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**EuPD Research**

| Energy & Utilities



## **EuPD Exclusive Services Photovoltaics**

EuPD Ad-hoc Services  
EuPD Flexible Retainer Services  
EuPD Project Service

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# Agenda

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## **A. Research and Consulting Portfolio**

### **B. EuPD Ad-hoc Service**

1. Description
2. Case Study

### **C. EuPD Flexible Retainer Service**

1. Description
2. Outline: Basic Version

### **D. EuPD Project Service**

1. Description
2. Case Study

### **E. EuPD Research: Company Information**

1. EuPD Research at a Glance
2. Contact Information

## Our Research and Consulting Portfolio

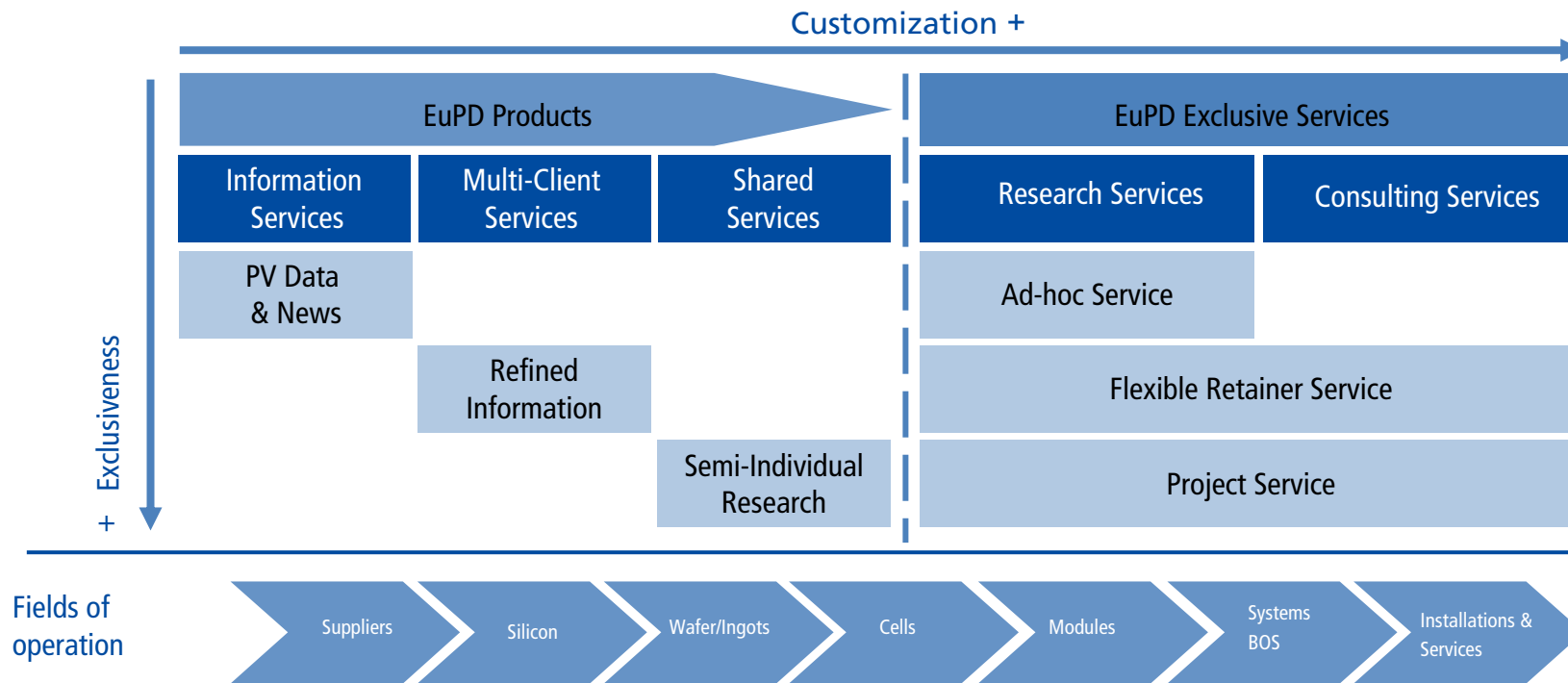
## PV Business Solutions: Profound Research and Consulting

### About EuPD Research

- EuPD Research is an international market research and consulting company. Our services encompass all aspects of modern strategic marketing solutions.
- Covering everything from analysis to strategy development, implementation and controlling, we help our clients to build up a successful business.

### Our Service Portfolio

- EuPD Research offers customized research and consulting from general products to co-commissioned shared products right up to fully exclusive products.



## Customized Research along the Value Chain

Please find below a selection of projects we have completed along the different levels of the value chain.



## Comprehensive Consulting

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While PV products have sold almost automatically in the past, the challenges for marketing are continually rising. A lot of decisions need to be made in the light of an uncertain future. As a valuable asset in your risk management, we can decrease your uncertainty by providing you with solid data as a foundation for your decisions. We can offer you comprehensive consulting regarding your product, service, price, communication and distribution policy.

Research and consulting that suits your needs

### Product and Service Policy

- Which services are demanded by your clients?
- Are your clients satisfied with your performance?
- Which product features are demanded?
- Is it time for a product extension?
- How can your company improve its after-sales services?
- What are the characteristics of important markets? Do you need to modify your products?

### Price Policy

- Are your prices optimally-adjusted to the different national markets?
- Do consumers favor low prices over good quality?
- What is your customers' price sensitivity?
- How can you optimize your price strategy?

### Communication Policy

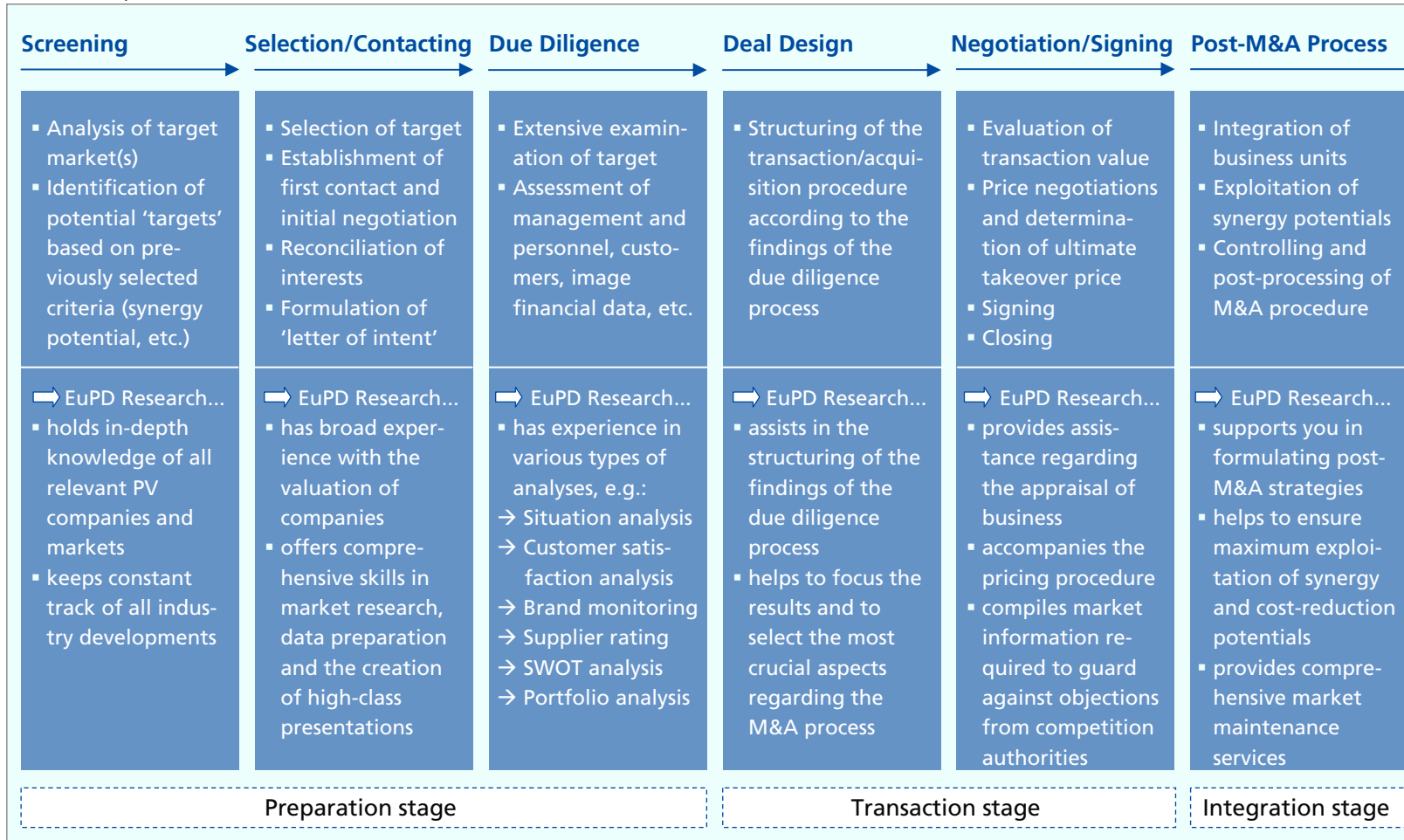
- What is the level of awareness of your brand?
- Which other market players are more widely known, and why?
- Which instruments could you use to improve your publicity? Which information sources are used by your customers?
- What would be the perfect communication strategy for important markets?

### Distribution Policy

- Do you have the right business partners?
- Which distribution channels bring the highest success for your company?
- In which markets could your company secure first-mover effects?
- Which country markets constitute an option for your company apart from all the conventional ones inside of Europe?

## Supporting the Merger and Acquisition Process

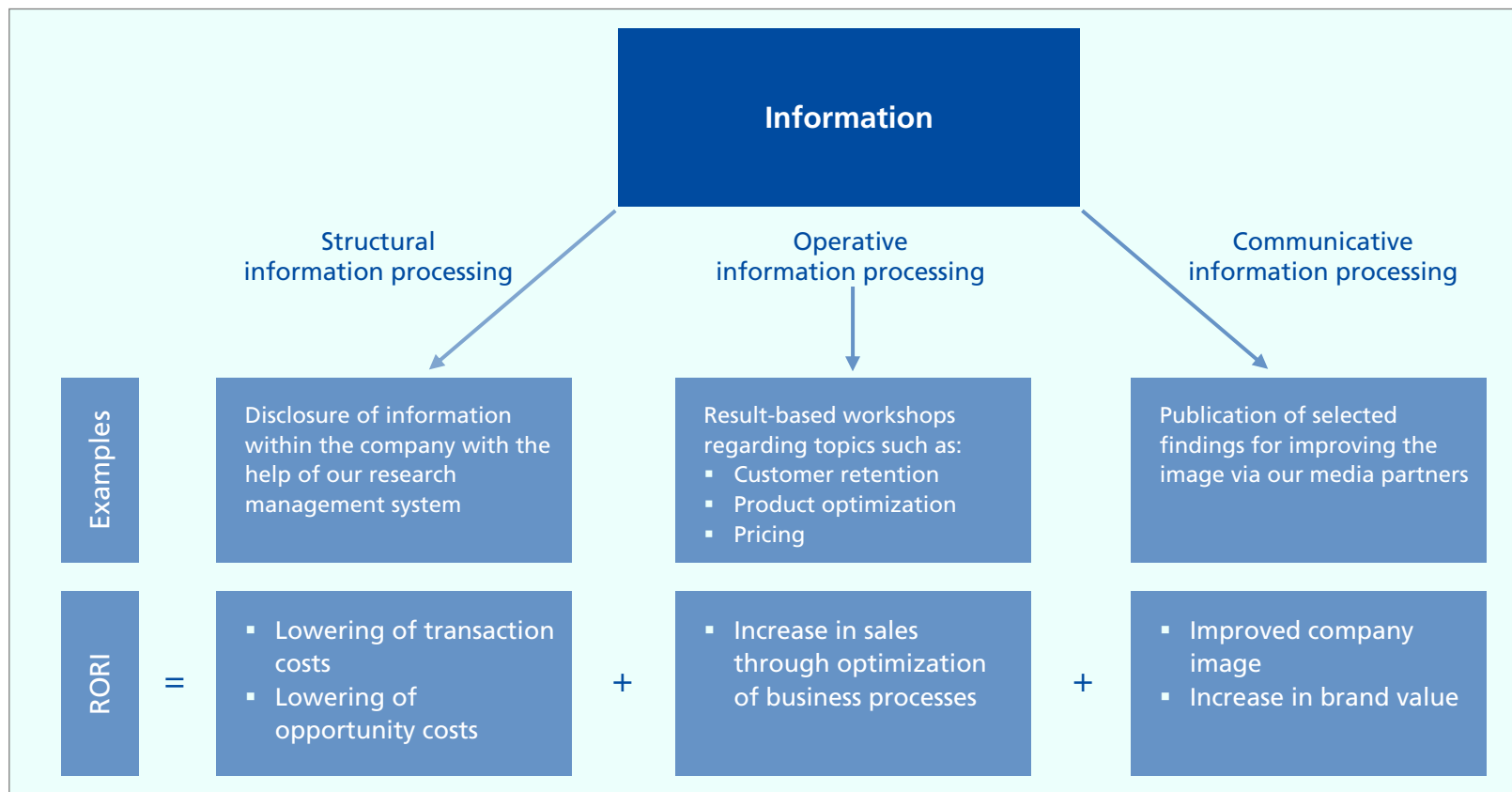
EuPD Research has profound knowledge in the field of photovoltaics, combined with a proven track record in market research and market consulting this can provide you with valuable guidance and assistance throughout all stages of the M&A process.



## Return on Research Investment

Our service does not end with the delivery of information. Instead, we develop precise and scientifically-based recommendations that can easily be integrated into your company's business activities.

Our clients appreciate the added value which they do not experience when working with the average market researcher. We call it "Return on Research Investment" (RORI).



## EuPD Exclusive Services

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Exclusive research and consulting are always targeted to your company's specific needs. Whether it is a market analysis, a competitive analysis or a customer satisfaction survey, EuPD Research has the expertise, as has already been proven in more than 220 research projects which we have produced in the field of photovoltaics.

EuPD Research and consulting professionals can draw data and information from our unique PV knowledge system (EuPD Dat). In order to assist our clients in their business processes we have developed a system of customized research and consulting services to fit the individual requirements our clients.

### EuPD Ad-hoc Service

EuPD Ad-hoc Service ensures the prompt delivery of information needed by a client that can be operated by one of our researchers without the transaction cost of full-scale project management set-up and completion. The task is based on a briefing by the client, EuPD Research provides a short projection of time and costs, and soon after the first contact, research can begin. EuPD Ad-Hoc Service guarantees an efficient and effective approach regarding process-oriented research tasks.

### EuPD Flexible Retainer Service

Clients can book a pre-ordered contingent of research and consulting services. With the EuPD Research Retainer Service, a combination of ad-hoc service and consulting is offered, both of which are based on solid marketing research performed by EuPD Research. These services are offered at a reduced rate.

### EuPD Project Service

EuPD Project Service offers our clients the full range of individual research and consulting topics customized exclusively for our clients. These projects are normally staffed with a project team consisting of research and consulting professionals.

EuPD Ad-hoc Service

## EuPD Ad-hoc Service

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### Scope

- Identification and compilation of relevant information and data for your purposes, for instance:
    - Key players; market volumes by customer segments; trends
    - National market information; technical requirements
    - Marketing information like pricing, product features etc.
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### Methodology



#### EuPD Desk Research

...generates decision guidance on the basis of online and offline sources. In this case, we draw upon both internal and external information resources.



#### EuPD Short Inquiries

...are flash surveys, which provide prompt information on specific issues by means of a few selected questions posed to a particular target group.

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### Budget

Ad-hoc Service starts with one man-day and is limited to a max. of seven man-days of an EuPD Research Analyst or Business Consultant depending on complexity factor. Therefore, the cost range lies between 660 € and 7,700 €.

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## Case Study: Top European Market Data

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**Task:** One of our clients asked us to provide reliable and up-to-date market data for two European PV markets...

After consultation with our national markets analysts, the EuPD Account Manager was able to offer to compile a presentation including all relevant data for further decision-making.

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### Methodology

- Synopsis of ongoing EuPD Research market monitoring activities
- EuPD Research quantitative surveys

### Contents

- Examination of the basic political and legal framework conditions for PV in both countries
- Displaying of the market potential of PV in these markets
- In-depth analysis of relevant market segments in each market and allocation of installed capacity
- Analysis of production and supply capacities in these markets
- Average system prices; distribution structures

### Results

- Chart-presentation (approx. 50 slides)

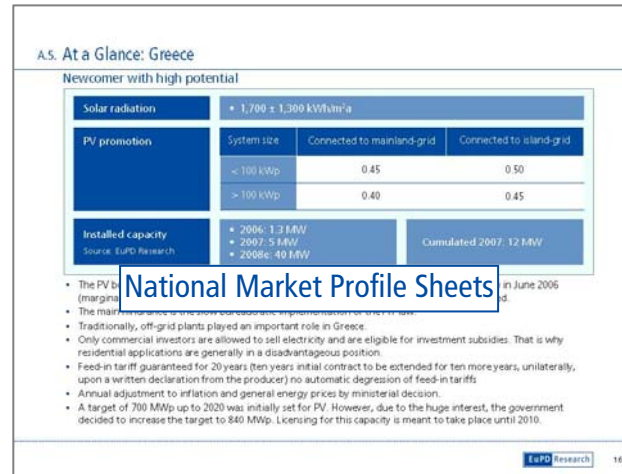
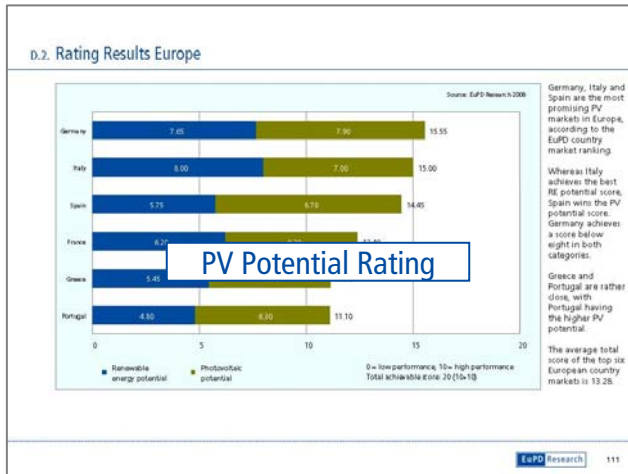
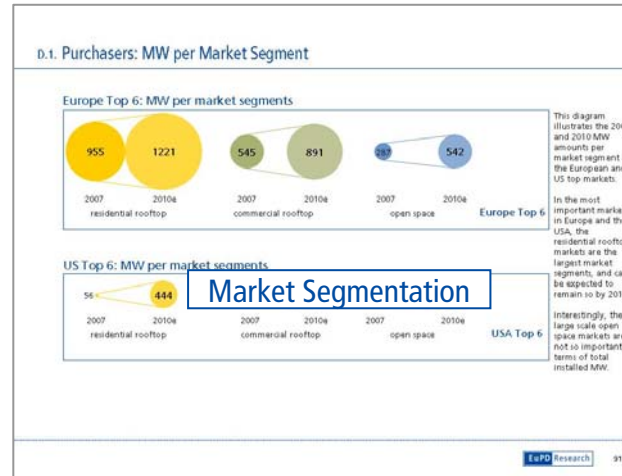
### Duration & Budget

- 5 man-days Research Analyst | delivered five days after initial order
- Price: 3,300 Euro

### Benefit

- Client is able to adjust his market entry strategy to the particular individual market requirements
- No occupation of internal resources of the client and ready-to-use presentation for the board

# Case Study: Top European Market Data – Sample Figures



EuPD Flexible Retainer Service

## EuPD Flexible Retainer Service

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### First Class Support

Ongoing telephone and e-mail support is available to address any issue related to our forecasts, as well as ad-hoc services, and on-site review sessions incl. documentation as needed. Furthermore, a “preferred-client” rate for custom consulting projects (five percent rebate) and for EuPD Multi-Client and Shared Services (ten percent rebate) is included.

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#### Your Benefits

##### 1. Reliability

The client will have assured access to a resource dedicated to perform the required tasks.

##### 2. Cost savings

The client will have the benefits of our services at a lower rate than normally charged on a service-by-service basis.

##### 3. Consistency

EuPD Research's commitment will ensure that you have contact person in the company. However, the experts in the respective research field will always be involved.

##### 4. Sustainability

By entering into an annual service contract with EuPD Research, the client will find it easier to incorporate the costs into their budgeting. The organization’s budget will not be unduly strained due to the reasonable cost structure.

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## Outline: EuPD Flexible Retainer Service – Basic Package (12 man-days)

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### Product Specifications

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The EuPD Flexible Retainer Service has the following characteristics:

1. The Retainer Service is applicable for twelve months from the date that the contract is signed.
2. EuPD Research will commit twelve days annually to provide a range of services to selected clients. The Client and EuPD Research will mutually agree to the selected dates for the requested services. The cost of the Retainer Service is 20,000 Euro per year. The client is invoiced at the rate of 5,000 Euro per quarter.
3. This can be used for telephone consulting, email support, on-site consulting and Ad-hoc Services incl. documentation. Consulting can be used to provide market insights, product strategy preparation, interfacing with potential clients etc. For each consulting engagement, EuPD Research will provide the client with a written summary on EuPD Research letterhead.
4. The client will benefit by having this service completed on time as EuPD Research is committed to delivering the service and will dedicate the necessary resources.
5. A client of the “Basic” Retainer receives a “preferred-client” rate for custom consulting projects (five percent rebate) and for EuPD Multi-Client and Shared Services (ten percent rebate).
6. Days of retainer service can be bought in increments of twelve days up to a maximum of 48 days in one calendar year, equivalent to four Retainer Service Packages.

EuPD Project Service

## EuPD Project Service

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EuPD Project Service offers the full range of individual research and consulting topics customized exclusively for our clients. These projects are normally staffed with a project team consisting of research and consulting professionals.

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### Scope

The topics for a research or consulting project are as various as business processes in a company. Most of our clients ask us for advice regarding a challenge or point of interest. On the other hand our clients appreciate our proposals for possible projects helping to build the business successfully.

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### Fields of Excellence

- Brand Management
- Price Management
- Market Intelligence/ Benchmarking
- M&A (esp. Market Due Diligences)
- Customer Satisfaction
- Sales Architecture
- Market Entry Strategy
- Channel Marketing
- Market Stimulation/Penetration

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### Expenses

The budget of an individual project depends on the scope, staffing and duration of a project. In the run-up to a possible project, our clients get a detailed written proposal including all relevant facts.

For a first orientation our daily rates are as follows:

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Business Consultant 1,100 Euro | Research Manager 880 Euro | Research Analyst 660 Euro | Interviewer 390 Euro

## Case Study: Customer Satisfaction Analysis (CSA)

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**Task:** A client asked EuPD Research to set-up an instrument to measure customer satisfaction...

In B2B markets, the cost of gaining a new customer is up to 20 times higher than that of keeping an existing customer. Therefore, constant evaluation and improvement of customer relationship management is a decisive factor for corporate performance.

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### Method

- Telephone interviews with identified customer groups (50 companies)
- Individualization of methodology with regard to the company's targets

### Contents

- Wishes, needs and expectations of customers concerning certain services or products
- Quality and level of satisfaction with services and products compared to the industry in general
- Driving forces behind customer satisfaction and contribution of certain parameters to customer satisfaction and customer loyalty
- Impact of satisfaction level on the customers' loyalty
- Factors fostering brand loyalty, the tendency to recommend the company as well as factors
- Influencing repurchase and cross-buying activities

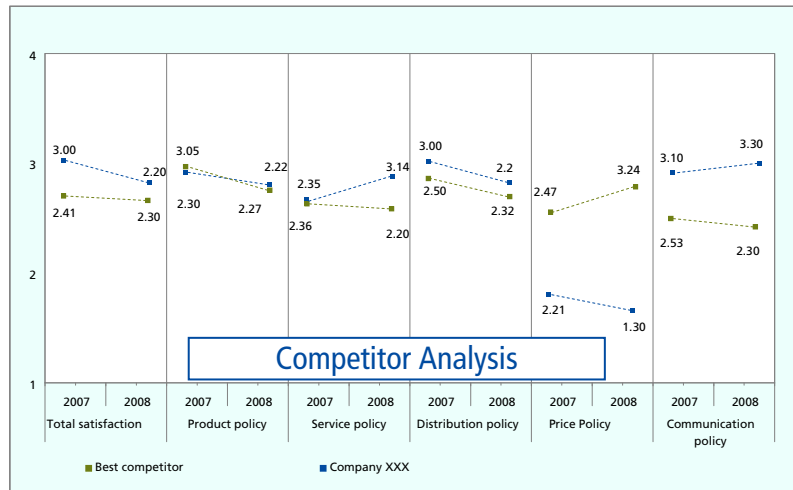
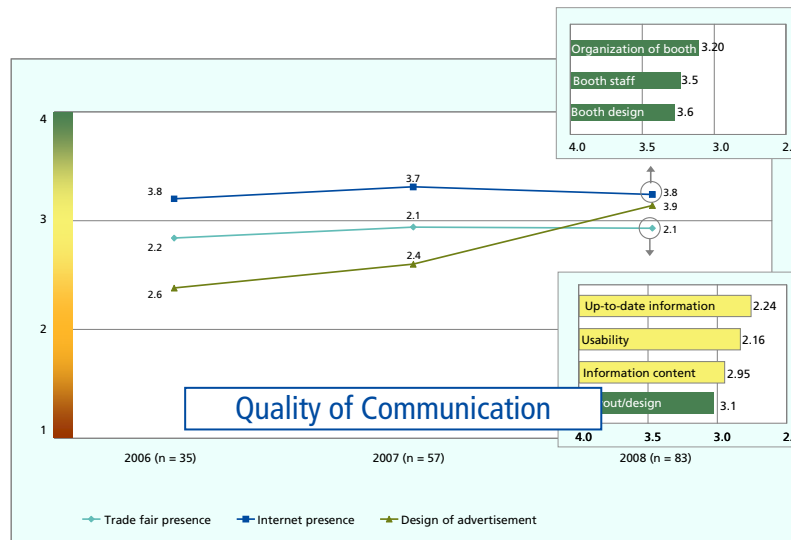
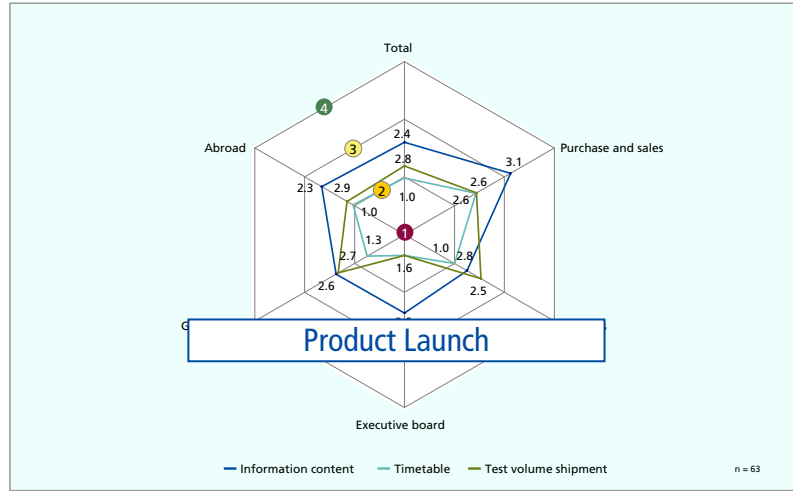
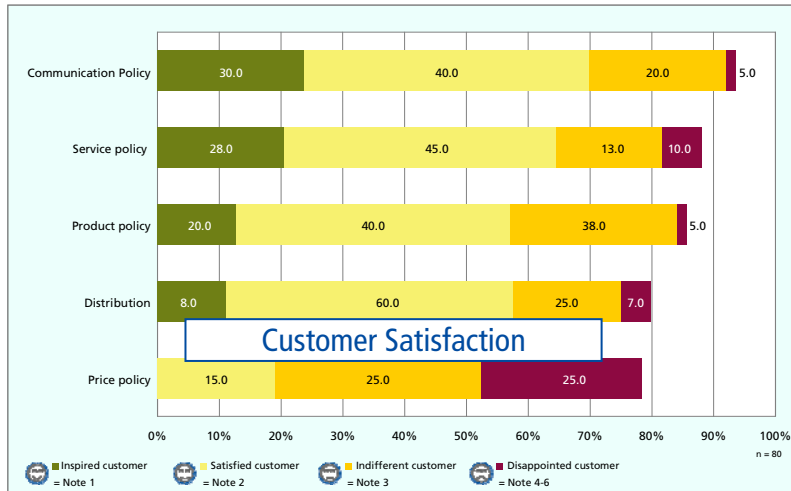
### Duration & Budget

- 12 weeks
- 19,250 Euros incl. Workshop

### Benefits

- The purpose of a business is to create and keep a customer. The main objective of a customer satisfaction analysis is the identification of specific means that can be used to improve the quality of the customer relationship (leverage effects).
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# Case Study: Customer Satisfaction Analysis – Sample Figures



## EuPD Research: Company Information

## EuPD Research at a Glance: The B2B specialist for International Research and Consulting

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EuPD Research is an international, full-service provider focusing on B2B research with a highly specialized and multilingual interview center. From our headquarters in Bonn we provide the entire range of qualitative and quantitative research to our clients in Germany and the rest of Europe, Asia and the US. With the help of profound market knowledge combined with methodological professionalism, we can assure our customers the maximum return on their investment into research. Our areas of expertise include:

### Analytical Methods

- Market analyses
- Benchmark analyses
- Product development and optimization
- Price analyses
- Customer satisfaction analyses
- Image analyses
- Management analyses
- Employee satisfaction analyses

### Survey Methods

- Secondary market research (desk research)
- CATI interviews
- Face-to-face interviews
- Guided interviews
- Group discussions
- Ad-hoc surveys

### Service Portfolio

- Multi-Client Products
- Shared Services
- Exclusive Research

## Network-Based Research

In order to undertake every project in a comprehensive and efficient way, we place emphasis on the systematic and intensive networking of all relevant service areas. By doing so, we can provide a unique all-round service with low transaction costs for our customers.



## EuPD Research Energy & Utilities Group at a Glance

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### **EuPD Research | Energy & Utilities Group**

Our Energy & Utilities business unit was brought into being in 2002. It tracks current developments in the German and international energy markets. More specifically, both renewable energy markets and conventional energy and emissions trading markets are examined. Over the years, a high level of specialized competence and in-depth knowledge bases have been developed in the field of solar power.

The area of analysis in this growth sector ranges from analyses of the market situation and evaluations of the market potential for new and existing products, to customer and employee satisfaction studies.

In the field of photovoltaics, we have completed more than 220 research projects (November 2008).

## EuPD Research in Figures

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Principal Office	Bonn (NRW/Germany)
CEO	Markus A.W. Hoehner
Founded	11/24/2000
Legal Status	HOEHNER RESEARCH & CONSULTING GROUP GmbH
Employees	55 permanent employees/30 freelancers
% of Graduates	90% (50% social scientists, 35% economists, 15% others)
Interview Center	60 employees
Core Areas	Energy & Utilities, Pharmacy & HealthCare, Economics & Financial Research, Management & Controlling
Fields	Renewable energies, automotive sector, emissions trading, innovation management, health management
Membership	EuPD Research is a member of ESOMAR World Research



## Contact Information

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Business Development | International Sales

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