



NPD Solarbuzz LLC Corporate Fact Sheet

November 2011

With deep roots in the solar energy industry since May 2001, NPD Solarbuzz LLC is an international solar and renewable energy market research and consulting company. Headquartered in San Francisco, California, the company has a team of industry experts with a vast amount of previous work experience with some of the largest companies in the solar energy industry.

NPD Solarbuzz clients include major global PV supply chain participants, as well as major investment banks, PV system integrators, manufacturers and suppliers, and a wide range of other multi-national companies that are considering participation in this industry. The company offers a wide-array of reports, including [Marketbuzz™](#), an annual global PV industry report and [Solarbuzz™ QUARTERLY](#), which provides industry data by quarter on the global PV supply chain. The company's research also provides annual Downstream PV Market Reports by region and by country for the European, Asia Pacific and US markets. In addition, [Solarbuzz.com](#), continues to serve as a major online resource for the solar industry. For more information visit [www.solarbuzz.com](#).

Founded: 2001; Acquired by The NPD Group in 2010

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Key Analysts:

US

- Craig Stevens, President
- Michael Barker, Analyst
- Junko Movellan, Analyst
- Christopher Sunsong, Analyst

China

- Ray Lian, Analyst

Europe

- Alan Turner, Vice President, Europe
- Finlay Coleville, Senior Analyst
- Tim Murphy, Analyst
- Susanne von Aichberger, Analyst

Japan

- Charles Annis, Vice President, Manufacturing Research, DisplaySearch (DisplaySearch's current solar/PV analyst)

Worldwide Operations: NPD Solarbuzz currently has offices in San Francisco, San Diego and Portland, London,

Aachen, Alicante, Seoul, Shenzhen, Taipei and Tokyo.

Client Base:

- Global PV Manufacturers
- Equipment Manufacturers
- Materials Suppliers
- Hedge Fund Companies
- PV System Integrators
- Companies Considering Participation in Solar/PV

Market Reports:

NPD Solarbuzz has a strong solar energy market research portfolio:

Global PV and Industry Market Reports

- Market Buzz Annual Report
- Solarbuzz QUARTERLY Report

Regional Downstream PV Market Reports (Annual)

- European PV Markets Annual Report
- Asia Pacific PV Markets Annual Report
- US Grid PV Market Annual Report

Country Downstream PV Market Reports (Annual)

- Major European PV Markets
- Emerging European PV Markets
- South Korea PV Market
- Japan PV Market
- China PV Market
- India PV Market
- Australia PV Market

Equipment (Quarterly)

- PV Equipment Quarterly
- Quarterly PV Cell Capacity Database & Trends Report

**Market Statistics
From NPD Solarbuzz:**

- Annual capacity and production data for top polysilicon, wafer and cell manufacturers
- Global module production, shipment and inventory data by quarter
- Factory gate polysilicon, wafer, cell and module prices by quarter
- Market size and government policy for existing and emerging PV markets around the world
- Market demand by year and by quarter
- Manufacturing capital expenditure
- Corporate capital raising, mergers and acquisitions
- PV chain costs and margin analysis
- Detailed downstream markets in Europe, United States and Major Asian markets
 - Market and regional segmentation
 - Comprehensive large PV project listing for past year
 - Comprehensive listing of major PV customer names
 - Downstream structure and volumes including company sales (country dependent)
 - Manufacturer market shares and distributor (wholesaler) shipments in United States
 - Project pricing and commercial terms (including power purchase agreement pricing)
 - Project pipeline including utility activities
 - Module and inverter sales

**Customer
Reporting/Consulting
Services & Projects:**

- Market analyses
- Custom forecasts
- Technology assessments
- Competitive assessments
- Cost analysis
- Custom information analyses
- Primary market research
- Custom surveys

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