



SolarEdge Announces Appointment of New Chief Marketing Officer

June 27, 2024

MILPITAS, Calif. & HERZLIYA, Israel--(BUSINESS WIRE)--Jun. 27, 2024-- [SolarEdge Technologies](#), Inc. ("SolarEdge" or the "Company") (Nasdaq: SEDG), a global leader in smart energy technology, announced today the appointment of Mr. Shuki Nir as the Company's new Chief Marketing Officer (CMO).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240627485213/en/>



Mr. Shuki Nir (Photo: Business Wire)

in accounting from Tel Aviv University.

Prior to joining SolarEdge, Mr. Nir served in several key leadership roles, including General Manager of the Consumer Business Unit at SanDisk and also led SanDisk's Corporate Marketing. His extensive tenure includes consulting for multinational corporations and serving on several boards, including Kornit Digital and IronSource. Mr. Nir holds an MBA, an LLB and BA

Mr. Nir is succeeding Mr. Yogev Barak, who has served as the Company's Chief Marketing Officer for the last 3.5 years. During this time Mr. Barak helped scale SolarEdge's marketing efforts, driving growth in key markets and building a strong worldwide marketing team and infrastructure.

Zvi Lando, CEO of SolarEdge, said: "We are pleased to announce the appointment of Shuki as our new Chief Marketing Officer. Shuki's mission will be to further develop the Company's brand value with consumers and businesses, enter new market segments, and expand the product portfolio. I would like to take this opportunity to thank Yogev for his contribution to SolarEdge as our Company experienced significant growth over the past several years."

Shuki Nir, SolarEdge's new CMO, commented: "I am very excited to join SolarEdge and become part of the renewable energy revolution. The Company's strong legacy of innovation is inspiring, and I look forward to continuing to advance its leading market position and brand image."

About SolarEdge

SolarEdge is a global leader in smart energy. By leveraging world-class engineering capabilities and with a relentless focus on innovation, SolarEdge creates smart energy solutions that power our lives and drive future progress. SolarEdge developed an intelligent inverter solution that changed the way power is harvested and managed in photovoltaic (PV) systems. The SolarEdge DC optimized inverter seeks to maximize power generation while lowering the cost of energy produced by the PV system. Continuing to advance smart energy, SolarEdge addresses a broad range of energy market segments through its PV, storage, EV charging, batteries and grid services solutions. SolarEdge is online at solaredge.com

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995

This release contains forward looking statements which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements include information, among other things, concerning: management transitions, our possible or assumed future results of operations; future demands for solar energy solutions; business strategies; technology developments; financing and investment plans; dividend policy; competitive position; industry and regulatory environment; general economic conditions; potential growth opportunities; and the effects of competition. These forward-looking statements are often characterized by the use of words such as "anticipate," "believe," "could," "seek," "estimate," "expect," "intend," "may," "plan," "potential," "predict," "project," "should," "will," "would" or similar expressions and the negative or plural of those terms and other like terminology.

Forward-looking statements are only predictions based on our current expectations and our projections about future events. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance or achievements to be materially different from those expressed or implied by the forward-looking statements. Given these factors, you should not place undue reliance on these forward-looking statements. These factors include, but are not limited to, the matters discussed in the section entitled "Risk Factors" of our Annual Report on Form 10-K for the year ended December 31, 2023, filed on February 26, 2024 and our quarterly reports filed on Form 10-Q, Current Reports on Form 8-K and other reports filed with the SEC. All information set forth in this release is as of June 10, 2024. The Company undertakes no duty or obligation to update any forward-looking statements contained in this release as a result of new information, future events or changes in its expectations.

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