



## Focus Money awards Q CELLS its "Highest Reputation" seal for the second year in a row

Q CELLS was once again awarded the "Highest Reputation" seal for its excellent reputation among consumers and its high level of customer orientation.

[Berlin, May 5<sup>th</sup>, 2021] Q CELLS, a globally successful full-service provider of clean energy solutions in the fields of solar energy, solar power plant development, energy storage and electricity contracts, has had its achievements and brand quality recognized by Focus Money for the second year running.

Never before has it been as quick and easy to obtain and analyze information about companies as it is today: concerning both the good and bad of a company's performance and reputation. Both the negatives and the positives can spread at an ever-increasing speed, exerting an immediate impact on the business success of the respective company within a short period of time. Accordingly, it is of utmost importance how a company is perceived and appreciated by the public and its customers.

The "Highest Reputation" study was commissioned by Focus Money and Deutschland Test, and carried out by the IMWF Institute for Management and Business Research. For the study, 7,000 companies from all branches of industry were analyzed with regard to various reputation factors.

For this purpose, IMWF evaluated more than 9.7 million mentions in digital media from March 2020 to February 2021. The survey once again underscored the fact that most consumers expect more than just high quality: they clearly expect the companies whose products they trust to be committed to other aspects of societal good as well.

In addition to pure product quality and a good price, consumers focus above all on issues such as sustainability and environmental protection, excellent service, management and employer behavior, and very good economic performance.

In times of almost complete market transparency and easily accessible comparison options, it is no longer enough for the majority of consumers to simply buy a product that works well. For them, a perfect price-performance ratio, top quality and a good brand image form the basis for their purchase decision and thus for the entrepreneurial success of a company.



## **Energizing the world greenly and cleanly**

As a total provider of green energy solutions, Q CELLS is such a company that is particularly committed to sustainable business and society, both in terms of its business activities and social commitment. This is reflected both in Q CELLS' product and service portfolio as well as in the company's diverse CSR initiatives - such as the Hanwha Solar Forest Initiative.

Q CELLS ranked first in the electrical industry category among the companies honored by Focus Money with 100 points, earning it an "Outstanding" rating.

Goo Min, Managing Director and Head of EU Sales at Q CELLS, said: "To be awarded the 'Highest Reputation' seal by Focus Money for the second time in a row is both confirmation of the excellent work we do, and incentive for us to improve further. Q CELLS is the only company in the energy industry that combines the complete portfolio of a successful solar manufacturer with new and innovative green electricity products, thus offering the entire range of solutions in the field of renewable energy - completely from one source. With our climate-friendly and individual energy solutions, we will continue to ensure that our private and commercial customers can supply themselves with smart, affordable and ecologically sustainable energy at all times."

Q CELLS offers its customers in Germany the full portfolio of clean energy solutions, from rooftop solar systems to 100% green power supply. The company's product and services portfolio also includes a wide range of high-performance solar modules that are the only ones in the solar industry to meet TÜV-Rheinland's new "Quality Controlled PV" quality standard. Q CELLS also offers its customers in Germany additional packages to help them make the most of the energy from their solar systems, such as scalable battery storage solutions and intelligent energy management software. With Q.ENERGY, Q CELLS has introduced a range of green electricity tariffs that enable customers to rely on renewable energy throughout the year, even if they have not installed their own solar systems. For commercial customers, Q CELLS offers interesting energy supply solutions with power contracting and solar leasing without any upfront investment required from the customer.

## **About Q CELLS**

Q CELLS is a renowned total energy solutions provider in solar cell and module, energy storage, downstream project business and energy retail. It is headquartered in Seoul, South Korea (Global Executive HQ) and Thalheim, Germany (Technology & Innovation HQ) with its diverse international manufacturing facilities in the U.S., Malaysia, China, and South Korea. Through its growing global



business network spanning Europe, North America, Asia, South America, Africa and the Middle East, Q CELLS provides excellent services and long-term partnerships to its customers in the utility, commercial, governmental and residential markets.

For more information, visit: <http://www.q-cells.com>

### **Safe-Harbor statement**

This press release contains forward-looking statements. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. Among other things, the quotations from management in this press release and Q CELLS' operations and business outlook, contain forward-looking statements. Such statements involve certain risks and uncertainties that could cause actual results to differ materially from those expressed in or suggested by the forward-looking statements. Except as required by law, Q CELLS does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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