

maxx I solar & energy PTY Ltd.

- Be More Independent. -



Company Profile



Registered Office:

maxx-solar energy PTY Ltd.
Reg. No. 2011/003195/07
604 Buitenklouf Studios, 8 Kloof Street
Cape Town, 8001
South Africa
Office Cape Town: +27 (0) 21 8 13 65 61



International Branch:

maxx-solar & energy PTY Ltd.
c/o LV Thüringen der DGS e.V.
Rießnerstr. 12b
99427 Weimar
Germany
Office Weimar: +49 (0) 3643 21 10 27

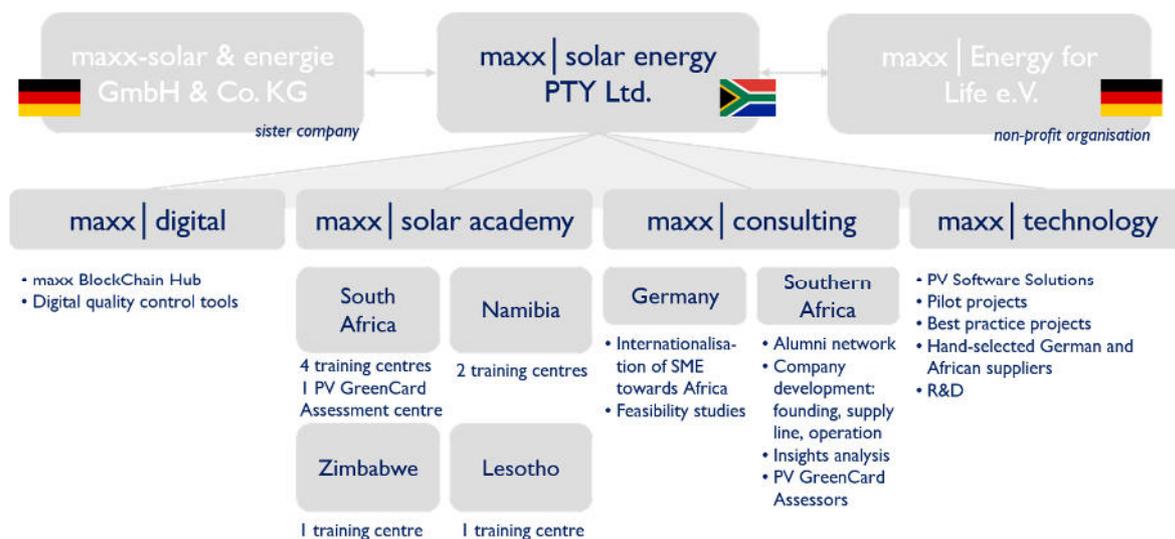
Antje Klauss-Vorreiter, Director
e-mail: vorreiter@maxx-energy.co.za
Cell: +49 (0) 17 6 10 30 35 80
www.maxx-energy.co.za

January 2018

About maxx

The **maxx | solar energy group** with headquarters in Thuringia, Germany provides its customers with all services related to photovoltaics, including planning, operation, training, consulting, financing and wholesale. In 2012, the maxx group extended its presence into South Africa by founding **maxx | solar energy (Pty) Ltd.** The service and product range of maxx | solar energy (Pty) Ltd. today focuses on training, consulting and development.

The basis of our activities is the operation of the **maxx | solar academy**, an independent training center for solar technology which was founded together with the DGS Solar School Thuringia in 2011. The maxx | solar academy is represented in South Africa, Lesotho, Namibia and Zimbabwe and has trained already more than 2000 participants in Africa. But **maxx | solar** is more than a training provider. Out of the academy maxx developed the **maxx | alumni network** which connects entrepreneurs and photovoltaic competence in Southern Africa and Germany.



maxx | solar academy The maxx | solar academy, Africa’s Premier Training Institute on Solar Power acts as non-profit training centre for solar energy. The maxx approach is to offer comprehensive training with a strong focus on practical application. The training programme structure allows participants to start without any pre-knowledge. We offer introductory and professional courses for all kinds of PV systems. Our courses are accredited by the German Solar Energy Society and have CPD accreditation by SETA and the South African Institute of Electrical Engineers (SAIEE).

maxx | consulting To offer entrepreneurs more than just a once-off training, we created the maxx | alumni community. maxx | solar organises various alumni events to support the academy’s alumni. The goal is to create a platform for exchange, let them join forces for major business opportunities and help SMEs to achieve a strong position in the renewable energy market. For further support, maxx offers consulting on company foundation, marketing, sales strategy and supply chain management in South Africa, as well as to internationalising German companies.

maxx | technology For more than 10 years the maxx directors have been active in the solar industry and accumulated profound knowledge in various fields of business and technology. Special focus areas are detailed product knowledge of PV inverters, modules and storage systems as well as software solutions. Due to maxx’ own former wholesale activities the team is also experienced in supply chain management and business strategy development and knows about the challenges for companies, especially SMEs in Southern Africa and Germany.

maxx I team

The team of maxx I solar energy consists of four members. Each member has a unique profile and individual strengths. The combination of the individual competencies is the key of the team's efficiency and success. Every job is taken care of by a high-profile team member which is the basis of our efficiency and reliability.



The Entrepreneur

Dieter Ortmann (director) is the founder of the company and a great visionary. He has an unrivalled feeling for market opportunities and the courage to break new grounds to put his ideas into practice. His unconventional way to ask questions and look at things makes him a pioneer and an excellent judge of human nature. He is always interested in progress, once one has gained him as a friend he will be a loyal partner who shares ideas and opportunities for a joint success.



The Manager

Antje Klauss-Vorreiter (director) manages the company. She has the overview of finances, the different business fields and coordinates the projects. She is a great networker and social mediator for the team and pulls all the strings together. Managing teams, creating work schedules and project outlines and acquire capital for ideas are her specialties. She has worked in many business fields, team constellations and cultures so she can adapt to new situations quickly in order to get the most out of her team.



The Analyst

Tim Suchomel (director) has the eye for the greater picture. He analyses everything concerning the setup and logistics of the company and takes smart decisions. He always thinks ahead and is able to make long-term plans that are thought-through and truly sustainable. If there is a risk, Tim will find it and sharply analyse pros and cons. He approaches new situations and decisions objectively but nevertheless has a great passion for technology and renewable energy and brings in new ideas.



The Communicator

Vivian Bluemel is the point of contact. She is in touch with potential participants, partners and trainers and matches everyone with the right training course or contact from the maxx network. She also manages the company's web presence and creates content for social media and stays ahead of trends. Her specialty is to make all kind of information easy and understandable. She creates marketing campaigns, information sheets, training schedules and content as well as web content to share information in the most efficient and target-oriented way.

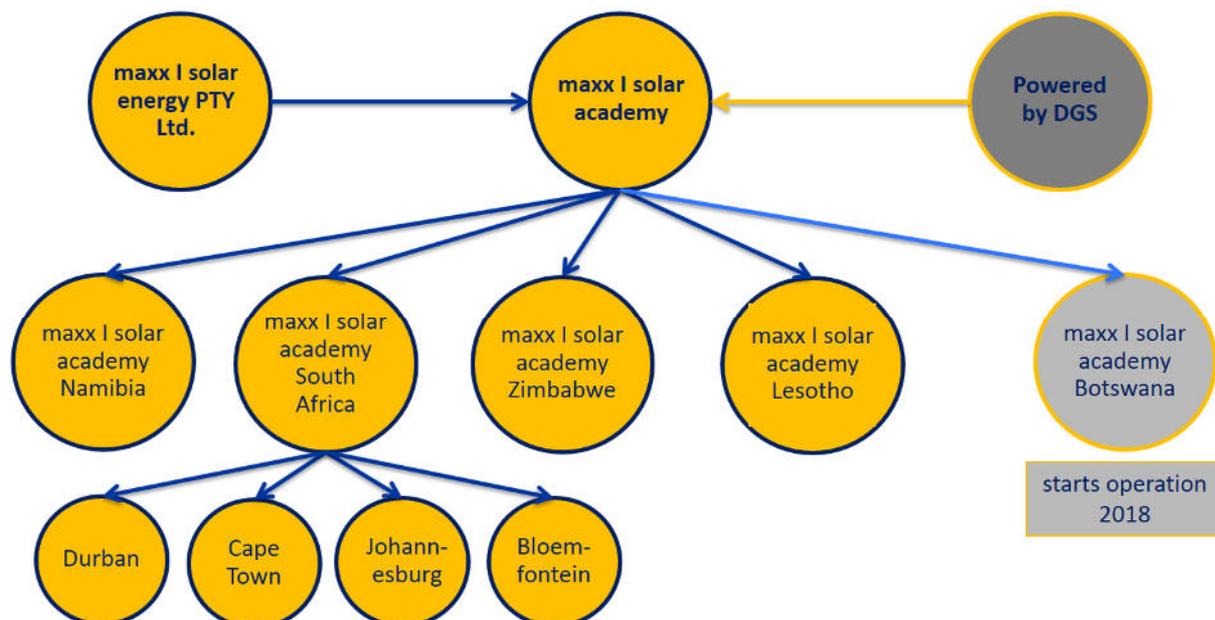
maxx | solar academy

The maxx | solar academy is Africa’s Premier Training Institute on Solar Power. It was established in 2011 by the German Solar Energy Society DGS and the maxx solar energy PTY Ltd. South Africa. Since 1996 hundreds of engineers, architects, craftsmen and interested citizens have been taking part in DGS and maxx courses worldwide. Only in Southern Africa we have trained more than 2000 participants since offering the first courses in 2012.

With the support of DEG which is part of the KfW group, the first branches of the academy were opened in four cities in South Africa. More international branches followed after we received more and more request from the neighbouring countries so that by now, the maxx | solar academy is represented in South Africa, Namibia, Zimbabwe and Lesotho.

Our fast growth is only possible due to great local partners. All maxx-solar academy courses are centrally managed, and quality assured by the maxx-solar academy team. However, the single academies are operated by local partners.

- maxx | solar academy **Bloemfontein**, operated by Olivia Energy Solutions (Pty) Ltd,
- maxx | solar academy **Cape Town**, operated by SARETEC, South African Renewable Energy Technology Center, Bellville
- maxx | solar academy **Durban**, operated by the maxx-solar academy
- maxx | solar academy **Johannesburg**, operated by Resolution Circle, University of Johannesburg
- maxx | solar academy **Namibia** with branches in Walvis Bay and Otjiwarongo, operated by Young Africa Namibia and director Dirk Bellens
- maxx | solar academy **Zimbabwe** with a branch in Harare, operated by Sunergy Zimbabwe and director Dave Mathews
- maxx | solar academy **Lesotho** with a branch in Maseru, operated by Ultimate Solutions and director Bulane None



Objectives of the maxx-solar academy

- Increase the use of renewable energy and the rational use of energy in Africa
- Provide further education and training on renewable energy to a wide audience

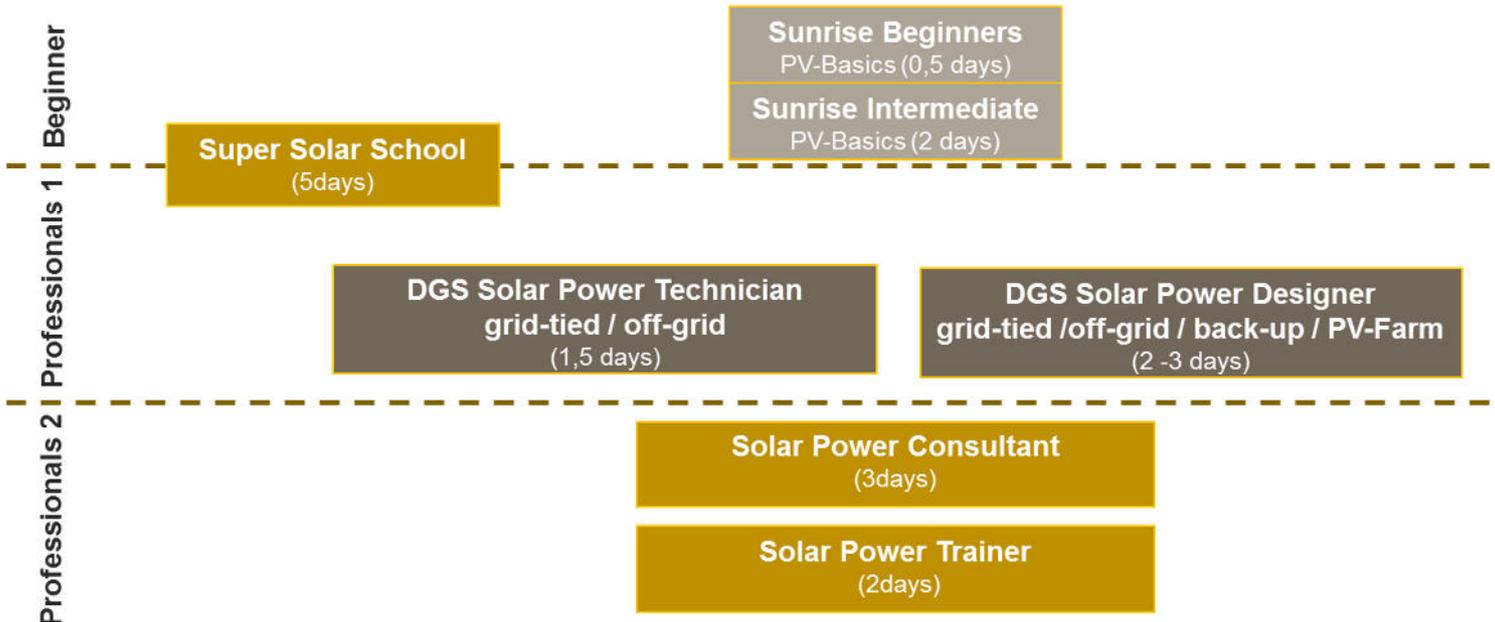
Our goal is to ensure South Africa has local skilled Solar Experts. This can only be achieved through a didactically optimised training approach. Our training programmes are interactive and include panel discussions. Practical aspect plays an integral role in all our courses- learn more by doing.

- Roof model for demonstration of the PV module installation,
- PV experiment kits and calculation tools, to enhance the understanding of solar electricity.

Team work and networking are essential hence we consider every training seminar held at maxx-solar academy to be a forum where industry experts come together.

Each participant in training courses receives a certificate of participation upon successful completion of a course.

An optional exam may be taken to be qualified as either a DGS solar power technician, an expert consultant or a solar expert designer.



maxx | consulting

We always followed the approach to offer our maxx | academy graduates more than only a once-off training but instead ongoing help and support. Based on our own business activities in South Africa, we saw a demand in the whole industry and decided to share our experiences. By now, we are able to support companies along the whole process: Founding a business, creating structures and setting up a supply line, negotiations with suppliers and clients and even marketing and branding. We have gone through the process of building up businesses ourselves in Germany as well as South Africa and can therefore share important lessons learnt and personal experiences.

We offer our services especially to alumni companies who did the training in the academy before but are also open for other companies entering the PV industry or similar markets.

maxx | network

By involving industry partners already in the courses, we make sure that there is always a practical connection to the industry. After six years of training in the academy, 5 years of wholesale and various projects and events we have built up a strong and widespread network that includes among others installation companies, EPCs, consultants, public and governmental players. The focus lies on the renewable energy branch in South Africa, Namibia, Zimbabwe and Thuringia in Germany currently, but it is steadily expanding.

maxx | alumni programme

Already during the training, we encourage the participants to exchange and network. For many participants, the training is the first step into a successful business and we offer several complimentary services to our alumni to help them grow. Here is an excerpt of the comprehensive support programme we offer to the alumni:

- End client lead allocation
- Vouchers and support from our industry partners
- Demo version of PV Design software solutions to plan installations
- Facebook group for fast exchange among the maxx | alumni
- Free participation in alumni events such as *IBC Technical and Sales trainings supported by maxx | solar academy*
- Access to high quality material (made in Germany)
- Special discounts and a great loyalty programme to encourage lifelong learning

maxx | Consulting services

We support companies along the whole process. That means whatever challenges a company is facing, we can advise. The specialty about our consulting is that we have experienced most situations ourselves. The advice we give on capacity building, supply chain setup and management, business model development etc. will always be from the perspective of entrepreneurs. We have invested in the setup of a business ourselves, so we know about the needs and challenges for SMEs.

Consulting offered in various fields, e.g.:

- Marketing (online and print) and database building, as well as lead generation

- Sales strategies, purchase management, supply chains and logistics
- Trade shows: We take over the design of your booth and create the associated materials, at the Solar Show Johannesburg we have a joint booth where alumni companies can exhibit at reduced costs and effort.

Company Development

From the idea to infrastructure to implementation: together with hand selected partners maxx puts innovative business ideas into practice. A successful example is IBC Solar South Africa, a joint venture between maxx and IBC Solar Germany which is now one of the biggest wholesalers for Photovoltaic components in South Africa.

The latest business development project is the setup of a supply line of high quality photovoltaic products for Zimbabwe. In cooperation with Steca Elektronik from Germany, Sunergy Zimbabwe and a logistic company with offices in Johannesburg and Zimbabwe, maxx is developing the import concept and takes over the coordination between the partners.

International consulting

Because of its German roots, maxx has a strong connection to the German market. With knowledge and experience from two different continents, maxx can give valuable advice to European and especially German companies who would like to expand their business fields to Southern Africa.

Maxx focus traditionally lies on the renewable energy industry, but consulting services with regards to business setup and cultural aspects are offered to all kinds of SME. The maxx team is bilingual so all services are available in English and German.

The service range in the international consulting includes:

- Organisation of info events on market situations and cultural aspects
- Provision of contacts and partners (e.g. tax consultants)
- Participation in trade shows in Southern Africa at joint maxx stands or guided tours
- Other services upon requests

maxx | technology

Software, pilot Best practice, suppliers, R&D

Over time, maxx has not only accumulated business and management skills but also a huge base of product knowledge.

Software

We are the official partner for Valentin Software's PV Sol PV planning software in Southern Africa. We offer trainings, trial accounts and support and customers can buy the software directly from maxx.

Another partner is IBC Solar who has developed its own PV Planning Software. Maxx alumni and partners can request a trial account from maxx as well.

Pilot Projects

As part of the solar industry, maxx solar is interested in further developments and evolution. We work always work on optimizing processes and providing solutions and have already implemented different pilot projects.

PV Renting

PV renting is an innovative financing option which allows schools, guest houses, public bodies, small and medium sized companies and many others to benefit from cheap, green solar power. Within the

framework of the dena Renewable Energy Solutions Programme, maxx-solar energy PTY Ltd. set up two PV renting pilot projects in Cape Town, a 20 kWp system at the Grimley School in Hout Bay and a 14 kWp system at the Atlantic Gold Guest House in Camps Bay demonstrating the financial viability of PV renting in South Africa.

PV renting means, that one entity invests in a PV system (system owner) and rents the system to a second entity (system operator). The system operator uses the electricity and pays a monthly rent to the system owner. Furthermore, the system operator gets the option to buy the system after 7–12 years (similar to car leasing).

maxx Blockchain Hub

Maxx plans to set up a social crowdfunding platform to collect donations for off- and on-grid PV-systems. Once the PV system is installed electricity consumption will be on a pay-as-you-go basis for the end user. Both processes will be based on a blockchain protocol. As a special feature, donors will receive a virtual “rural electrification coin (REC)” for each watt hour of produced energy as symbolic refund for the donation.

The first pilot project will be installed at Karanda Mission, a hospital located 2.5h drive from Harare, Zimbabwe and a second system in the office of our partner Sunergy in Harare. Maxx is currently working on finalising the concept and the system will be put into practice in 2018.

Corporate Social Responsibility with maxx | Energy for Life

All maxx team members are convinced that energy is the key to education and development and that it is one important factor for a content life. Therefore, maxx supports the NGO maxx| Energy for Life and together they work on providing reliable and clean energy for as many individuals as possible.

In the maxx Blockchain Hub pilot project, maxx provided the technology and worked hand in hand with the NGO to collect donations for the project.

The focus of maxx’ CSR activities lies on granting energy access for schools and health centres as public regional centres and education of children and adults in the field of renewable energy.