

**Media release**  
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## **Meyer Burger commissions Jung von Matt with new brand and product positioning**

### **Creative agency develops new corporate design, brand strategy and marketing campaign**

Meyer Burger Technology Ltd (SIX Swiss Exchange: MBTN) has commissioned Jung von Matt to reposition its brand. The renowned creative agency is currently developing a new premium brand strategy and communication architecture that will enable the company to position itself as a manufacturer of highly efficient solar modules in the future.

Production of high-efficiency solar cells and modules will start in the second quarter of this year at the new sites in Bitterfeld-Wolfen and Freiberg. The market launch of the modules will also take place in the second quarter, kicking off a digital marketing campaign. In addition to the DACH region, the target sales markets are other European countries such as the Benelux countries, Italy, France, Poland, the UK and countries in Northern Europe. Furthermore, Meyer Burger also wants to sell its modules in the US, Australia and Japan in the future.

"We want to position Meyer Burger as the leading European solar brand and set new standards. With Jung von Matt, we have chosen an international lead agency that is willing to break rules and at the same time brings a high level of creativity, strategic thinking and a deep understanding of customers," said Moritz Borgmann, who in his role as Managing Director of Meyer Burger (Industries) GmbH is responsible for sales and marketing. The services include the complete brand identity from logo to corporate design and the new strategic orientation and positioning of the Meyer Burger brand as well as a digital marketing campaign. Jung von Matt's references include companies such as BMW, Sixt and eBay.

The team around JvM managing directors Markus Bode and Sven Rebholz deliberately opted for an agile collaboration: "With Meyer Burger, we are breaking new ground in the collaboration between client and agency. We rely on an agile cooperation in which we bring together the best minds for the project from the JvM Group in order to develop targeted creative solutions together with the customer. In just three months, we conducted a comprehensive market analysis, developed a new brand idea and came up with the positioning strategy."

The new positioning and brand identity will be presented at the online media conference on March 11.

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### **About Meyer Burger Technology Ltd**

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

Meyer Burger is starting production of high-performance solar cells and solar modules in 2021. Its proprietary heterojunction/SmartWire technology enables the company to launch products that are more efficient and higher yielding than current standard products. With solar cells and modules designed in Switzerland and manufactured in Germany, Meyer Burger aims to become a leading European photovoltaic company. Currently the company employs around 800 people at production sites in Switzerland and Germany and at sales offices in Europe, the US and in Asia.

Founded in 1953 in Switzerland, Meyer Burger is a leading and globally active technology company specializing in innovative systems and production equipment for the solar market. The company has shaped the development of photovoltaics along the entire value chain and set key industry standards. A large part of the solar modules produced worldwide today are based on technologies developed by Meyer Burger.

The registered shares of Meyer Burger Technology Ltd are listed on the SIX Swiss Exchange (ticker: MBTN).