8 August 2022

SunBiz Advisor: Inner Vision

- A SunWiz on OpenSolar Service -

Business Analytics & Benchmarking Report
Confidentially Prepared for:
[redacted]

Data Disclaimer

Please note that all pricing data is to be considered as Net System Price After All Incentives. Or in other words post-subsidy pricing (inc GST).

This means that any state-based rebate or subsidy applied (such as VSR) is inclusive within the figures observed.

All information within this report is drawn from OpenSolar.

How to use this report

This report contains (almost) everything you need to know about your business in one place. Its many charts and dashboards reveal to you how well your business is operating, and where you can improve, and what to do to grow your business.

The charts reflect your usage of OpenSolar. You'll get the greatest possible insights if you use OpenSolar's CRM to mark jobs as won and if you use Costs of Goods Sold and Margin-Based Pricing. Even if you don't use those functions, you'll still get a great overview of your operations.

Some charts also compare your trends to macro-level trends seen across the OpenSolar userbase in your country / state.

This report is intended to be easily readable. It's possible to perform more sophisticated analysis for you, or even to create your own unique reporting dashboards. Contact sales@sunwiz.com.au for more information

SunWiz can also assist you

OpenSolar	Advisory	Sunfluence
Fully customised proposal Integration & Automation: Xero, SolarQuotes, CRMs Setup, Configuration, and Training Consumption Profile Library inc. Metering Data	Benchmarking yourself against where you were and where you want to be Foresight - understanding what's about to happen and how to adjust your sails Expert guidance and coaching informed by market and business data analytics	Automated Customer Engagement

SunWiz Guidance Services for Solar Retailers / Installers

The three levels of Guidance SunWiz provides to solar retailers:

SunBiz Advisor Advantage Includes this Inner Vision business analytics service Plus benchmark (using STC accreditaion codes) FREE!	SunBiz Advisor Leader Everything in Advantage, PLUS Radar: Foresight, Priceright, Targets, Top Sellers, Hindsight $110/month	SunBiz Advisor Oracle: Everything in Leader, PLUS Coaching: Enlighten Monthly Group Q&A Quarterly 1-on-1 call with SunWiz experts $1650/quarter

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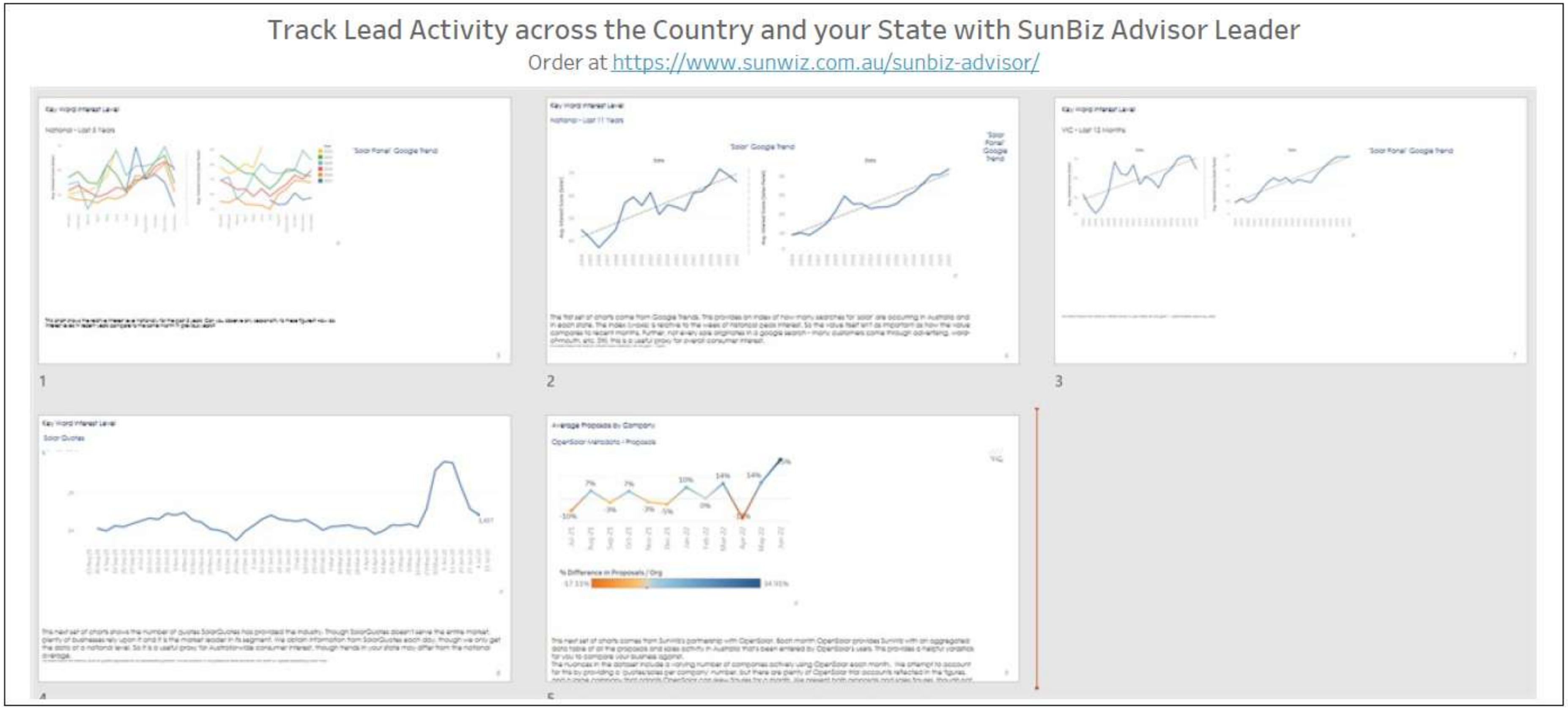
Upgrade your experience to unleash interactive data, more regular reporting, and interactive CRM views

SunWiz can also assist you to :
* automate your solar business, through integration of OpenSolar into your other software platforms, including automatically marking jobs as won in OS so this data service is unleashed: https://www.sunwiz.com.au/automations-for-opensolar/
* Provide a fully-customisable proposal within the OpenSolar platform (MyEnergy + downloadable PDF), to differentiate you from the >800 solar businesses using OpenSolar's native in-app proposal. https://www.sunwiz.com.au/pvprosell/
* Implement and Maintain your COGS (so you can track your job profitability)
* Accelerate your Mastery of OpenSolar with Setup, Training, and Support services

Visit www.sunwiz.com.au/open-solar-services to get the most out of OpenSolar

Section: PROPOSALS



Your Business Generation Overview

In the past month you proposed $248116 worth of projects.

Thats a decrease of $387811 (60%)

That compares unfavourably to your $5601267 revenue/month average over the recent 12 months

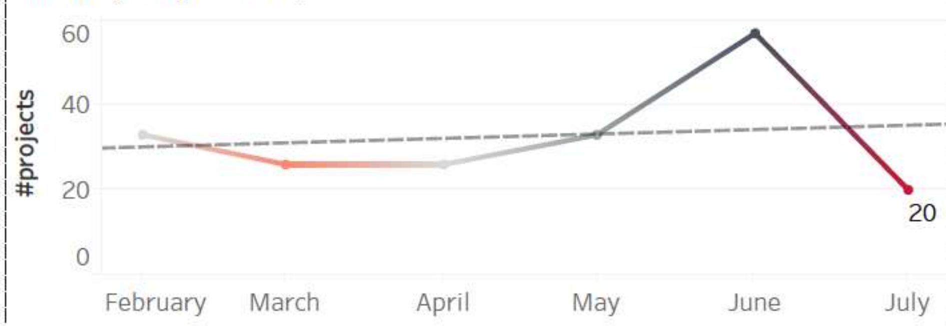
In the past month you created 20 projects.

Thats a decrease of 37 projects. (64%)

That compares unfavourably to your 31 projects/month average over the recent 12 months

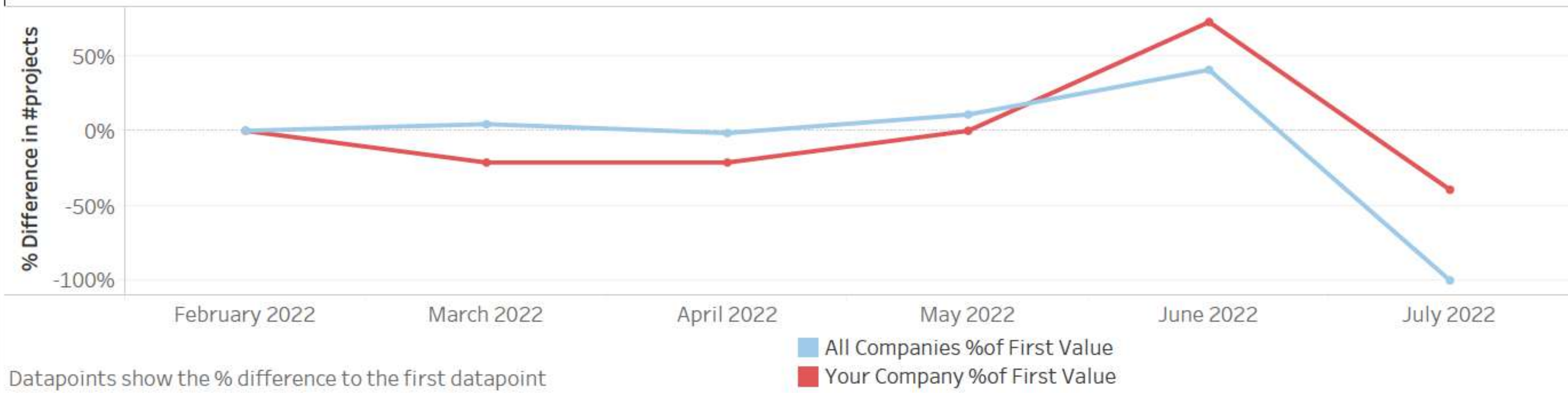
Monthly Revenue Proposed

Monthly Projects Proposed



Here's how your recent project creation trends compare to the typical company using OpenSolar in your country.

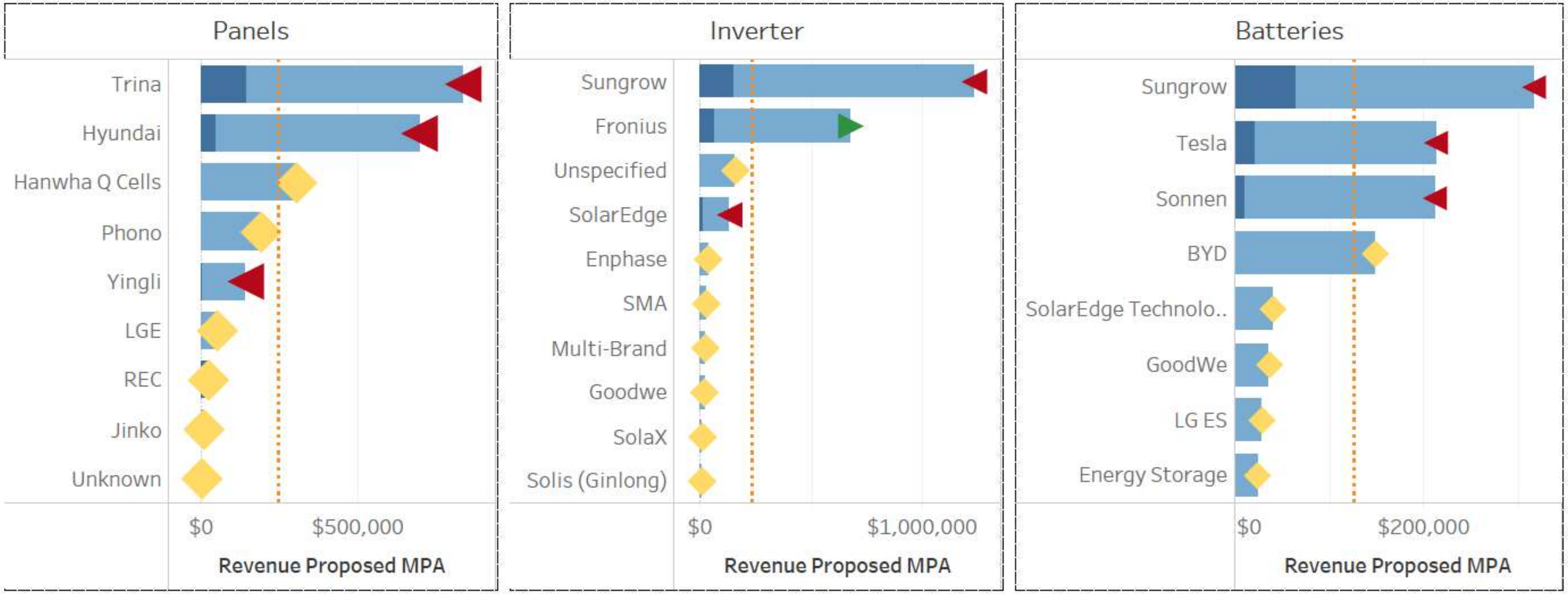
Monthly Projects Compared [redacted]vs All Combined



Datapoints show the % difference to the first datapoint

Which Products your proposals are focussed upon?

Shows where your proposed revenue is distributed by product, over the recent 6 months.



The marker depicts the change in recent monthly revenue proposed, compared to the previous month.
Use the subsequent sheets to see if this is the optimal mix, by identifing the top-converting and top-performing products.

Prior Months
Recent Month

Contracting
Stable

◄ Contracting
◆ Stable

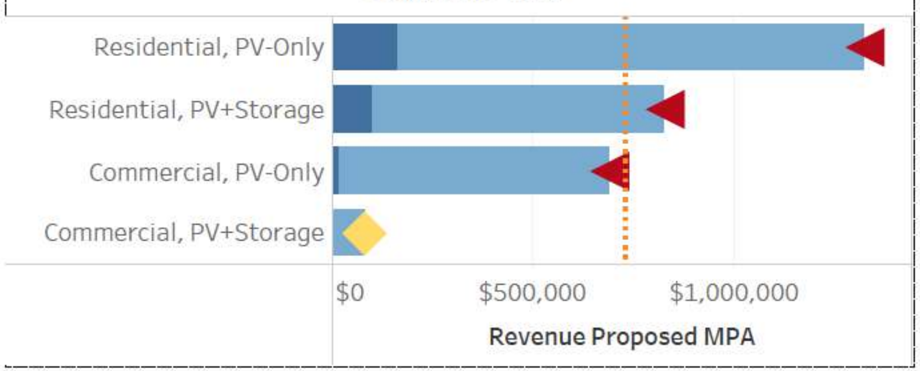
Identify the most popular products used in your state with SunBiz Advisor Leader

Order at
https://www.sunwiz.com.au/sunbiz-advisor/

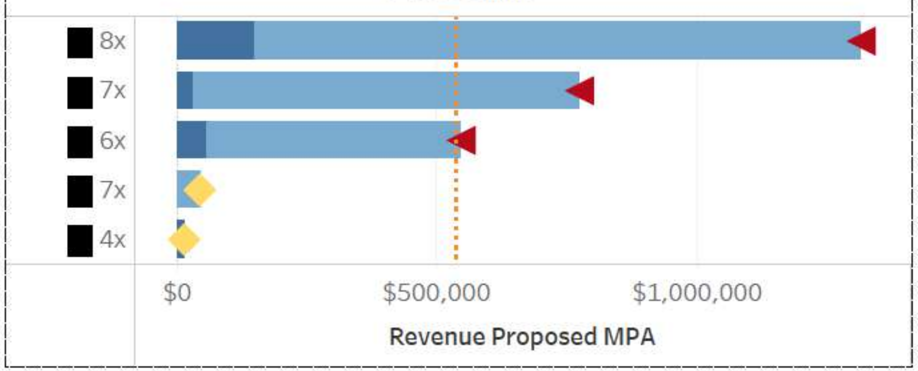
Who, what, and where your proposals are focussed upon?

Shows where your proposed revenue is distributed by segment, place, people, and lead source, over the recent 6 months.

Segments Mix

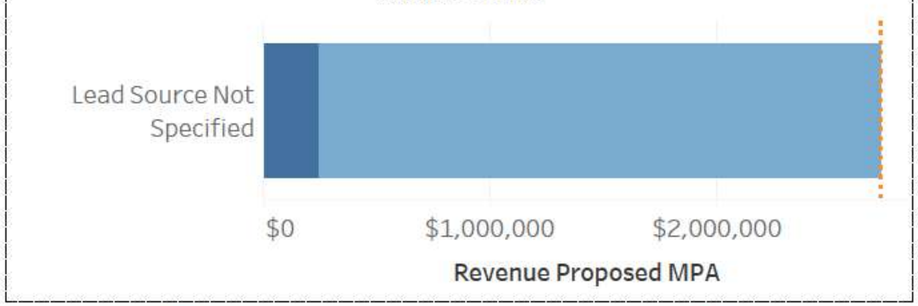


Places Mix



People Mix

Sources Mix

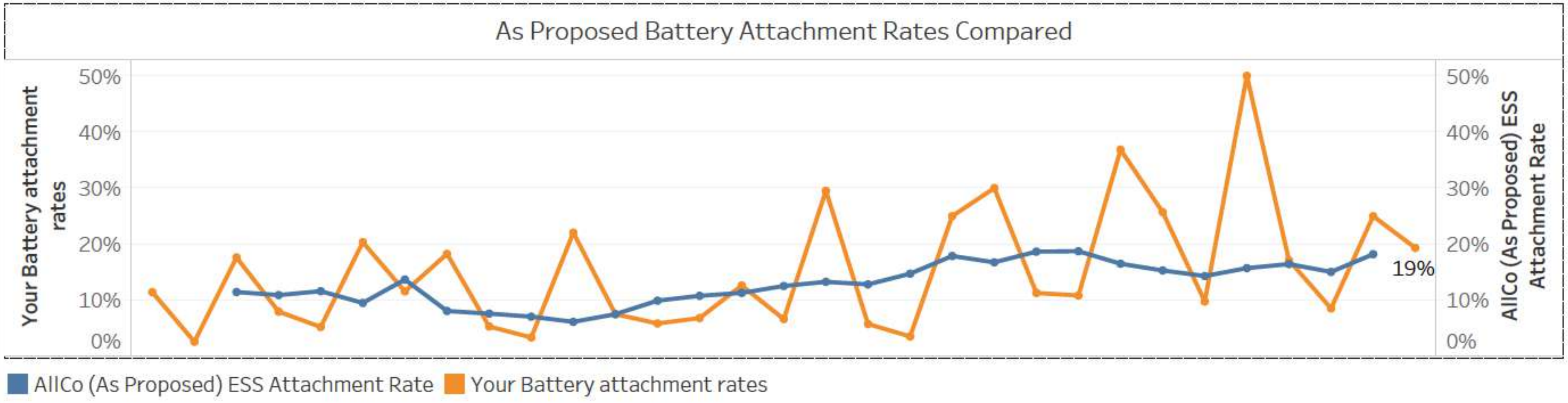


The marker depicts the change in recent monthly revenue proposed, compared to the previous month. Use the subsequent sheets to see if this is the optimal mix, by identifing the top-converting and top-performing, segments, salespeople, lead sources, and places.

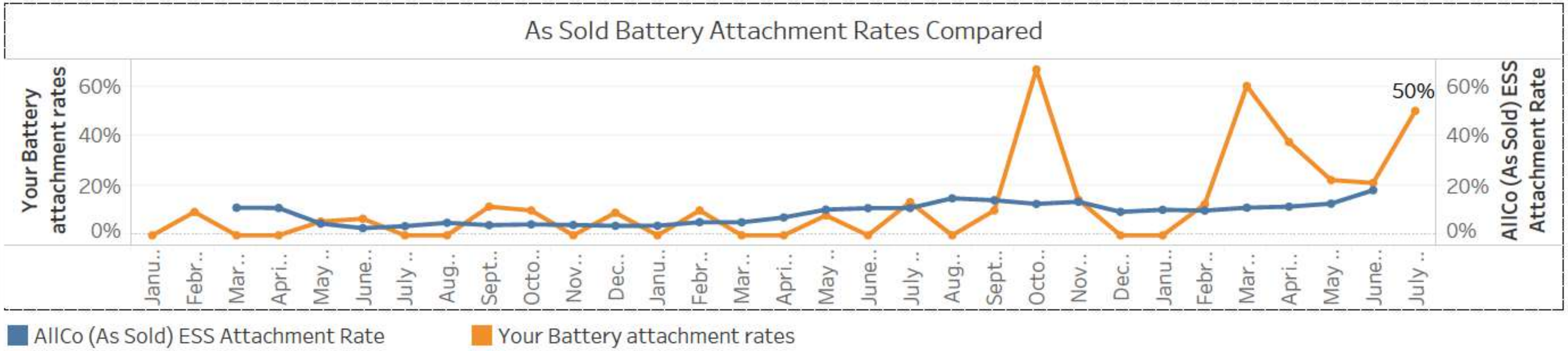
- Prior Months
- Recent Month
- ◀ Contracting
- ◆ Stable
- Contracting
- Stable

Are you keeping up with trends in batteries?

Batteries represent a big opportunity to increase Average Sale Price. You'll only be getting battery sales if you're proposing them.



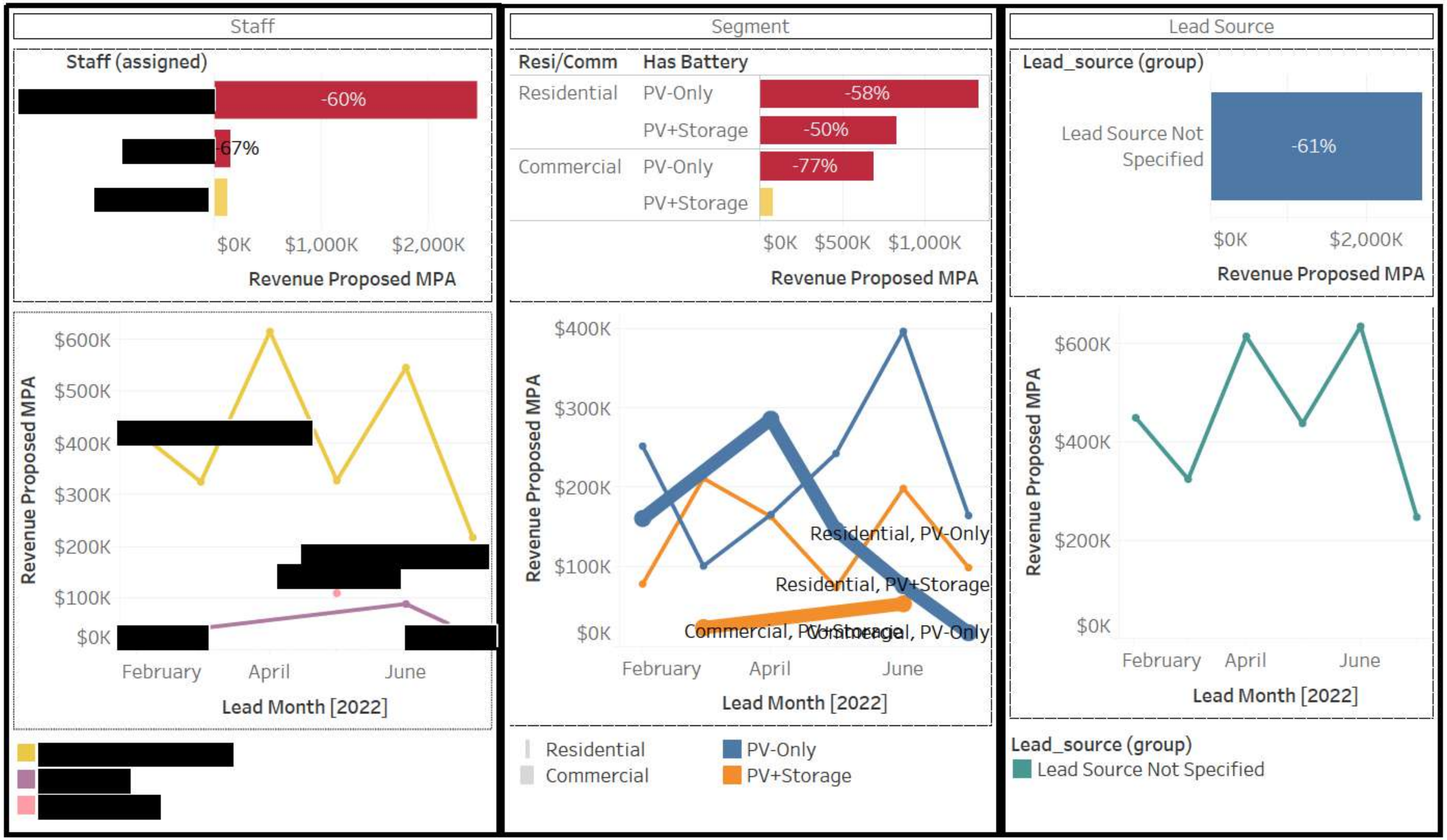
The upper pane compares your battery-to-PV system attachment rate (orange) compared to all OpenSolar users in your country.
In the most recent month (i.e. looking at the most recent datapoint), are you proposing storage more often that the average business, or less often? And is your trend keeping up with the national trend?



The lower pane compares the battery-to-PV attachment rate for jobs that have been marked as won.
How does your company (orange) compare to all other OpenSolar users in your country (blue)?
Your line (orange) will only be accurate if you're marking jobs as won. See
https://www.sunwiz.com.au/how-sunbiz-advisor-interprets-your-opensolar-account-data/ for more information.

Trends in Proposals

This next dashboard reveals how your proposed revenue is distributed (over the past 6 months) and how it is trending across Staff, Segment, and Lead Source.



Colour and percentage label on bar chart shows the recent change in monthly revenue proposed SunWiz can help automatically enter the lead source so you can track which lead gen activities perform best.

Revenue Proposed recent month increase %

-50% 50%

Pricing Your Systems the Smart Way

The following sheets provide guidance on how to price your systems.
The **Price on Trend** chart compares the trend your average sytem price to the average across all (anonymised & aggregated) businesses that have permitted us to analyse their data. This is useful for understanding if you're keeping up with the latest pricing trends.
The **Price Mindfully** chart reveals how your prices are distributed, and how that compares to the other (anonymised & aggregated) businesses. This is useful to understand if the prices you're proposing are strategically competitive.
The **6kW PV Pricing** chart compares the prices of systems that use the same equipment as you use - which provides a direct like-for-like comparison.
The **Price OpenMindedly** chart provides pricing quartiles for the equipment used across your country, for all OpenSolar users. This helps you understand (in price terms) the strength of the brands you're offering, relative to other brands on the market.

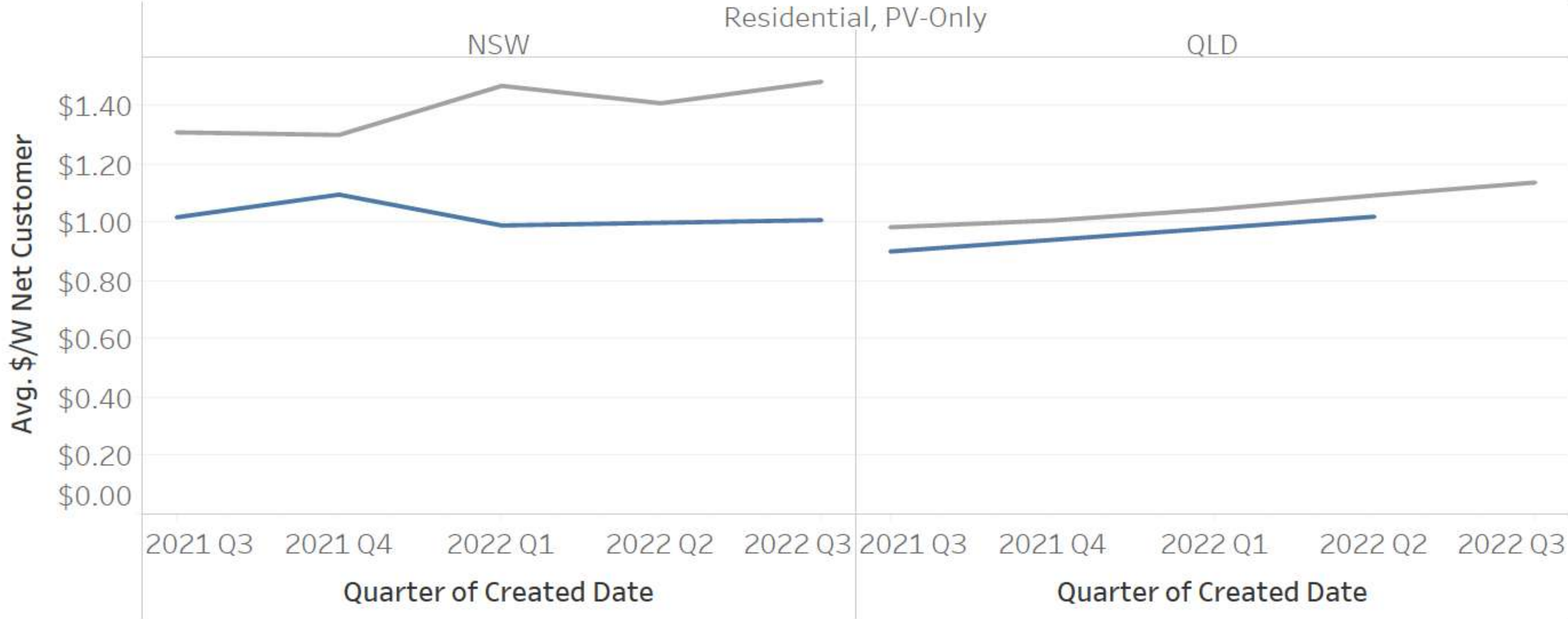
There are additional views later on in the slide deck which are unlocked if you use the OS CRM. The **Price Greatly** chart provides information on what is the most successful pricing strategy from a sales perspective - i.e. which prices commonly deliver best overall sales revenue.
And further views which are unlocked if you use margin-based pricing in OS. The **Price Wisely** chart shows you which system prices are most successful in delivering you profit.

6kW PV Pricing Compared - last 90 days

		VIC Enphase	VIC Fronius	VIC Sungrow
SunPo..	Your Company	$1.89		
	All Other Companies	$1.33		
Trina	Your Company	$1.68	$1.31	$1.09
	All Other Companies	$1.35	$1.18	$0.76

Price on Trend

The **Price on Trend** chart compares the trend your average sytem price to the average across all (anonymised & aggregated) businesses that have permitted us to analyse their data. This is useful for understanding if you're keeping up with the latest pricing trends.



Your Company   All Other Companies

The price shown is the net customer price after subsidies.

Dive Deeper into pricing trends with SunBiz Advisor - Leader

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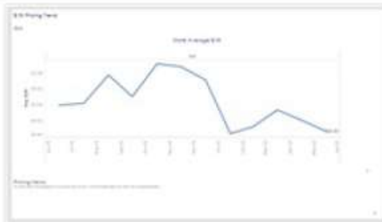
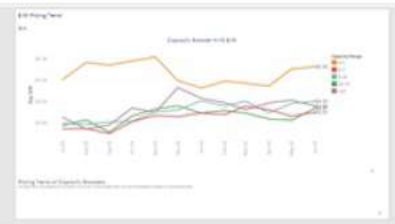
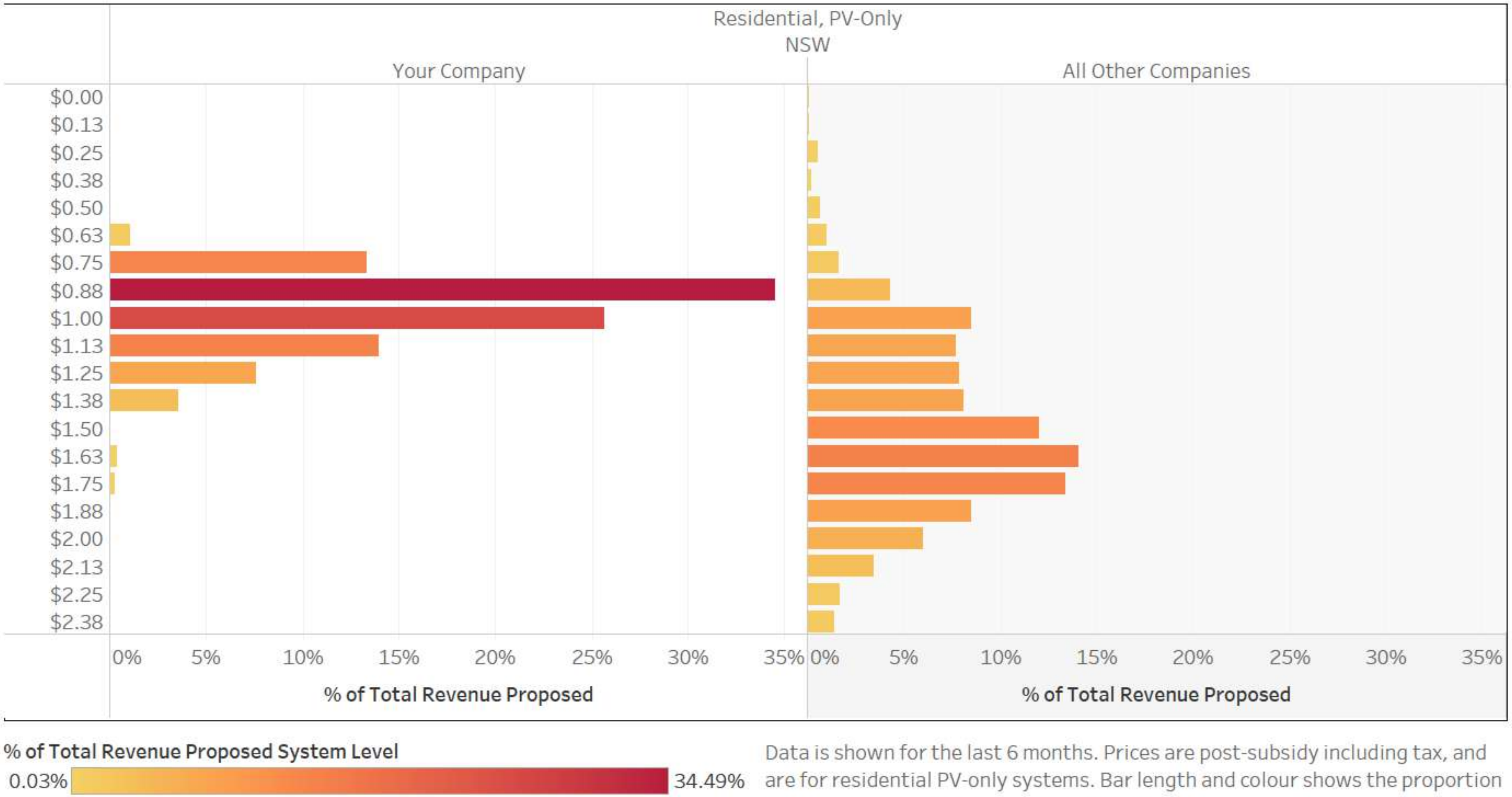




Price Mindfully

The **Price Mindfully** chart reveals how your prices are distributed, and how that compares to the other (anonymised & aggregated) businesses. This is useful to understand if the prices you're proposing are strategically competitive. Despite the prices you see advertised, you may be surprised that there a plenty of higher-priced systems being proposed. How does your company's distribution of pricing compared to everyone else (combined)?



Data is shown for the last 6 months. Prices are post-subsidy including tax, and are for residential PV-only systems. Bar length and colour shows the proportion of revenue that falls into each pricing band.

6kW PV Pricing Compared

The <u>6kW PV Pricing</u> chart compares the prices of systems that use the same equipment as you use - which provides a direct like-for-like comparison.
Which combinations of systems are you pricing above the typical price for those products? Which prices are you pricing lower?
Where could you strategically raise your prices?

		NSW			
		Fronius	SolarEdge	SMA	Sungrow
LGE	Your Company	$1.28			
	All Other Companies	$1.54			
Hyundai	Your Company	$1.17		$1.28	$0.96
	All Other Companies	$1.63		$1.02	$1.32
Trina	Your Company		$1.18		
	All Other Companies		$1.33		
Phono	Your Company				$1.12
	All Other Companies				$1.63
Hanwha Q Cells	Your Company				$1.09
	All Other Companies				$1.04

Avg. $/W Net Customer

$0.96 – $1.63

Data is shown for the last 6 months. Prices are post-subsidy including tax, and are for residential PV-only systems. Combinations are only shown if there is sufficient capacity proposed by your company and all other companies in that state

Price OpenMindedly

The **Price OpenMindedly** chart provides pricing quartiles for the equipment used across your country, for all OpenSolar users. This helps you understand (in price terms) the strength of the brands you're offering, relative to other brands on the market. It also helps you consider the price you should offer if you're considering switching brands.
The median price (pre-subsidy) and upper-and-lower quartiles are shown. Note that price variation by size and region is captured within this data.

Data is shown for the recent month. Prices are pre-subsidy.

Section: CONVERSIONS

Track your State's Monthly Installation Volumes with SunBizAdvisor-Leader

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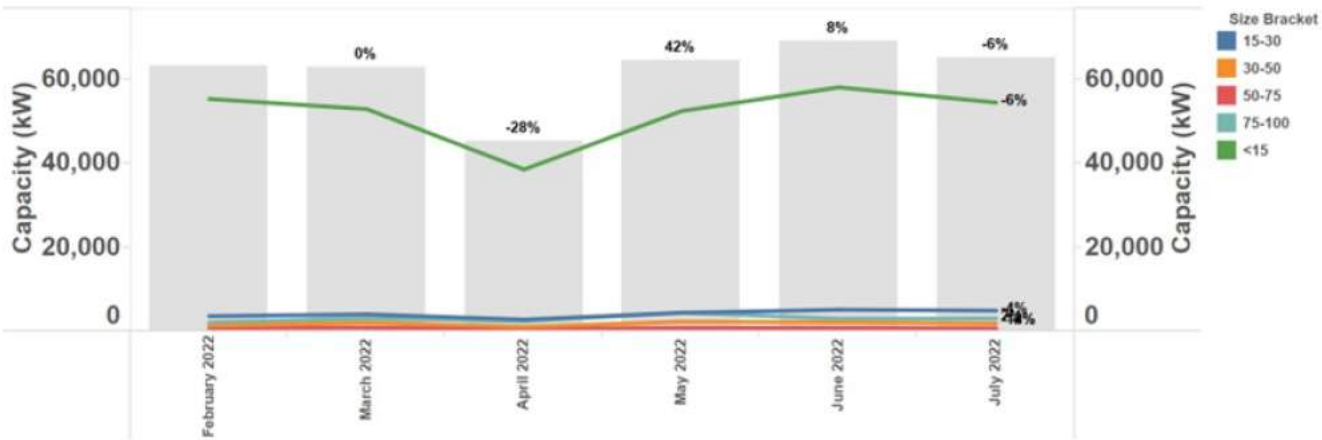
STATE VOLUME & SEGMENTS

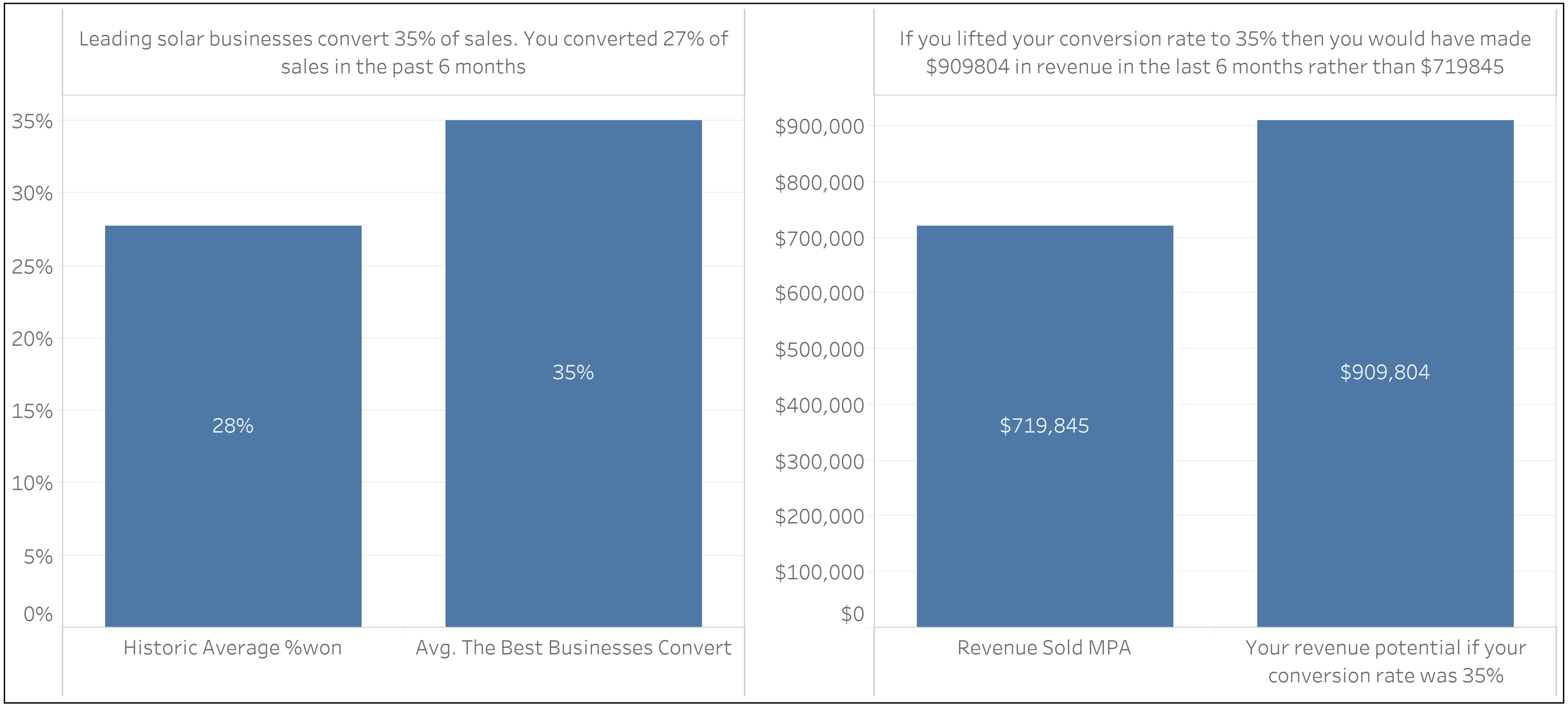
NSW MONTHLY VOLUMES TREND

REGISTERED CAPACITY (KW) - LAST 6 MONTHS



Some Inspiration on Conversions

There's a lot of great analysis in the following pages that only really makes sense if you're using the OpenSolar CRM to mark jobs as won.
To provide some inspiration, this dashboard compares your typical conversion rate against the conversion rate achieved by a good (top-quartile) business. It also expresses this in terms of revenue you could have sold if you'd achieved this conversion rate.
This can help you understand how well you convert, and what could happen if you concentrated on improving your conversion.
Note your '%Won' and 'revenue sold' values will only be accurate if you use OpenSolar's CRM feature. Learn more here:
https://www.sunwiz.com.au/how-sunbiz-advisor-interprets-your-opensolar-account-data/



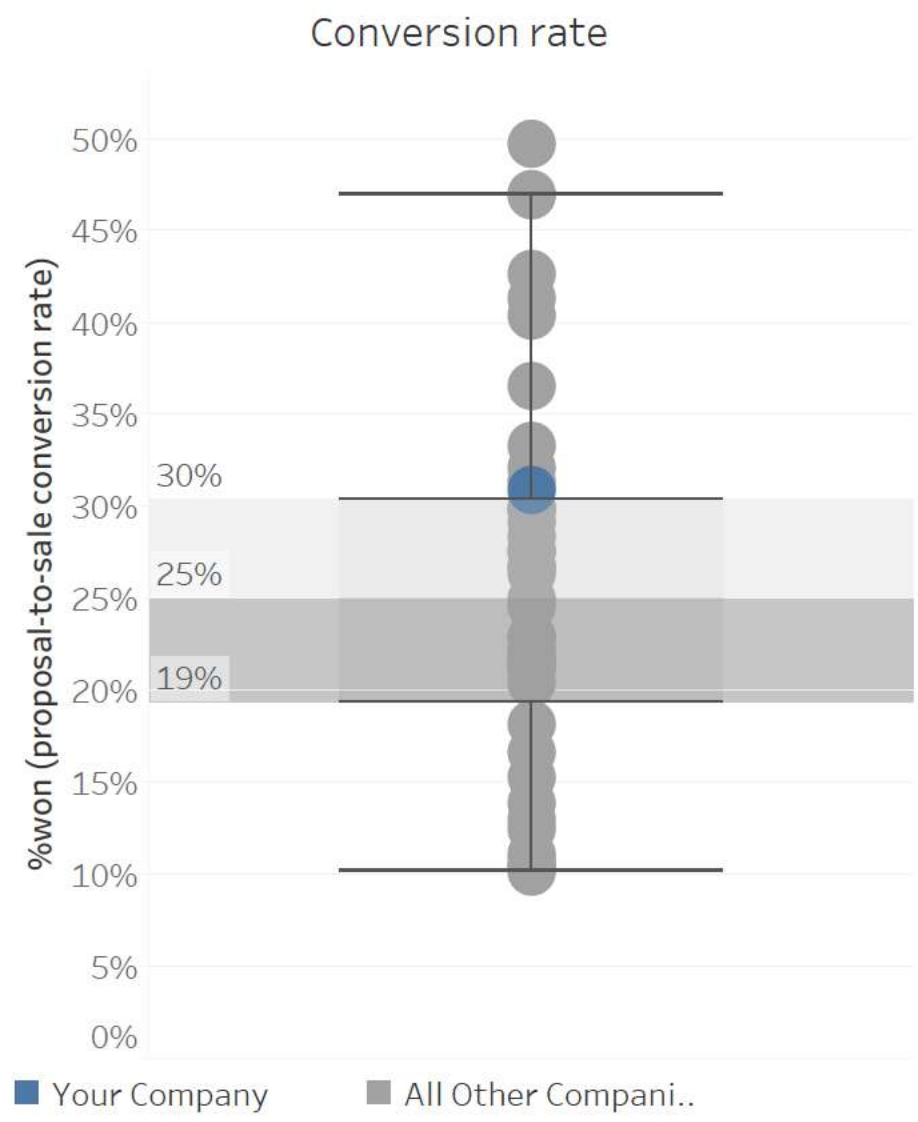
* Where there are multiple options proposed per project, we sum the average value of each project.

What Conversion Rates are Common?

This chart shows the range of conversion rates achieved by businesses. Each dot respresents the average proposal-to-sale conversion rate for an individual business. The blue dot shows your business' conversion rate.

What is your actual conversion rate?
How does it compare to the market?
What conversion rate would you like?
How could you make it higher?

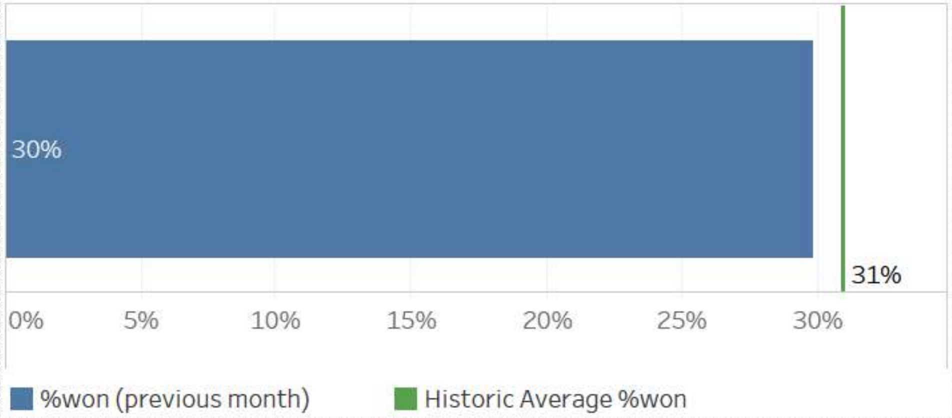
Focussing on the best-converting products, places, and segments, using the best-converting salespeople and lead sources is a smart way to improve your conversion rate.
You can also focus upon: differentiating yourself in your proposal, automated customer engagement, and sales training, all of which SunWiz can assist with.



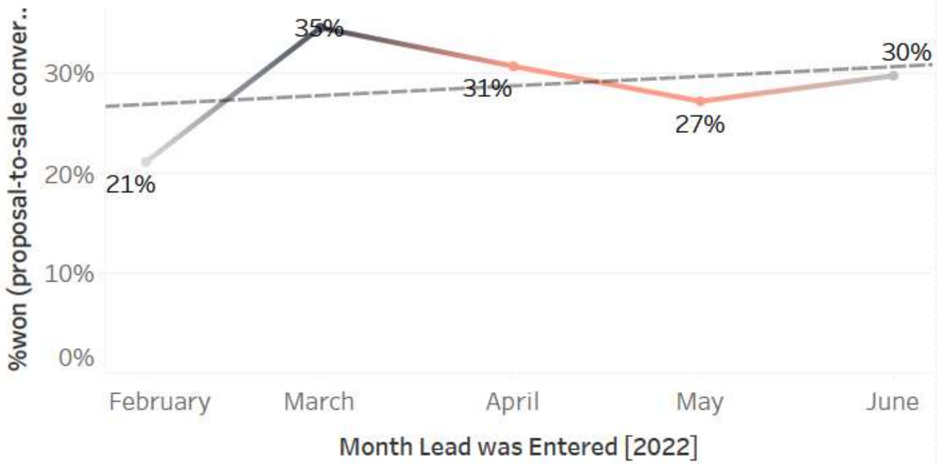
Your Conversion & Sales Scorecard

Conversion

Your conversion rate on leads entered two months ago is 30%
That compares to your historical conversion rate of 31%



The month prior to that your conversion rate was 27%, meaning conversion rate has improved by 0.09x



Sales

In the past month you closed $182498 worth of projects.

Thats a decrease of $14996 (7%)

Monthly Revenue Closed

In the past month you closed 12 sales.

Thats a decrease of 6 projects. (33%)

Monthly Projects Sold

Price Greatly

The **Price Greatly** chart provides information on what is the most successful pricing strategy from a sales perspective - i.e. which prices commonly deliver greatest overall sales revenue.

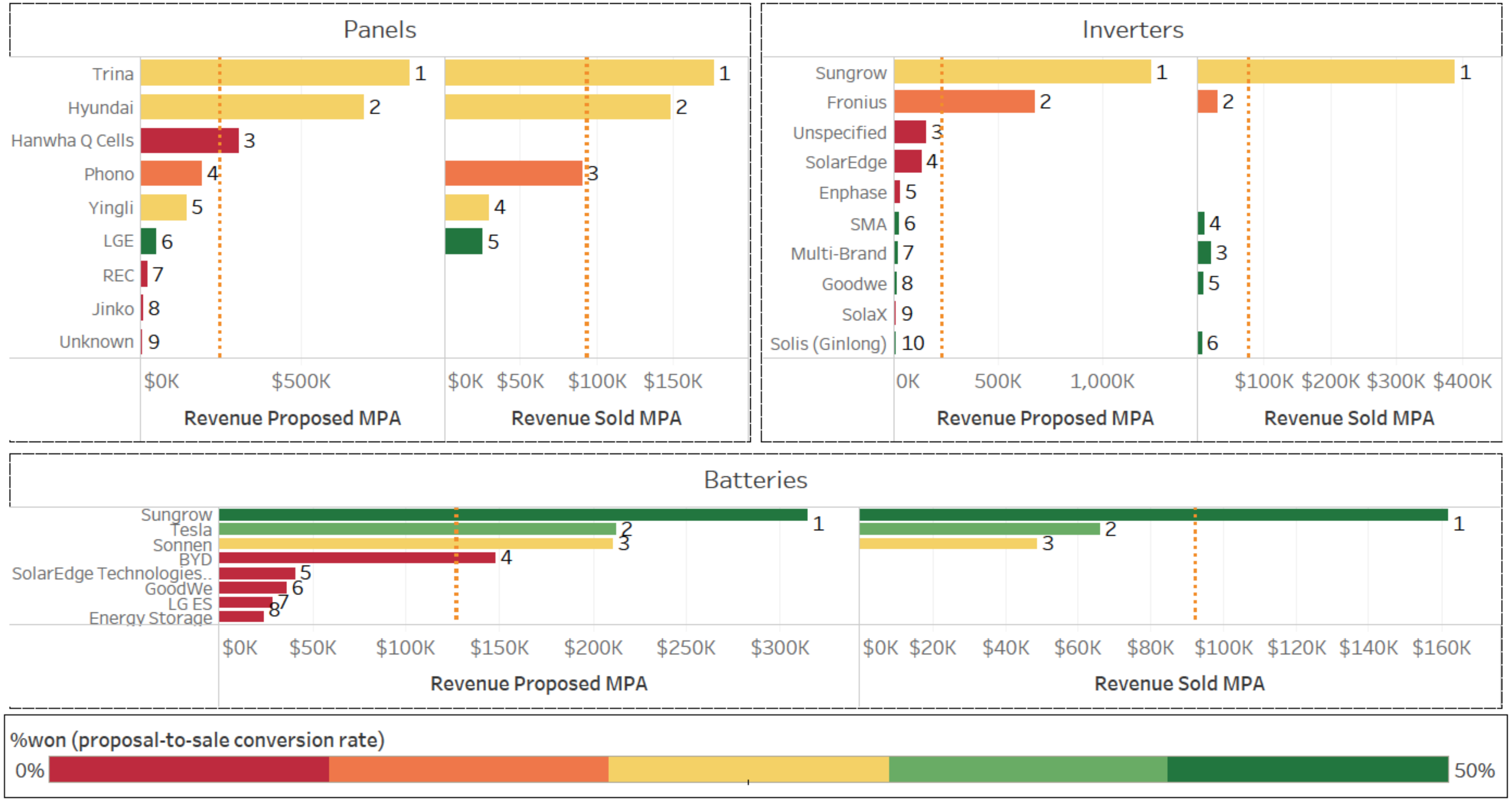
It shows how your prices are distributed for sales that you win, and how that compares to the other (anonymised & aggregated) businesses that also mark jobs as won. The proposal-to-sale conversion rate is also shown.
Understanding which prices are actually delivering sales for you (and for others) can inform how you set your prices, and which prices you propose more of.
How does your company's distribution of pricing compared to everyone else (combined)?

Data is shown for the last 6 months. Prices are post-subsidy including tax, and are for residential PV-only systems. The bar length shows the percentage of revenue sold that occurs in each pricing interval. The colour shows the conversion rate for systems priced in each pricing interval

Which products actually deliver sales?

This Dashboard reveals if you're leading with your best-selling products.

Leading with what sells most is a good way of focussing your efforts. The left half of each pane shows the proposed revenue for each product, and the right pane shows the actually sold revenue. If the 'as sold' bars do not occur in descending order then you may consider proposing more of the higher-selling product.
The colour indicates the proposal-to-sale conversion rate. Which products do you infrequently offer but convert well upon? Should they be promoted more often?

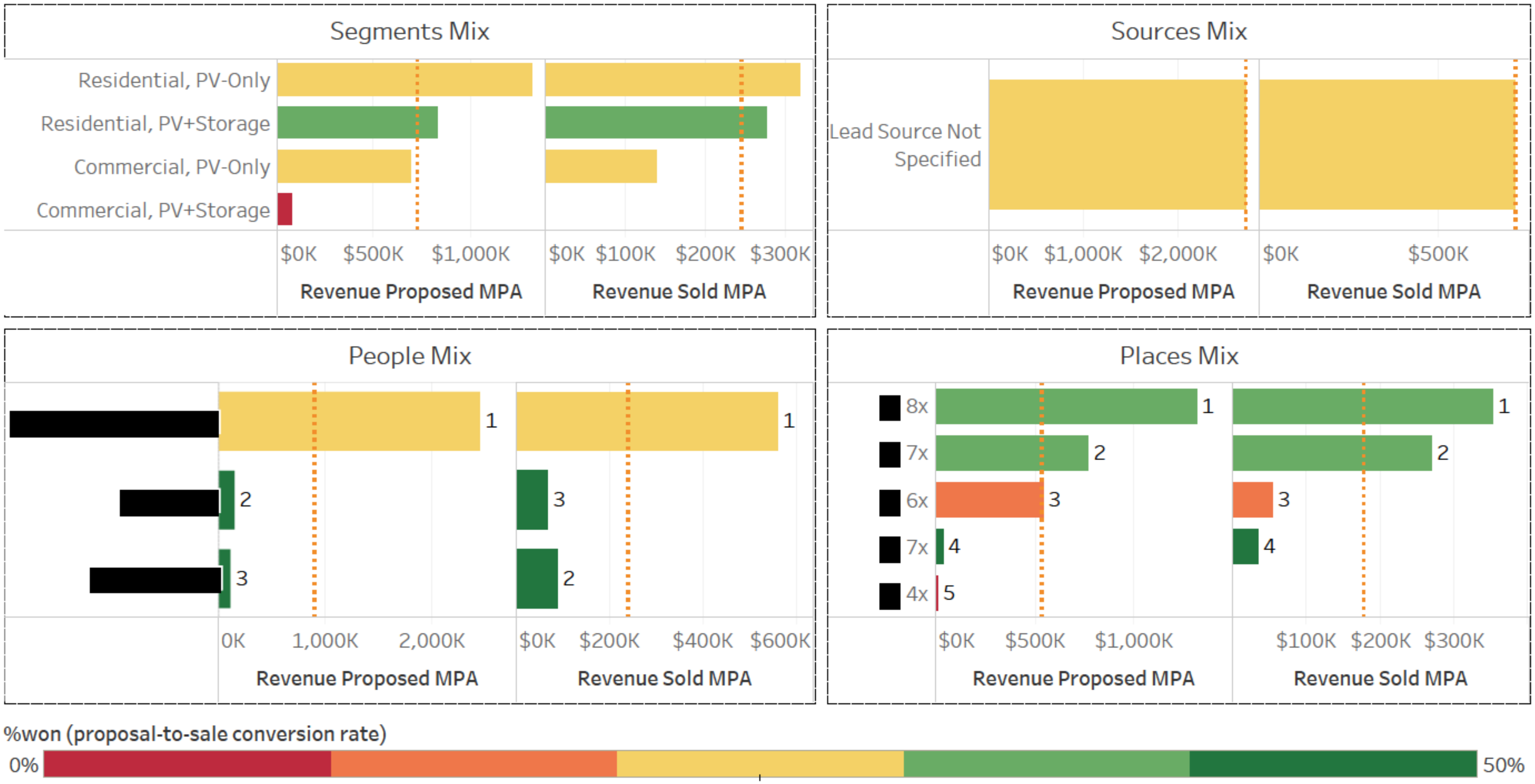


Where your sales coming from?

This Dashboard reveals if you're leading with your best-selling segments, lead sources, people, and places.

Leading with what sells most is a good way of focussing your efforts. The left half of each pane shows the proposed revenue for each item (segment / lead source / salesperson / place), and the right pane shows the actually sold revenue. If the 'as sold' bars do not occur in descending order then you may consider proposing more of the higher-selling item.

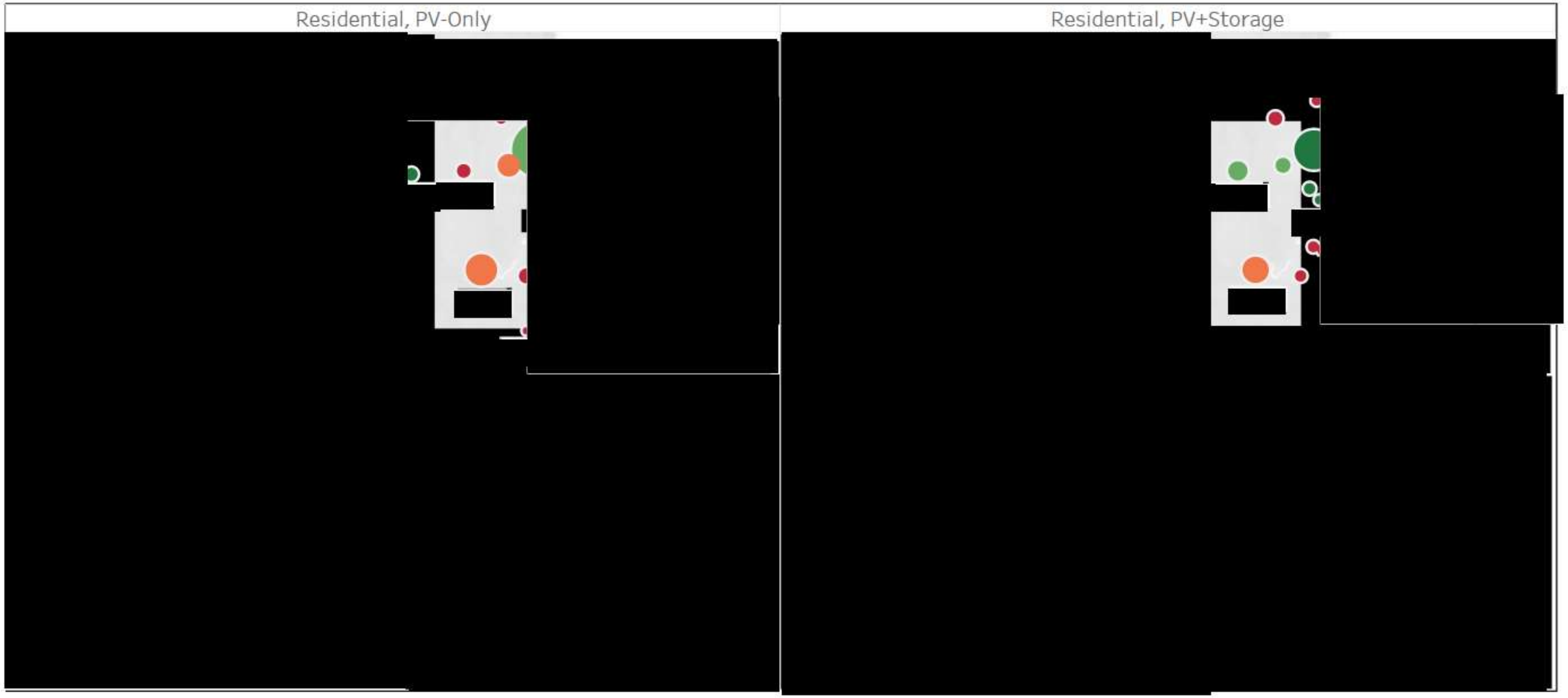
The colour indicates the proposal-to-sale conversion rate. Which item do you infrequently offer but convert well upon? Should they be promoted more often?



Which LOCATIONS should you best target?

This next chart shows where your efforts are geographically concentrated, and which locations are converting best for you.

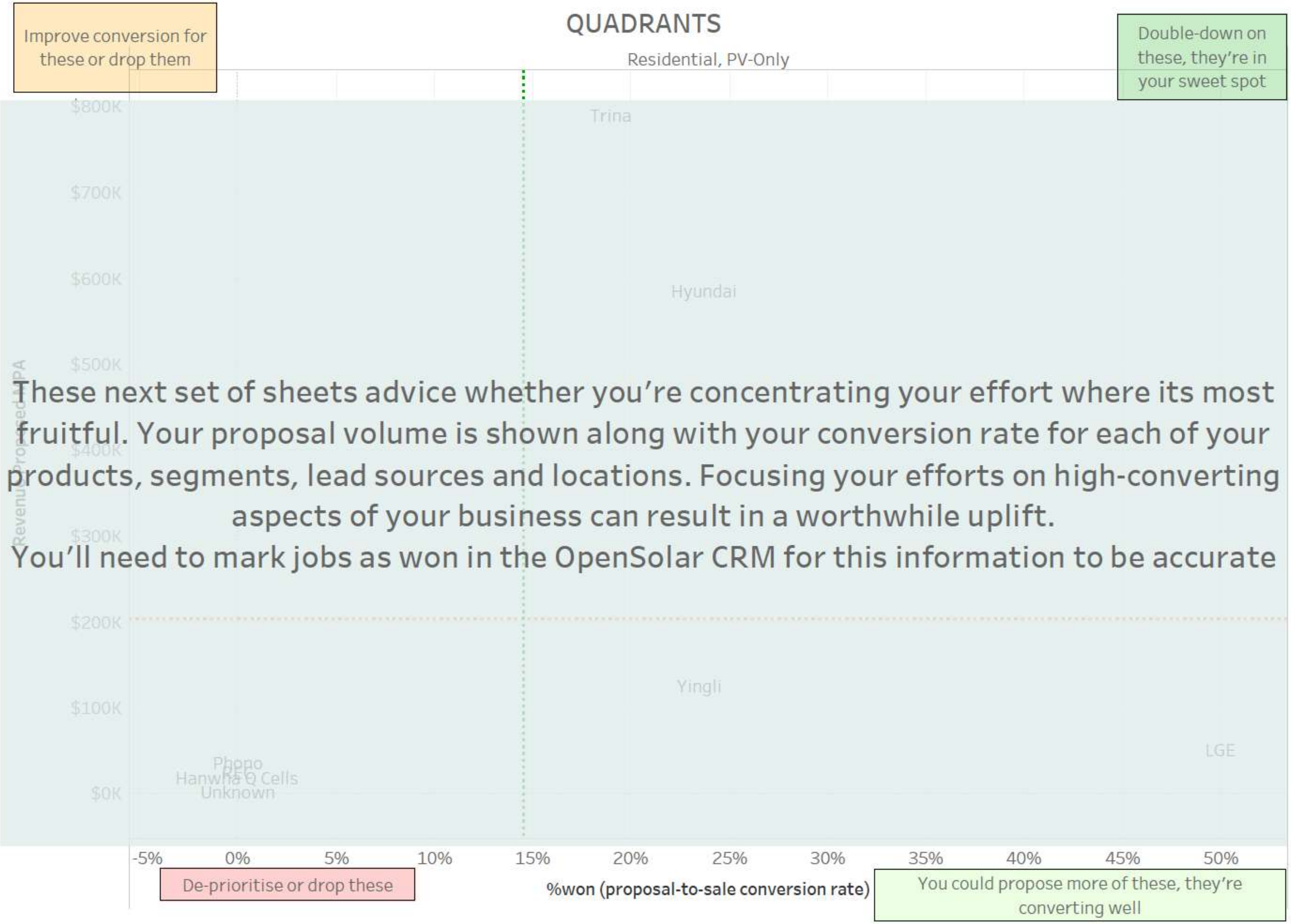
The size of the circle depicts the proposed amount of revenue in that postcode. The colour depicts the sales conversion rate.
Use this to concentrate your efforts on the places most likely to result in a sale, focussing on the large green dots.
You'll need to mark jobs as won in the OpenSolar CRM for conversion information to be accurate.



%won (proposal-to-sale conversion rate)
0% 50%

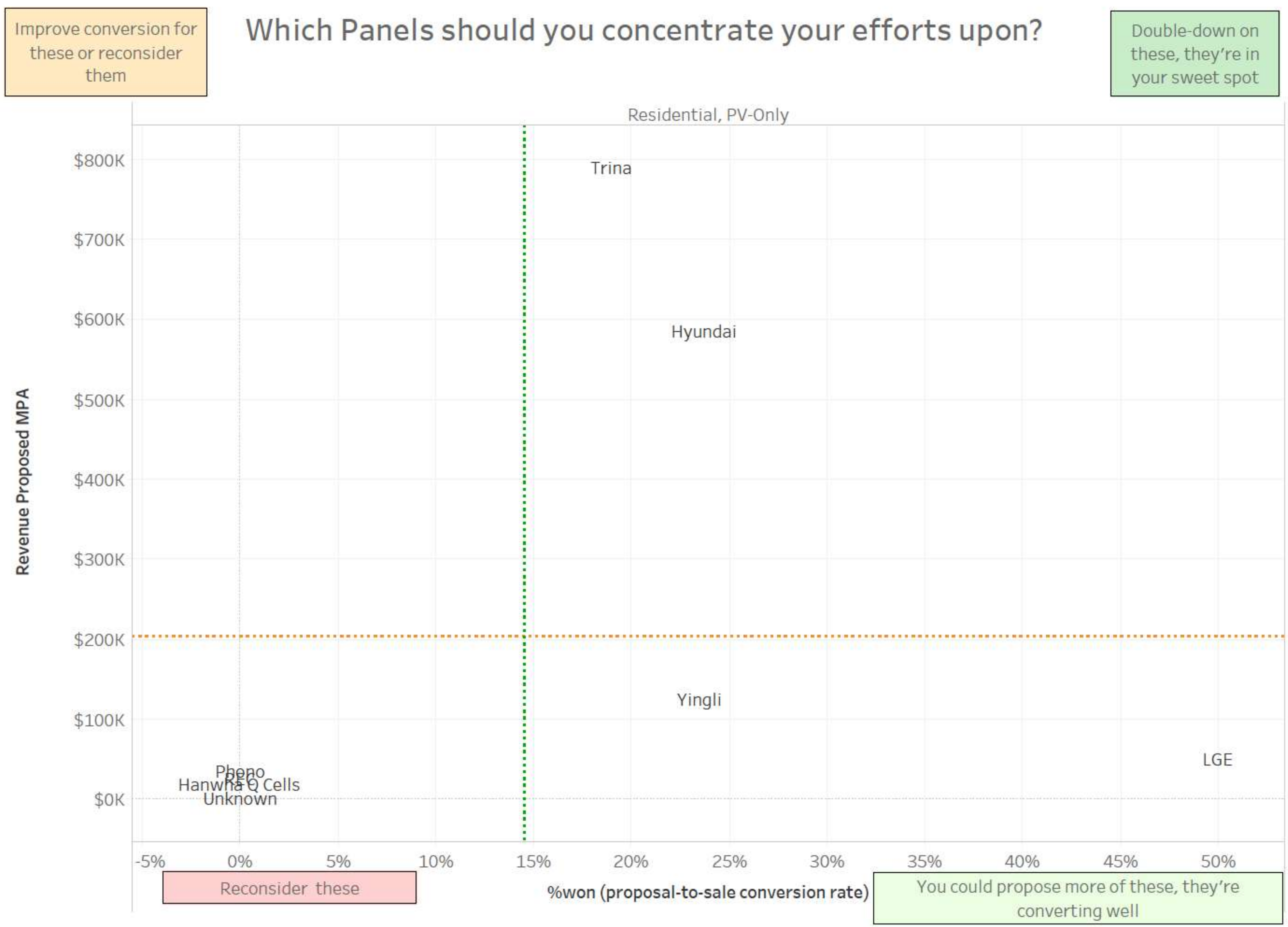
Revenue Proposed
$8,355
$100,000
$200,000
$300,000
$400,000
$518,300

Concentrate on large dots and green dots



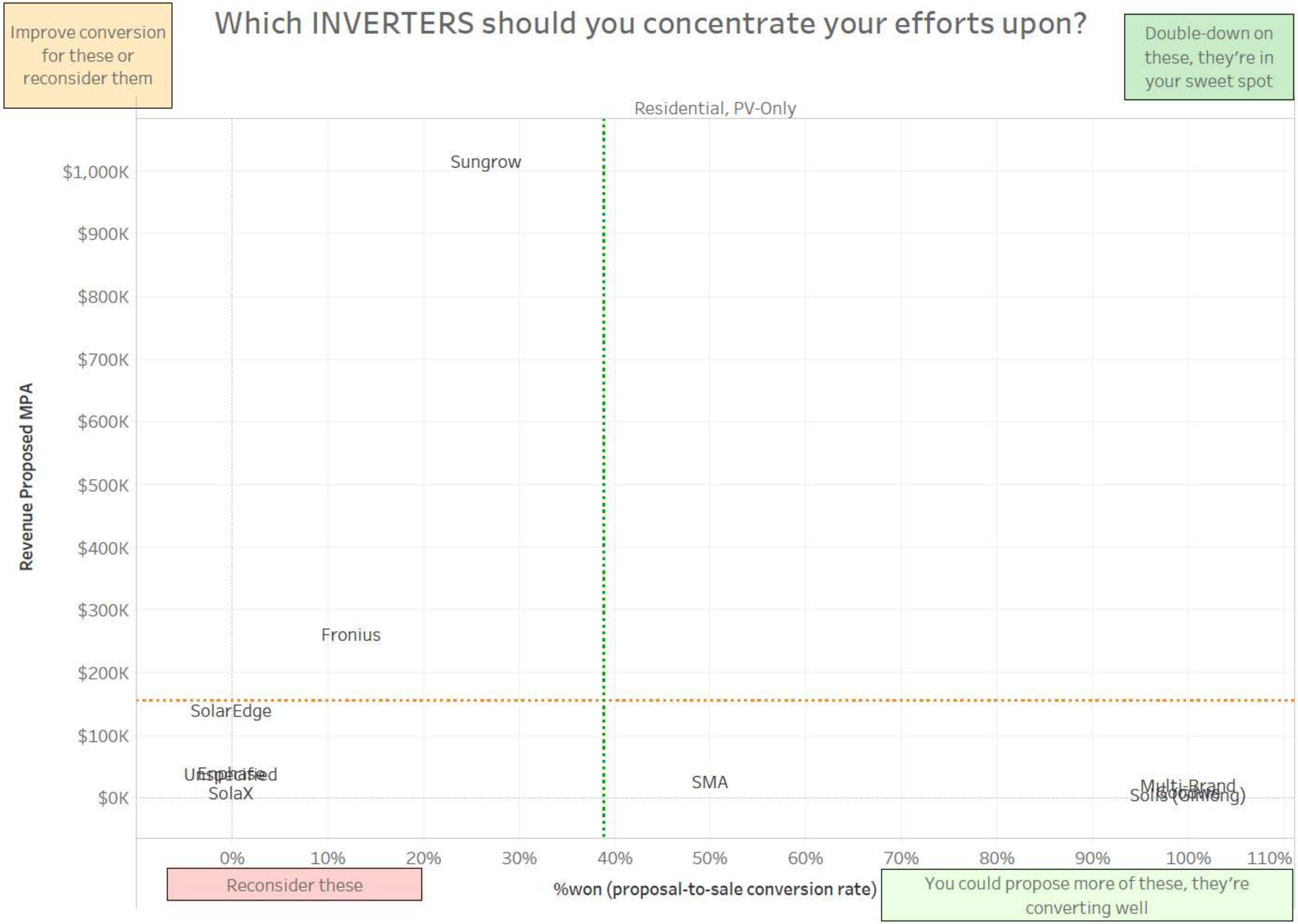
These next set of sheets advice whether you're concentrating your effort where its most fruitful. Your proposal volume is shown along with your conversion rate for each of your products, segments, lead sources and locations. Focusing your efforts on high-converting aspects of your business can result in a worthwhile uplift.

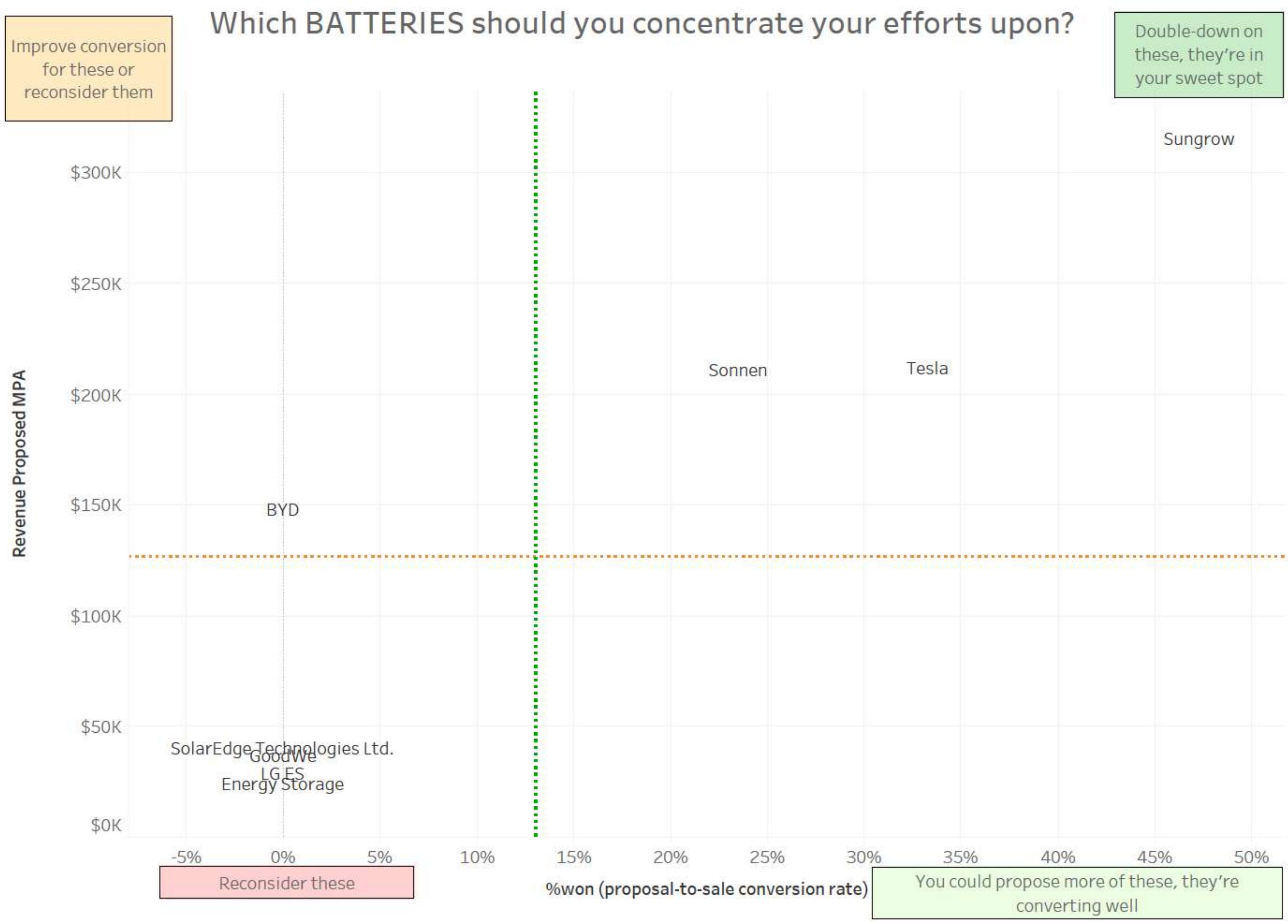
You'll need to mark jobs as won in the OpenSolar CRM for this information to be accurate

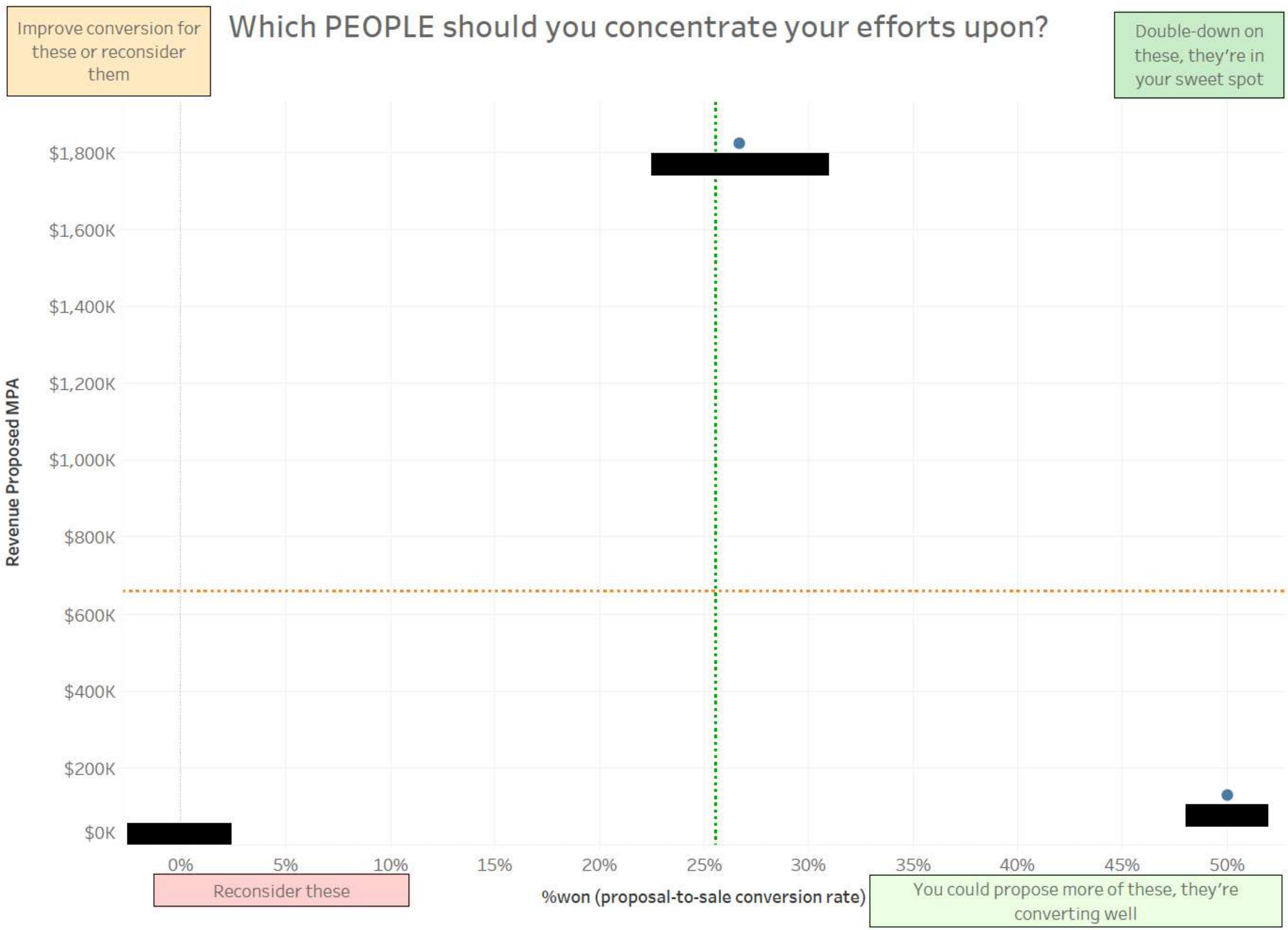


Improve conversion for these or reconsider them
Which Panels should you concentrate your efforts upon?
Double-down on these, they're in your sweet spot
Residential, PV-Only
Revenue Proposed MPA
$800K
$700K
$600K
$500K
$400K
$300K
$200K
$100K
$0K
Trina
Hyundai
Yingli
LGE
Phono
REC
Hanwha Q Cells
Unknown
-5%
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%
50%
Reconsider these
%won (proposal-to-sale conversion rate)
You could propose more of these, they're converting well

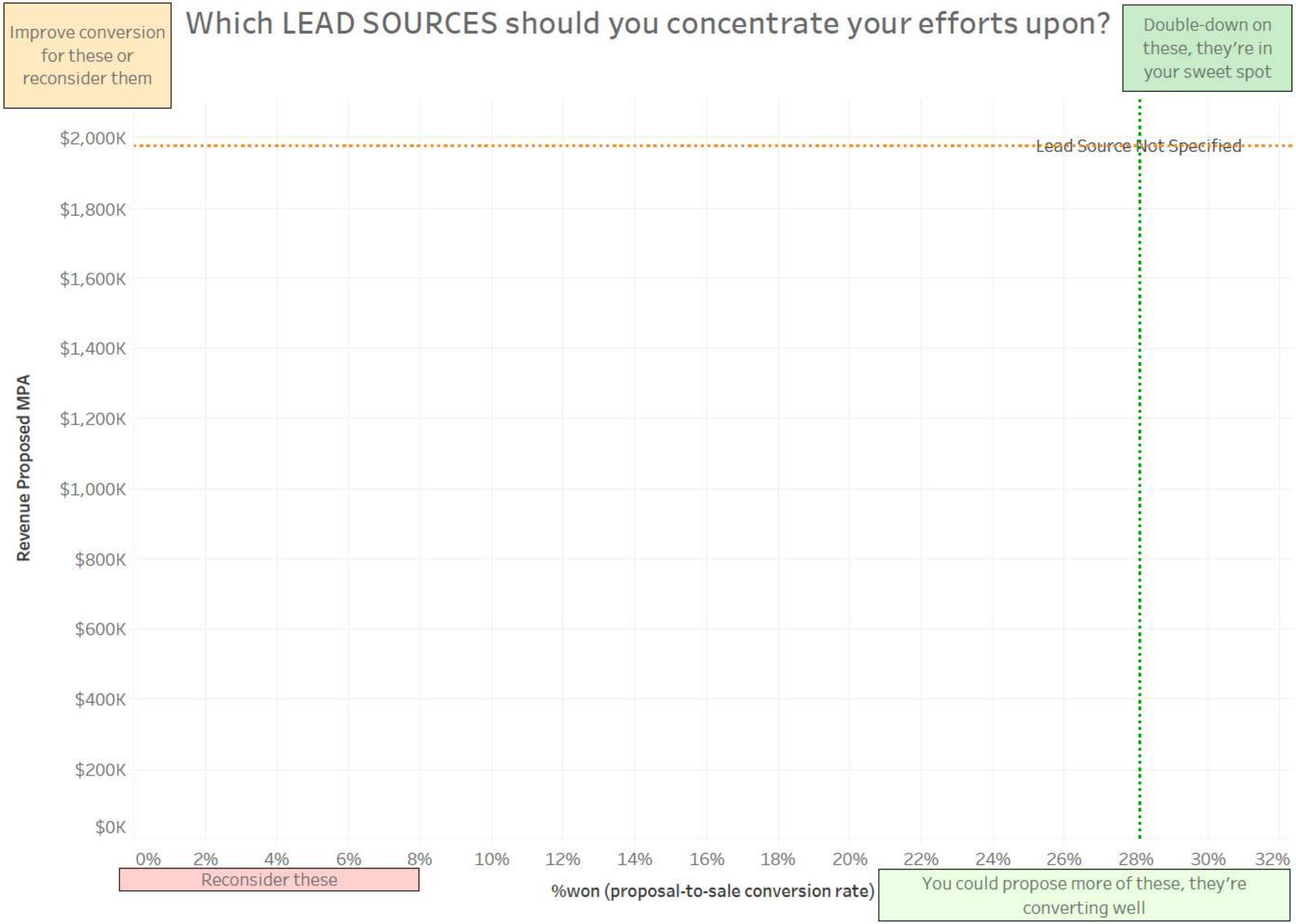
Which INVERTERS should you concentrate your efforts upon?



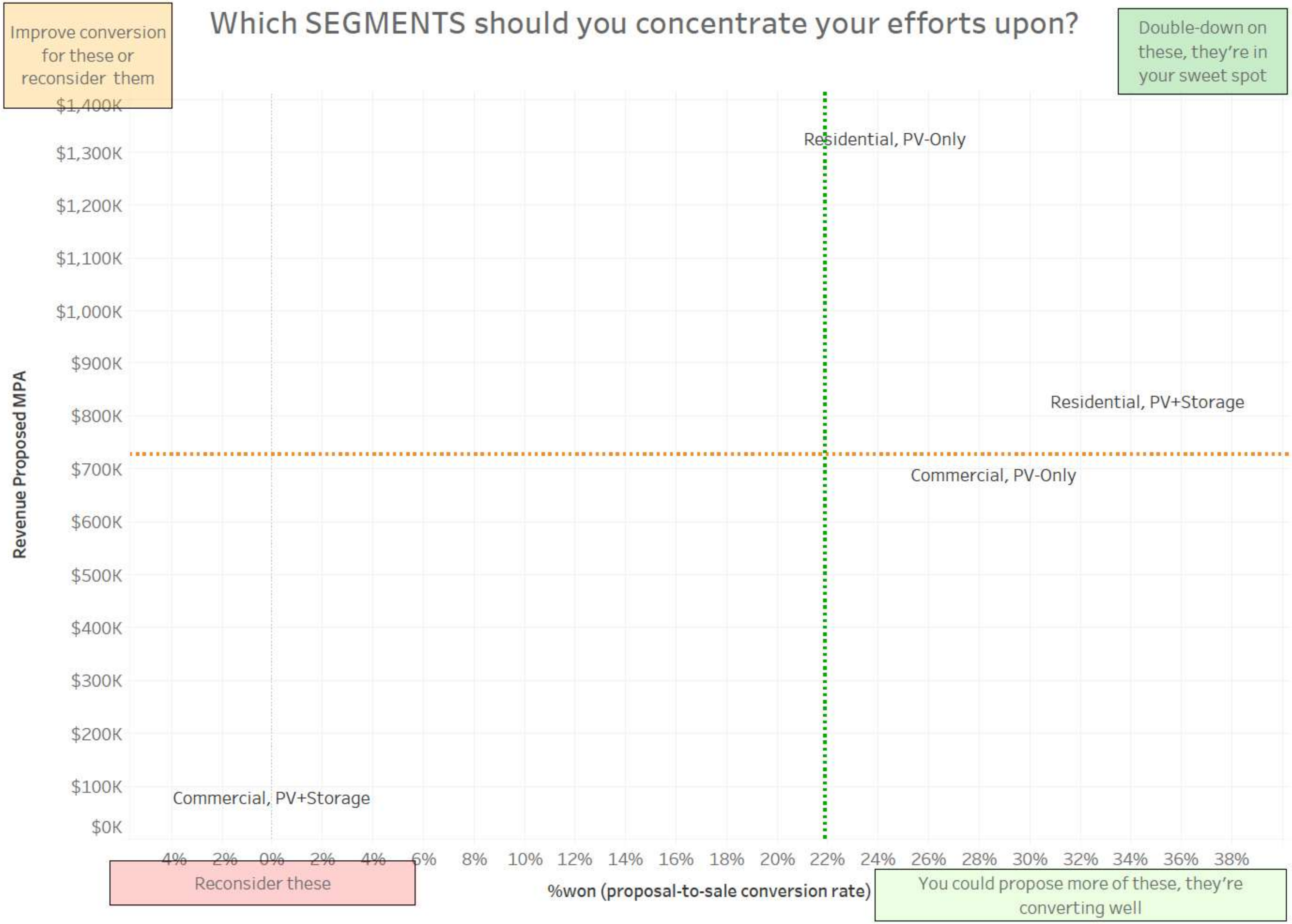

Improve conversion for these or reconsider them
Which BATTERIES should you concentrate your efforts upon?
Double-down on these, they're in your sweet spot
Sungrow
$300K
$250K
$200K
$150K
$100K
$50K
$0K
Revenue Proposed MPA
Sonnen
Tesla
BYD
SolarEdge Technologies Ltd.
GoodWe
LG ES
Energy Storage
-5%
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%
50%
Reconsider these
%won (proposal-to-sale conversion rate)
You could propose more of these, they're converting well



Improve conversion for these or reconsider them
Which PEOPLE should you concentrate your efforts upon?
Double-down on these, they're in your sweet spot
Revenue Proposed MPA
$1,800K
$1,600K
$1,400K
$1,200K
$1,000K
$800K
$600K
$400K
$200K
$0K
[redacted]
[redacted]
[redacted]
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%
50%
Reconsider these
%won (proposal-to-sale conversion rate)
You could propose more of these, they're converting well

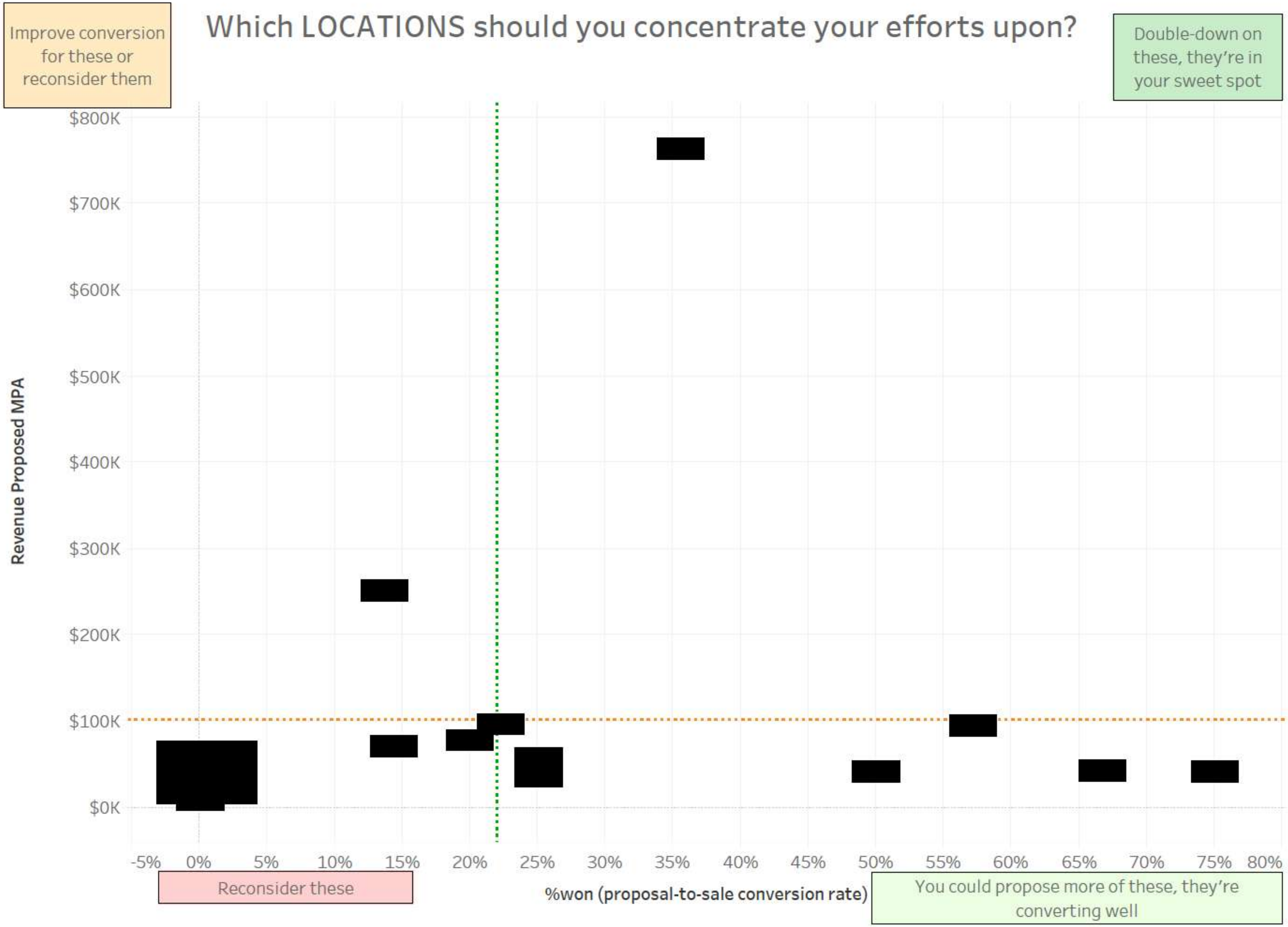


Improve conversion for these or reconsider them
Which LEAD SOURCES should you concentrate your efforts upon?
Double-down on these, they're in your sweet spot
Lead Source Not Specified
$2,000K
$1,800K
$1,600K
$1,400K
$1,200K
$1,000K
$800K
$600K
$400K
$200K
$0K
Revenue Proposed MPA
0%
2%
4%
6%
8%
10%
12%
14%
16%
18%
20%
22%
24%
26%
28%
30%
32%
Reconsider these
%won (proposal-to-sale conversion rate)
You could propose more of these, they're converting well



Which SEGMENTS should you concentrate your efforts upon?
Improve conversion for these or reconsider them
Double-down on these, they're in your sweet spot
Reconsider these
You could propose more of these, they're converting well
Revenue Proposed MPA
%won (proposal-to-sale conversion rate)
$1,400K
$1,300K
$1,200K
$1,100K
$1,000K
$900K
$800K
$700K
$600K
$500K
$400K
$300K
$200K
$100K
$0K
-4%
-2%
0%
2%
4%
6%
8%
10%
12%
14%
16%
18%
20%
22%
24%
26%
28%
30%
32%
34%
36%
38%
Residential, PV-Only
Residential, PV+Storage
Commercial, PV-Only
Commercial, PV+Storage

Which LOCATIONS should you concentrate your efforts upon?



Section: PROFIT MARGIN

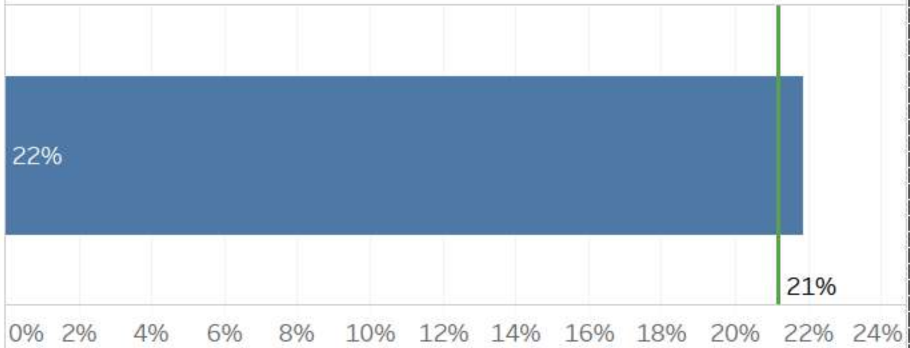
Your Margin Dashboard

Gross Profit Margin

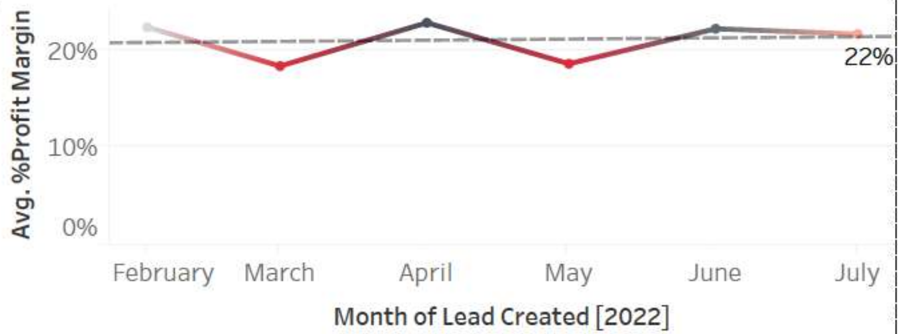
This pane reveals how your profit margin is holding up.
It shows your recent margin compared to your historical average, along with a recent trend.

Your profit margin on projects created last month was 22%

That compares to your historical margin rate of 21%



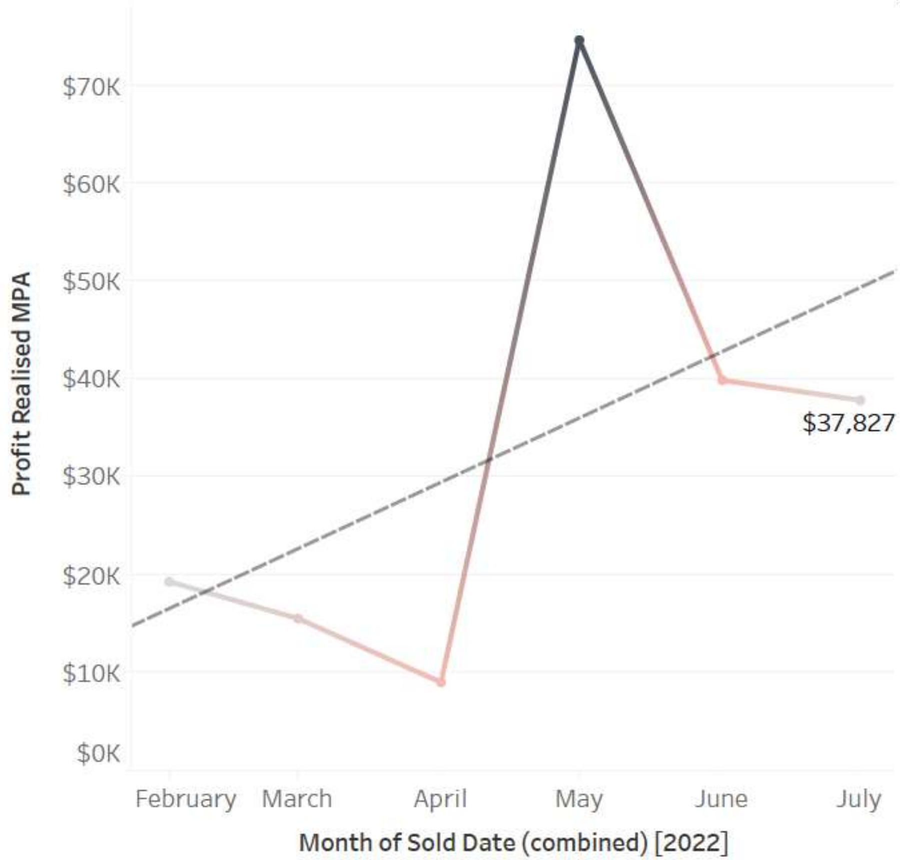
Monthly Margin Trends



Gross Profit

This pane shows the profit booked by your business, based upon the date the job was won (as distinct from the date the lead was entered)

Monthly Profit Booked

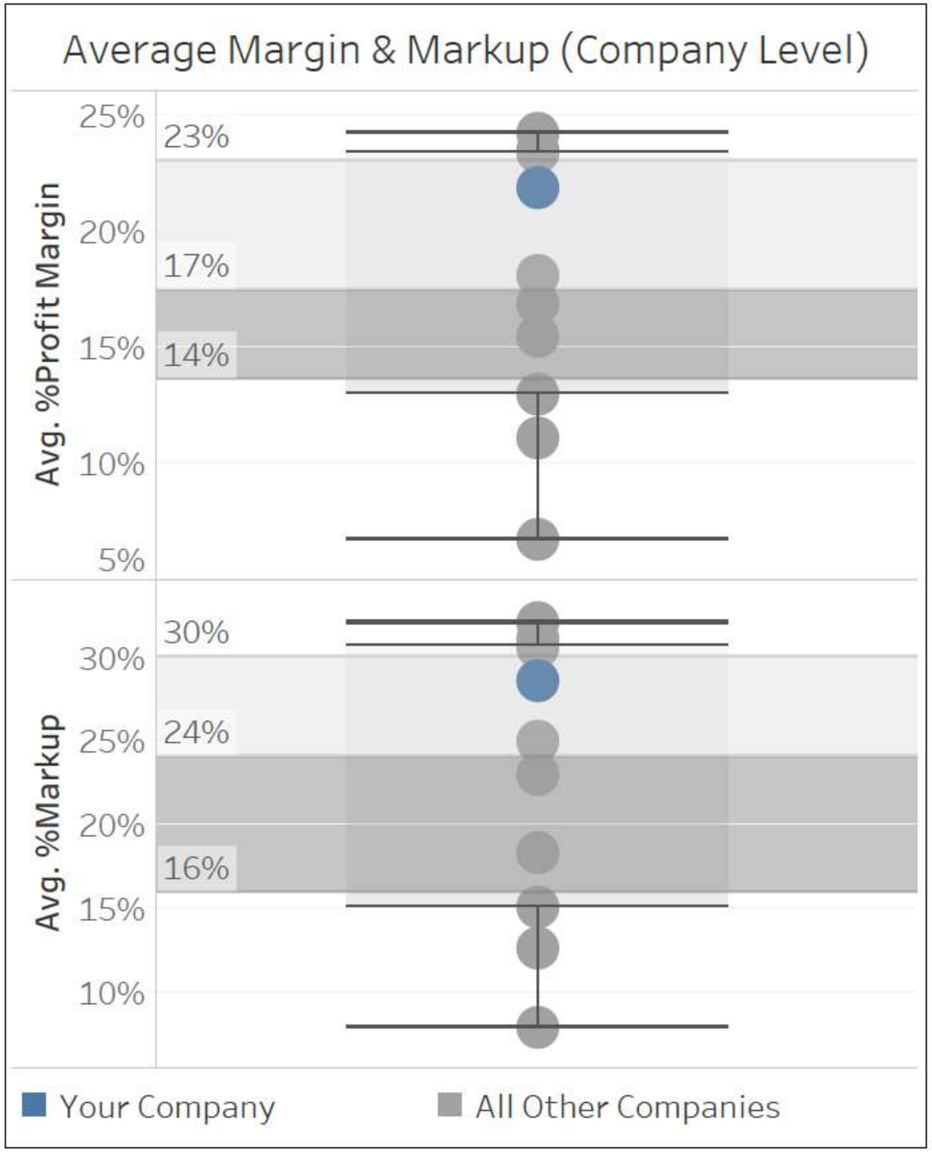


What Profit Margins are Common?

This Chart shows the average Margin (and Markup) in recent times for all (anonymsed) businesses that provide us access to their data AND use Margin-Based Pricing.
Each dot respresents an individual business. The blue dot shows your business' margin.

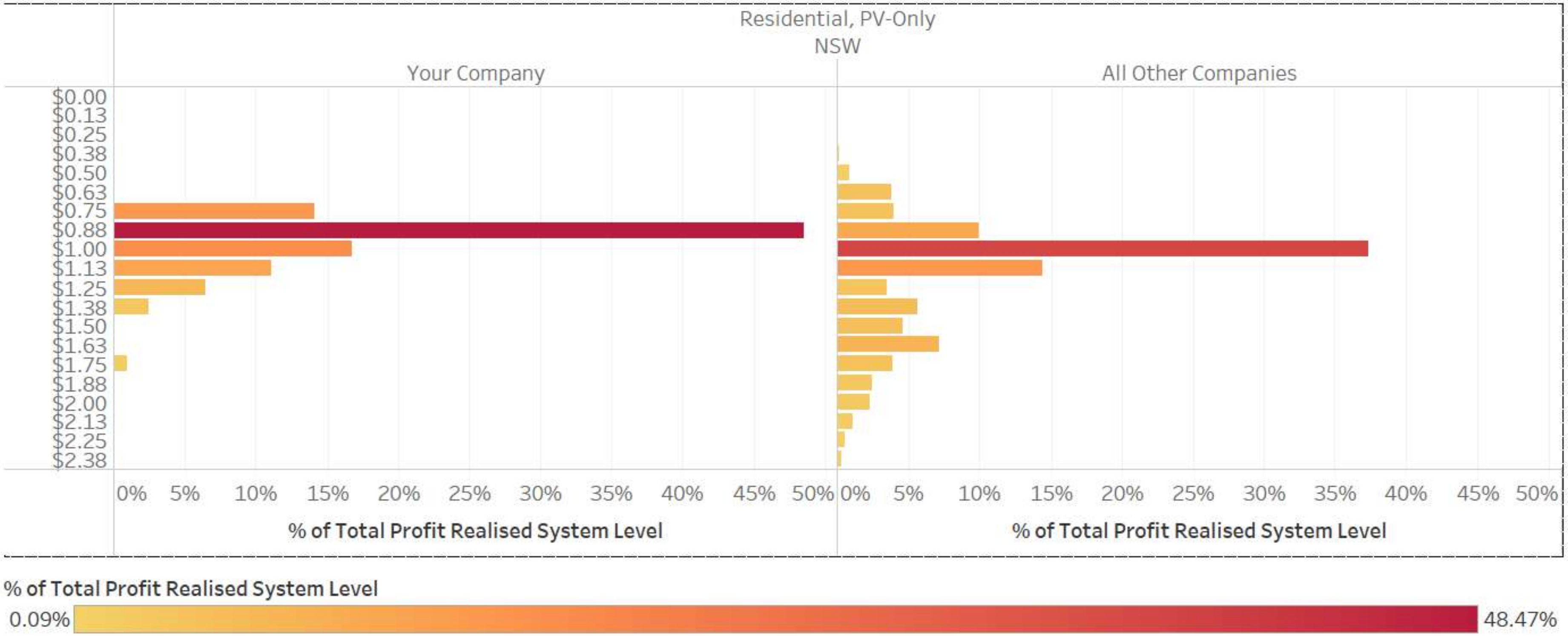
What is your actual margin?
How does it compare to the market?
What margin would you like?
How could you make it higher?

You can improve margin by: differentiating yourself in your proposal, automated customer engagement, and sales training, all of which SunWiz can assist with.



Price Wisely

The Price Wisely chart shows you which system prices are most successful in delivering you profit.
It shows which system prices are delivering most profit (on jobs won), and how that compares to the other (anonymised & aggregated) businesses.
The colour shows the proportion of profit that falls into each system pricing bucket.
Understanding which prices are actually delivering profits for you (and for others) can inform how you set your prices, and which prices you propose more of.
How does your company's distribution of pricing compared to everyone else (combined)?



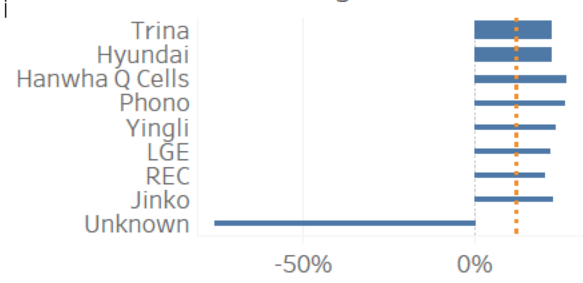
Data is shown for the last 6 months. Prices are post-subsidy including tax, and are for residential PV-only systems

Which Produces Best Margins

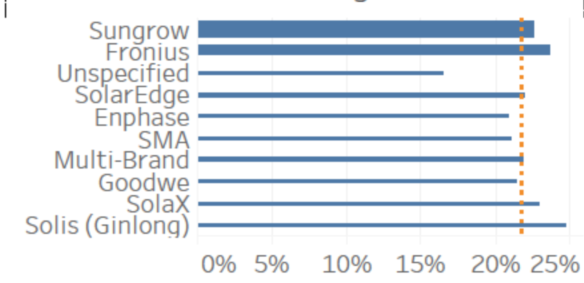
<u>This dashboard illustrates whether you're proposing products that have the best margins for your business.</u>

It shows the average margin for each of the products, segments, lead sources, people, and places you're proposing.
Each pane is ordered based upon recent volume of proposed revenue, which is also illustrated by the bar width. The orange dotted line shows your average margin.
Ask: am I proposing the products that make me the most margin?

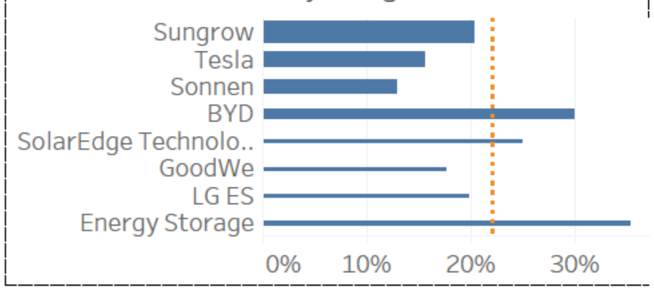
Panel Margins



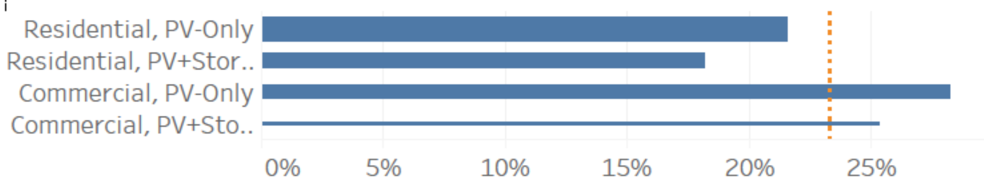
Inverter Margins



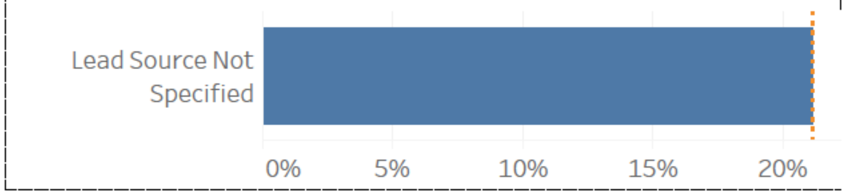
Battery Margins



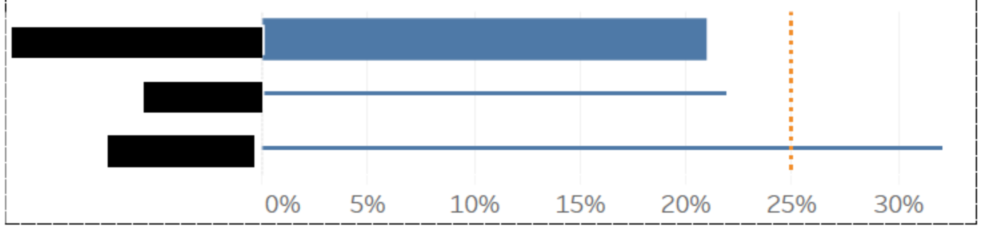
Segment Margins



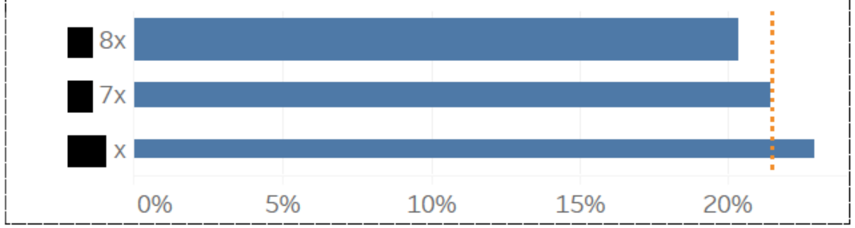
Source Margins



People Margins



Places Margins



This sheet will only fill in with reasonable values if you have entered Cost of Goods Sold. Items are sorted from top: most-proposed (revenue) to bottom: least.

Section: DATA TABLES

Your Monthly trend in Revenue KPIs by Created Date Table (2)

	Residential, PV-Only			Residential, PV+Storage			Commercial, PV-Only			Commer..	Grand Total
	May 2022	June 2022	July 2022	May 2022	June 2022	July 2022	May 2022	June 2022	July 2022	June 2022	
Revenue Proposed MPA	$242,914	$396,325	$164,806	$74,441	$198,908	$99,415	$146,695	$76,741	$17,632	$53,988	######
Revenue Sold MPA	$51,775	$110,025	$8,561	$37,071	$59,751	$34,561	$89,547	$12,370	$17,632		$421,294
Historic Average %won	22%	29%	7%	40%	29%	33%	33%	25%	100%	0%	27%
Profit Proposed MPA	$49,720	$89,085	$37,788	$14,397	$37,789	$20,064	$52,601	$24,506	$4,589	$21,605	$311,745
Your Profit Realised	$10,254	$23,402	$1,873	$7,456	$10,822	$6,062	$38,346	$2,728	$4,589		$105,530
Your Avg. %Profit Margin	17%	22%	23%	19%	19%	19%	30%	29%	26%	40%	21%
Historic Expected Profit per Prospect	$380	$557	$125	$1,491	$773	$1,010	$12,782	$682	$4,589		$959

A monthly overview of your volume (kW), # projects, proposed revenue, GP, NP

Your Monthly trend in Revenue KPIs by Created Date Table - Staff (2)

		Residential, PV-Only			Residential, PV+Storage			Commercial, PV-Only			Comme..	
	Staff (assigned)	May 2022	June 2022	July 2022	May 2022	June 2022	July 2022	May 2022	June 2022	July 2022	June 2022	Grand Total
Revenue Proposed MPA	[redacted]	######	######	######	$74,441	######	$82,361	$57,148	$59,651	$17,632	$53,988	**######**
	[redacted]		$72,713	$12,799		$16,780	$17,054		$17,090			**######**
	[redacted]	$21,232						$89,547				**######**
[redacted]	[redacted]	$51,775	$79,195	$8,561	$37,071	$59,751	$17,506		$12,370	$17,632		**######**
	[redacted]		$30,830				$17,054					**$47,885**
	[redacted]							$89,547				**$89,547**
[redacted]	[redacted]	23%	26%	7%	40%	31%	20%	0%	33%	100%	0%	**26%**
	[redacted]		43%	0%		0%	100%		0%			**40%**
	[redacted]	0%						100%				**50%**
[redacted]	[redacted]	$45,207	$73,084	$34,759	$14,397	$34,116	$17,104	$14,255	$20,265	$4,589	$21,605	**######**
	[redacted]		$16,001	$3,029		$3,674	$2,960		$4,240			**$26,230**
	[redacted]	$4,514						$38,346				**$42,860**
[redacted]	[redacted]	$10,254	$16,849	$1,873	$7,456	$10,822	$3,102		$2,728	$4,589		**$57,672**

[redacted]thly overview of your volume (kW), # projects, proposed revenue, GP, NP

Your Monthly trend in Revenue KPIs by Created Date Table - Staff (2)

	Staff (assigned)	Residential, PV-Only May 2022	Residential, PV-Only June 2022	Residential, PV-Only July 2022	Residential, PV+Storage May 2022	Residential, PV+Storage June 2022	Residential, PV+Storage July 2022	Commercial, PV-Only May 2022	Commercial, PV-Only June 2022	Commercial, PV-Only July 2022	Comme.. June 2022	Grand Total
Your Profit Realised	[redacted]		$6,553				$2,960					**$9,513**
	[redacted]							$38,346				**$38,346**
[redacted]	[redacted]	17%	23%	22%	19%	18%	20%	24%	30%	26%	40%	**21%**
	[redacted]		22%	24%		22%	17%		25%			**22%**
	[redacted]	21%						43%				**32%**
[redacted]	[redacted]	$394	$481	$134	$1,491	$832	$620		$909	$4,589		**$588**
	[redacted]		$936				$2,960					**$951**
	[redacted]							$38,346				**$19,173**

A monthly overview of your volume (kW), # projects, proposed revenue, GP, NP

Access to - and Privacy of - Your OpenSolar Data

Is my OpenSolar Data Safe?

Let me address a primary concern for many businesses: your data is 100% safe with us, and we're 100% trusted by solar industry leaders.

What data is used in preparing this report?

You have elected to provide SunWiz with access to your OpenSolar account for the express purpose of providing market reports. We provide this service to many dozens of solar businesses and treat all data as confidential.

Your Data is Safe with SunWiz:

Let me be explicit **we will not** on-sell your customer details as leads
In fact, we will **never disclose** any personal information, customer details, or identify your business to anyone else.
When we do compare businesses across the market, we do so **without identifying** anyone, at an <u>aggregate level</u>.
You can terminate SunWiz's access to your OpenSolar account, and your data is wiped from our secure server
Its all covered in full glorious detail in our Privacy Policy (https://www.sunwiz.com.au/privacy-policy/)

Why you Should Trust what we're Saying:

SunWiz has been entrusted by over 1400 leading solar retailers with details of over 60,000 customers, as the developer of PVsell.
SunWiz is the only company trusted by leading battery manufacturers with confidential sales figures for our exclusive Battery Market Report, and we regularly handle confidential business data for a wide range of leading solar companies.
Personally Warwick Johnston has been elected or appointed to many positions of leadership, including the board of the Clean Energy Council and an industry representative to Solar Victoria.
SunWiz has been vetted by OpenSolar and earned a status of Expert Partner and Exclusive Training Provider.
Personally, Warwick Johnston has received recommendations on his linkedIn profile from numerous solar industry leaders including Nigel Morris, John Grimes, Mark Twidell, Geoff Bragg, Tristan Edis, Stefan Jarnasan and more.

Arkana Energy Group* - Month of 31/03/2022

Benchmarked Company
Arkana Energy Group*

31/03/2022

National

Your Rank	Market Share	kW
19	0.47%	965

State

State	Your Rank	Market Share(%)	kW
NSW	18	0.44%	247
QLD	5	1.44%	719

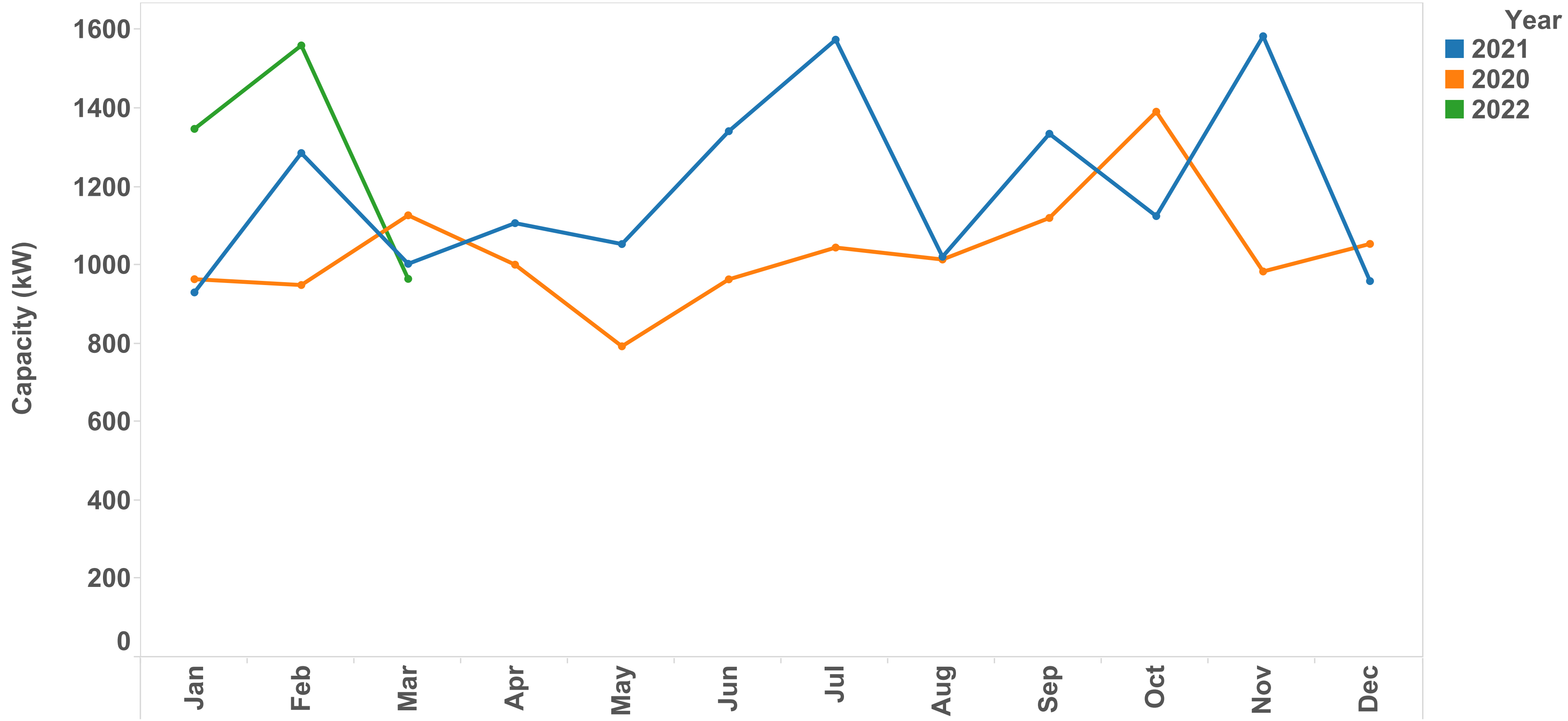
Overall Segment

	Your Rank	Market Share (%)	kW
<15	14	0.55%	945
15-<40	61	0.17%	20

State & Segment

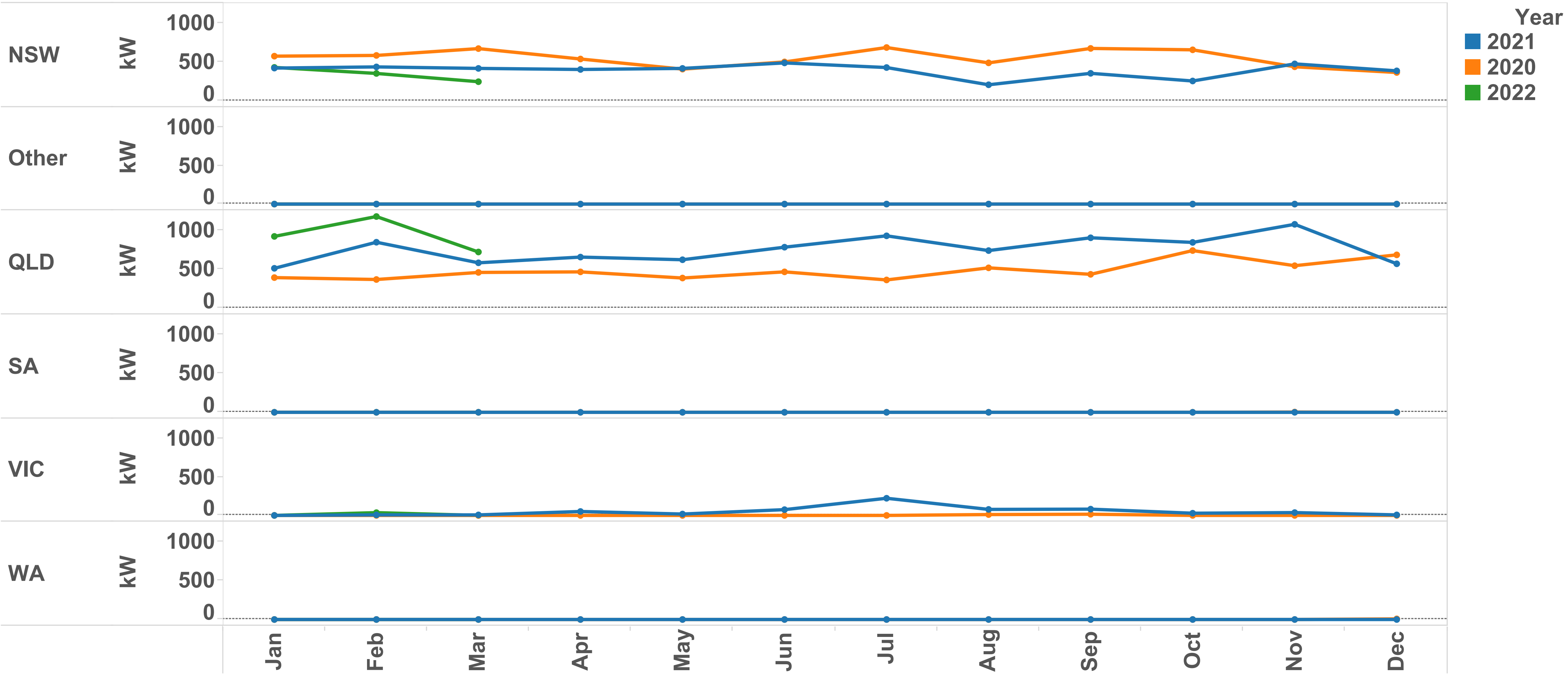
	State	<15	15-<40
Your Rank	NSW	17	
	QLD	5	17
Your Share %	NSW	0.52%	
	QLD	1.60%	0.74%
kW	NSW	247	
	QLD	699	20

Your Volumes - National



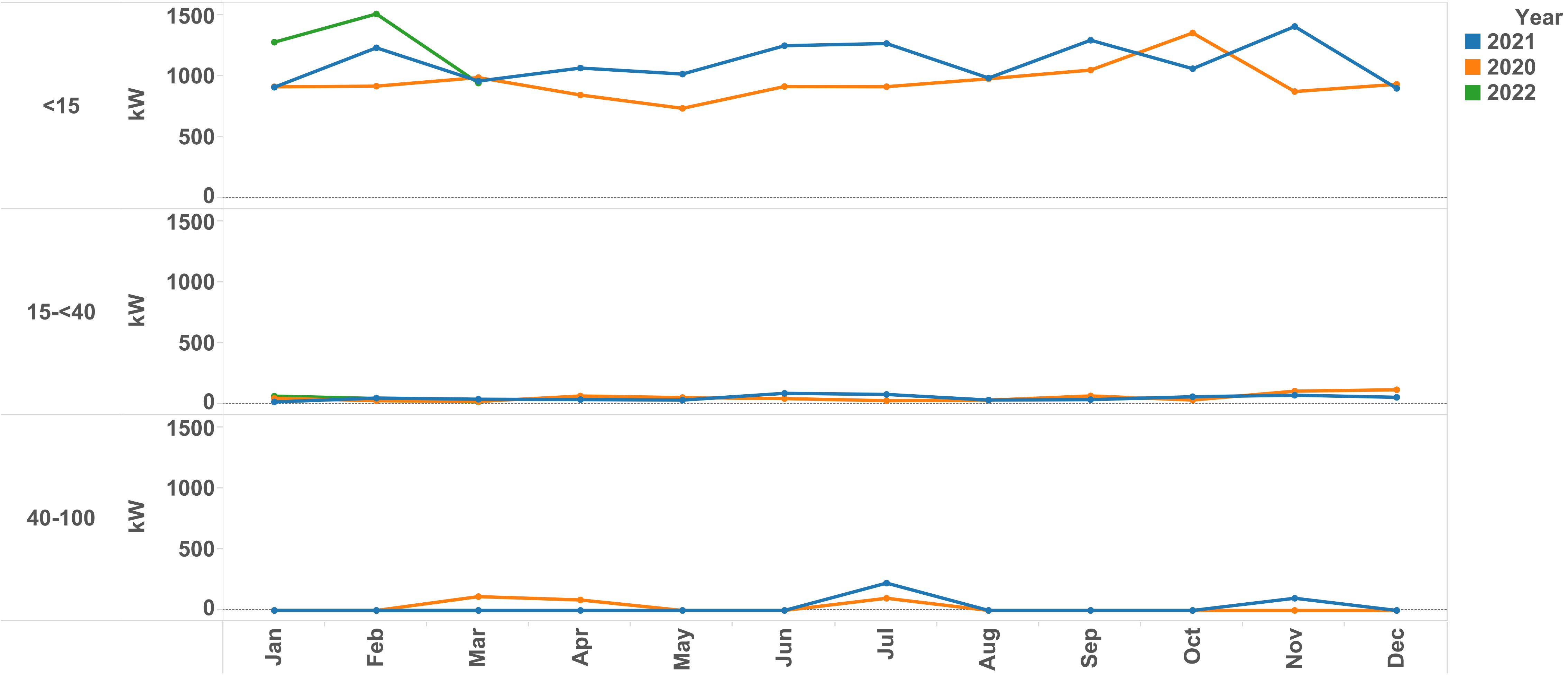
This chart shows your monthly STC registration volume (kW) nationally, and shows how this compares to previous years

Your Volumes - State



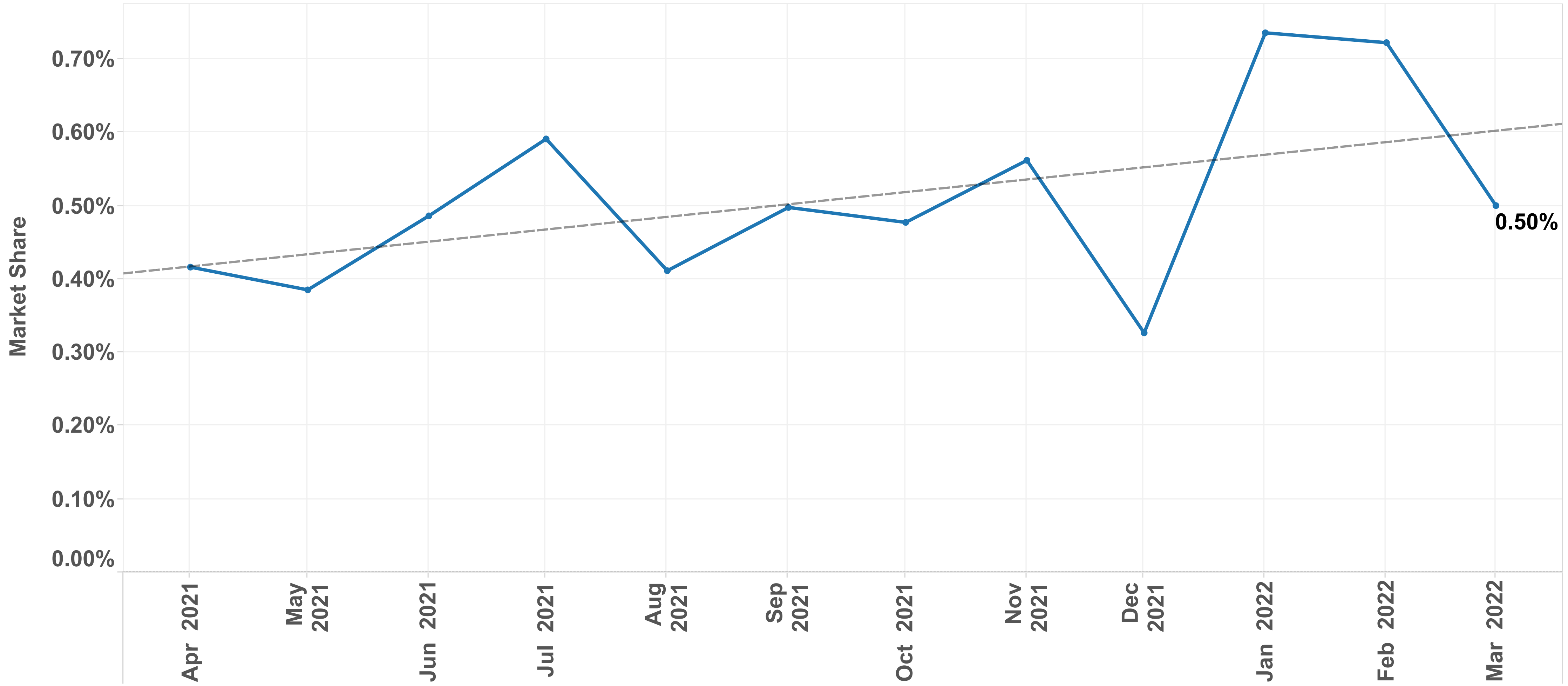
This chart shows your monthly STC registration volume (kW) by state, and shows how this compares to previous years

Your Volumes - Segment



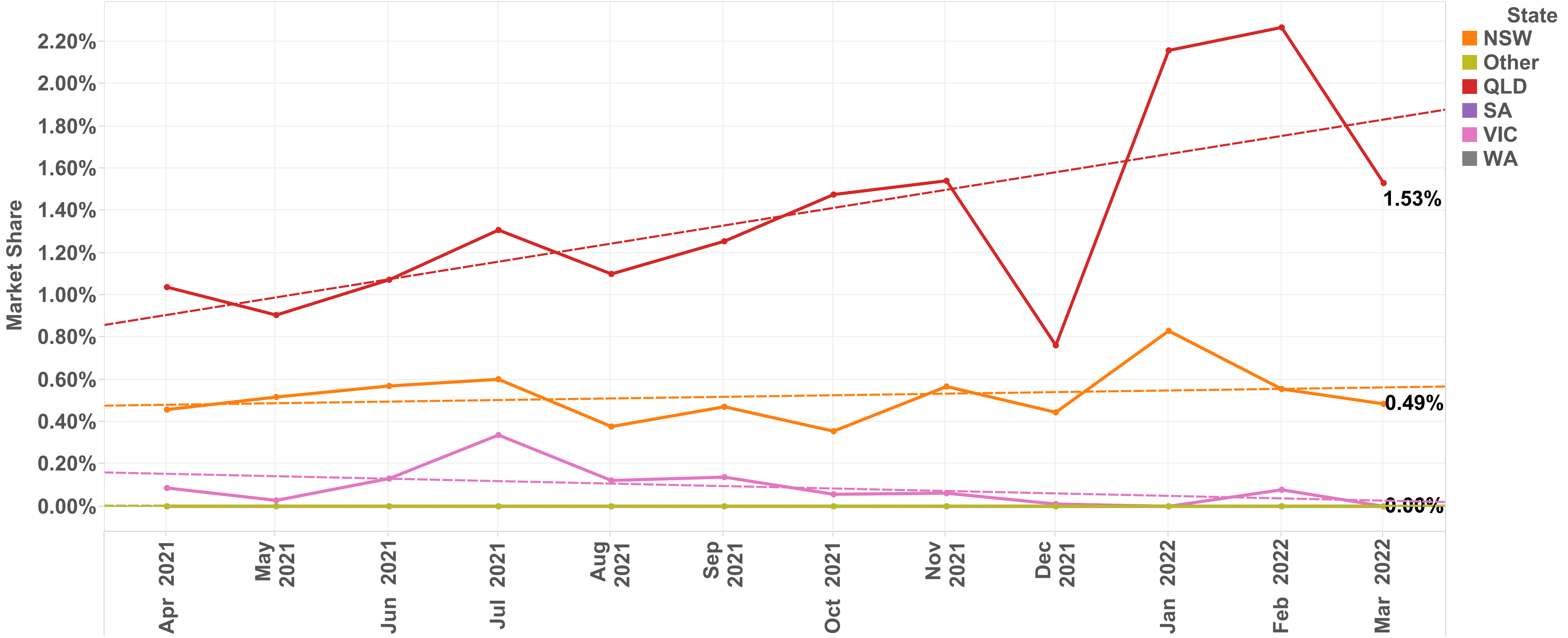
This chart shows your monthly STC registration volume (kW) by size range, and shows how this compares to previous years

Your Market Share-National



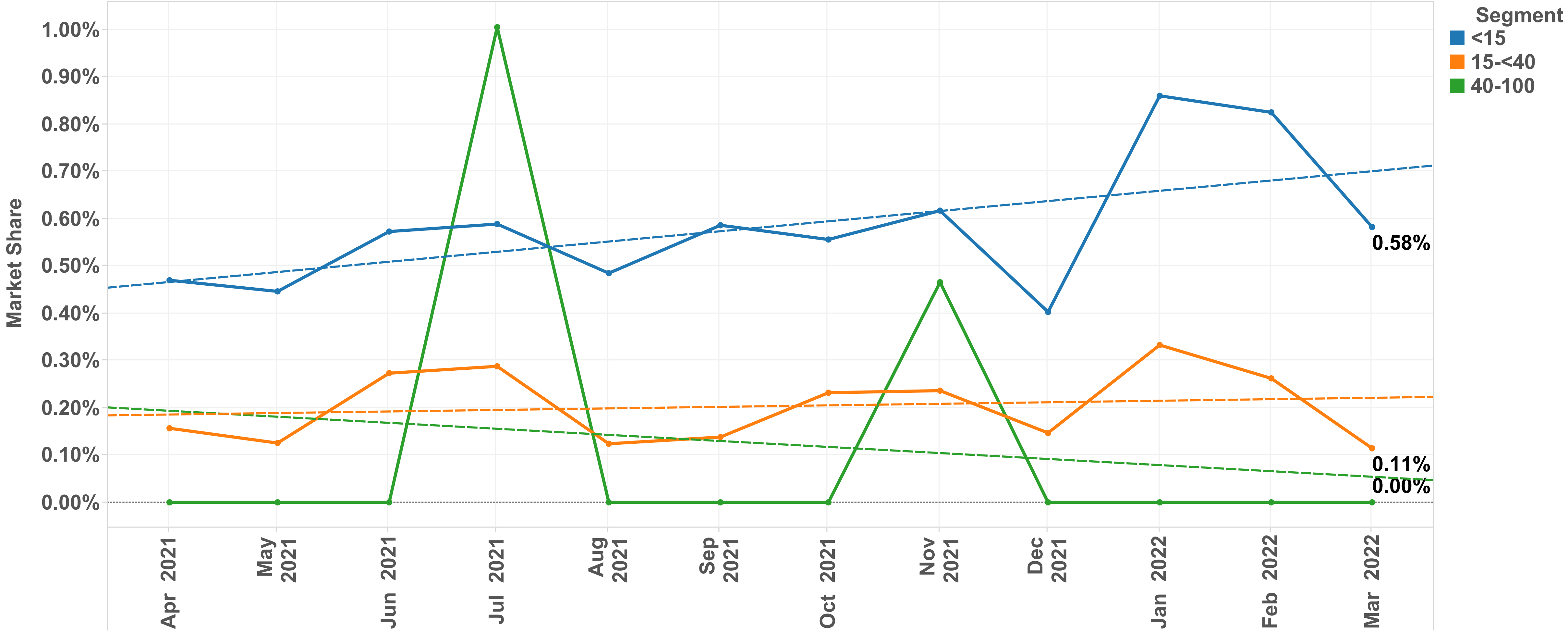
This chart shows your monthly market share by kW of STC systems nationally for recent months.

Your Market Share-State

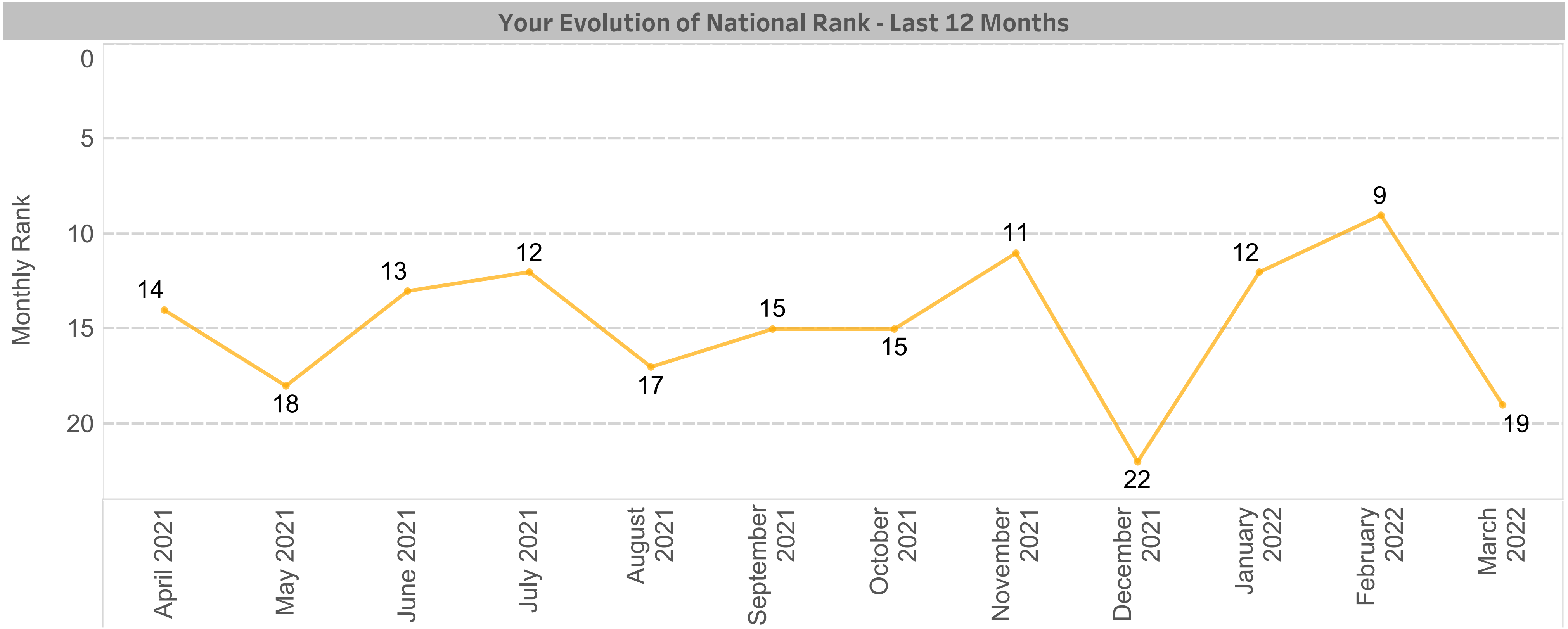


This chart shows your monthly market share by kW of STC systems by state for recent months.

Your Market Share-Segment

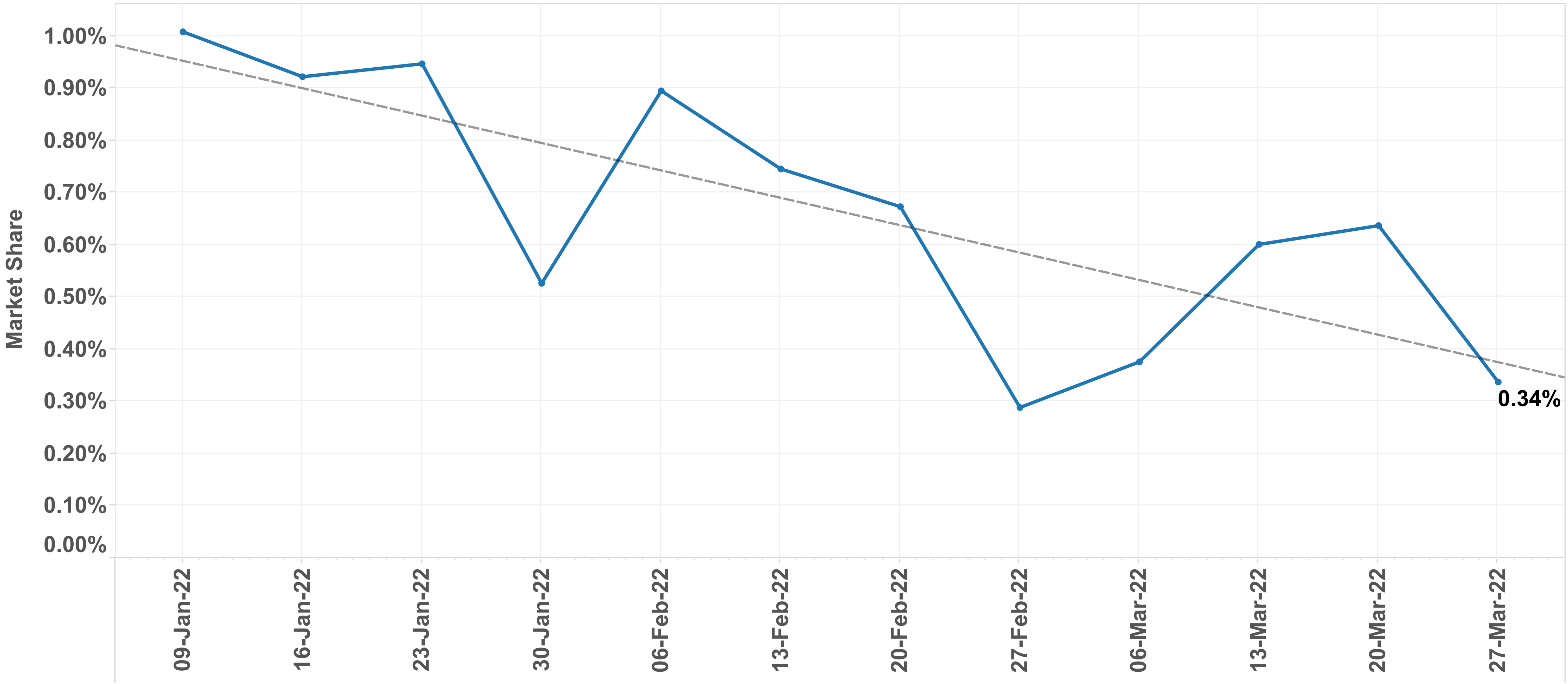


This chart shows your monthly market share by kW of STC systems by size range for recent months.



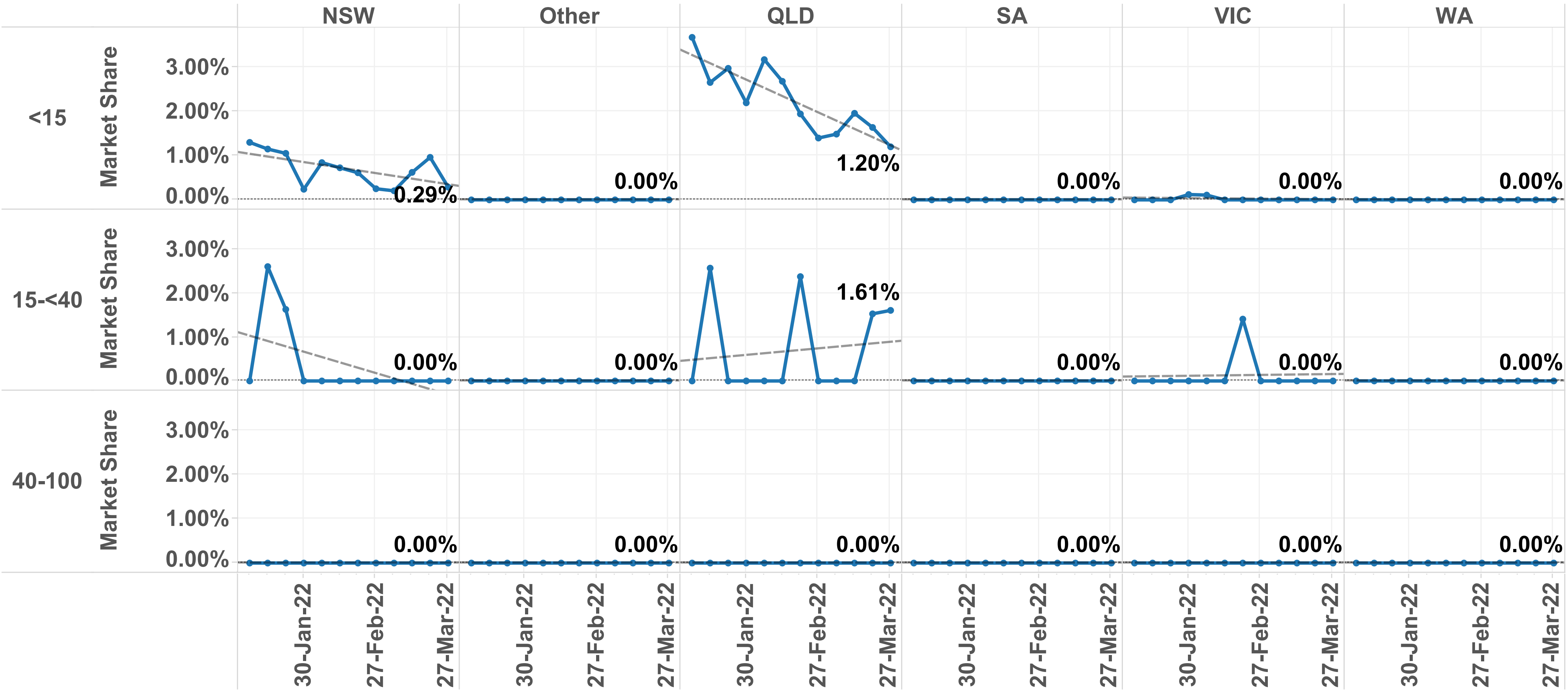
Shows your national rank for the past 12 months

Your Market Share-Weekly Overview



This chart shows your weekly market share by kW of STC systems nationally for recent weeks.

Your Market Share-WeeklyBreakdown



This chart shows your weekly market share by kW of STC systems by state and size range for recent weeks.

SunBiz Enlighten

Revealed: The key metrics that determine solar business success

sunwiz | OpenSolar Expert Partner

How to use this report

There's a gazillion moving parts when running a solar business.

But there are some key levers you can pull that can determine your success. You've got:
1. the cost of the products you buy
2. your margin
3. the prices you charge as a result

Together these determine the percentage of proposals that convert to sales and the dollars that flow through to your bottom line.

You'd think that high prices would result in low conversion rates. But - as we'll show - there are businesses out there that have a high profit margin, sell decent quality products, and have a high conversion rate.

First let's look at the wide range of each of those metrics across the solar industry. Then we'll see how they relate to one another, and then show how they pull together to determine success.

About the data source

This data is source from the anonymised, aggregated data from over 50 leading businesses that have permitted SunWiz to analyse their OpenSolar proposal data for the purpose of improving outcomes for the solar industry.

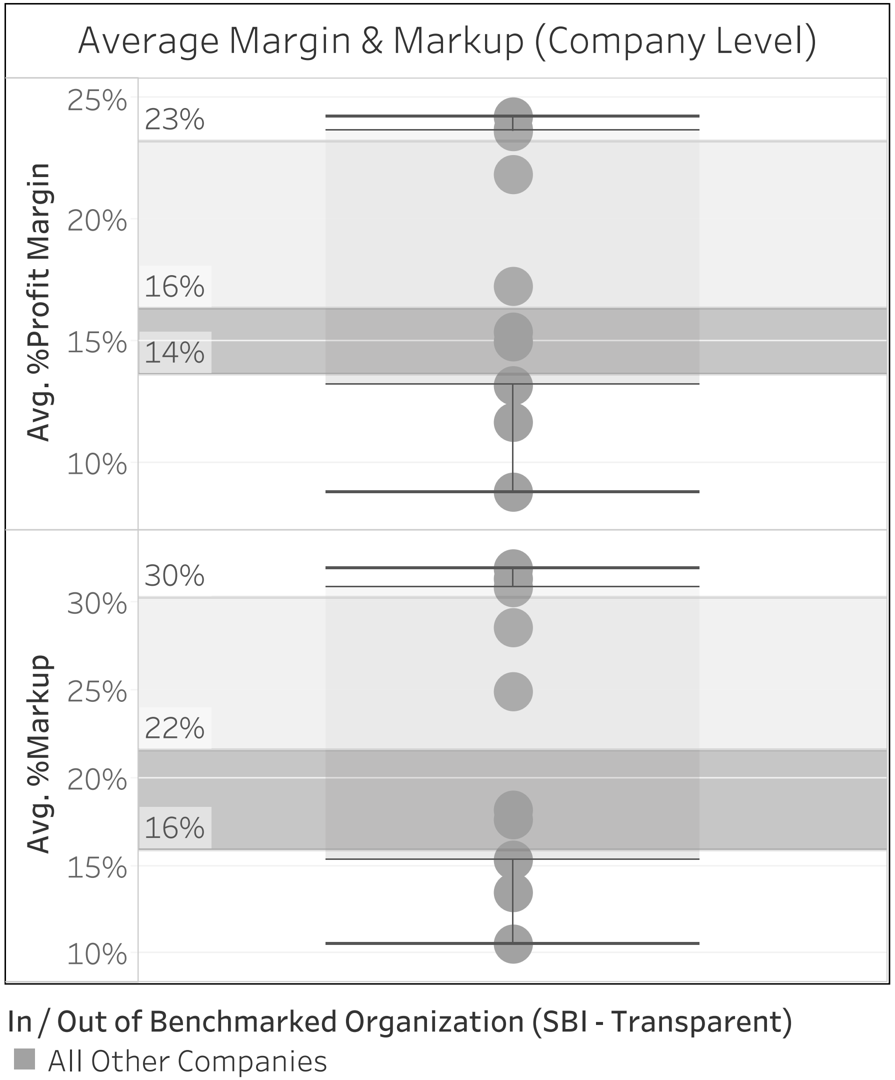
HighLevel Size ..
All

What Profit Margins are Common?

First lets look at the range of profit margins charged out there
You've got businesses that charge as little as 11%
And businesses that charge as high as 24%
The typical business has a 16% margin.
And 75% of businesses have less than 23% margin. Conversely 75% of businesses have above a 14% margin.

Remember: these aren't margin 'goals'. These are actual margins achieved, averaged across all solar sales.

What margin do you aim for?
What margin do you settle for?
What margin do your average out at?
How much higher could your margin be?
How could you make it higher?



Do large businesses have a smaller margin?

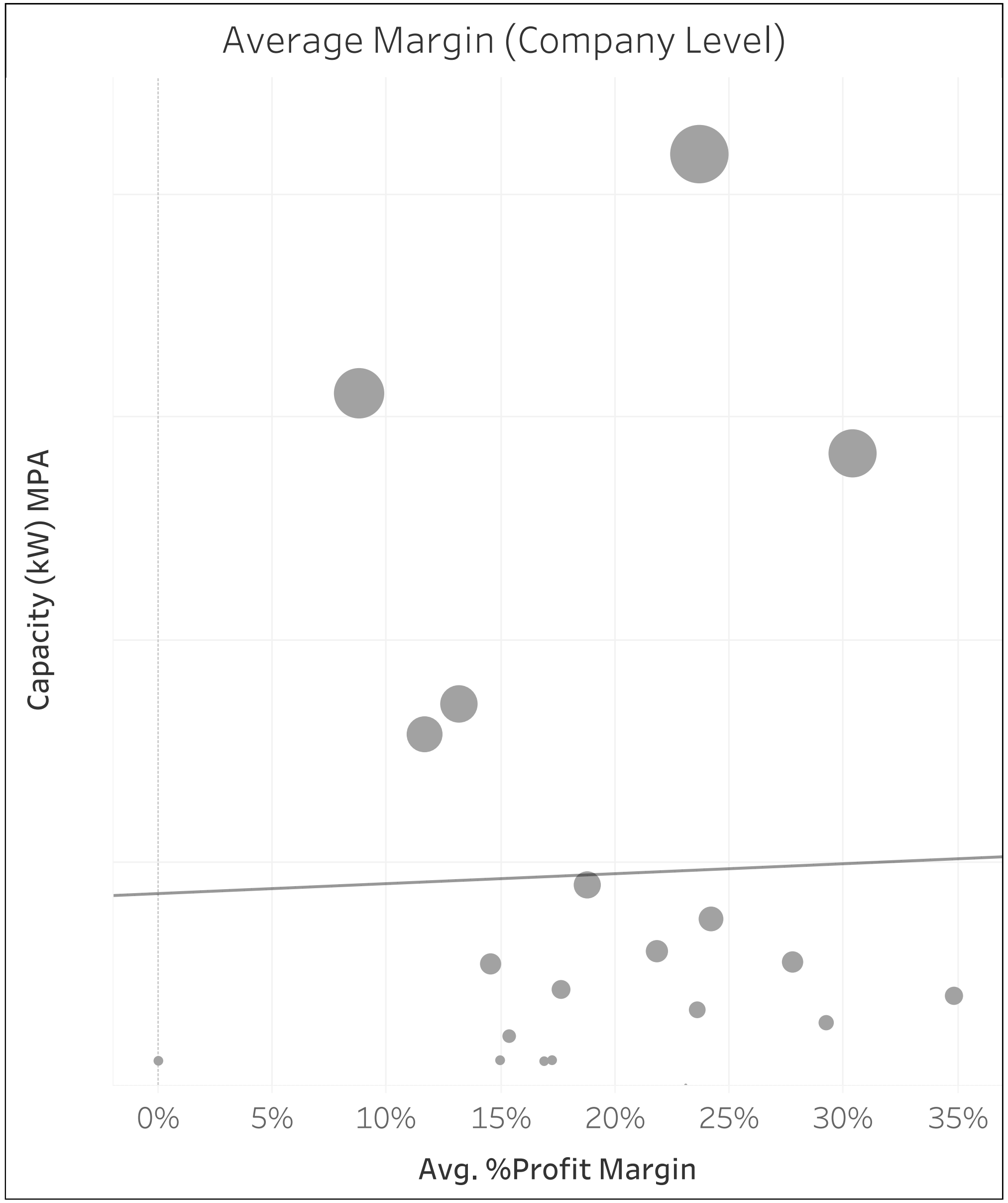
Its true - larger businesses tend to have a smaller profit margin.

In doing so, they are able to price more competitively. This results in larger sales volumes, and grow their empire. The larger they are, the smaller their overheads are as a percentage of sales, justifying lower margins.

Some small companies feel the pressure to price-match and set low margins in the hope they will grow.

But you don't have to have a high-volume low-margin business. Some businesses are plenty happy with a high-margin low-volume that can be less stressful and provide ample financial reward.

Then there's the unicorns that are able to have high volume and high margin. Ever wish that could be you?



How does gross profit vary with costs?

This chart shows the volume of projects at a given margin position for the $/W total cost of said system.

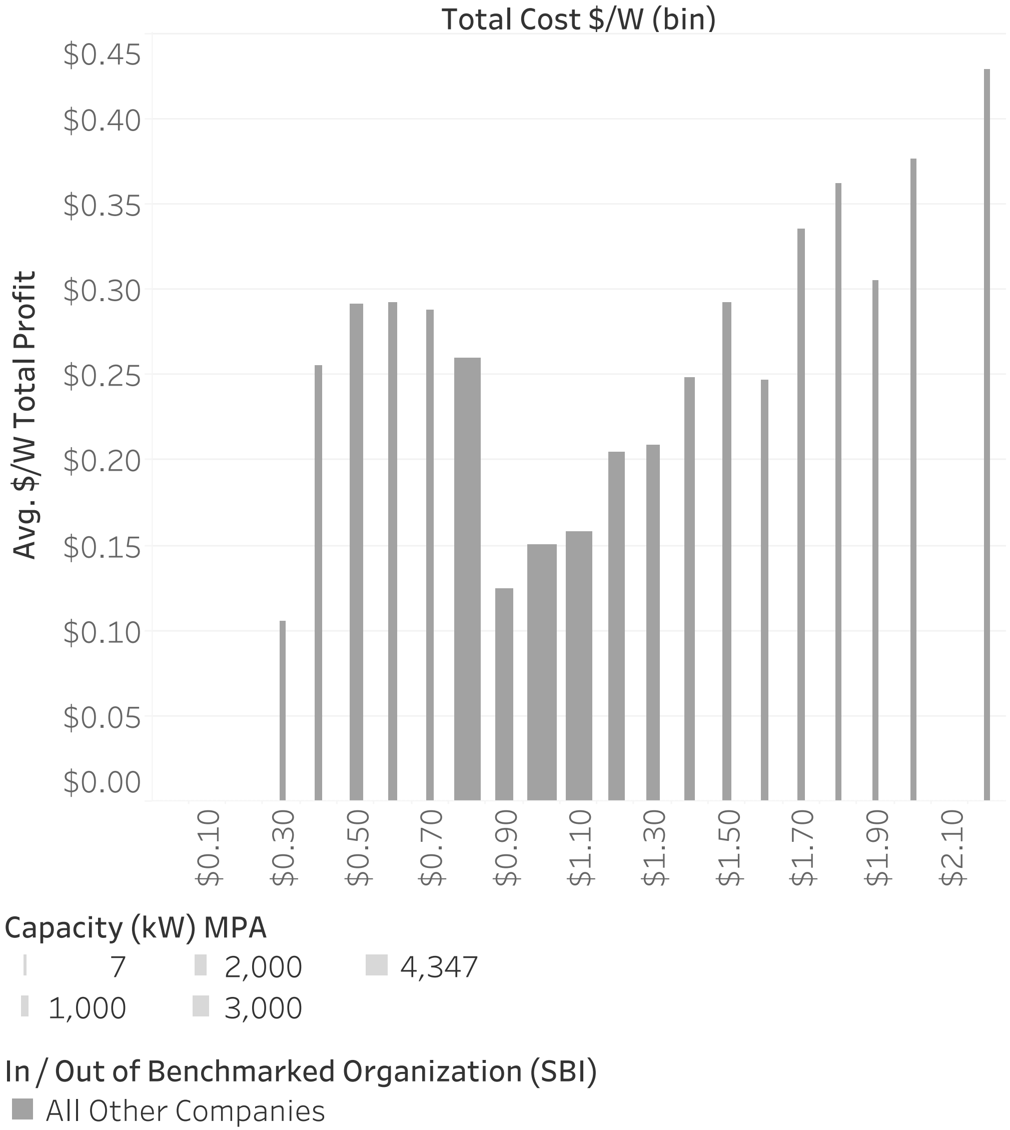
Most volume proposed occurs at a total cost of $1.00/W at an Average profit margin of $0.15/W.

Customers proposing systems that costs more commandeer a higher margin position; however, volume proposed within these higher ranges is significantly lower.

Companies which offer a system at a $/W total cost of $0.80/W - $1.20/W are more likely to realise consistant returns.

Please note we do not track the type of system (roof, ground, carport) here. Hence, are unable to provide commentary on the efficacy of a higher $/W pricing approach. In general a higher $/W total cost demands a higher margin position.

Profit Margin, Gross Profit per Watt, and $/W cost

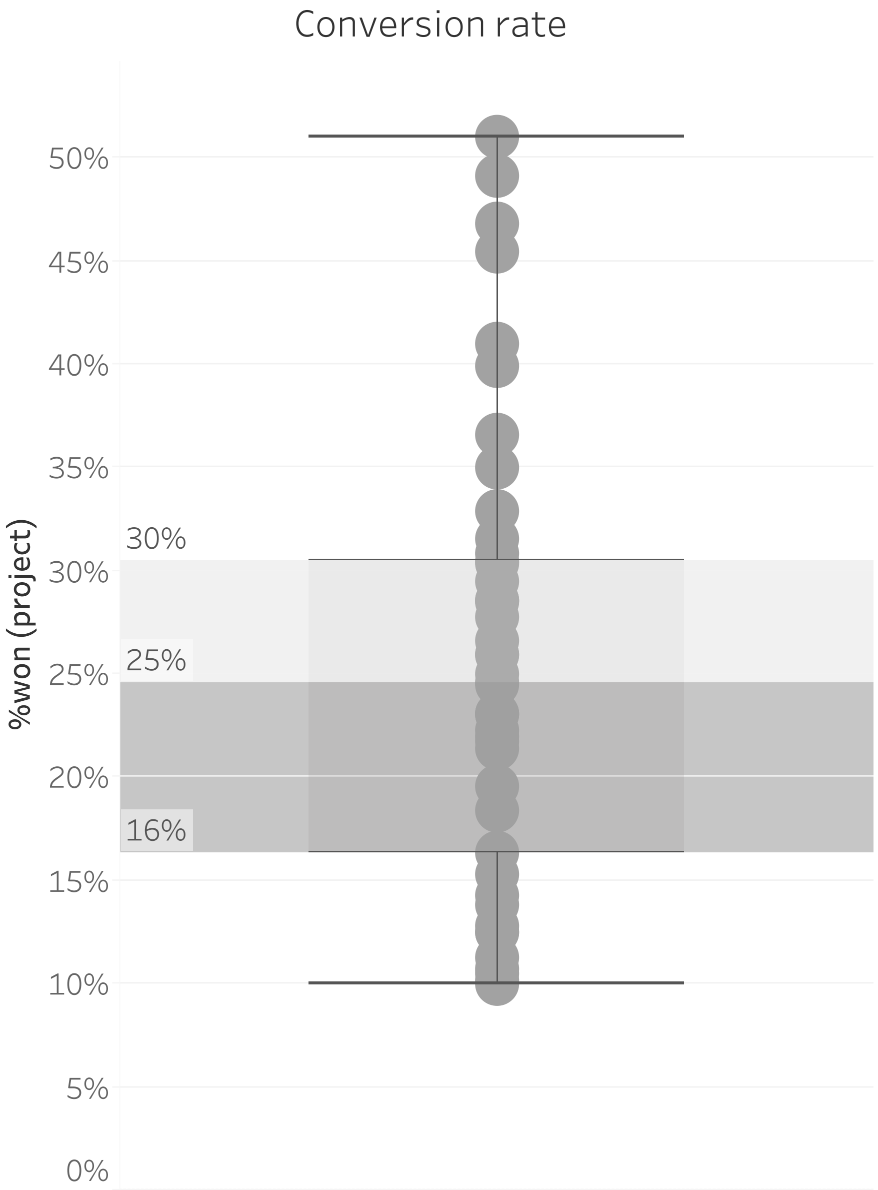


HighLevel Size ..
All

What Conversion Rates are Common?

Next lets look at the range of conversion rates achieved out there.
You've got businesses that convert as little as 10%
And businesses that convert as high as 51%
The typical business has a 25% conversion rate.
Only 25% of businesses exceed a 30% conversion rate. Conversely 25% of businesses have less than a 16% conversion rate.

What conversion rate would you like?
What is your actual conversion rate?
How could you make it higher?

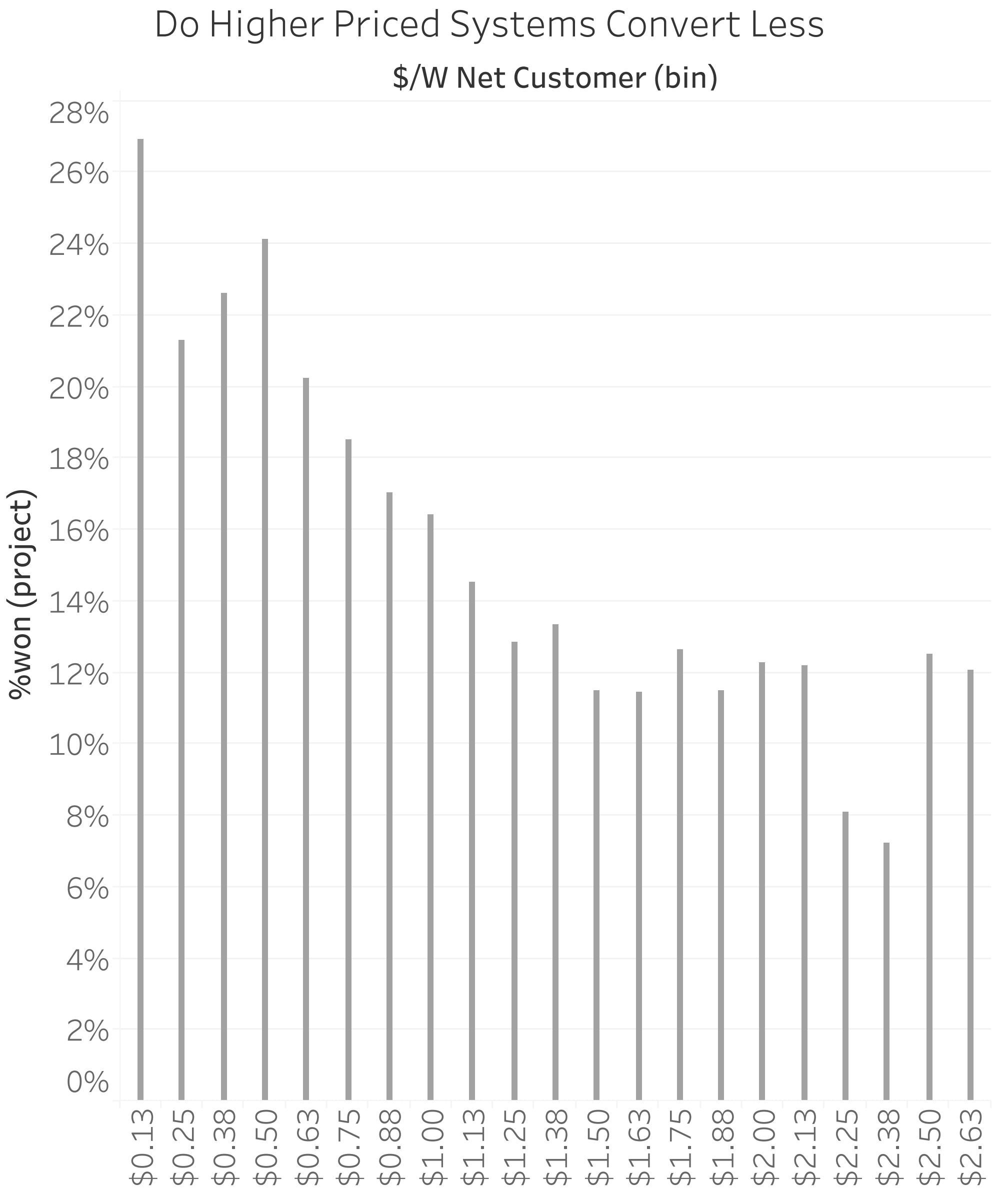


Do Higher Priced Systems Convert Less?

This chart shows that higher priced systems tend to convert less than half as often as lower-priced systems.

But some companies are very good at converting high-priced systems. Would you like to be such a company?

Just having a really cheap system doesn't mean you've got any better conversion rate than a moderately-inexpensive system.



Do High Volume Companies Convert Less

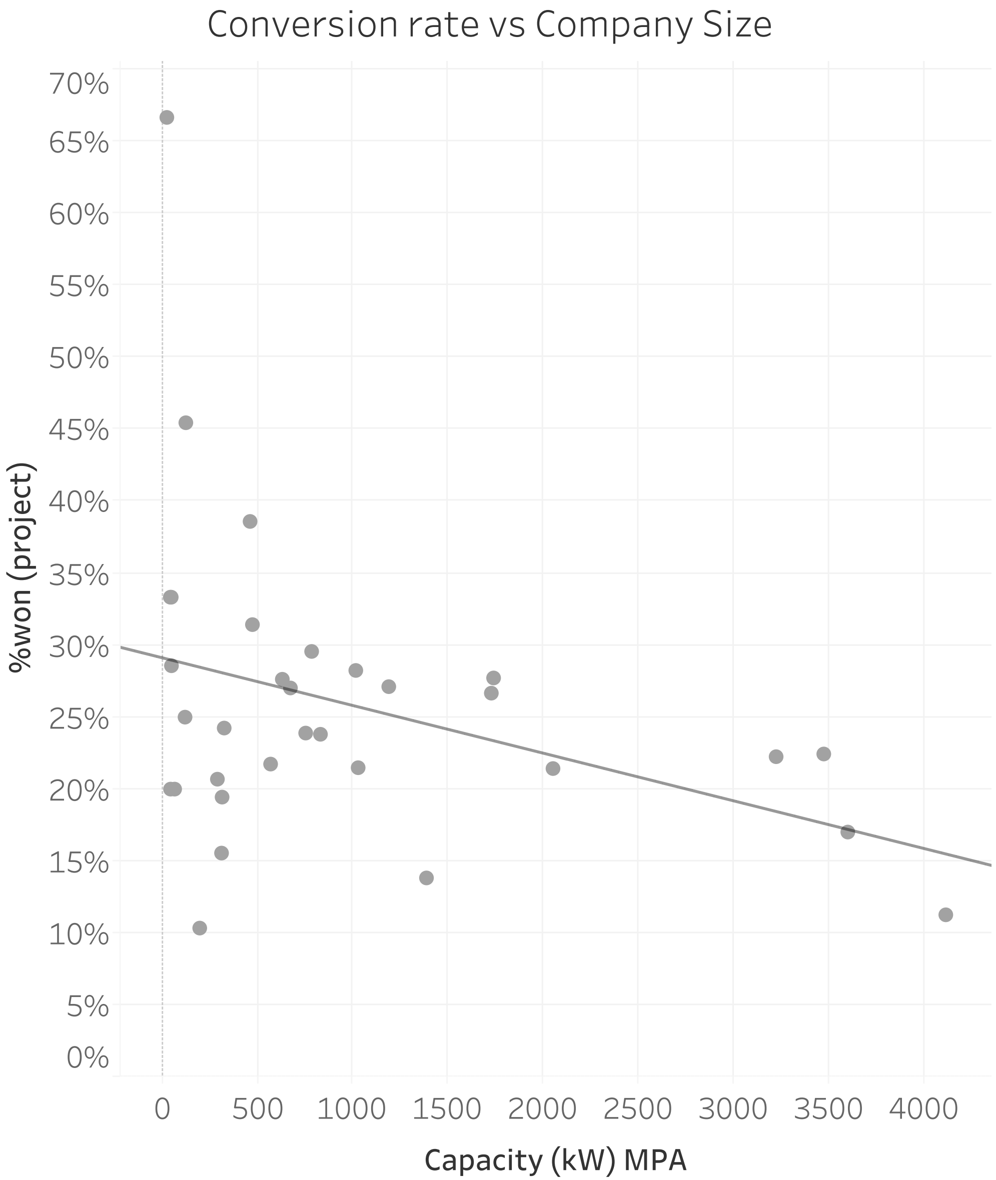
Do High-Volume Companies Convert Less?

You may think that high-volume companies churn through customers less efficiently.

The trend line in this chart suggests this to be true. However, there is a wide variation in conversion rate amongst companies big and small.

Because high-volume companies tend to sell low-priced systems that have a higher conversion rate, we find that high-volume companies have a conversion rate that isn't materially different from low-volume companies.

So size of company isn't the primary influence over conversion rate

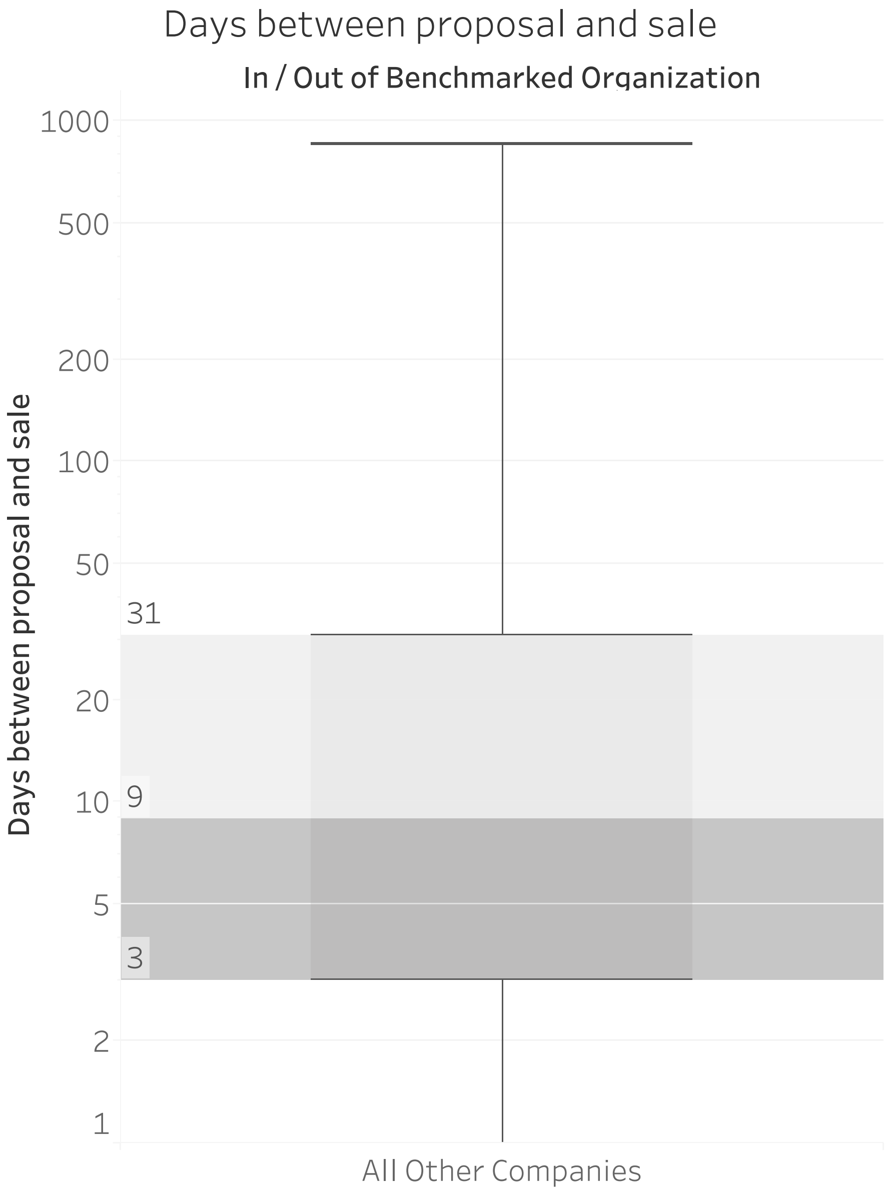


How long does a sale take?

HighLevel Size ..
All

Next lets look at how long a sale takes to convert The typical sale takes 10 days to convert. 25% of sales take more than 31 days to convert a sale. Conversely 25% of sales convert within 3 days of proposal.

How long do your sales typically take?
How would your business benefit if sales were quicker?



Can I Charge a High Margin and still get a Decent Conversion Rate

HighLevel Size ..
All

Does Charging a High Margin mean I will get a lower conversion rate?

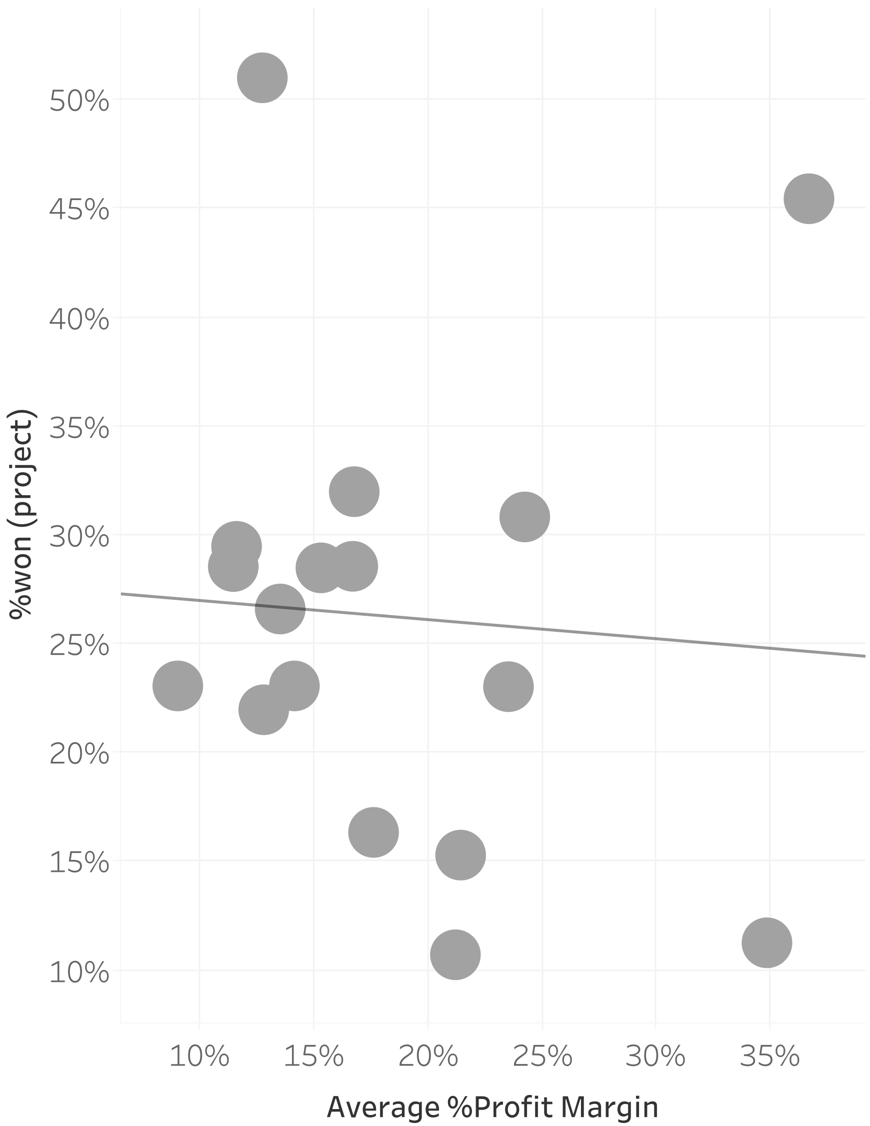
The trend shows this to be the case:
higher-margin businesses tend to have a lower conversion rate.

However there are wide discepencies - some companies with a low margin (e.g. 13%) getting 22% conversion rate while others only get 51% conversion.

And there are plenty of companies converting 16-32% of proposals, for whom margin ranges from 9% to 24% - that’s a wide variance!

Do you want to be the company that gets a high profit margin and a high conversion rate?
What actions do you think will best deliver that?

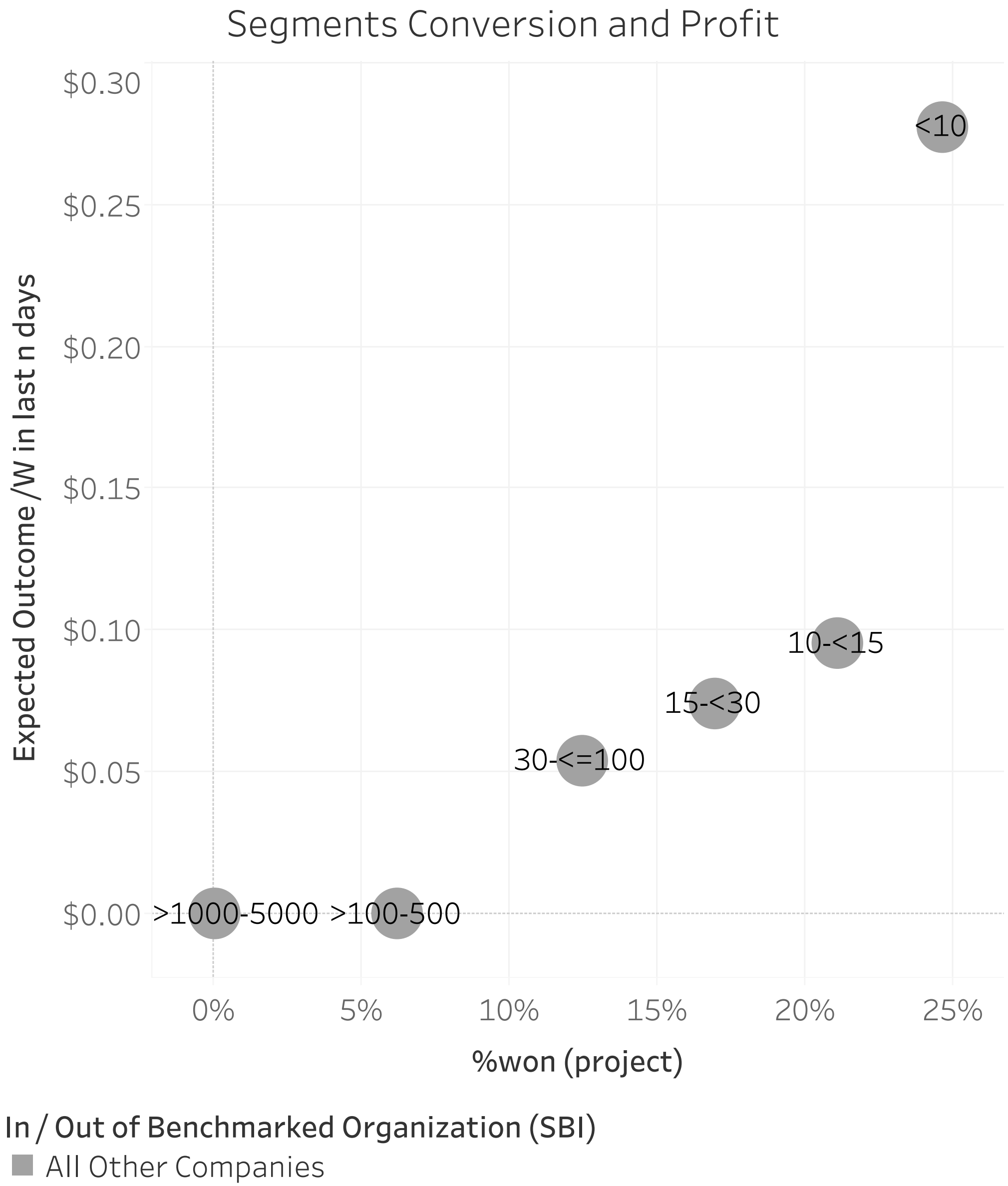
Conversion Rate vs Profit Margin



Should I try my hand at commercial sales?

A lot of companies find that commercial sales are difficult to convert. This chart confirms that higher commercial segments convert less often.

Residential <10kW systems have the highest conversion rates as well as higher profit margins. This means their Expected Profit per Watt proposed is the highest of any segment. (The expected profit per watt proposed is the $/W job on a proposal multiplied by the chance of winning the job)

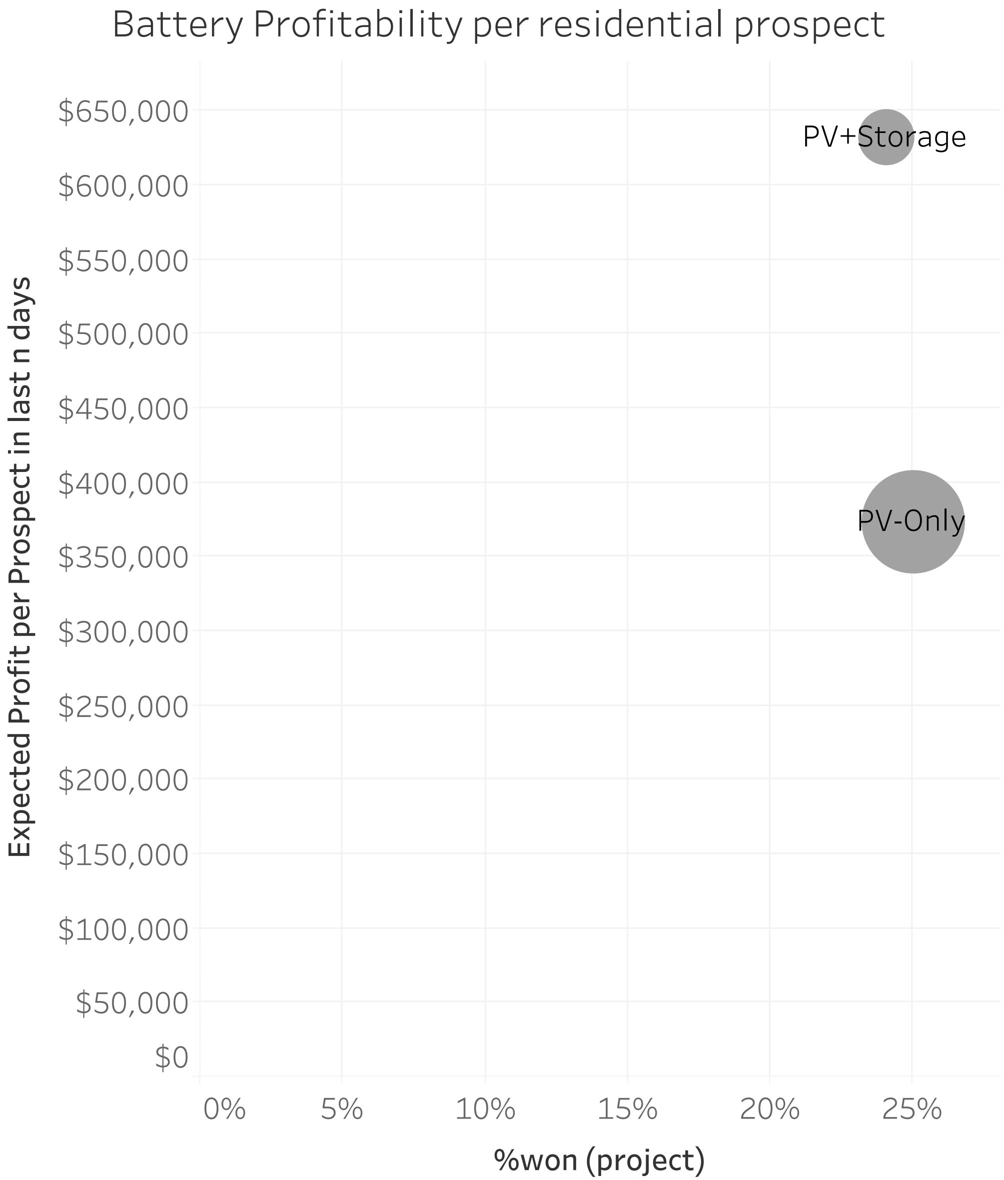


Should I sell Batteries?

The market for batteries is much smaller than the market for solar power systems.

Though we see a wide variance in a companies adoption of selling batteries, when averaged across the market our data shows that the win rate on battery sales is practically the same as on PV systems. And because the revenue per sale is much higher, the expected profit per residential prospect is much greater on battery systems.

This may make it worthwhile getting good at selling storage. Especially as feed-in tariffs continue to decline.



TOP RETAILERS

BASE EDITION

AUGUST 2022

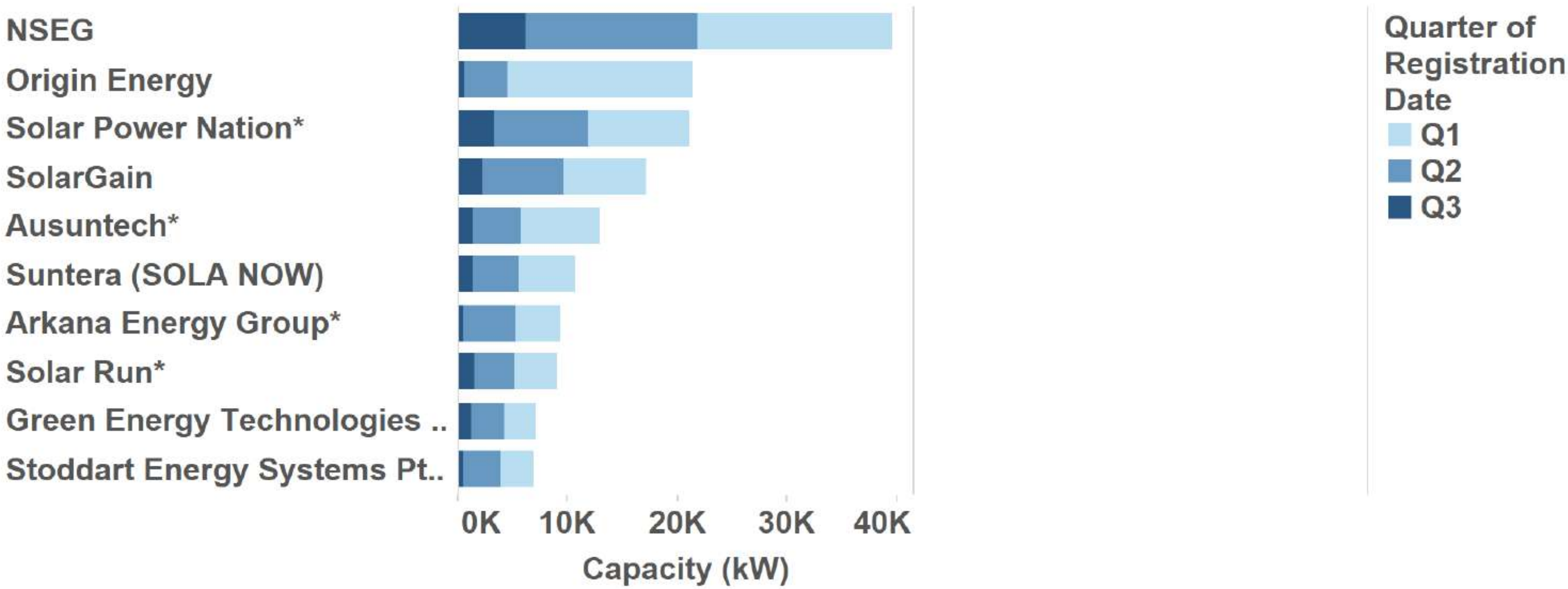
Data Table

dataTable 2022-08.xlsx

TOP 10 RETAILERS

RANKING BY QUARTER

VOLUME REGISTERED RANKING



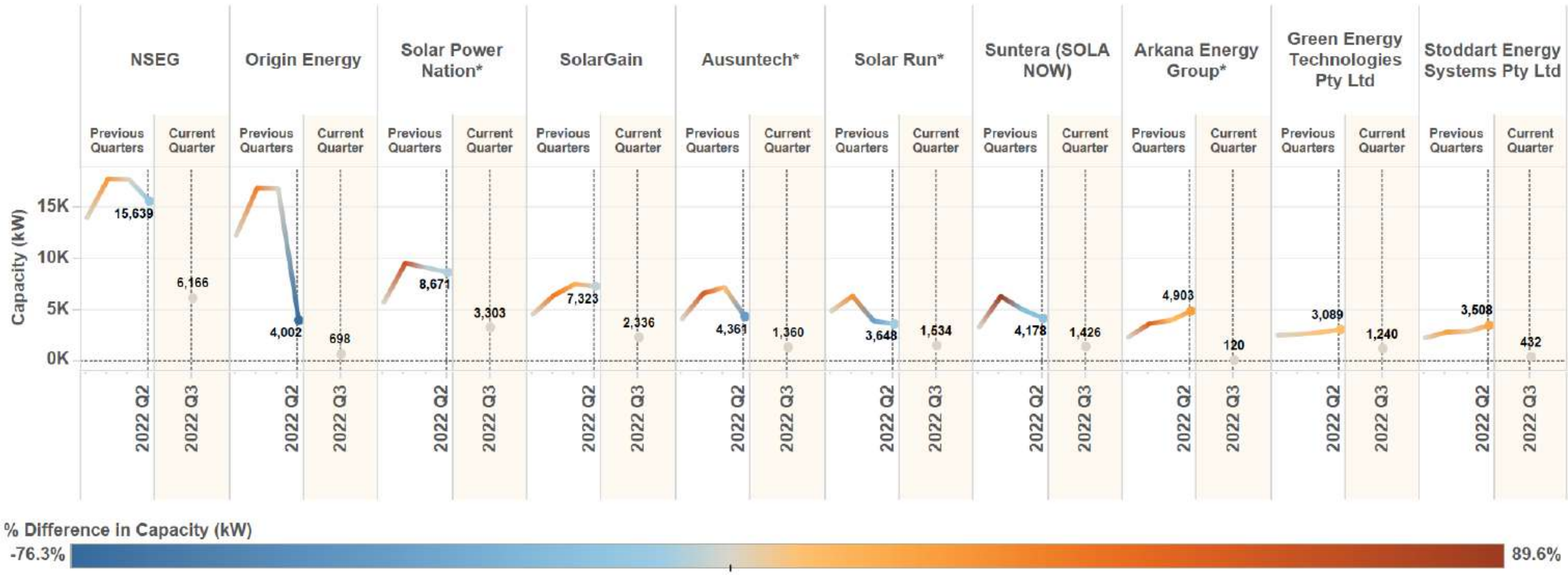
NSEG in 2022 retains its #1 position, Origin follows behind but is closely contested by Solar Power Nation.

This chart shows the top 10 retailers by volume (kW) over the current year broken down by quarter. Note retailers with an asterisk * submit data manually so their full information may not be included at the time of viewing/publishing.

TOP 10 RETAILERS

TREND - CURRENT YEAR

VOLUME REGISTERED MOVEMENTS



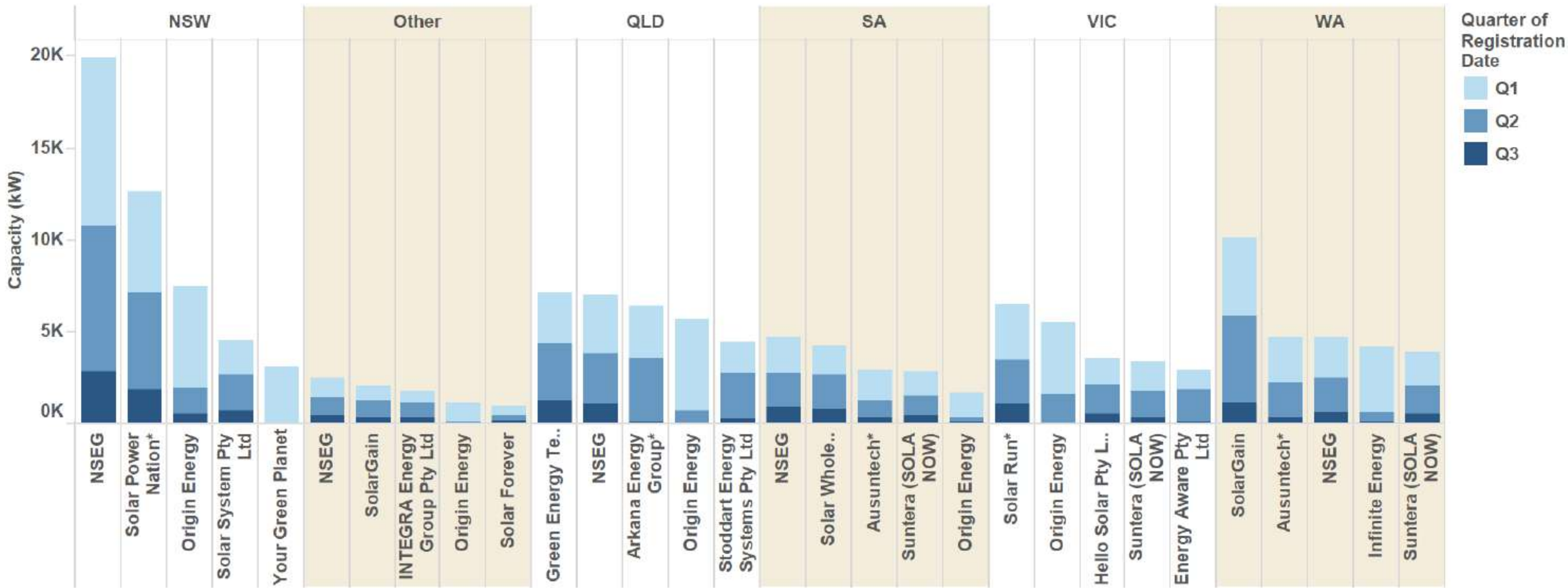
NSEG volumes have been trending down since the start of the year, Origin's Q2 volumes take a large dive; however, we believe this is due to STC creation hold-ups rather than any issues with sales & installation.

This chart shows the amount of volume registered for the top 10 companies broken down by quarter over the course of the current year.

TOP 5 RETAILERS BY STATE

RANKING BY QUARTER

STATE VOLUME REGISTERED RANKING



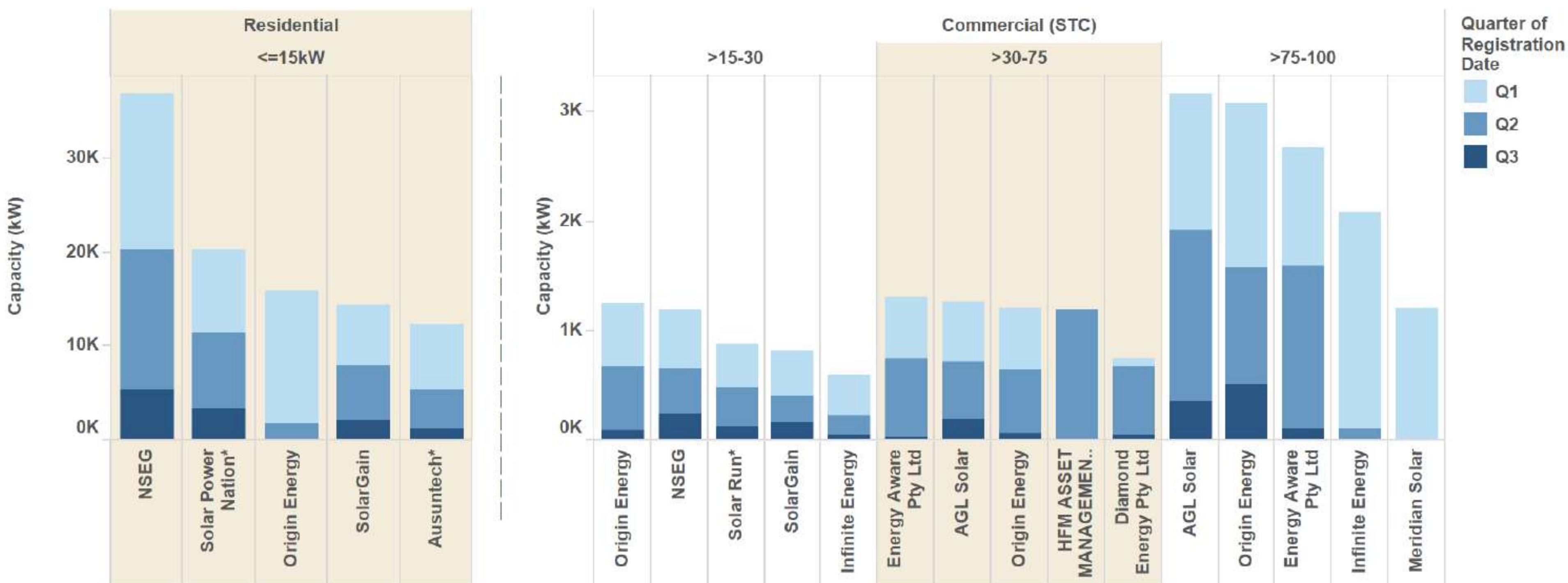
NSEG ranks in the top 5 within each state except Victoria. Origin is also featured in the top 5 within each state except for WA.

This chart shows the top 5 retailers by volume (kW) in each state over the current year broken down by quarter.

TOP 5 RETAILERS BY SEGMENT

RANKING BY QUARTER

SEGMENT VOLUME REGISTERED RANKING



NSEG ranks #1 for residential; Origin ranks #1 for 15-30kW systems; Energy Aware ranks #1 for >30-75kW; AGL Solar ranks #1 for 75-100kW.

This chart shows the top 5 retailers by volume (kW) in each capacity segment over the current year broken down by quarter.

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LUMINATE EXECUTIVE SUMMARY

EARLY-MONTH RELEASE OF STC-MARKET DATA

August 2022

ABOUT THIS SERVICE / ANNOUNCEMENT(S)

Here's this early-month updated articles:

- Click on the links below, you will be asked to sign in first if you aren't already:
  - National Volumes
  - Retailers Essentials / Retailers Upgrade / Retailer Register
  - Average Sizes / Distribution of sizes / States in Depth
  - Market Synopsis Video
  - Data Tables (LGC Sum Pending Update / released mid-month)

Content to follow in our mid-month release:

- Special Feature
- Top Brands Essentials / Panel Marketshare / Inverter Marketshare
- Prices
- Lead Volumes
- Storage
- Top Regions (Essentials) / Regions & Postcodes
- Commercial Upgrade
- Utility Scale

Great news: **We're passing on savings to you**.

As we transition our delivery mechanism for market intelligence, we heard your feedback that $500/user/year (beyond the users included in your package) wasn't perceived as good value for many companies.

We've negotiated with the platform provider and are pleased to announce a reduction in the price of additional users (beyond those included in your package). Additional users will now cost $200/user/year ex GST.

As a reminder, every Luminate Essentials package includes additional content and features, which we run through in this video.

We encourage you to add interactivity to your license, as this unlocks substantial benefits as described in this video:

- **Hover** over to reveal more information, **select** to observe trends or highlight points of interest, **filter** to run analyses of your own, **download** images & data tables of any chart, **drive** interactive dashboards, take **actions** on external platforms

If you're interested in knowing more, here's a full-run through of the content available in these explainer videos (including some sneak peeks of data).

We strive to improve: Please provide your suggestions and feedback.

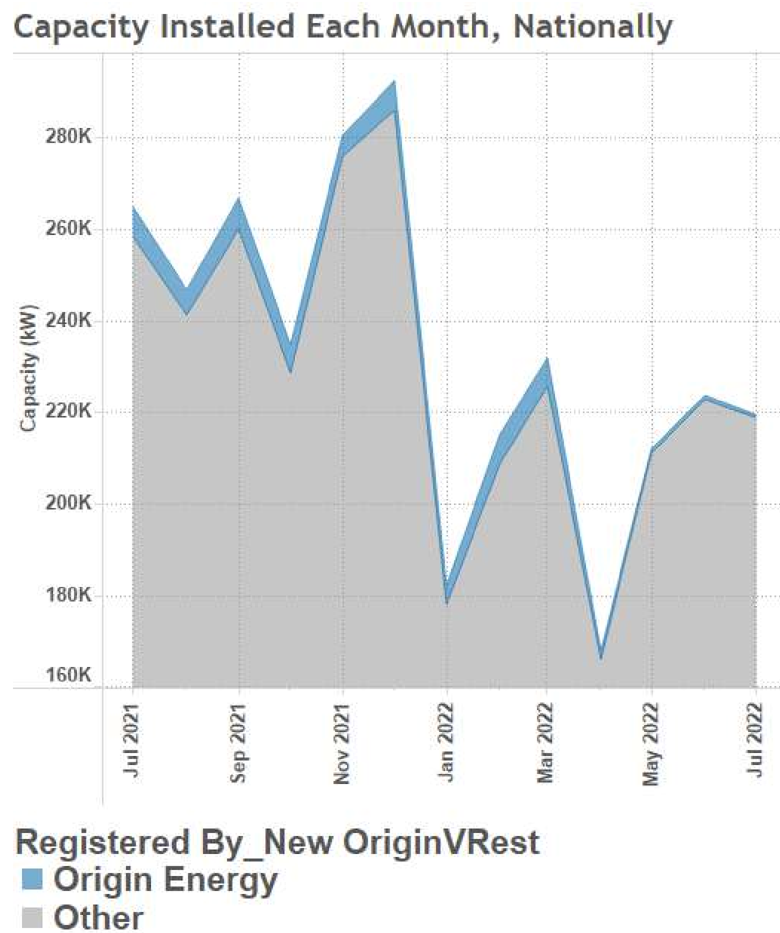
MARKET OVERVIEW

JULY: VOLUMES CONTINUE TO RISE

July cools and falls further behind 2020 and 2021.

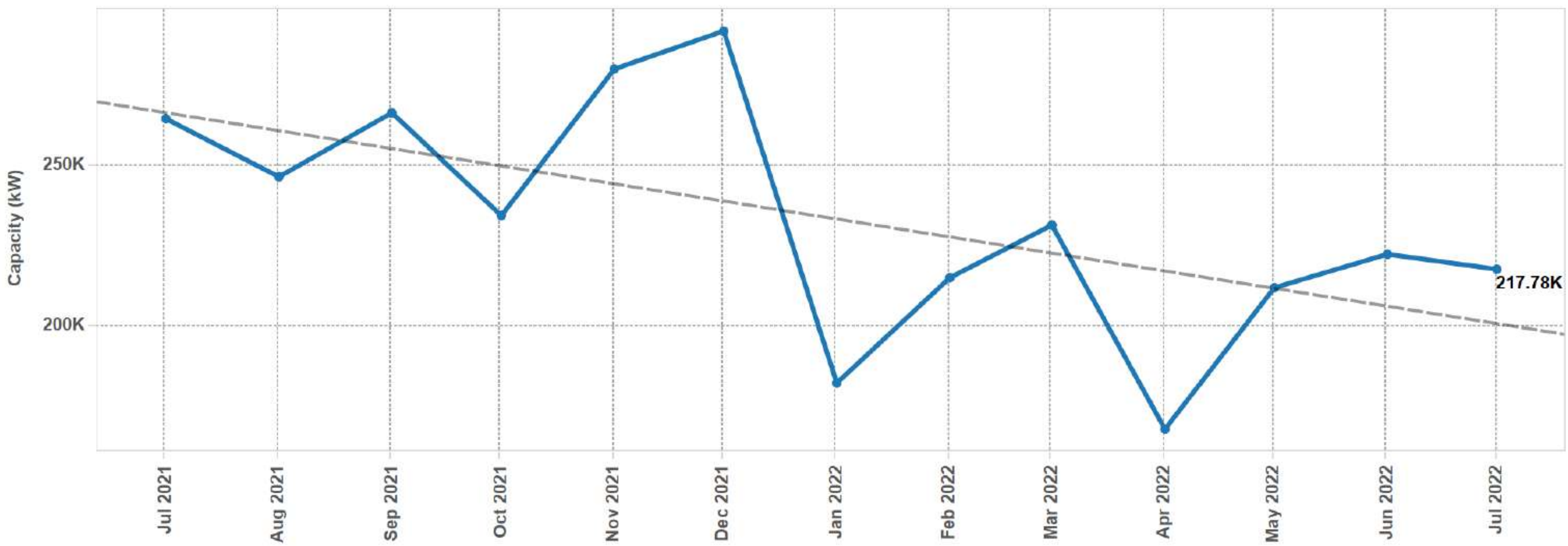
VIC & SA volumes grew slightly in contrast to reduced volumes in NSW QLD & WA which bucked the market's contraction.

Origin's creation is well down on its typical level, for some time now - we believe this to be STC creation hold-ups rather than any issues with sales & installation. However, it's not causing the downturn.



THE NATIONAL TREND - REGISTERED VOLUME

VOLUMES SLIGHTLY DECREASE OVER JULY

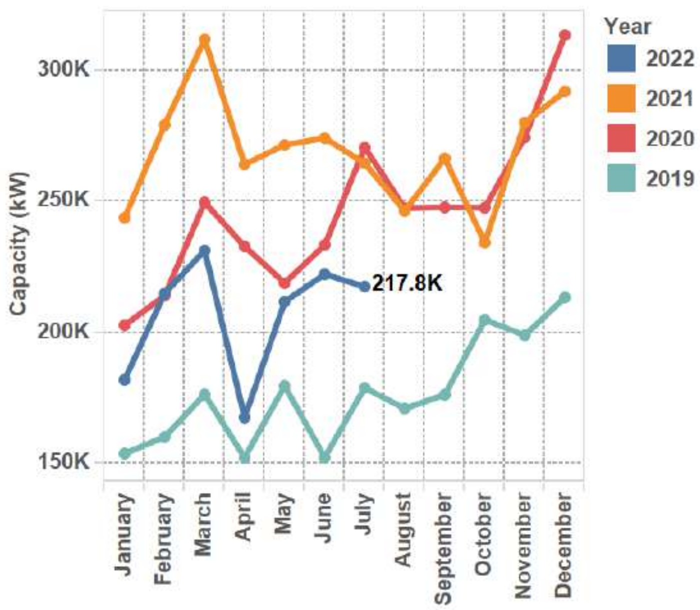


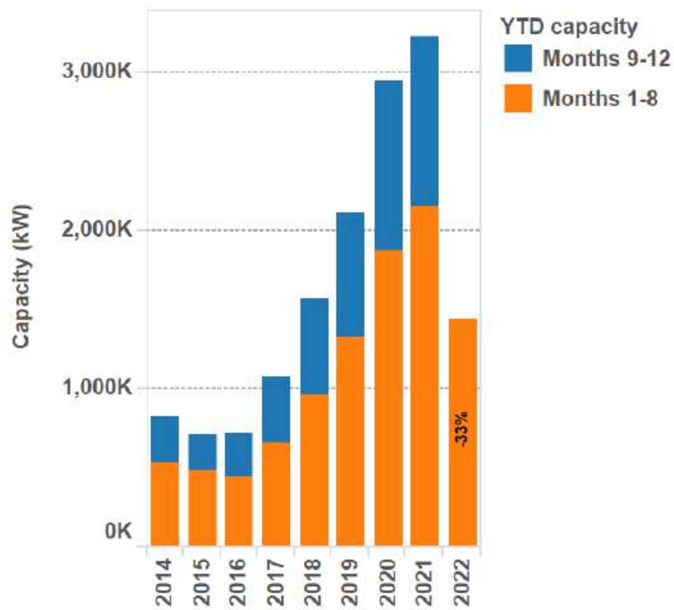
The market is showing a -2% (-4MW) increase in volume M-o-M from June 2022 (224MW) to July 2022 (220MW). See National & State Volumes for more information, or Weekly Volumes for a mid-month update.

This graph shows the capacity installed nationally by REC creation month for the last 12 months.

THE NATIONAL TREND - COMPARED TO PREVIOUS YEARS

THE SMALLEST START TO THE YEAR SINCE 2019





The 219MW recorded in July 2022 is largely below the volumes observed at the same time in 2020

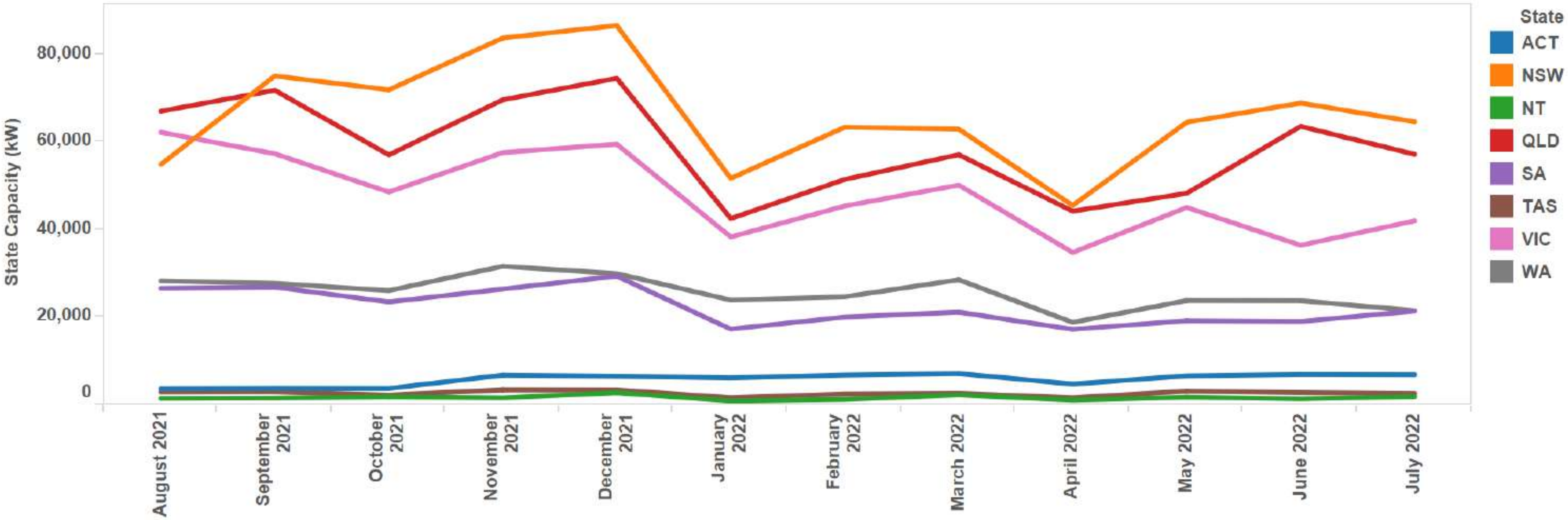
This chart shows the monthly registered volume of STC systems by year for recent years.

July 2022 YTD (2022) is 24% below figures observed at the same time last year.

This chart shows the progressive annual tally for recent years, displaying what was registered to the same point in each year, compared to what was ultimately reached in previous years

EACH STATE CONTRIBUTES ITS OWN TREND TO THE NATION

ACROSS THE LAST 12 MONTHS, THE TREND IS DOWN IN MOST STATES

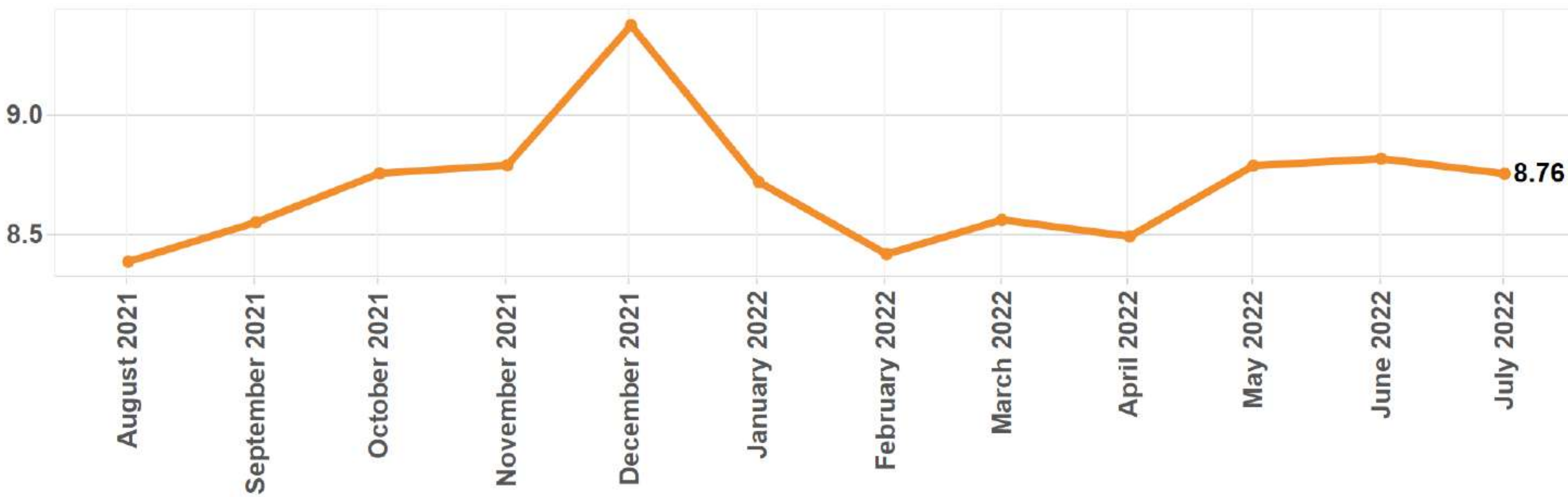


Of the major states, only VIC and SA increased in volumes whereas NSW, QLD and WA fell. In percentage terms, the increase was greatest in VIC (18%) and the decrease greatest in QLD (11%). See National & State Volumes for more information, or Weekly Volumes for a mid-month update.

This chart shows the capacity of SRES (sub-100kW) installations by state and month of system registration

MONTHLY NATIONAL AVERAGE SYSTEM SIZE - 12 MONTHS

AVERAGE SYSTEM SIZE SLIGHTLY DECREASES

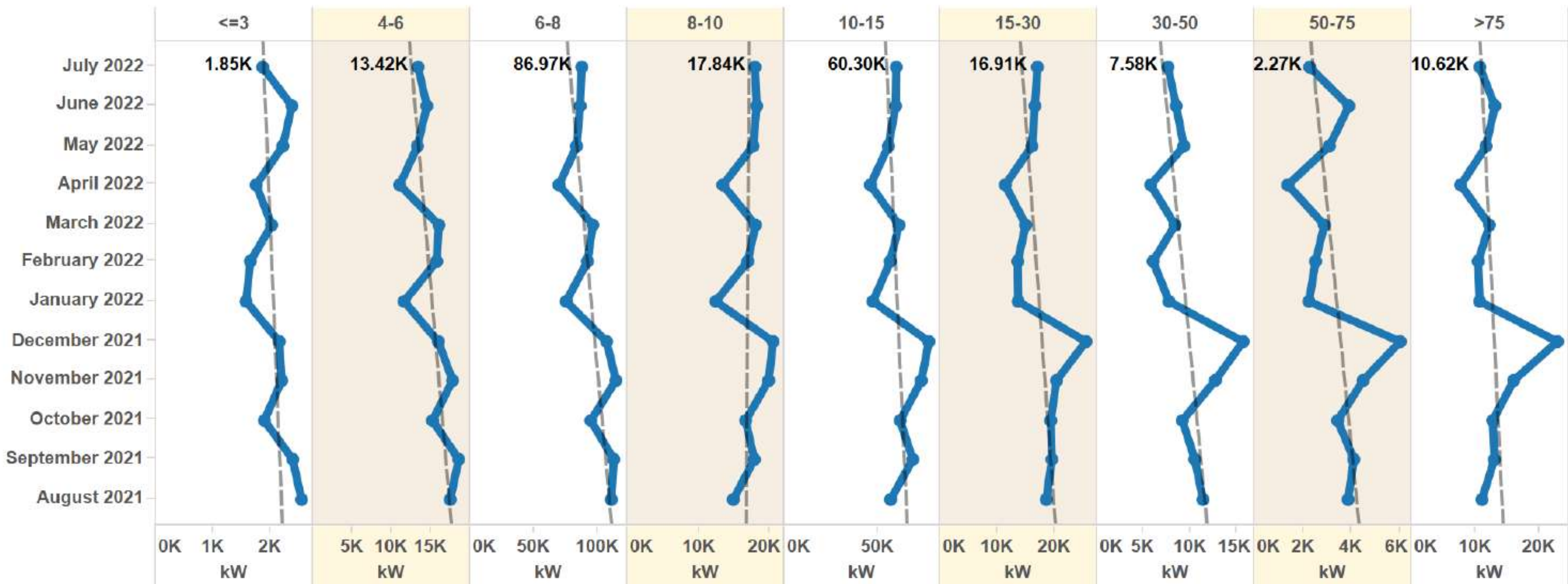


The average system size for July 2022 slightly decreased to 8.79kW. See Average Sizes for more information.

This chart shows the national average system size broken down by month over the last 12 months.

POPULAR NATIONAL SYSTEM SIZES - LAST 12 MONTHS

8-10KW RANGE SHOWS UPTREND

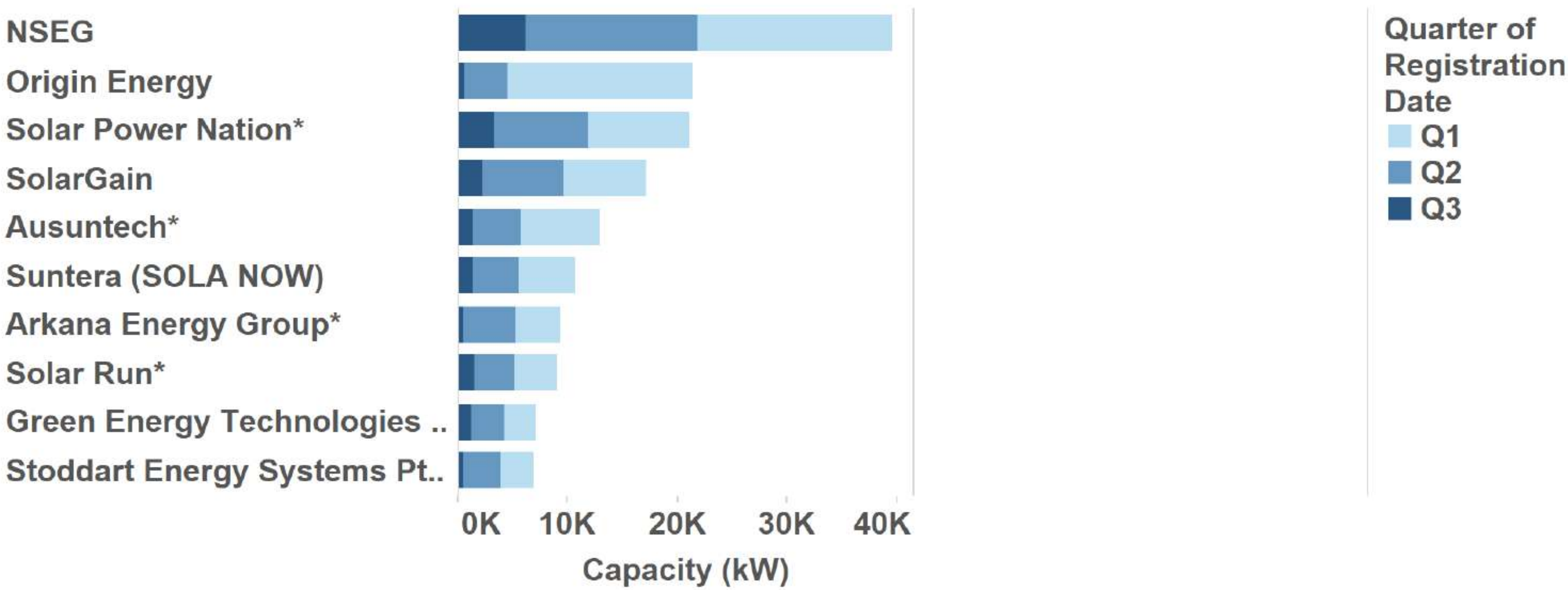


All segments have been trending down except for the 8-10kW range which has a slight uptrend. Volumes for most segments either remain above or at their 12-month straight line averages. See Sizes & Segments Distribution for more information.

This chart shows the volume of each system size bracket over the last 12 months broken down by month in MWs nationally.

TOP 10 RETAILERS YTD WITH QUARTERLY BREAKDOWN

NSEG HAS A STRONG START TO Q3



NSEG in 2022 retains its #1 position, Origin follows behind. See Top Retailers - Essentials and Top Retailers - Upgrade for more information.

This chart shows the top 10 retailers by volume (kW) over the current year broken down by quarter. Note retailers with an asterisk * submit data manually so their full information may not be included at the time of viewing/publishing.

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MONTHLY DATAPACK

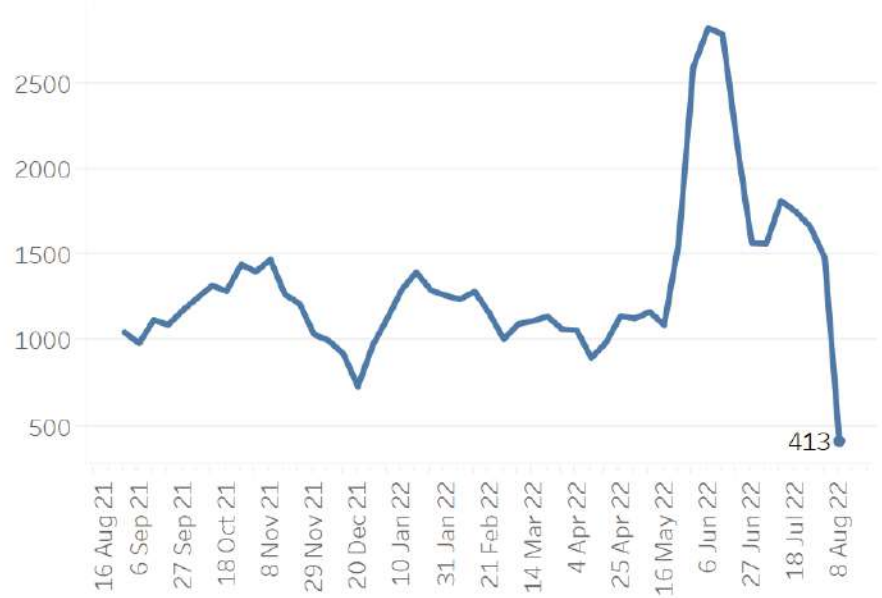
LEAD VOLUME

August 2022

SOLAR LEAD PROVIDERS VOLUMES

LEAD VOLUMES SKYROCKET

SOLAR QUOTES WEEKLY



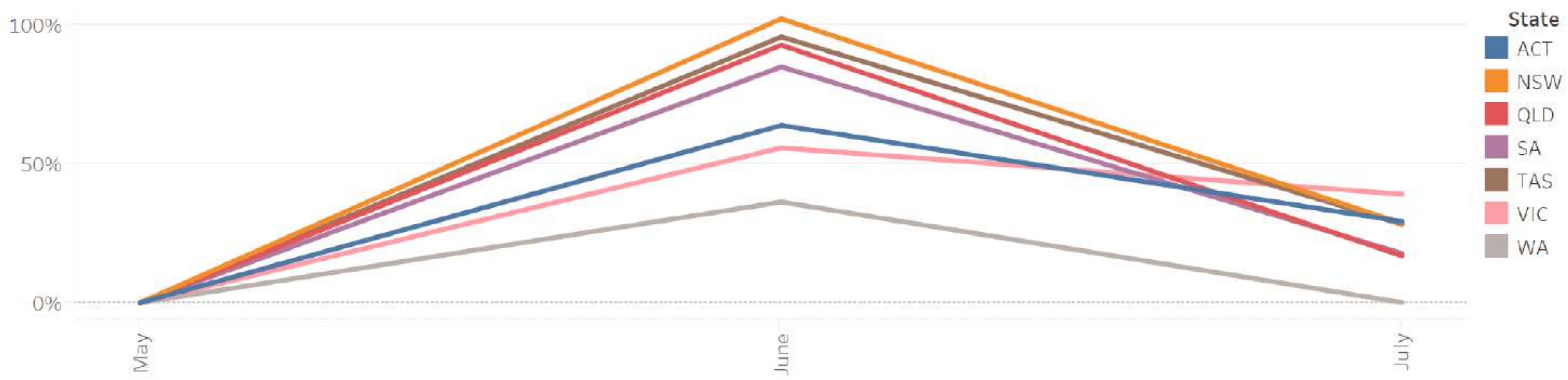
COMBINED SOLAR LEAD PROVIDERS MONTHLY

July 2022 lead volumes 224% ahead of the number of quotation requests compared to the same time in 2019; although down M-o-M.

The chart to the left shows the number of people who have requested a solar quotation at a weekly level from Solar Quotes. The right chart shows the monthly levels of leads provided by multiple lead generators in recent years with reference to this month 4 years ago.

SOLAR LEAD PROVIDERS VOLUMES (CONTINUED)

STATE VOLUMES UP

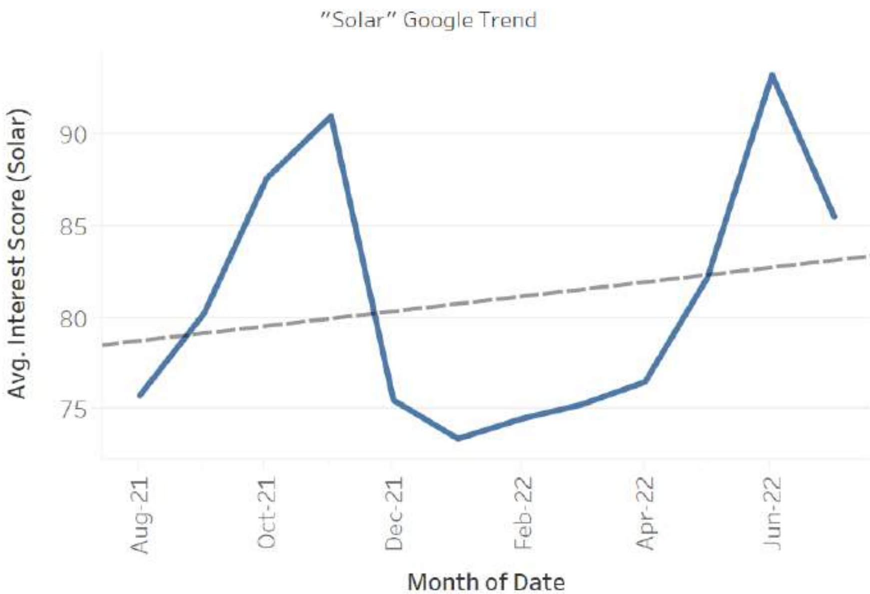


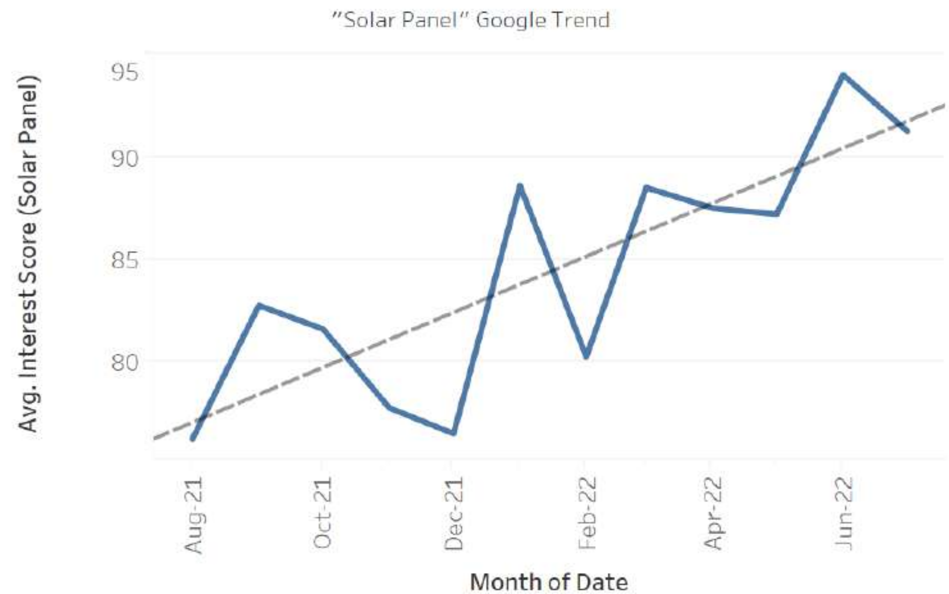
Over July, all states observed a decrease in lead volumes.

The chart shows the percentage difference in the monthly level of quotations customers have requested by state and month, with reference to the first period observed (3 months ago). NT was removed from this chart to show greater detail.

GOOGLE TRENDS

INTEREST IN KEYWORDS - LAST 12 MONTHS



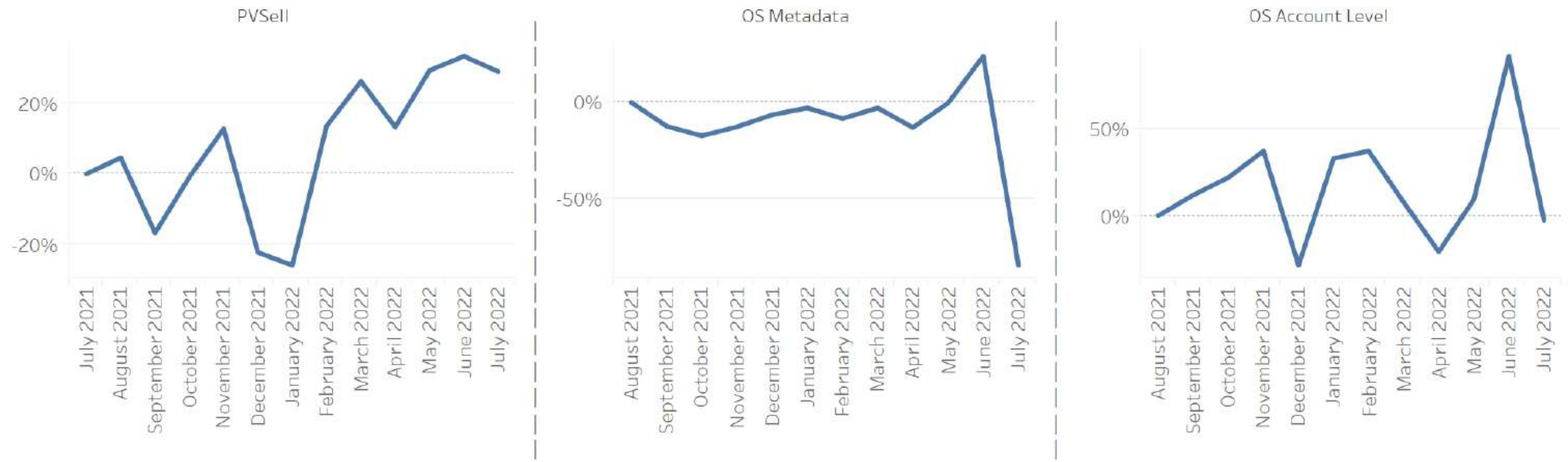


Google trends indicate that the "Solar" and "Solar Panel" keywords have been trending upwards over the last 12 months.

This chart shows the relative interest level of each search keyword over the last 12 months broken down by month.

%CHANGE IN AVG # OF PROJECTS PROPOSED BY ORG

MULTIPLE DATA SOURCES (NATIONAL)

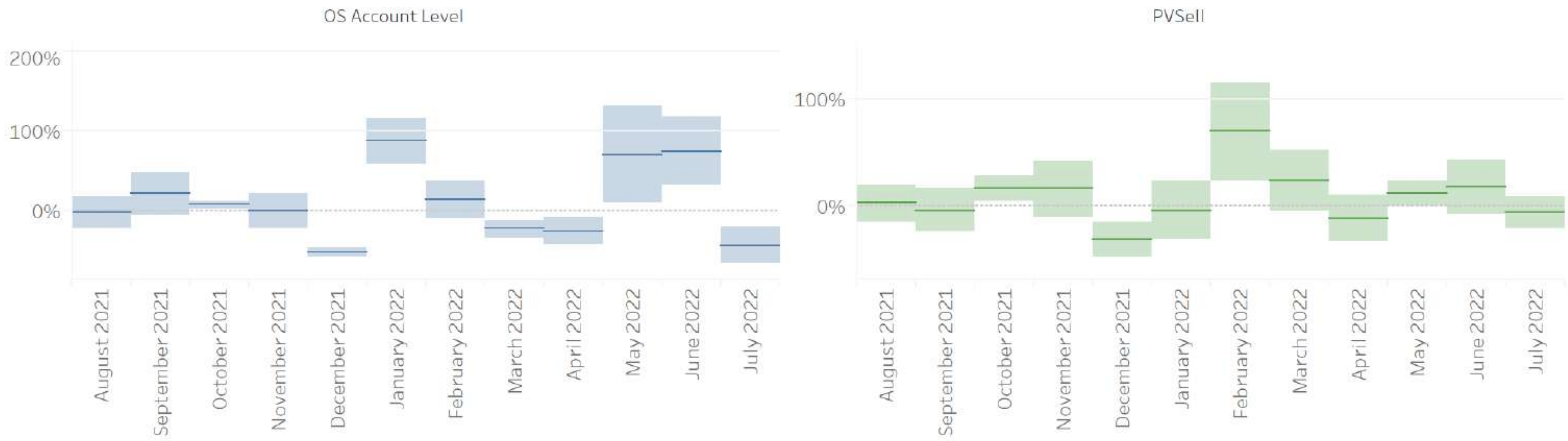


Users of various platforms have differing engagement behaviour when it comes to submitting proposals. Typically we expect OS Metadata to hold the lowest figures as the platform may contain inactive clients. Whereas when viewing at an account level greater client activity is observable.

This chart shows the percentage change with reference to the first data point of the average number of proposed systems by a typical organisation over the last 12 months from the varying sources SunWiz collects lead data from (from left to right - PVSell, OpenSolar Metadata and OpenSolar Account Level Data). OS Account Level data is a subset of OS Metadata.

%CHANGE IN AVG # OF PROJECTS PROPOSED BY ORG

ACCOUNT-LEVEL ACTIVITY & FLUCTUATIONS

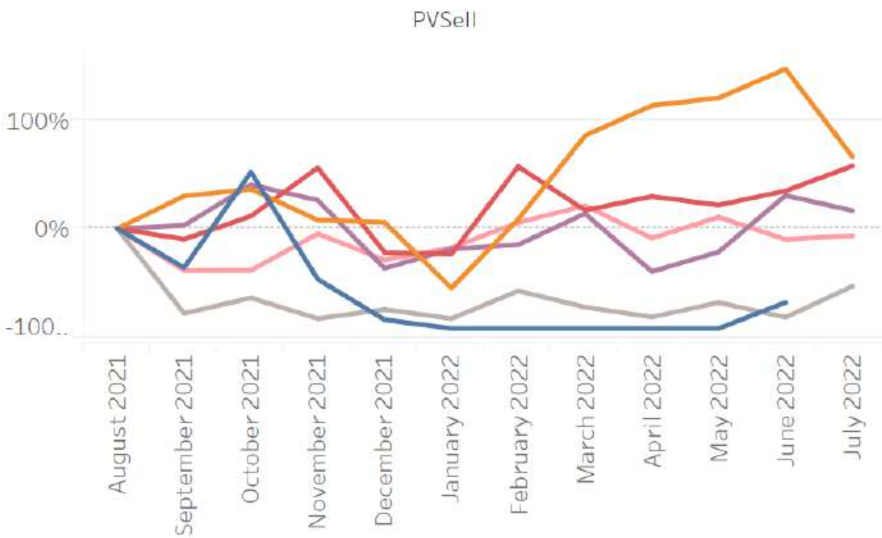


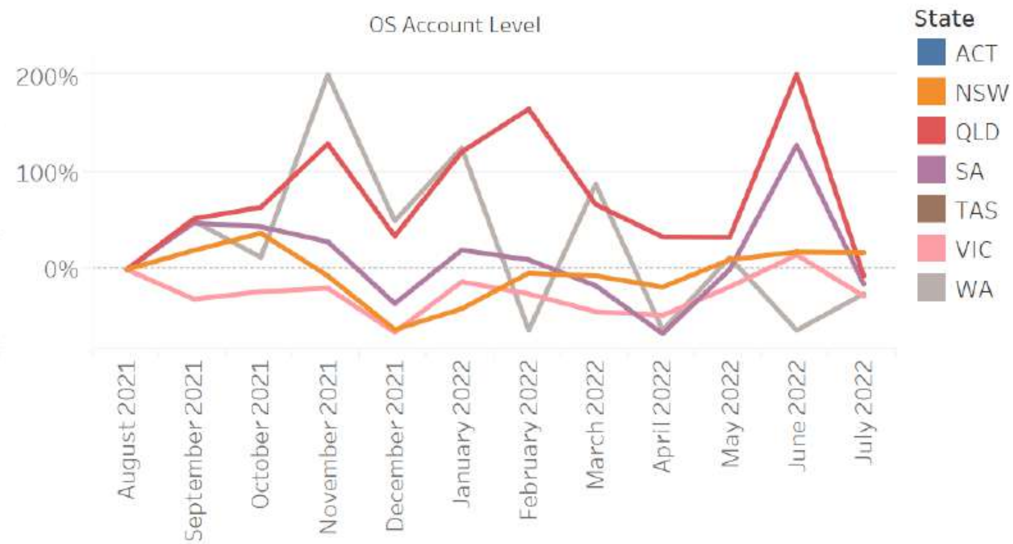
PVSell and OS account-level data indicate decreased platform activity over July for all major states.

This chart shows the percentage difference at a 75% confidence interval across all states (excluding ACT, TAS, NT and WA) relative to the previous period with reference to the average number of proposed systems by a typical organisation over the last 12 months nationally from OpenSolar Account Level Data and PVSell. The taller the bar the greater the variance (e.g. increased interest in one state while reduced interest in another, the shorter the bar the more accurate the magnitude of interest is as states follow suit with each other).

%CHANGE IN AVG # OF PROJECTS PROPOSED BY ORG

MULTIPLE DATA SOURCES (STATE)



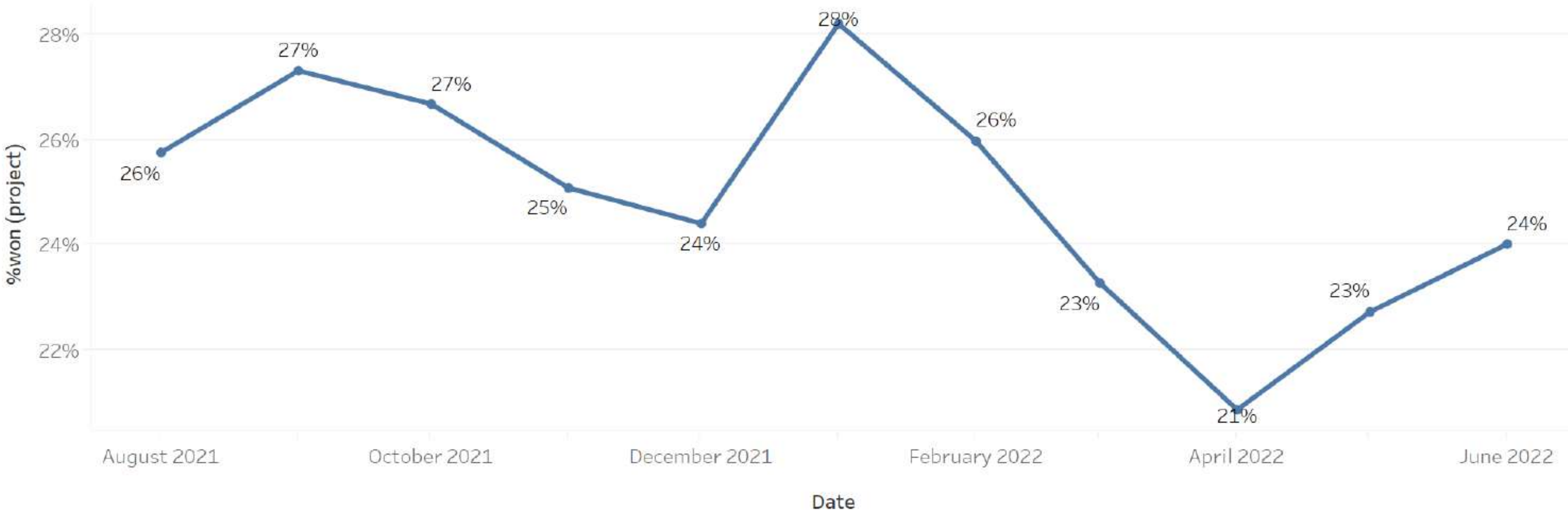


PVSell & OS metadata both observed a decreasing number of proposals made by a "typical organisation" across SA over July; and increase for WA.

This chart shows the difference in percentage change with reference to the first period's data point for the average number of proposed systems by a typical organisation over the last 12 months broken down by state from the varying sources SunWiz collects lead data from (from left to right - PVSell, OpenSolar Account Level Data). OS Account Level data is a subset of OS Metadata.

CONVERSION RATE OVER TIME

MONTHLY BASIS

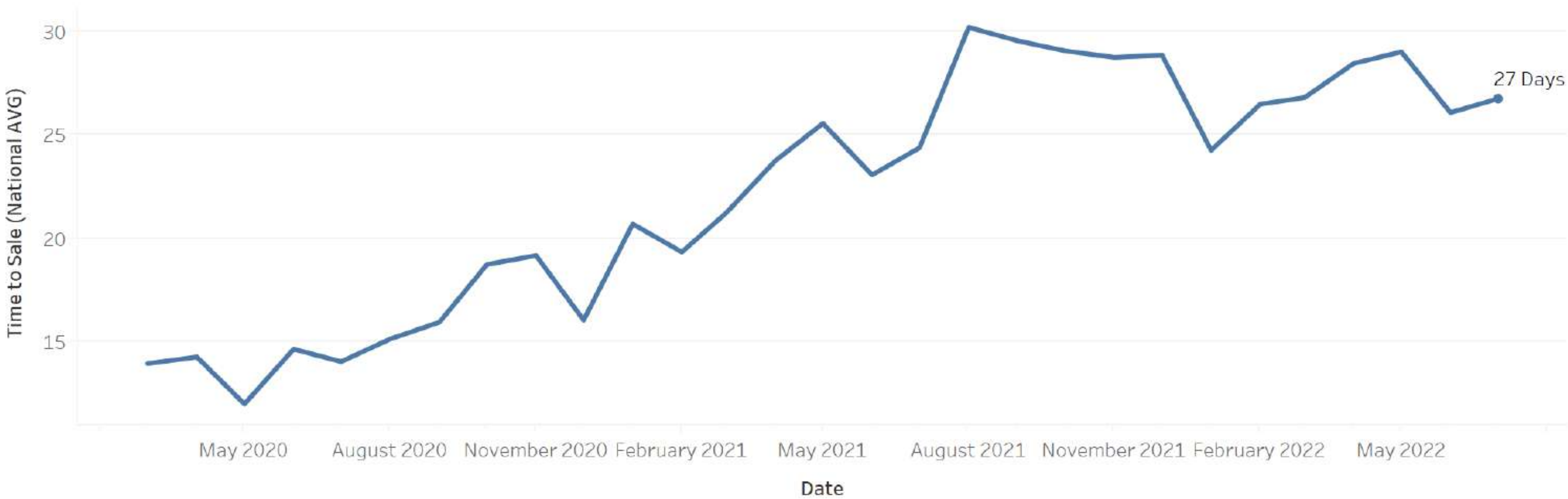


Over July 2022 the typical organisation's conversion rates increased by 1% M-o-M.

This chart shows the average conversion rate of projects being converted from anonymised OpenSolar account level data.

TIME TO SALE - NATIONAL

MONTHLY BASIS

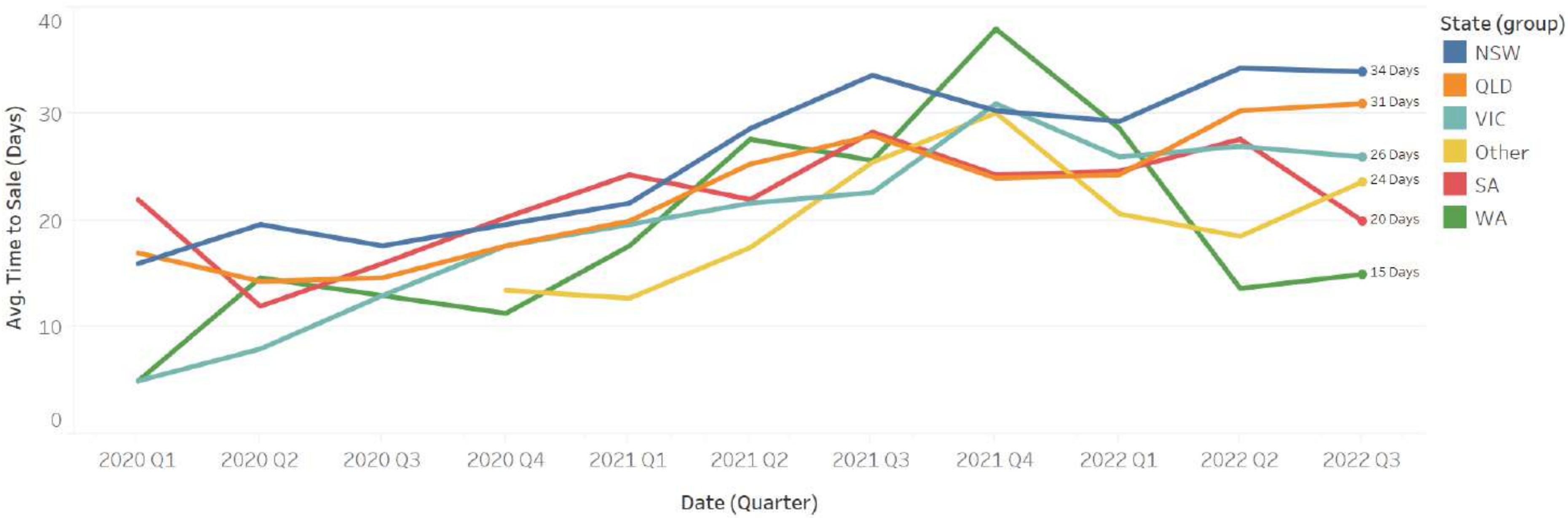


Over July 2022 the typical organisation's time to sale from proposing a system was 27 days.

This chart shows the weighted average of time to sale using each state's number of proposals (sample size) from OpenSolar metadata. Start/End dates are used to filter the sale date (not the project creation date).

TIME TO SALE - STATES

MONTHLY BASIS



Converting a proposed system to a sale by a typical organisation takes the longest within NSW at 34 days.

This chart shows the average time to sale of each state's from OpenSolar metadata. Start/End dates are used to filter the sale date (not the project creation date).

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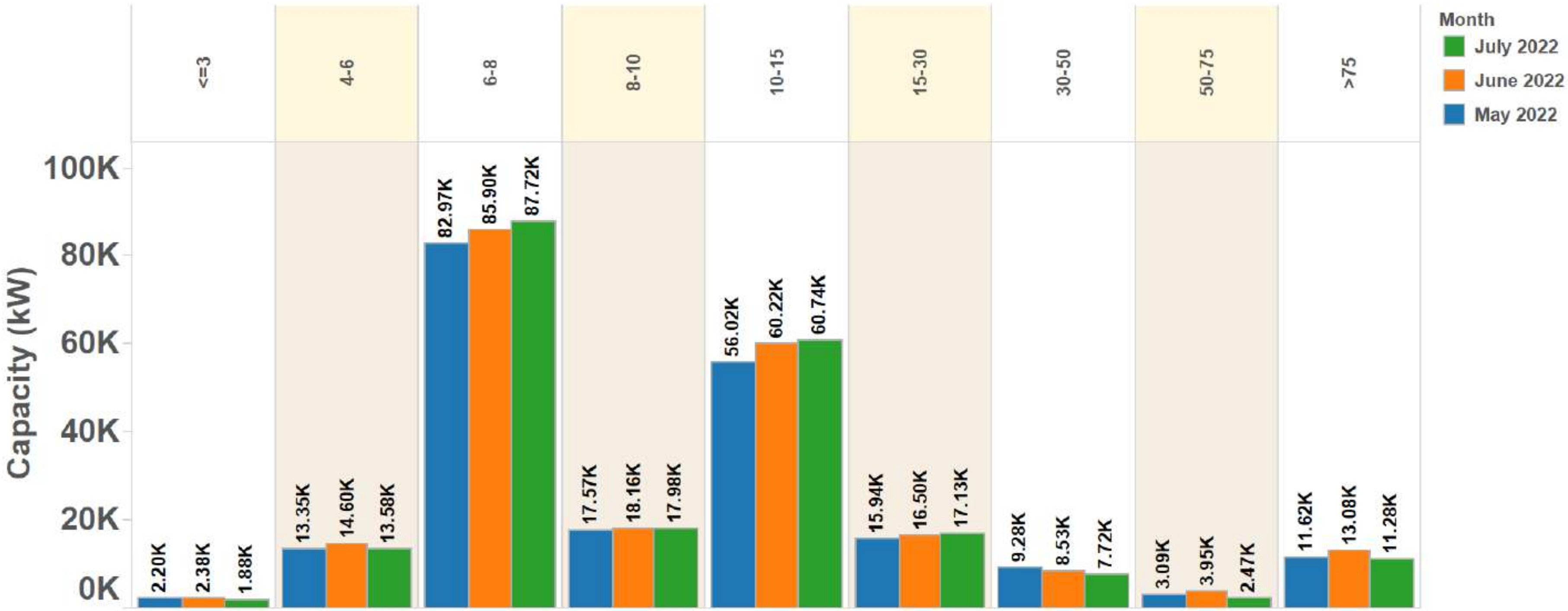
MONTHLY DATAPACK

SIZES & SEGMENTS DISTRIBUTION NATIONAL

August 2022

POPULAR NATIONAL SYSTEM SIZES - LAST 3 MONTHS

THE 6-8KW RANGE STILL REMAINS THE MOST POPULAR

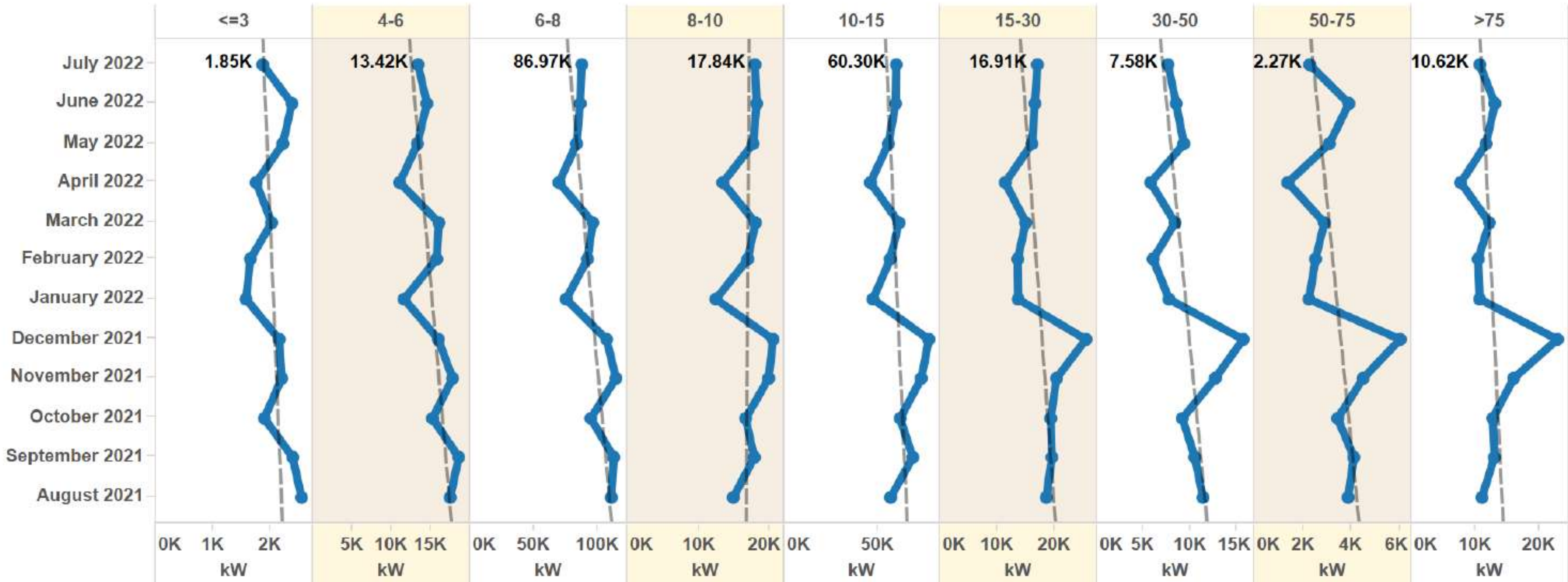


Over the month of July, only the 6-8; 10-15 and 15-30kW segments increased in volume with all other segments observing a decrease.

This chart shows the volume of each system size bracket over the relative month listed in the legend in MWs nationally.

POPULAR NATIONAL SYSTEM SIZES - LAST 12 MONTHS

6-8KW FOLLOWED BY THE 10-15KW BRACKETS LEAD MARKET

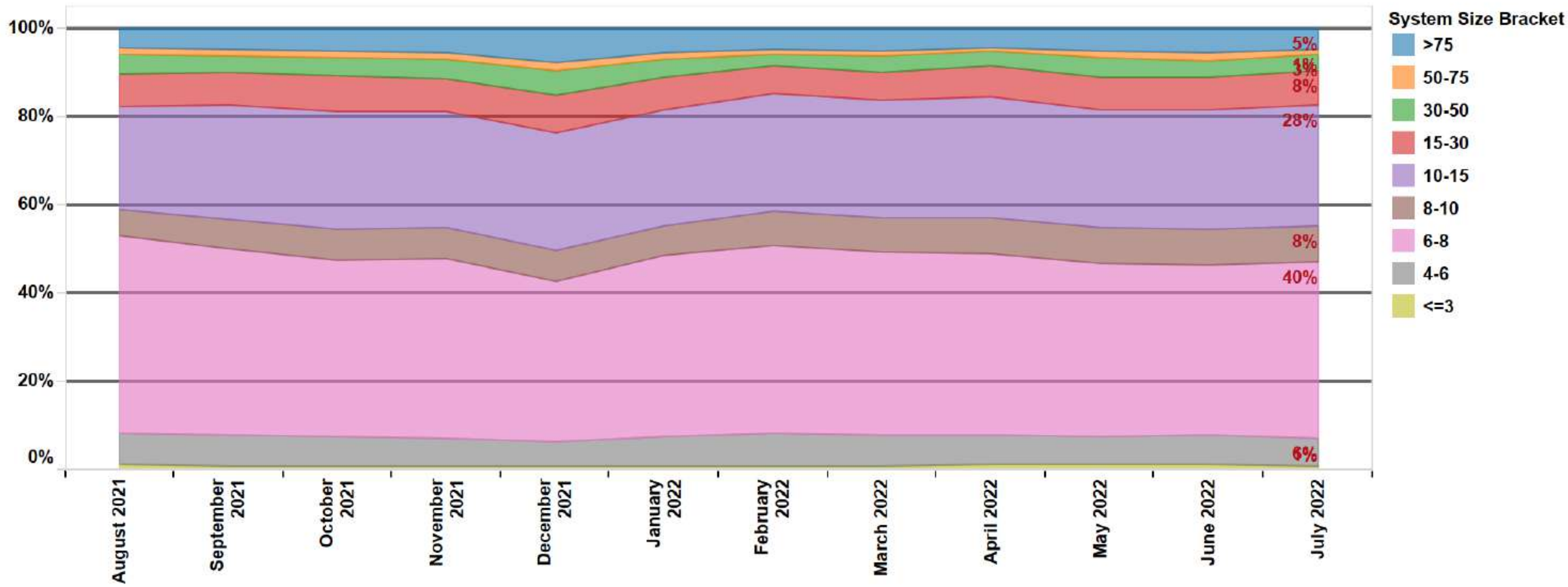


All segments have been trending down except for the 8-10kW range which has a slight uptrend. Volumes for most segments either remain above or at their 12-month straight line averages.

This chart shows the volume of each system size bracket over the last 12 months broken down by month in MWs nationally.

PROPORTION OF SIZES SUB-100KW NATIONAL

THE MAJORITY OF THE MARKET FAVOURS 6-8KW PROJECTS

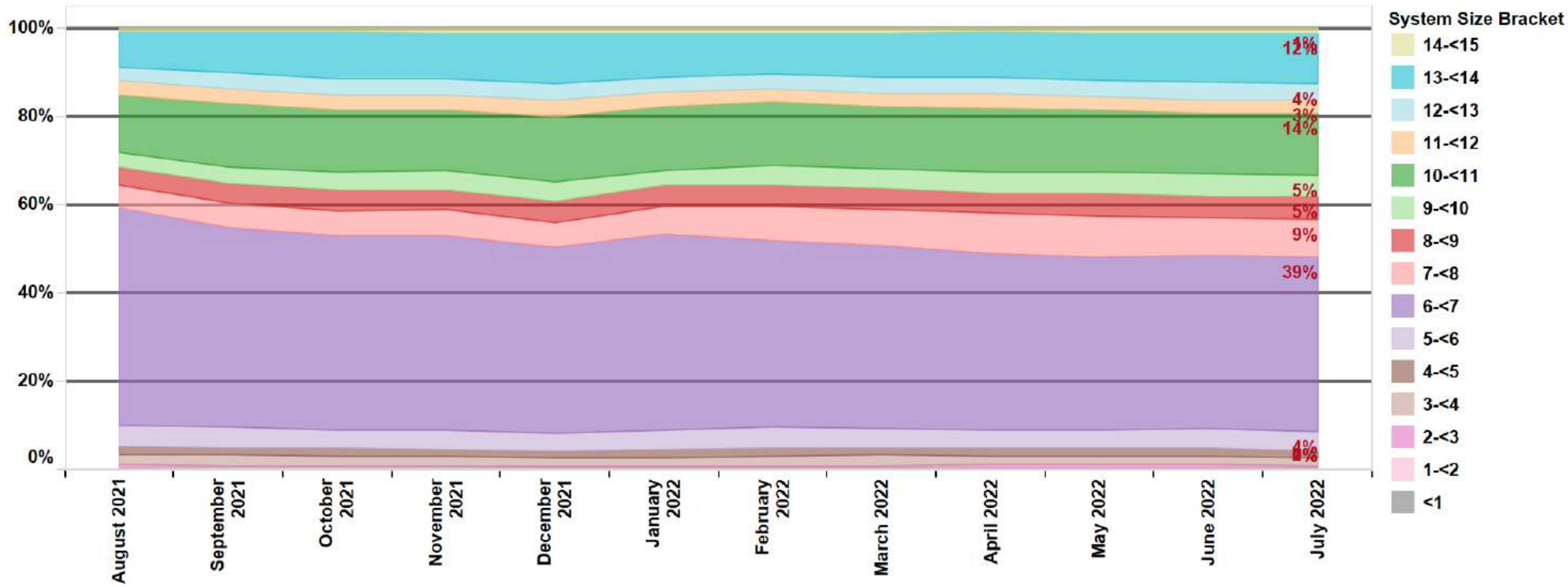


The market largely favours residential projects approximately 3/4 of all projects exist within the residential sub-15kW range.

This chart shows the % of each segments share broken down by month nationally.

PROPORTION OF SIZES SUB-15KW NATIONAL

6.6KW SYSTEMS REMAIN THE MOST POPULAR

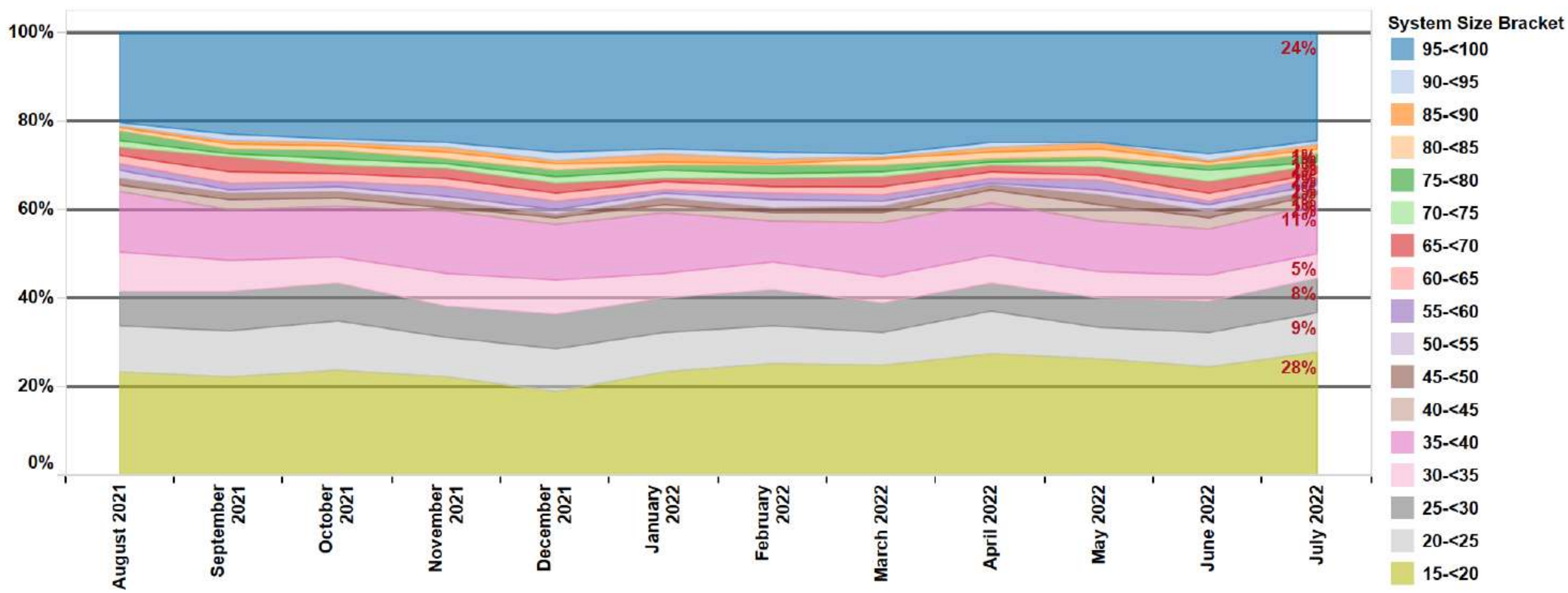


Within the residential market the 6-7kW range remains the most popular although has been trending down over the last 12 months.

This chart shows the % of each segments share broken down by month nationally.

PROPORTION OF SIZES 15-100KW NATIONAL

TAIL ENDS OF THE STC COMMERCIAL MARKET REMAIN POPULAR

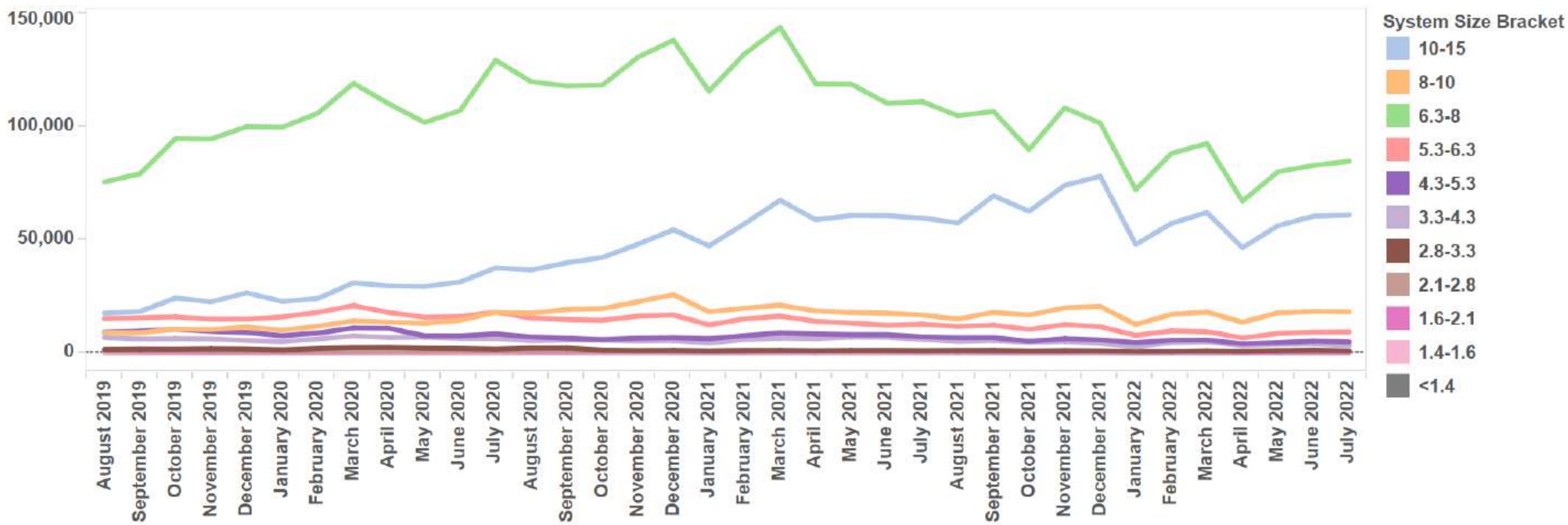


Within the commercial market the 15-20kW and 95-100kW ranges remain popular over the last 12 months.

This chart shows the % of each segments share broken down by month nationally.

VOLUMES BY RESIDENTIAL SIZE RANGE - LAST 36 MONTHS TREND

THE 6.3-8KW RANGE WITHIN THE RESIDENTIAL MARKET IS MOST POPULAR

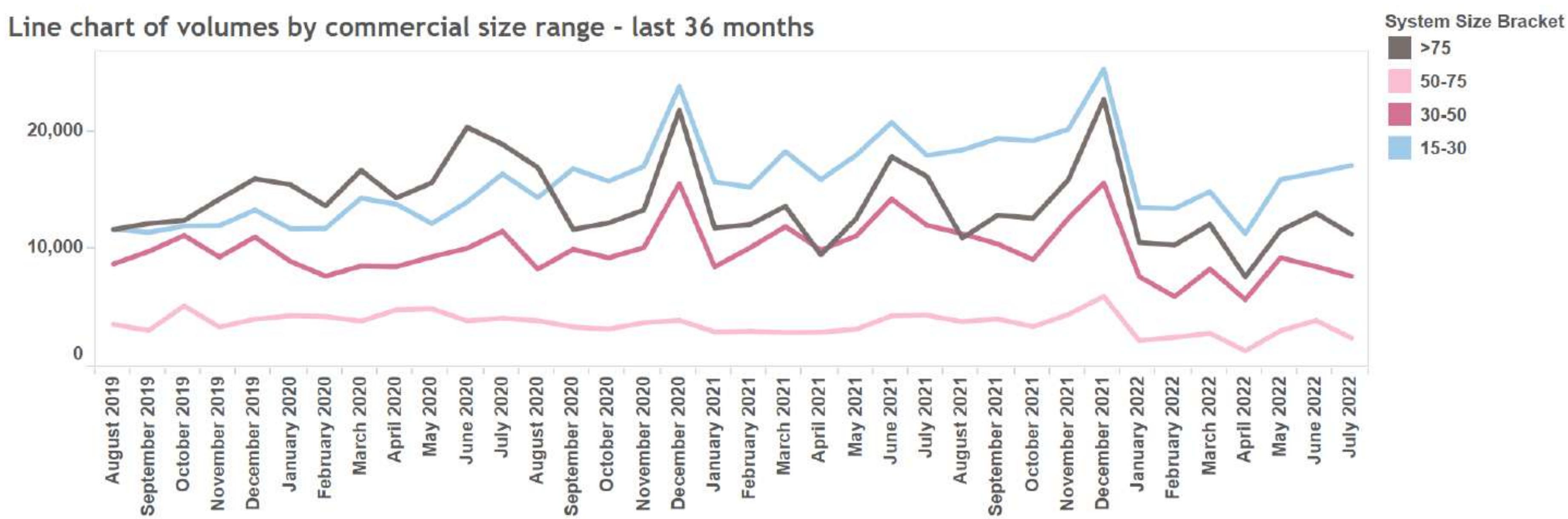


Then 6.3-8kW range reached its peak in early 2021 and has been trending down ever since while the 10-15kW range has for the most part held steady since. Over the last 6 months the 6.3-8kW and 10-15kW ranges have been moving in unison.

This chart shows the capacity (kW) demanded for residential-size segments over the last 36 months (3 years) broken down by month nationally.

VOLUMES BY COMMERCIAL SIZE RANGE - LAST 36 MONTHS TREND

TREND IN VOLUME DEMANDED FOR STC COMMERCIAL SEGMENTS OVER LAST 3 YEARS

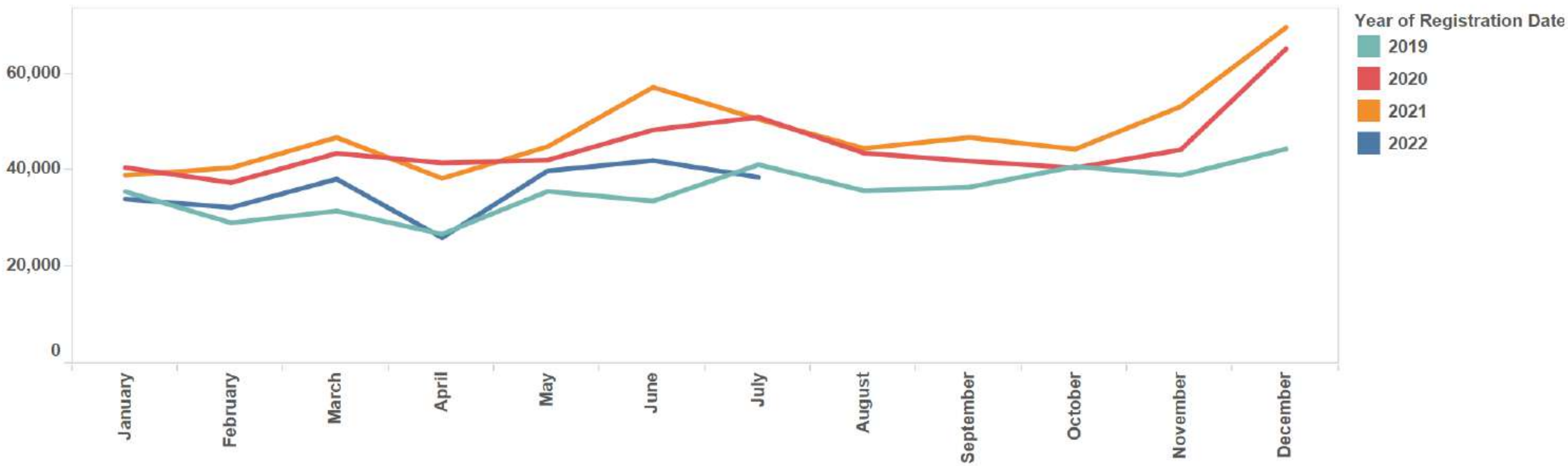


All commercial capacity brackets over July observed a decrease in volumes except for the 15-30kW range.

This chart shows capacity (kW) demanded for commercial STC (15-100kW) size segments over the last 36 months (3 years) broken down by month nationally.

15-100KW VOLUME COMBINED MONTHLY

COMMERCIAL VOLUME FOR 2022 PERFORMING MARGINALLY LOWER THAN 2019



Over July the commercial STC (15-100kW) market's figures fell to just below those seen in 2019.

This chart shows the last 3 years capacity (kW) stacked (for easy comparison) broken down by month nationally.

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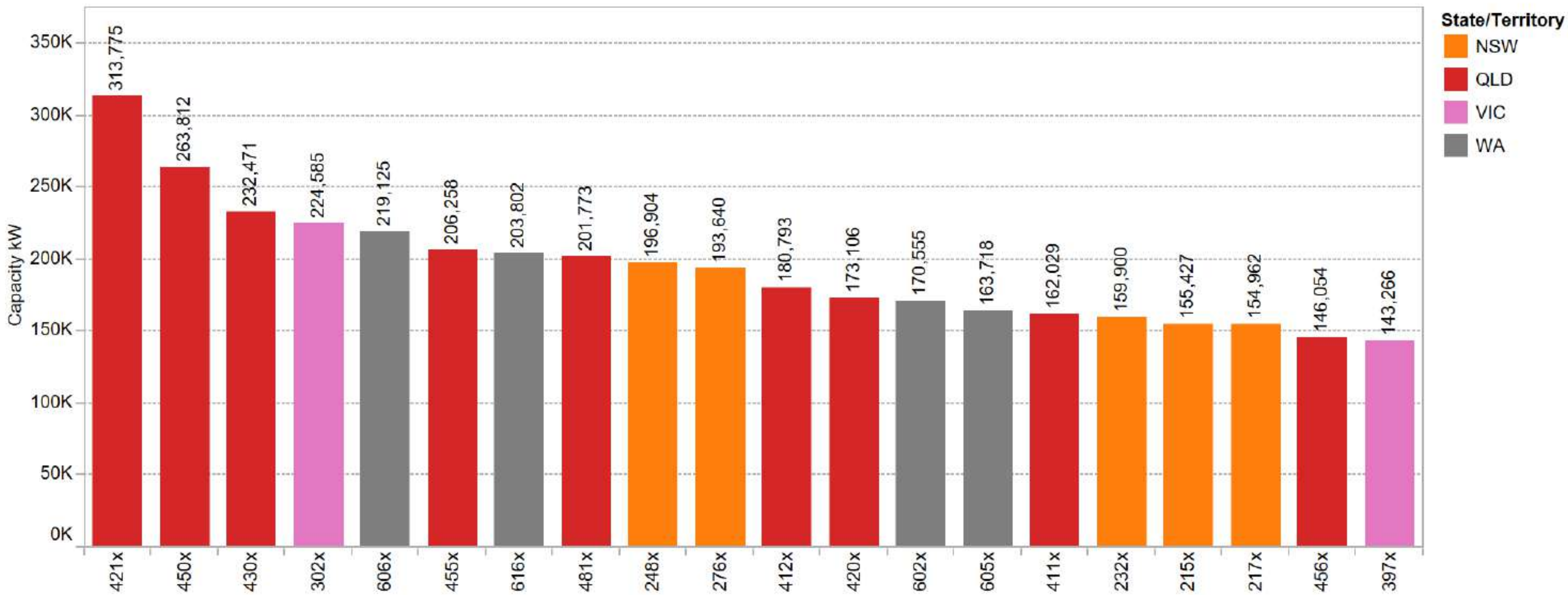
REGIONAL VOLUMES (UPGRADED EDITION)

August 2022

TOP 20 3-DIGIT POSTCODES

ALL-TIME NATIONAL

POSTCODE VOLUMES



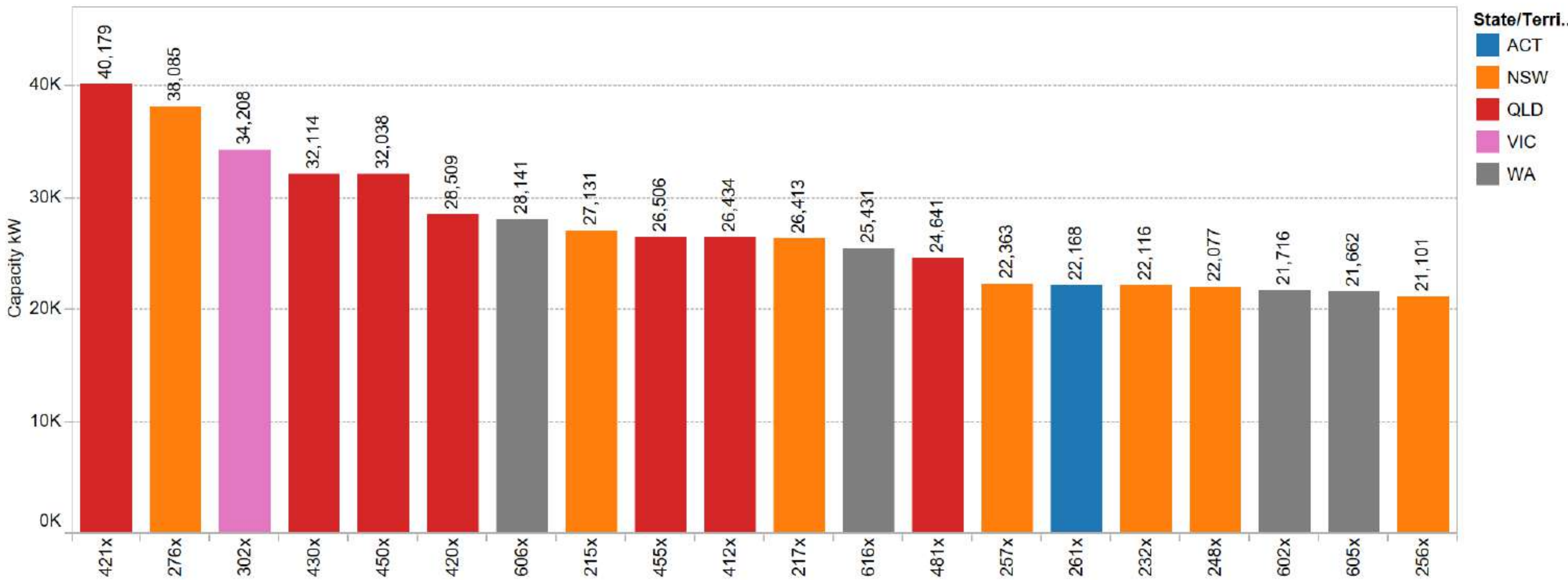
The maximum total capacity installed for the top 3-digit postcode is ~313MW.

This chart shows the volume of capacity (kW) installed by postcode for the top 20 postcodes and is sorted by total capacity installed over all-time. The "x" represents the postcode region and can include all postcodes ending in 0 to 9. Data sourced from CER.

TOP 20 3-DIGIT POSTCODES

LAST 12 MONTHS NATIONAL

POSTCODE VOLUMES



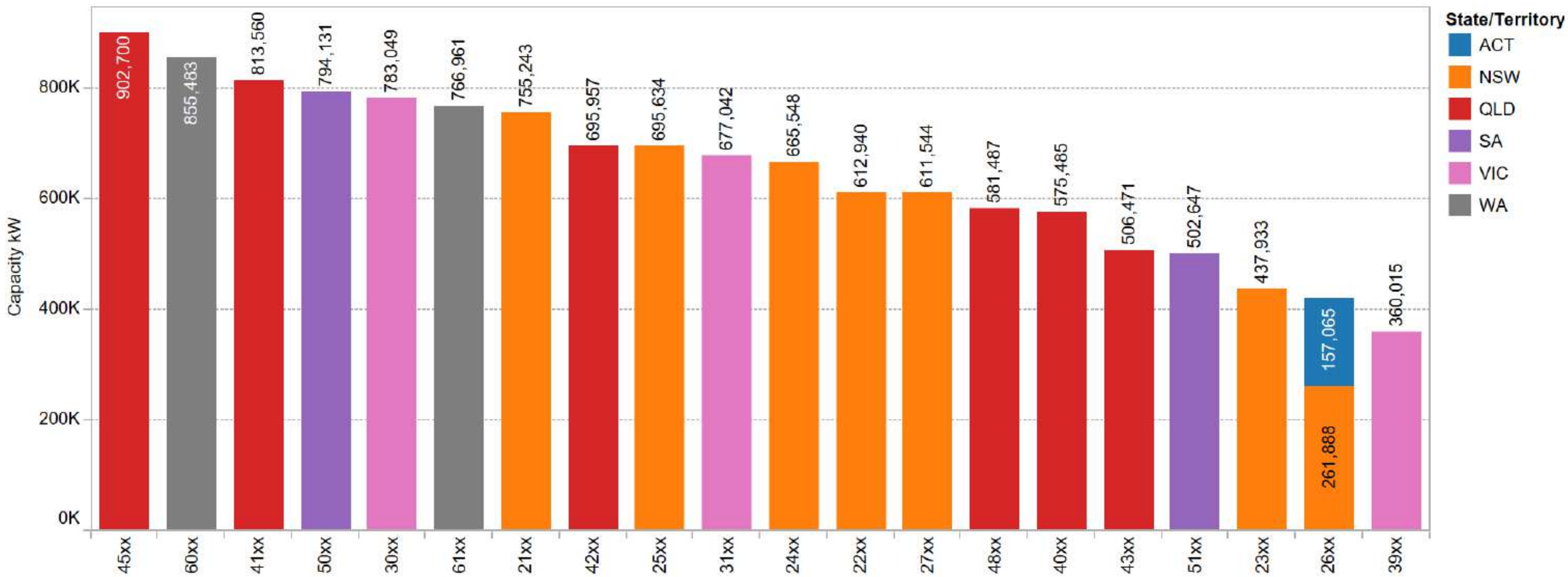
The maximum total capacity installed for the top 3-digit postcode is ~40MW.

This chart shows the volume of capacity (kW) installed by postcode for the top 20 postcodes and is sorted by total capacity installed over the last 12 months. The "x" represents the postcode region and can include all postcodes ending in 0 to 9. Data sourced from CER.

TOP 20 2-DIGIT POSTCODES

ALL-TIME NATIONAL

POSTCODE VOLUMES



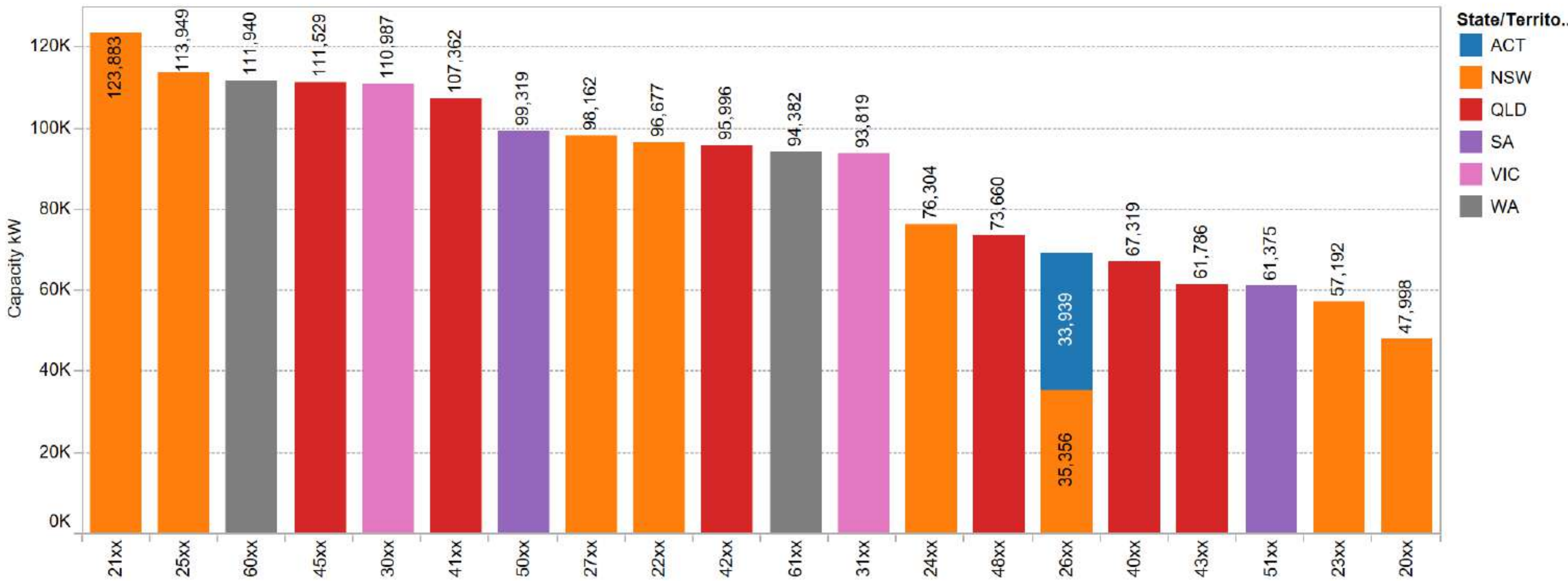
The maximum total capacity installed for the top 2-digit postcode is ~902MW.

This chart shows the volume of capacity (kW) installed by postcode for the top 20 postcodes and is sorted by total capacity installed over all-time. The "xx" represents the postcode region and can include all postcodes ending in 00 to 99. Data sourced from CER.

TOP 20 2-DIGIT POSTCODES

LAST 12 MONTHS NATIONAL

POSTCODE VOLUMES



The maximum total capacity installed for the top 2-digit postcode is ~123MW.

This chart shows the volume of capacity (kW) installed by postcode for the top 20 postcodes and is sorted by total capacity installed over the last 12 months. The "xx" represents the postcode region and can include all postcodes ending in 00 to 99. Data sourced from CER.

WHO ARE WE?

WE'RE CONSULTANTS

We advise top solar companies, new market entrants, and organisations looking to implement solar

WE'RE MARKET ANALYSTS

We inform and empower strategic decisions of leading solar businesses

WE'RE PASSIONATE

We love solar energy

WE'RE UNIQUE

We dare to be different

WE'RE COURAGEOUS

We walk our talk

WE'RE EXPERIENCED

We've been doing this since 2009

WE'RE DEDICATED

We contribute 20% of our time pro-bono to industry enhancement

We accelerate the solar rollout of solar power – by fuelling the growth of businesses that sell solar equipment

AND THEREFORE

We catalyse the transformation of Australia's electricity to 100% solar energy

AND THUS

We help modernise the economy of Australia by providing it access to cheap, clean, endless energy

WANT MORE MARKET INTELLIGENCE?

SUNWIZ CAN ALSO PROVIDE YOU WITH:

- INSIGHTS SOLAR MARKET MONTHLY
- BATTERY MARKET REPORT 2021
- MARKET SHARE BY PANEL MANUFACTURER, MONTHLY
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MONTHLY DATAPACK

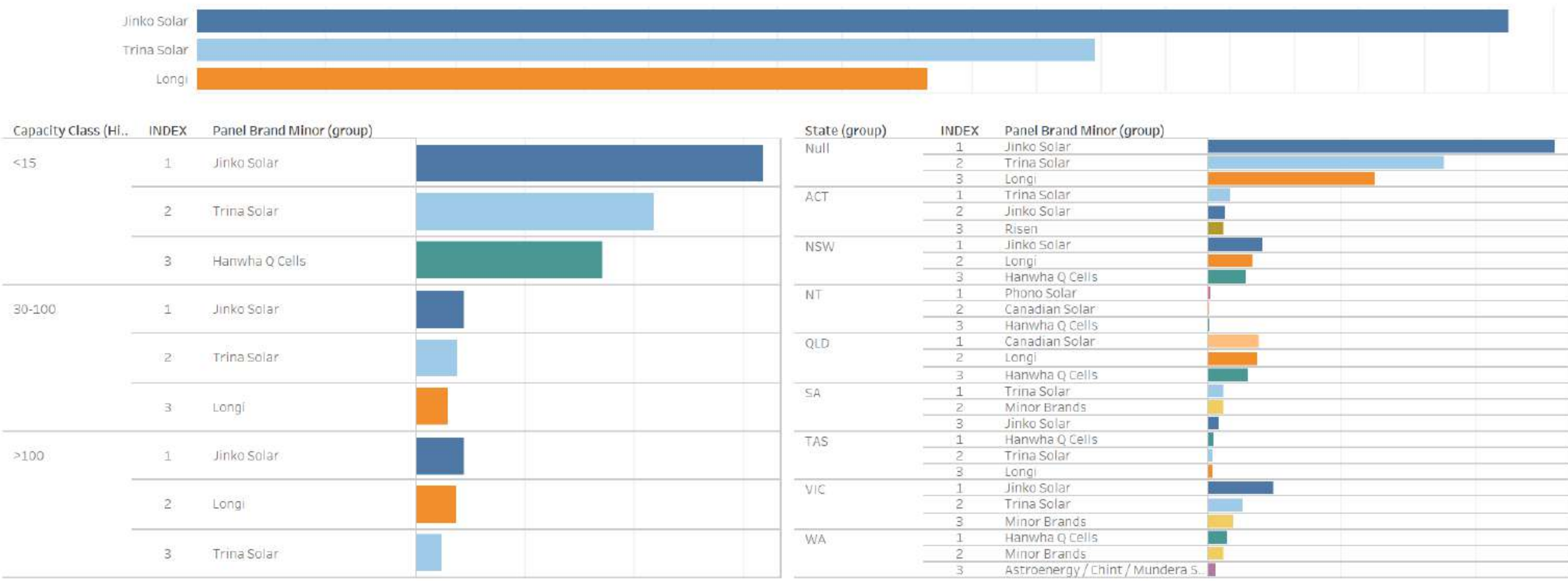
TOP EQUIPMENT BRANDS

August 2022

PANEL RANKINGS

TOP RANKING PANELS RECENT MONTH (NATIONAL)

TOP 3 PANEL BRANDS NATIONALLY; #1 BY SEGMENT; #1 BY STATE



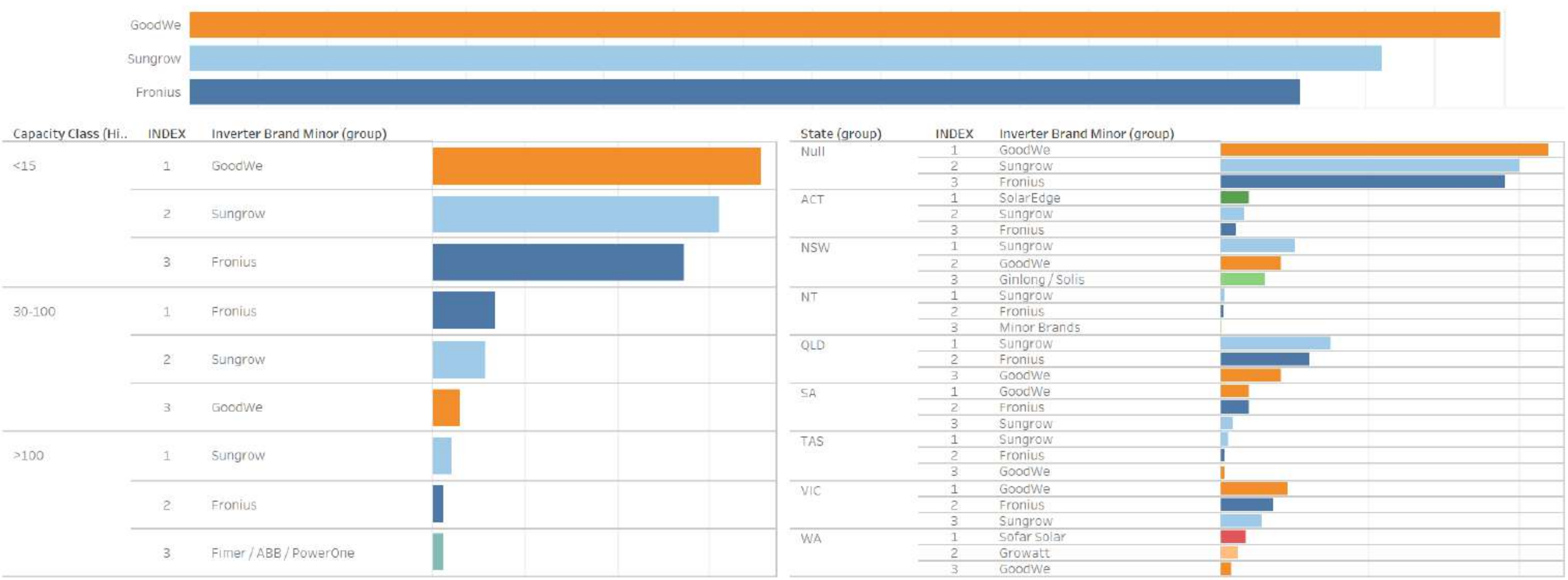
At a national level over the recent month, Jinko ranked first in market share for panels.

The upper chart shows the relative market share of the Top 3 panel brands nationally and their movements in rank. The lower charts show the leader in volume in each segment (left) and state (right), along with their relative volumes

INVERTER RANKINGS

TOP RANKING INVERTERS RECENT MONTH (NATIONAL)

TOP 3 INVERTER BRANDS NATIONALLY; #1 BY SEGMENT; #1 BY STATE



At a national over the recent month, GoodWe ranked first in market share for inverters.

The upper chart shows the relative market share of the Top 3 inverter brands nationally and their movements in rank. The lower charts show the leader in volume in each segment (left) and state (right), along with their relative volumes

DATA DISCLAIMER

SunWiz has pulled together market share data from a range of sources, including STC aggregators, finance providers, and software sources.

- After adjusting for typical proposal to sale conversion rates this now represents:
    - 6 data sources
    - ~31% of the market by volume
    - Over 1300 retailers
- Data sources used in compiling the above charts (all account-level data has been anonymised):
    - OpenSolar (account-level and metadata)
    - PVSell
    - Greenbank
    - Brighte
    - Energy Ease

It's important to note that these data sources are dependent on user activity (data points are unverified), although we believe the trends and distributions observed across our analysis to be in line with market expectations. Hence the subset of data gathered (and proceeding charts generated) should be recognised as a sample cross-section of the market rather than a definitive statement. While not perfectly representative it is a statistically significant dataset that provides illuminating information that is otherwise unobtainable.

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