



SolarEdge Strengthens Business Position in India with New Office and Leadership

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BANGALORE, India--(BUSINESS WIRE)--Apr. 6, 2017-- SolarEdge Technologies, Inc. ("SolarEdge") (NASDAQ: SEDG), a global leader in PV inverters, power optimizers, and module-level monitoring services, is expanding its business in the Indian PV market with a new country manager, office, and recruitment of a local team. As a leading global PV inverter company, SolarEdge is already active in the Indian PV market and is now looking to expand its footprint in the region.

With new offices located in Bangalore, SolarEdge has created a new entity, called SolarEdge Technologies (India) Private Limited, in India. As part of developing a local team of PV experts, SolarEdge has appointed Shashidhara B V, a veteran in the renewable energy industry, as Head of SolarEdge India. Having worked in the field of photovoltaics and telecommunications, Shashidhara B V is tasked with growing SolarEdge's business in the country with a focus on developing the market, building a distribution network, and forming a local professional support organization.

"The Indian solar energy segment is considered to be a market with one of the fastest growth potentials in the world due the country's ever-increasing demand for energy," stated Guy Sella CEO, Chairman, and Founder of SolarEdge. "With our global experience, innovative solutions, and dedication to developing a local presence, SolarEdge is well poised to support the Indian PV market in its rapid growth."

"I am excited to join SolarEdge, a global leader in PV inverter technology, which is positioned to become a leading player in the Indian market," stated Shashidhara B V. "Increasing energy production from module-level optimization, improving O&M with pinpointed monitoring and remote troubleshooting, and enhancing safety feature, SolarEdge's solution offers the Indian market great promise for advancing the local PV market."

Addressing a broad range of solar market segments, from residential to commercial and small utility-scale PV installations, the SolarEdge solution consists of inverters, power optimizers, storage solutions, and a cloud-based monitoring platform. The SolarEdge system enables superior power harvesting and module management by deploying power optimizers to each PV module while maintaining a competitive system cost by keeping the AC inversion and grid interaction centralized using a simplified DC-AC inverter. SolarEdge's commercial solution offers improved bottom line and PV asset management by reducing BoS Costs, allowing more modules to be installed on the roof, module-level monitoring and remote troubleshooting. SolarEdge also offers support for the commercial PV project life cycle, including project design and pre-sale, project execution, and O&M support.

About SolarEdge:

SolarEdge provides an intelligent inverter solution that has changed the way power is harvested and managed in solar photovoltaic systems. The SolarEdge DC optimized inverter system maximizes power generation at the individual PV module-level while lowering the cost of energy produced by the solar PV system. The SolarEdge system consists of power optimizers, inverters, storage solutions, and a cloud-based monitoring platform and addresses a broad range of solar market segments, from residential solar installations to commercial and small utility-scale solar installations. SolarEdge is online at <http://solaredge.com/>

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