

DIFFERENCE
IS IN THE DETAIL.

THE KEY COMPETITIVE ADVANTAGES
OF LG SOLAR



01 TECHNICAL COMPETENCE | Long-term benefits

02 INNOVATION | NeON sets new standards

03 QUALITY | Testing above expectations

04 PERFORMANCE | LG does what it says and more.

05 DESIGN | The good looks of sustainability

06 FINANCIAL STRENGTH | Our success is your guarantee

07 REGIONAL PROXIMITY | A tradition of closeness to our clients

08 WHY CHOOSE LG | Technology that makes financial sense

Your benefits with LG at a glance

01 TECHNICAL COMPETENCE | Long-term benefits

GOOD TO KNOW:

Built for the future – a photovoltaic system is a long-term investment for at least 25 years. That's why it's all about buying modules that are robust and technologically up to date.

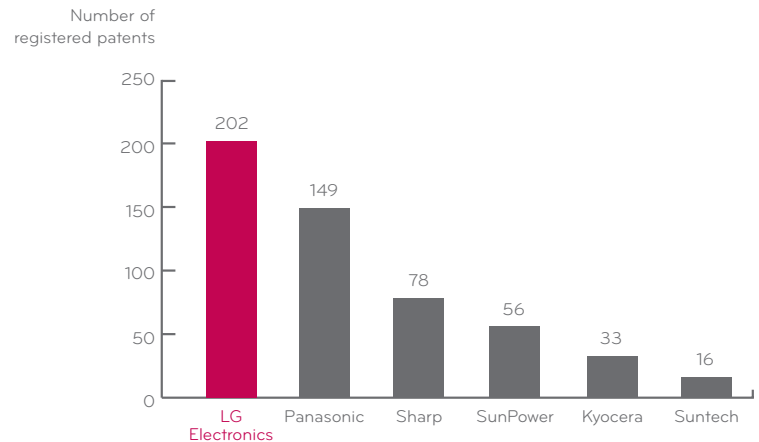
LG'S STRENGTHS:

- LG has registered more solar patents since 2009 than any other solar manufacturer
- Approx. 25% of the LG Solar workforce is employed in research and development
- Know-how from other LG high-tech fields is used successfully
- All products are 100% manufactured by LG

YOUR BENEFITS:

- + Modules always comprise the latest technology
- + LG is and remains a leader in the development of solar power
- + Attractive cost-benefit ratio

2009 to 2012 – Patents in Europa and the USA



02 INNOVATION | NeON sets new standards

GOOD TO KNOW:

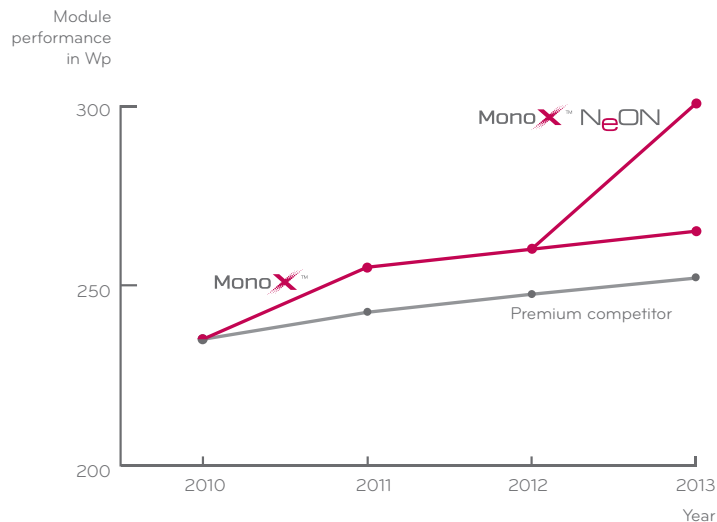
Maximum performance by area – the roof area available is often limited. Installing highly-efficient modules to obtain the most power from the available area is especially important. High power modules are ideal because the ratio between size and power is optimal.

LG'S STRENGTHS:

- Increase in module power (60 cells) from 235 Wp to 300 Wp in 3 years
- Our newly-developed LG MonoX™ NeON range is a pioneer in the solar industry
- Optimal combination of efficiency and cost-benefit ratio

YOUR BENEFITS:

- + Optimal use of your roof area through high module efficiency
- + Reduction of installation costs
(fewer modules = saves mounting materials and time)
- + Significantly higher system power than conventional modules



03 QUALITY | Testing above expectations

GOOD TO KNOW:

Long live solar power – buying a solar power system is an investment that requires good planning. For this reason the most important criteria in choosing new solar modules are quality, reliability and durability.

LG STRENGTHS:

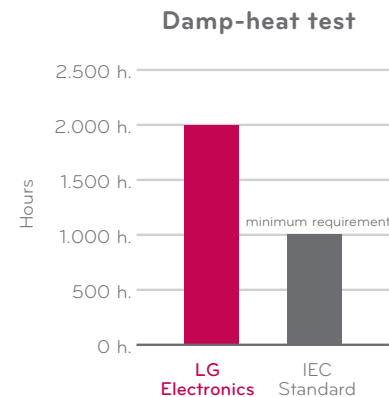
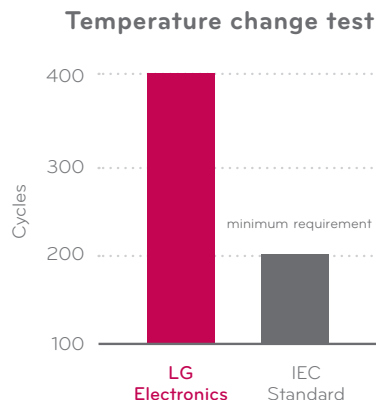
- Test winner in the Fraunhofer PID-Test 2012
- LG's test lab is certified by TÜV and UL
- Participation in all relevant quality tests (PID, EL, ammonia, 5400 Pa etc.)
- Tests twice as stringent as required by IEC standards

YOUR BENEFITS:

- + Assurance that module technology is proven and that each module has been tested before delivery
- + Guarantee that modules have been produced by LG
- + No risk with regard to PID, hotspots etc.



*PID: Potential induced degradation



04 PERFORMANCE | LG does what it says and more.

GOOD TO KNOW:

Keeping promises – to find the optimal modules for your solar power system you have to be able to trust the manufacturer's information. With LG you will get on average 1.5% more power for your money. The TÜV values also show that competitors' modules often produce less power than stated by the manufacturer.

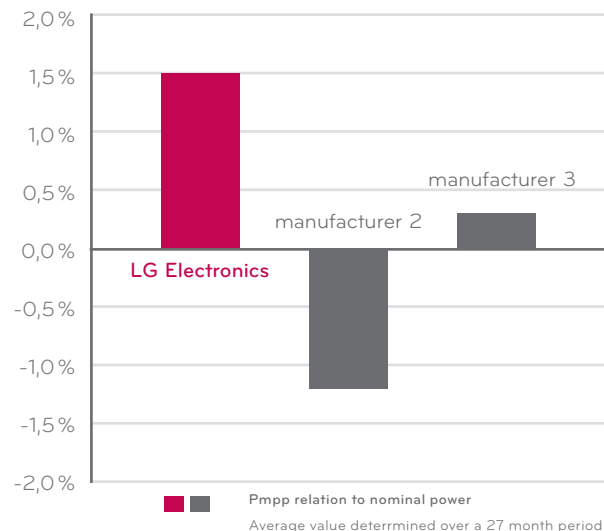
LG'S STRENGTHS:

- 100% positive power tolerance
- 25-year linear performance guarantee (no steps)
- 10-year product guarantee
- Competent after-sales service

YOUR BENEFITS:

- + On average 1.5% more power than stated by LG
- + Above average guarantees
- + High investment security as the modules perform to LG's promises

TÜV test results



Best in tests: the chart shows deviations between TÜV flash data and manufacturers' nominal power data.

LG example: LG provides on average 1.5% more power than stated on the data sheet. Some manufacturers supply less module power than stated on their data sheets.

05 DESIGN | The good looks of sustainability

GOOD TO KNOW:

Beauty on the outside – it is important to owners that their homes are not visually impaired by a solar power system. 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 exclusively A-quality modules with accurate frames and strings
- Careful selection of system partners to achieve high technical and aesthetic system quality

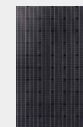
YOUR BENEFITS:

- + Your solar power system combines high quality with a timeless design
- + The black modules integrate with the appearance of your roof
- + The modules' high flexibility means that they can be installed vertically and horizontally

LG DESIGN

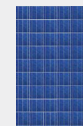


MonoX™



MonoX™ Black

CONVENTIONAL MODULES



06 FINANCIAL STRENGTH | Our success is your guarantee

GOOD TO KNOW:

Doubly secured lasts longer – only companies with a long tradition, and above all with a strong financial background, are in a position to keep their promises. Insolvent companies can no longer uphold the guarantees they have given.

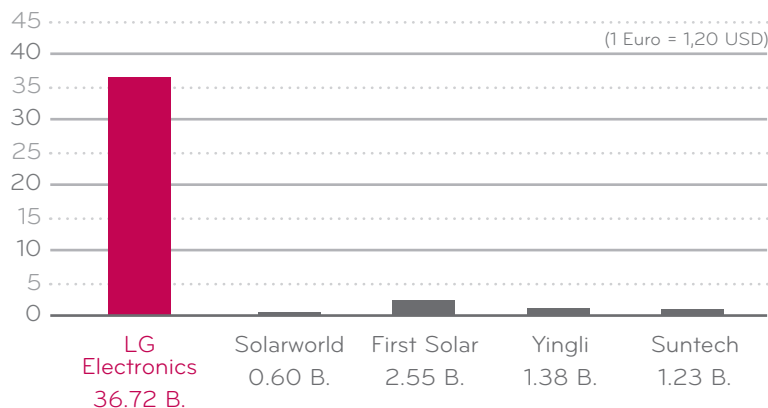
LG'S STRENGTHS:

- The LG Group achieves a turnover of approx. 100 billion euros per year
- 37 billion euros per year is generated by LG Electronics (guarantor for solar modules)
- LG Electronics is one of the world's market leaders in TVs, mobile telephones etc. and has strong financial and human resources

YOUR BENEFITS:

- + High reliability of LG fulfilling its guarantees
- + Great probability of LG still existing in 25 years' time
- + The good feeling that your system is valuable and will retain value

Turnover of the guarantor 2012 in billion euros



07 REGIONAL PROXIMITY | A tradition of closeness to our clients

GOOD TO KNOW:

The language of clients – when buying a solar power system it is important to have a contact who can answer all your questions competently, quickly and easily. Local customer service and local jurisdiction are also invaluable advantages in warranty cases.

LG'S STRENGTHS:

- All modules in Europe are sold via LG Electronics in accordance with German law
- LG has operated in Germany for more than 35 years
- More than 300 employees with approx. 30 contact personnel provide LG Electronics Germany with the best customer service
- LG's warehouse is in Europe

YOUR BENEFITS:

- + Contact persons who can advise you in your language
- + Competent service extending even after the purchase of your solar power system
- + Legal security as jurisdiction is in Europe

	Average of other top competitors	LG Electronics
Number of employees in Germany	often <20*	300
Of those, Service	often <2*	29
in Germany since	often only <5 years*	1976
Jurisdiction	often outside Europe*	Düsseldorf (Germany)
Warehouse	often none or outside Europe*	Oosterhout (The Netherlands)

*Non-EU top manufacturers

SUSTAINABILITY IS ONLY WORTHWHILE IF THE QUALITY IS SUSTAINABLE

At first glance many products appear to be better value than the quality of LG's modules. You should take a closer look when making a decision for the next 25 years.

LG modules are currently max. 10 to 15 pence/Wp more expensive than cheap modules. The difference becomes smaller if you consider overall performance such as comparable efficiency, payments, supply terms and amortisation in pounds.

For a 4-kWp system the difference in price is max. 400 to 600 £. Calculated over the guarantee period this means a maximum extra cost of 1.33 to 2.00 £ per month.

That's the cost of an espresso or a cappuccino.

Invest in a reliable future, rather than saving on low-priced modules. Invest in quality modules from LG.

Benefits a la LG:

- + high-performance design solar modules
- + 25 years linear performance warranty
- + 10 years product warranty
- + financially strong company with tradition
- + positive power tolerance modules

Only max.
2.00 £ per month
more





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