

Photon Energy Group Launches B2B eCommerce Platform

Amsterdam – 23 November 2022 – Photon Energy N.V. (WSE&PSE: PEN, FSX: A1T9KW) ('Photon Energy Group', the 'Company' or the 'Group') today announced that Photon Energy Technology CEE ('PET CEE'), the Group's subsidiary dedicated to the wholesale distribution of solar technology components in the CEE markets, has launched its B2B eCommerce platform at eshop.photonenergy.com.

'As a leading regional PV component distributor with a 13-year track record of serving our customers, we are excited to add a brand-new eCommerce platform to our sales channel ecosystem. The platform aims to digitally transform the way we engage with our distribution channels and to increase transparency and the ease of doing business for our brand partners and customers. Our new platform is a key strategic element in fortifying our position as a leading supplier of PV modules, inverters and batteries across the CEE region at a time of explosive growth in demand,' said **Georg Hotar, CEO of Photon Energy Group**.

A part of the Photon Energy Group's digital transformation strategy, the platform aims to complement traditional sales channels, grow and diversify the Company's customer base and minimise the speed and costs of transactions for PV installers on a user-friendly platform that is available 24/7. The Company's existing customers will be migrated to the platform, while new B2B customers can onboard in an easy process, with approval taking less than 24 hours.

B2B customers who make use of the new platform will enjoy a multitude of benefits, including:

- **Reliable partner:** Photon Energy Technology has been distributing PV components since 2009, adding energy storage systems products to its offering in 2020.
- **Tier 1 products:** customers can browse a large range of items produced by widely recognised brands, from PV modules and inverters to batteries and accessories. Photon Energy Technology CEE also procures components for the construction of the Group's own portfolio of power plants and so can leverage economies of scale on its long-standing relationship with Tier 1 manufacturers.
- **Real-time stock and pricing information:** the platform provides real-time information regarding the availability and pricing of products, as well as special offers.
- **Shipment tracking:** orders can be tracked and traced in real time.
- **24/7 availability:** customers can order at any time from anywhere through their desktop or mobile devices.

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 120 MWp and has power plants with a combined capacity of 91.9 MWp in its proprietary portfolio. It is currently developing projects with a combined capacity of over 900 MWp in Australia, Hungary, Poland and Romania and provides operations and maintenance services for over 380 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 across Europe and in Australia.

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