

## Media release

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### Meyer Burger strengthens its management team with seasoned solar expert

- Meyer Burger adjusts its organisation to fit its strategic repositioning as a manufacturer of highly efficient solar cells and solar modules
- Moritz Borgmann appointed managing director of the newly founded Meyer Burger (Industries) GmbH as of 1 February 2021
- His responsibilities include solar module sales, marketing, product management and business development

Meyer Burger Technology Ltd has won a seasoned solar expert for its future production facilities in Germany: Moritz Borgmann (born 1977) is appointed managing director of the newly founded Meyer Burger (Industries) GmbH as of 1 February 2021. This entity will manufacture the highly efficient heterojunction solar cells and SmartWire solar modules.

Moritz Borgmann will thus be responsible for the sales of solar modules, in addition to marketing, product management and business development. His focus will be on establishing the new sales organization and executing Meyer Burger's strategy commercially to achieve the goals of its realignment from an equipment manufacturer to a solar cell and module manufacturer.

With a doctorate in electrical engineering, he has broad experience along the photovoltaic value chain. After starting his professional career in the semiconductor industry, he worked as a management consultant for many years. As a partner of the renowned Berlin-based cleantech consultancy Apricum, he supported well-known clients worldwide in the conceptual design of growth strategies and new business models as well as in M&A transactions with a focus on the photovoltaic industry. In this function, he already advised Meyer Burger on the development and implementation of the new business strategy.

"We are very pleased to win Moritz Borgmann, an internationally experienced and recognised expert in the field of photovoltaics, for the transformation of Meyer Burger," says CEO Gunter Erfurt. "He is a perfect addition to our team. With his entrepreneurial spirit, he will make a decisive contribution to the successful strategic repositioning of Meyer Burger."

Meanwhile, the establishment of Meyer Burger's own production facilities for solar cells and solar modules in Bitterfeld (Saxony-Anhalt) and Freiberg (Saxony) is going according to plan. The start of production is scheduled for the second quarter of 2021. Sales of the high-efficiency modules will initially start in the DACH region and in Western Europe. The first sales staff with expertise in the premium segment have already been recruited for Moritz Borgmann's future team in relevant European markets.

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**About Meyer Burger Technology Ltd**

[www.meyerburger.com](http://www.meyerburger.com)

Meyer Burger is a leading and globally active technology company specialising in innovative systems and production equipment for the solar photovoltaic market. The company has shaped the development of photovoltaics along the entire value chain and has set essential industry standards, such as the diamond wire saw technology, the industrial PERC solution and precision measurement technology for solar modules. A large proportion of the solar modules produced world-wide today are based on technologies developed by Meyer Burger.

In line with its new business model and strategy, Meyer Burger transforms itself into a manufacturer of high-performance photovoltaic cells and modules, based on its proprietary heterojunction/SmartWire technology. With heterojunction/SmartWire, the Company has developed the next-generation photovoltaic technology with higher conversion efficiency and higher energy yield than the current standard Mono-PERC and other heterojunction technologies currently available. Meyer Burger operates its research and development centers in Thun and Hauterive, Switzerland, its machine industrialization and manufacturing site in Hohenstein-Ernstthal, Germany and will produce the cells and modules in Bitterfeld-Wolfen and Freiberg, Germany. The registered shares in Meyer Burger Technology Ltd are listed at the SIX Swiss Exchange (Ticker: MBTN).