

Marketing Support for Installers



1. Premium Installer Programme:

Panasonic PV installers can become part of our **Premium Installer Programme** and benefit from direct marketing support, a micro-site within our European website and to be found by end-customers looking for an installer in their region (using our [installer search tool](#))

They can register here: <https://eu-solar.panasonic.net/en/installers/register/>

They'll need to upload evidence of 3 SANYO/Panasonic systems installed by them and then they need to configure their micro-site, company details, logo and if they want, reference pictures. We will manually approve each candidate (to avoid "black-sheeps")

2. Marketing material webshop:

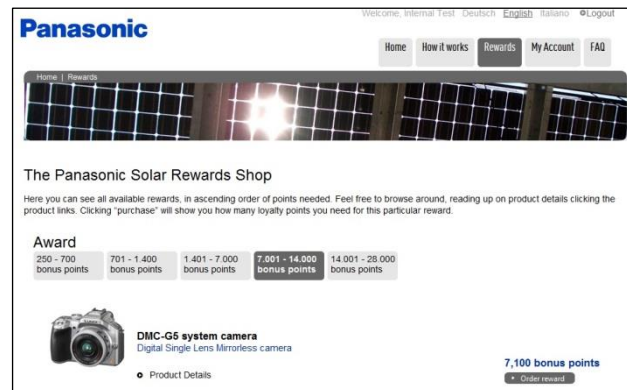
As a Premium Installer, we can grant access to our marketing webshop, where installers can order directly and completely free-of-charge diverse marketing goods (Datasheets, give-aways and other)

They need to separately register here: https://www.hit-solarshop.eu/shop/create_account_inst.php

3. Bonus Programme:

Customers can benefit from their loyalty to Panasonic obtaining Bonus Points for each purchase of Panasonic Solar Modules from you. These Bonus Points can then be redeemed for other Panasonic consumer goods here:

<https://panasonic.channelvalue.net>



(registration required: <https://panasonic.channelvalue.net/Store/Content/Register.html>)

Bonus points can be earned also:

- By posting system references on our [Facebook page](#) (currently 100 extra BP for a [system reference with our new HIT® N285](#))
- By participating in official Panasonic trainings and events

Panasonic

Already 500 Bonus points can be enough to get a fantastic professional Panasonic battery-powered powertool (www.panasonic-powertools.eu)

4. Facebook and Twitter accounts

We run our own facebook and twitter accounts and welcome partners and their installers to LIKE the Facebook page (we'd do the same with theirs) and to interact as much as possible. We also regularly run campaigns awarding extra bonus points to their participants.

Find us on facebook: www.facebook.com/panasonicsolar.eu

Find us on twitter: https://twitter.com/Panasonic_Solar

5. Project profiles and case studies

We are in the process of issuing standard formatted official Panasonic project profiles (of all categories: residential, commercial, landmark, public sector, etc). Installers can provide us with references and we'll then issue a document which will be posted on our website (coming up soon) and at the same time will be available for installers and for you to support your/their sales efforts

Beyond this, we can agree on bilateral campaigns or promotions case per case. Please feel free to send us your proposals

Panasonic

BLACKFRIARS BRIDGE, LONDON



| | |
|------------------------------|--------------------------------|
| Start of construction: | 2010 |
| System type: | On roof |
| Location: | Blackfriars Bridge, London, UK |
| Module type: | H250W |
| System size: | 1.103MW |
| Usage: | Feed in |
| Customer: | National Rail |
| Estimated annual generation: | appr. 900.000 kWh |

The Victorian bridge, built in 1866, is the foundation for the new Blackfriars station, which is being upgraded by Network Rail Limited (Network Rail) to cater for more passengers and an improved train service. A new roof, added to the historic structure, will incorporate over 4,000m² of PV panels, creating the biggest solar array in London. The solar panels will be providing 50% of the station's energy and reducing CO₂ emissions by an estimated 511 tonnes per year. The high efficiency of HIT solar modules makes them ideal for structures where maximum power generation is required from an area where load must be considered.



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