



# The Story of **SolarEdge Home**

The Dawn of Smart Home Energy 

# The Energy Market is Transforming



Home electricity  
usage is increasing



Energy rates are rising



Grid stability has become  
even more uncertain





# The Solar & Backup We Know



Existing available backup and PV solutions:

- Non-PV backup solution (generator)
- Generator-powered PV solutions
- Cheap inverter and batteries from several different vendors
- PV systems with AC coupled batteries

# The Solution We Need



Complete smart energy ecosystem including solar, storage and backup from a premium vendor:

- Increased energy PV solution with extended backup duration
- Maximising production and consumption



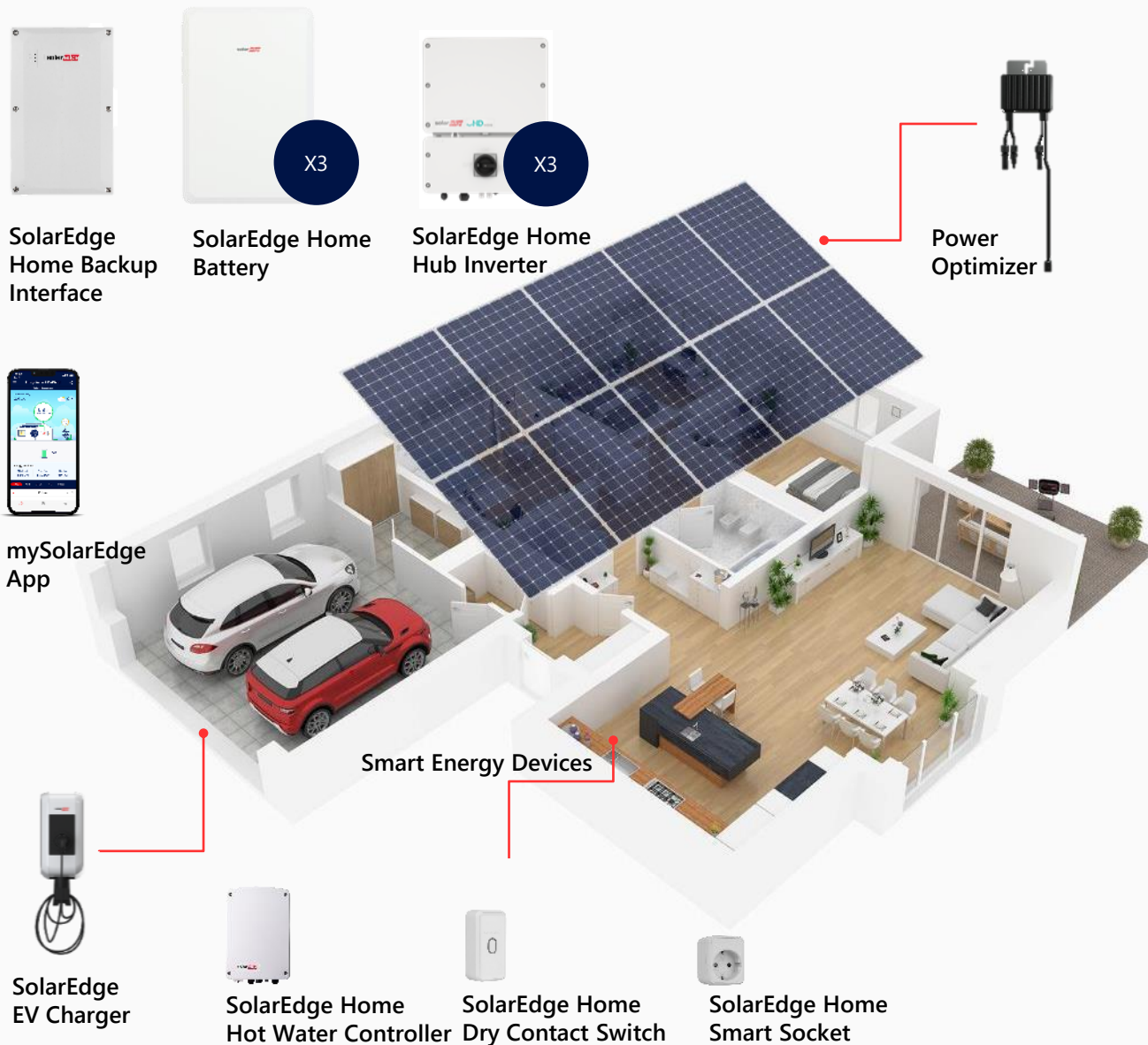


Welcome to

**solar**edge  
*Home*

A personal home energy ecosystem.

Designed to adapt to load-shedding events and homeowners' changing energy needs day and night



# solaredge *Home*

A complete smart energy ecosystem combining PV, backup, storage and EV for even greater customer value



# SolarEdge Home Operating System

# 24/7

Smart decision maker  
to optimise Home Energy


An intelligent software, orchestrating the optimisation of the home's energy distribution, enables:

- Extended backup power
- Reduced electricity costs
- Optimised solar production and usage



# How does the operating system work?

## Gather information

 Personal preferences

 External Data

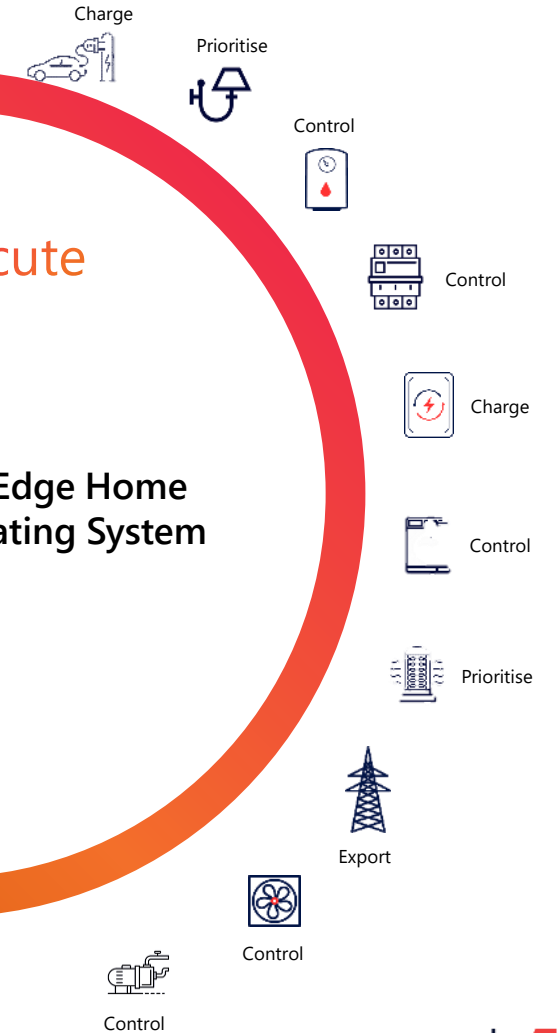
 System Production

## Make decisions

- Manage battery usage to extend backup duration
- Optimise and prioritise solar energy use
- Manage smart devices

## Execute

SolarEdge Home Operating System



# The Operating System Roadmap

## Back Up

## On Grid



### Extend Backup Time

Preserve battery energy for critical device operation by controlling non-essential appliances

### Overload Protection

Make sure backup power continues to operate by automatically limiting or turning off appliances to avoid system overload

### Consumption Optimisation

Schedule, optimise and prioritise devices to minimise operational costs with the help of automation and system-generated recommendations

### Excess Solar

Use excess solar power to run devices on solar energy only, or on a combination of solar and grid power

### Import protection

Mitigate overloads and protect the home's main breakers by automatically limiting or turning off appliance consumption

\* Availability planned on 2022. Subject to change without notice



# SolarEdge Home Benefits for Installers



Differentiation



More Earning  
Opportunities



Ease of Installation



Single Trusted Vendor

# Differentiation

## Compelling Offer from a Premium Vendor



### More energy

Stand out with an offer that helps homeowners maximise energy production and consumption

- Extract more energy from each module
- Fewer power conversions with DC coupling – better for battery storage
- No clipped energy – excess PV is stored into battery, not lost
- Higher PV production with 200% DC oversizing



### Best-in-class product solution

Enrich your portfolio with best-in-class product solution

- Award winning products
- A single app to monitor and manage solar, storage, EV charging, and smart devices
- SolarEdge's warranty stands out against competition as an overall solution



### Enhanced safety

Industry-leading safety measures to maximise protection of people and property

- Automatically reduces to touch-safe voltage when needed
- Compliant with the most rigorous safety regulations UL9540A, UL1973, UN38.3

# Enjoy More Earning Opportunities

Maximise customer lifetime value with additional product sales

- Additional SolarEdge Home Battery sales (up to three per Home Hub inverter\*)
- Smart Energy add-ons such as the SolarEdge EV Charger, SolarEdge Home Hot Water Controller, SolarEdge Home Smart Sockets and more
- Sell larger systems with up to 200% DC oversizing



Today



Year 2



Year 5





# Ease of Installation

Integrated solar + storage design helps accelerate installations

- ▀ More flexible battery installation
- ▀ Simpler installation with seamless communication with SolarEdge Home Network
- ▀ Easy remote maintenance
- ▀ Get trained with our mandatory SolarEdge Home Battery certification courses



# Single Trusted Vendor

Simplify your business with ecosystem from a single source



One Number  
To Call



One Vendor



One Warranty



One Software  
Suite



One Source of  
Training

solar**edge**  
*Home*

Tailor the perfect  
offering for any  
homeowner need





# SolarEdge Home Benefits for Homeowners



Reduce Electricity Bills



Count On Reliable Energy



Be Future Ready



Take Full Control

# Reduce Electricity Bills

## Power Optimizers Give More Power

### More Savings

Power Optimizers allow each solar panel to achieve peak performance, improving the overall efficiency of the solar system.

### More Energy

Make the most of the winter sun or cloudy days by adding more solar panels to generate more energy.







# Count On Reliable Energy

## Ensure Power When You Need It Most

Life is unpredictable.

Your energy shouldn't be

Weather load shedding and increase energy independence and saving, by adding multiple SolarEdge Home batteries



# Be Future Ready

## Meet Tomorrow's Needs Today

Enjoy the piece of mind of choosing a system that can support your future needs with a growing line of efficient SolarEdge smart energy devices.



# Take Full Control

## Ensure Power When You Need It Most

Easily keep track of your energy production and consumption is with the mySolarEdge app

- ▮ Be ready for anything — ensure your battery levels are where you want them
- ▮ Schedule usage during high solar production periods or non-peak times
- ▮ Manage a growing range of features, including future smart energy add-ons



# Welcome to your SolarEdge Home Sales Toolbox



<https://marketing.solaredge.com/solaredgehome-sa-toolbox>



# Thank You!

## Cautionary Note Regarding Market Data & Industry Forecasts

This power point presentation contains market data and industry forecasts from certain third-party sources. This information is based on industry surveys and the preparer's expertise in the industry and there can be no assurance that any such market data is accurate or that any such industry forecasts will be achieved. Although we have not independently verified the accuracy of such market data and industry forecasts, we believe that the market data is reliable and that the industry forecasts are reasonable.

Version #: V.1.0

solar<sup>edge</sup>  
Home