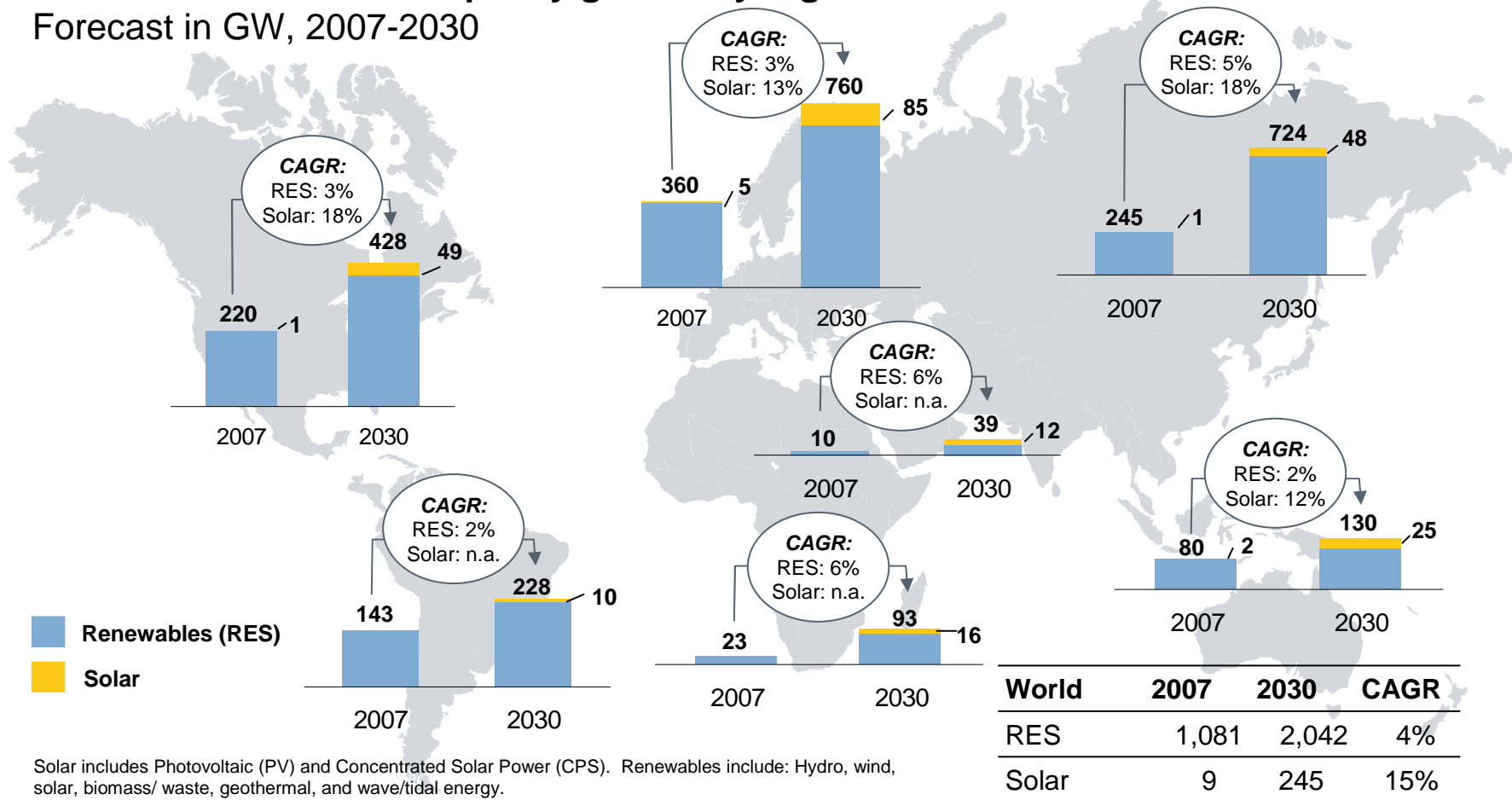
Source: Goldman Sachs, EIA, IEA, Oliver Wyman

## Growing global solar generation capacity

Over the next two decades, solar capacity is expected to grow faster than the overall renewable energy sector

### Renewables and solar capacity growth by region

Forecast in GW, 2007-2030



Solar includes Photovoltaic (PV) and Concentrated Solar Power (CPS). Renewables include: Hydro, wind, solar, biomass/ waste, geothermal, and wave/tidal energy.

North America includes USA, Canada and Mexico; Japan and Korea are included in Asia-Pacific.

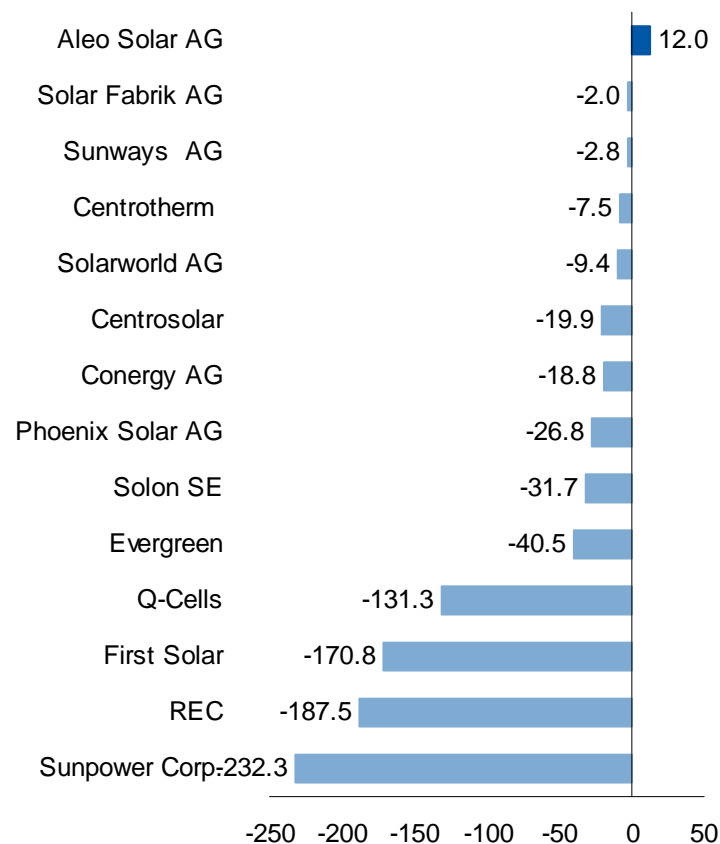
Source: IEA, Oliver Wyman analysis



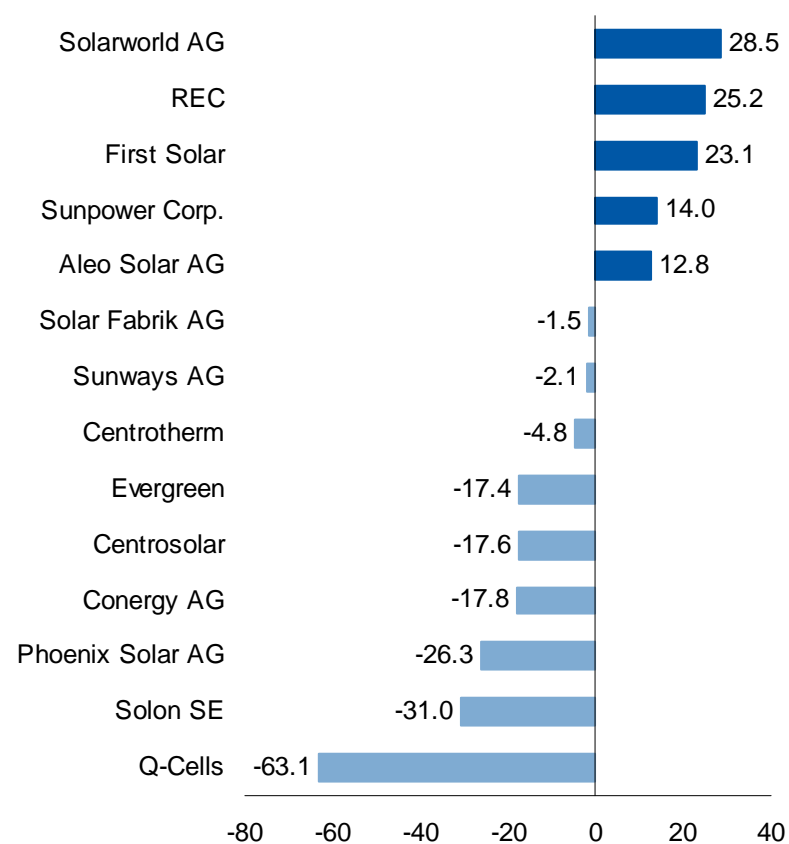
## Growing pressure

Strong growth of the solar sector puts pressure on cash-flows and hence access to large financing

**Free Cash Flow**  
Mio. € (Q1 2010)



**Cash Flow from Operations**  
Mio. € (Q1 2010)



Source: Quartalsberichte, Thomson Financials

## The future PV industry

The PV industry is a pure play “commodity business” with fragmented structures – substantial and structural changes expected

### Current market and future scenarios

#### PV market 2009

- Subsidy driven growth in selected regions
- Very fragmented market (value chain, regions)
- Low degree of professionalism (“start-up” atmosphere)
- Heterogeneous business models
- Globalization of the businesses and players
  - Chinese players entering EU
  - US players entering China
- Immature technologies

Oliver Wyman  
study

“Quo vadis  
photovoltaic  
industry?”

#### Scenarios 2012+

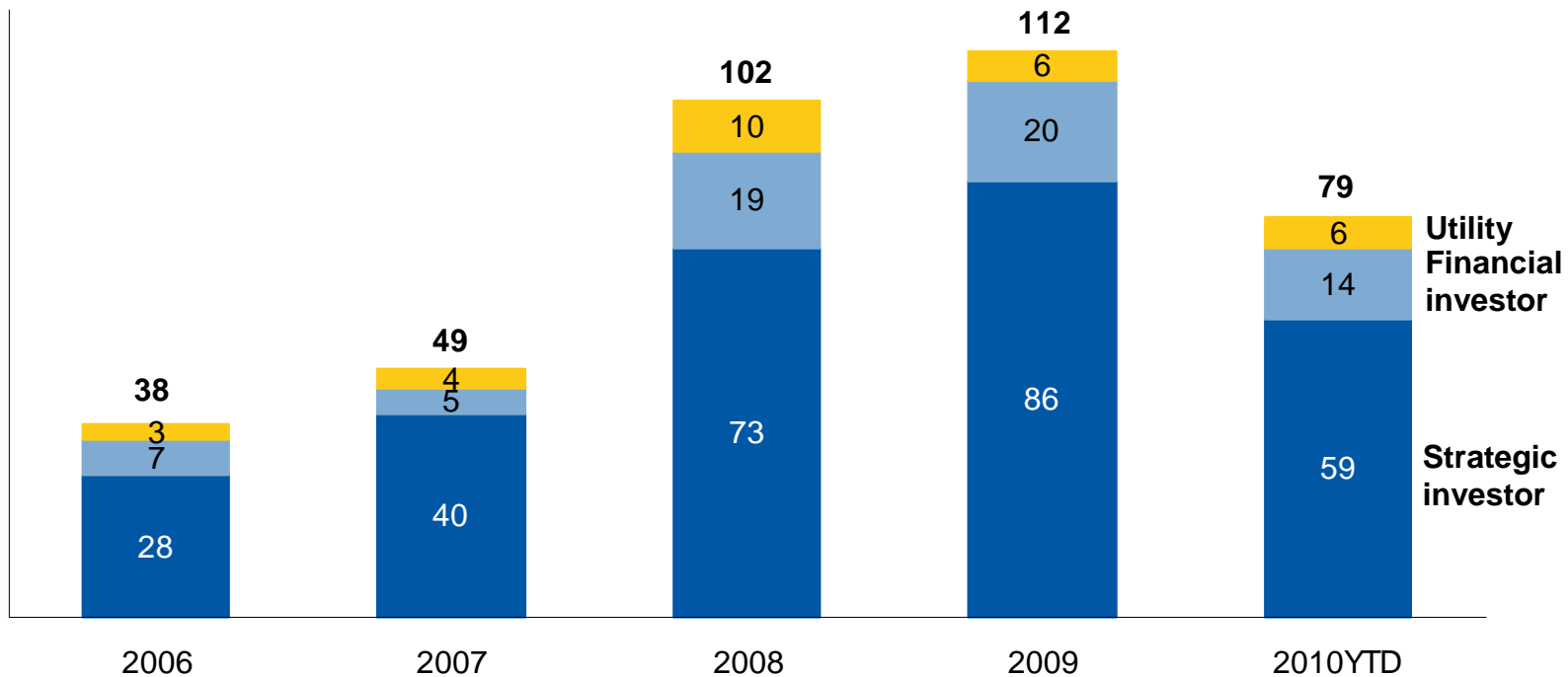
- Global competition
- Large dominating players
- Focused, differentiated business models
- Tough competition in each level of the value chain
  - Manufacturing (cell, module, silicon)
  - Distribution
  - „Old economy“ players entering the market (e.g. Bosch, Siemens)
- Mature technologies
- Sustainable price decreases

Commodity Business

## The solar M&A wave

Mergers and acquisitions are continuing in spite of recession

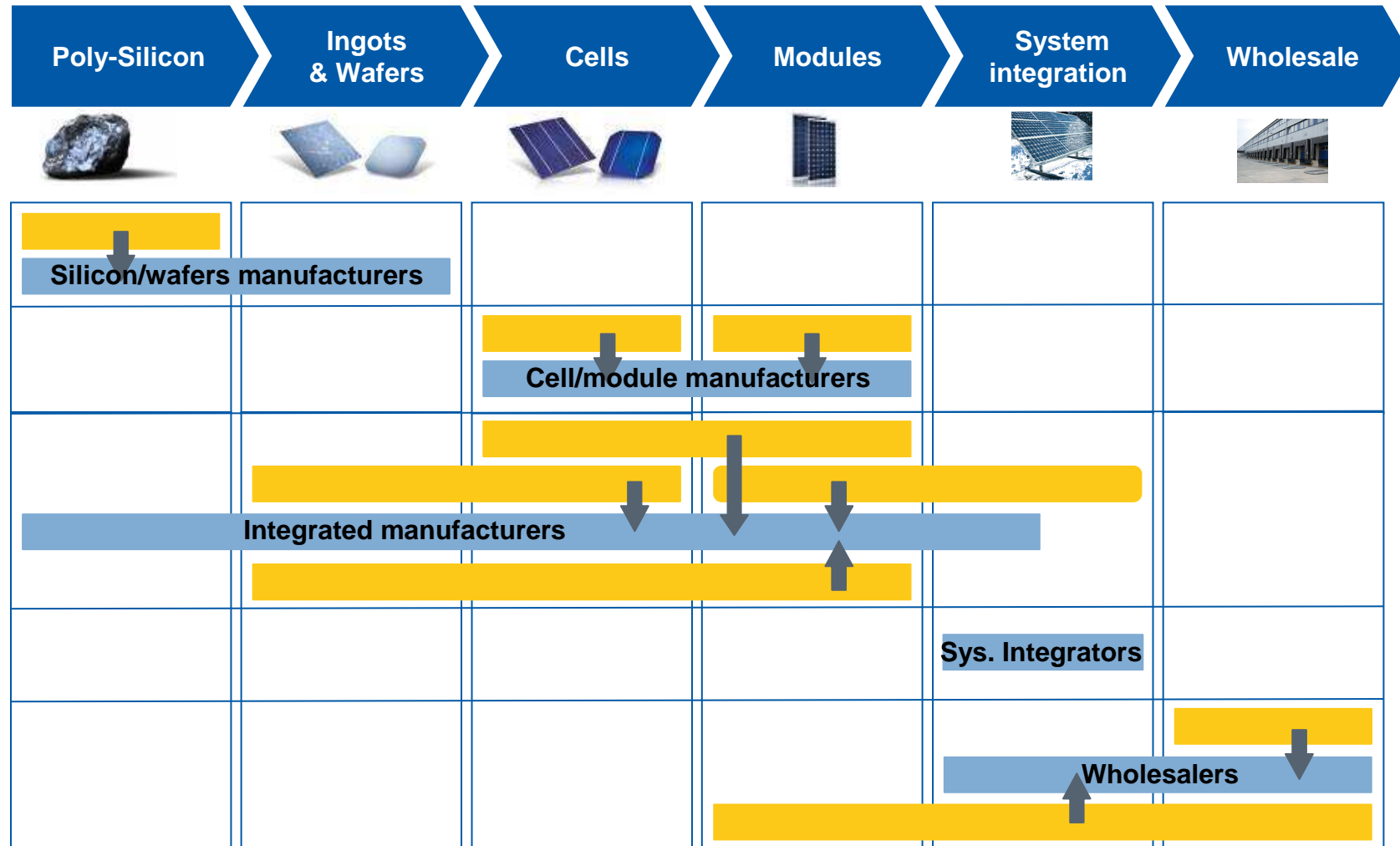
### M&A Photovoltaic Industry – Number of deals by investor type (2006-2010)



1 Average deal value for deals with disclosed deal value  
Source: Dealogic

# The Survivors: Winning PV business models by 2012

## Business model trends of integrated module manufacturers



Current business model
  Surviving business model

Source: Oliver Wyman



## Summary

### Outlook

- Significant growth expected around the globe
- Business models with attractive margins are developing
- Consolidation expected on the supplier side

### Before investing...

- Examine the solar industry's widening gap in profitability and consider each company's broader value chain and cash-flow
- Closely scrutinize future business models
- Approach market with portfolio perspective rather than single stock cherry-picking

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