



Solaredge Appoints Itai Rosenfeld as General Manager of Its UPS Division

October 24, 2018

HERZLIYA, Israel--(BUSINESS WIRE)--Oct. 24, 2018-- SolarEdge Technologies, Inc. ("SolarEdge") (NASDAQ: SEDG), a global leader in smart energy technology, announced today the appointment of Mr. Itai Rosenfeld as the General Manager of its uninterruptible power supply (UPS) division. This new division was established following the recent asset purchase of Gamatronic. Rosenfeld's appointment will play an important role in driving the business growth of the SolarEdge UPS business division.

Itai Rosenfeld has over 20 years' experience with semiconductor chip-maker, Applied Materials, and over 15 years of managerial experience leading development and product groups, where in the last five years he served as the company's General Manager, Business Unit Head and President of the Israeli operations. In this role Itai was responsible for business unit activities including strategy, product, R&D, operations, sales, marketing and customer support. In the past year and a half, Mr. Rosenfeld served as the EVP of Global Technology at Stratasys Ltd. leading the global R&D activities of the company.

"I am excited to join SolarEdge and lead the new SolarEdge UPS division based on the Gamatronic product line. SolarEdge is an innovative company with a very successful business track record," stated Itai Rosenfeld, General Manager of the Solaredge UPS division. "Drawing on my previous experience in executive leadership roles, I am looking forward to enhancing the new UPS SolarEdge division in order to deliver even more innovative, market-leading UPS solutions."

"I am very happy that Mr. Rosenfeld has joined us, bringing vast experience as one of the most successful executives in the Israeli high-tech industry. I am confident that with Itai's leadership we will fulfill our vision to build a leading global UPS business," stated Guy Sella, CEO, Chairman and Founder of SolarEdge. "Itai has a strategic mindset and proven execution skills that will enable him to lead the SolarEdge UPS business division in its planned growth."

The newly acquired Gamatronic assets form the platform for the SolarEdge UPS division which develops, manufactures, and sells reliable UPS and power electronics, which provide a complete solution to protect critical loads offering constant power backup and peace of mind. The Company's products include modular UPS solutions ranging from 10 kW to 1.8 MW, a wide range of stand-alone UPS systems, modular power systems for the telecom market, modular DC/AC inverters, modular DC/DC converters, and control and management solutions.

About SolarEdge

SolarEdge is a global leader in smart energy technology. 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, UPS, and grid services solutions. SolarEdge is online at [solaredge.com](https://www.solaredge.com)

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Source: SolarEdge Technologies, Inc.

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