

Photon Energy Group Unveils New Website and Brand Identity

- ▶ The revitalisation of the Company's brand identity and website comes at a time when the Company is entering new markets and expanding its focus to the development and deployment of clean water technologies.
- ▶ The new brand identity is built around the Company's core values and the firm belief that clean energy and water are the fundamentals of life and must be available to everyone.
- ▶ Updated branding and marketing strategies have been designed to strengthen the Company's positioning in key markets and to bring it closer to stakeholders through clear, focused communication.

Amsterdam – 18 January 2021 – Photon Energy N.V. (WSE&PSE: PEN, FSX: A1T9KW) ('Photon Energy' or the 'Company'), an Amsterdam-based renewable energy company delivering solar energy and clean water solutions around the world, is pleased to announce a [revitalised brand identity](#) and [website](#). These changes come at a time when the Company is entering new markets and expanding its focus to the development and deployment of clean water technologies.

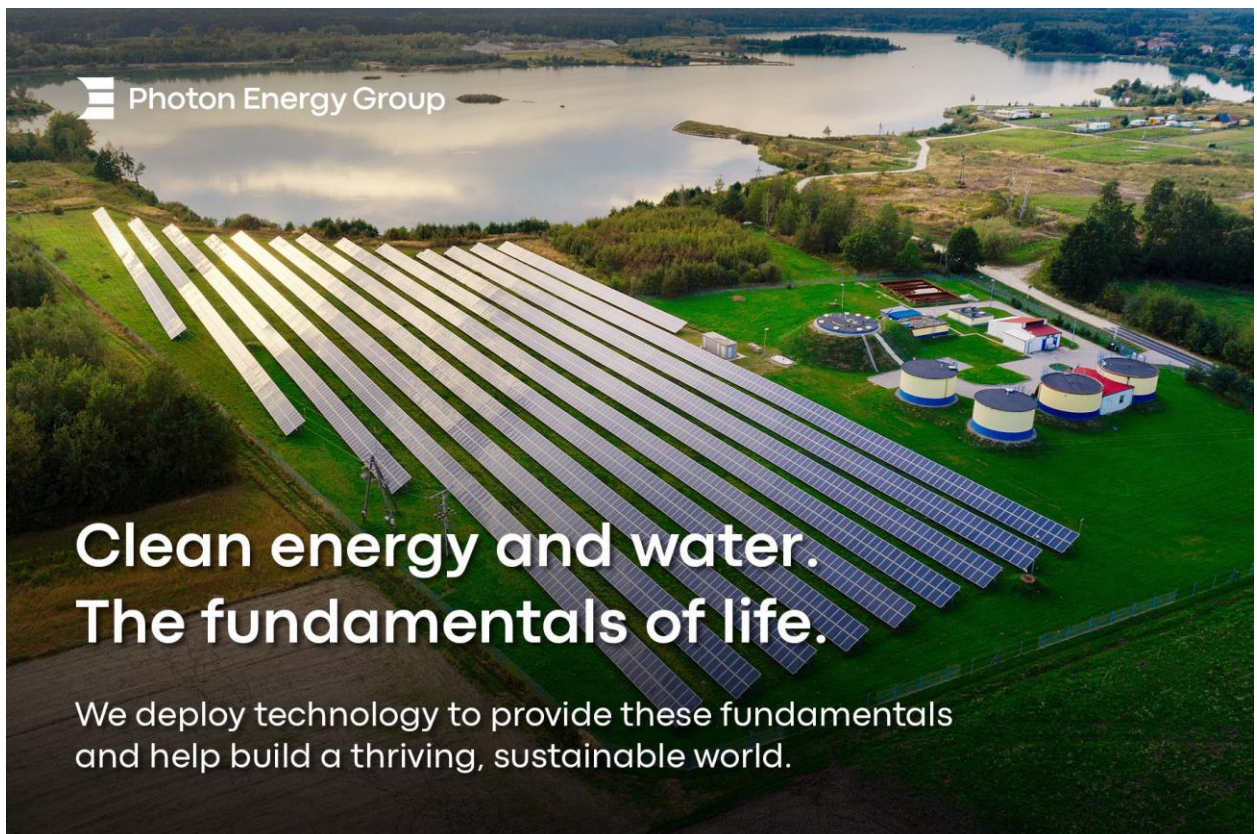
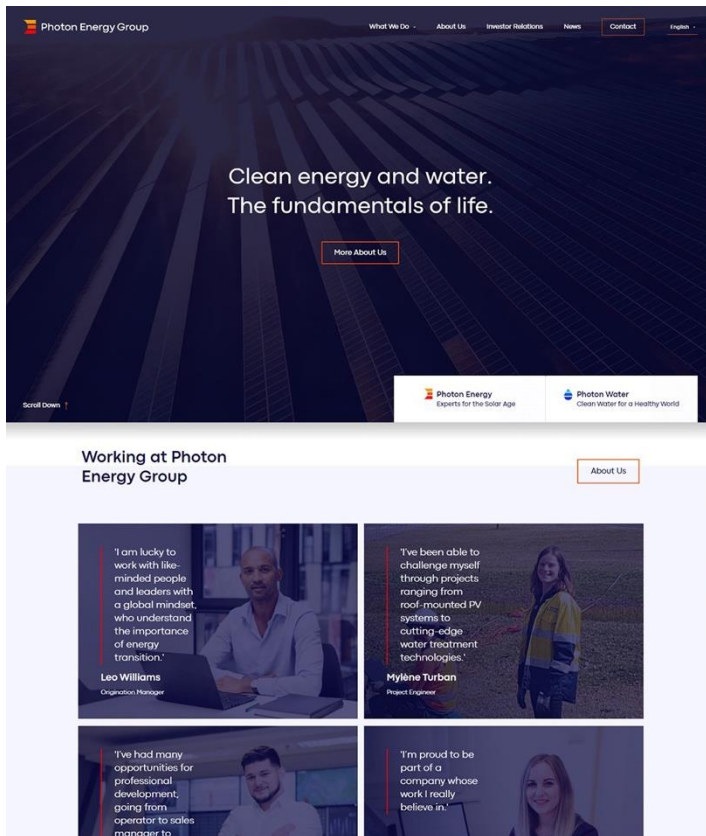
'We are excited to launch our new brand identity and website,' said **Georg Hotar, CEO of Photon Energy Group**. 'They represent our desire and ability get closer to stakeholders; including our customers, employees and investors, while providing them with a comprehensive yet user-friendly overview of our company, its service offerings and its values as we continue to grow our brands and pursue our vision.'

The Company's new brand identity is a consolidation of the its business lines, Photon Energy and Photon Water, and will be built around the core values of innovation, safety, sustainability, community and integrity, as well as the firm belief that energy and water are the fundamentals of life and must be clean, safe and accessible to everyone.

'While our logos underwent just a slight facelift, we rebuilt our overall branding and communications strategy from the ground up,' added **Martin Kysly, Head of Marketing and Corporate Communications at Photon Energy Group**. 'Our website and visual tone have been changed significantly to better showcase our work and help us ensure clear, focused communication with our stakeholders. They better reflect our position as a market leader and clearly communicate our focus on both solar energy and clean water solutions, bringing the global Photon Energy and Photon Water brands under one roof.'

The website will be updated regularly with the latest news, content and service offerings as part of the Company's expanding communications strategy, which will also include new ways of connecting with stakeholders and the greater public through visual media and an increased social media presence.

To learn more about the new Photon Energy Group, watch **our introductory video**:
https://youtu.be/V4Rwlo3w_xo



About Photon Energy Group – photonenergy.com

Photon Energy Group delivers solar energy and clean water solutions around the world. Its solar power services are provided by Photon Energy; since its foundation in 2008, Photon Energy has built and commissioned solar power plants with a combined capacity of over 100 MWp. It is currently developing projects with a combined capacity of 793.2 MWp in Australia, Hungary, Poland and Romania and provides operations and maintenance services for over 300 MWp worldwide. The group's second major business line, Photon Water, provides clean water solutions including treatment and remediation services, as well as the development and management of wells and other water resources. Photon Energy N.V., the holding company for Photon Energy Group, is listed on the Warsaw, Prague and Frankfurt Stock Exchanges. The company is headquartered in Amsterdam, with offices in Australia, South America and across Europe. For more information, visit photonenergy.com.

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