

Joint press release by SMA Solar Technology AG and documenta und Museum Fridericianum Veranstaltungs-GmbH

## **SMA Solar Technology AG's commitment to further support the region of North Hesse through dOCUMENTA (13) sponsorship**

**Niestetal, Germany, March 26, 2012 – SMA Solar Technology AG (SMA) demonstrates its commitment to promoting the region of North Hesse and the city of Kassel through its sponsorship of dOCUMENTA (13). The world's most important exhibition for contemporary art is being held from June 9 to September 16, 2012, and is expected once again to draw hundreds of thousands of visitors from all over the world. SMA's sponsorship of the international art exhibition is a part of its strategy to establish the region of North Hesse, including the city of Kassel, as a solar region in the general public .**

"The region of North Hesse continues to be the main hub of activity for SMA despite the dramatic cuts in subsidies planned by the German Federal Government. We will continue to develop our technologies at our headquarters, even if the sales markets start to gravitate more toward sales abroad. Furthermore, our sponsorship of dOCUMENTA (13) is yet another contribution in our endeavor to position North Hesse as a solar region. The exhibition places the region into the international spotlight and once again art lovers and culture enthusiasts will converge on Kassel," comments Pierre-Pascal Urbon, Speaker of the Managing Board and Chief Financial Officer at SMA.

"I am delighted and grateful to have SMA join dOCUMENTA (13) as an important sponsor. The company was founded in Kassel, Germany, more than thirty years ago and has grown alongside documenta to become an important part of the city's identity. SMA is now a company whose inverters are used worldwide, reflecting the success of the company's innovations in solar energy. The 13th edition of documenta will be a surprising stage to present questions that shape our notion of active living in the present, as well as experiments in the fields of aesthetics, art, politics, literature, science, and ecology. Art is one of the most renewable of all energies; it never ends and must be cared for and nurtured. All of us at dOCUMENTA (13) are very pleased to have SMA join us as our partner," emphasizes Carolyn Christov-Bakargiev, Artistic Director of dOCUMENTA (13).

documenta was established in 1955, and since then it has become one of the most important and most prestigious art exhibitions in the world. This year, more than 160 artists from all over the globe will present their latest creations at various locations throughout Kassel. "The artists at dOCUMENTA (13) are dealing with the challenges of an ever-changing world in the artwork they are exhibiting. Our work is also characterized by constant adaptation to a changing world. The situation of the energy supply is at the beginning of a massive change all around the world," remarks Pierre-Pascal Urbon, drawing a parallel between art and technology. The artists at dOCUMENTA (13) also incorporate, in particular, the democratization of the energy supply in various areas. "We would like to use these



parallels to actively initiate a dialog with visitors to the exhibition on the future prospects of the energy revolution," explains Urbon.

The sponsorship of the location is part of the SMA strategy and it should hold a permanent position of focus in future planning. It was agreed between the management of documenta and SMA to maintain silence on the extent of SMA's contribution.

### **About SMA**

The SMA Group generated sales of €1.9 billion in 2010 and is the global market leader for solar inverters, a key component of all PV plants. It is headquartered in Niestetal, near Kassel, Germany, and is represented in 19 countries on four continents. The Group employs more than 5 500 people worldwide, including temporary seasonal employees. SMA's broad product portfolio includes a compatible inverter for every type of module on the market and for all plant sizes. The product range covers both inverters for photovoltaic plants connected to the grid as well as inverters for off-grid systems. Therefore, SMA is able to provide ideal technical inverter solutions for all plant sizes and types. Since 2008, the Group's parent company, SMA Solar Technology AG, has been listed on the Prime Standard of the Frankfurt Stock Exchange (S92) and also in the TecDAX index. In recent years, SMA has received numerous awards for excellence as an employer and most recently achieved first place in the nationwide "Great Place to Work" competition.

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