

# PV Self-consumption: The Consumer's Perspective

*Jornada sobre AUTOCONSUMO Y BALANCE NETO EN LA COMUNIDAD DE MADRID*

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*Madrid, 26<sup>th</sup> October 2012*

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**MEMC**

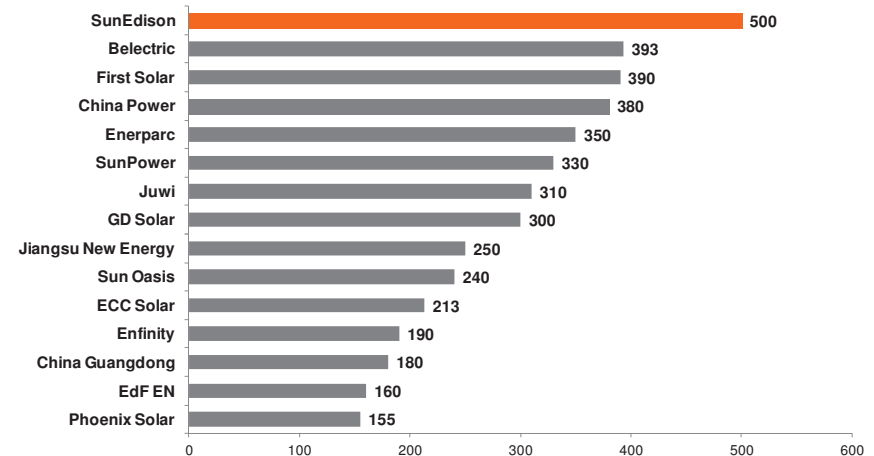


# Introduction to SunEdison

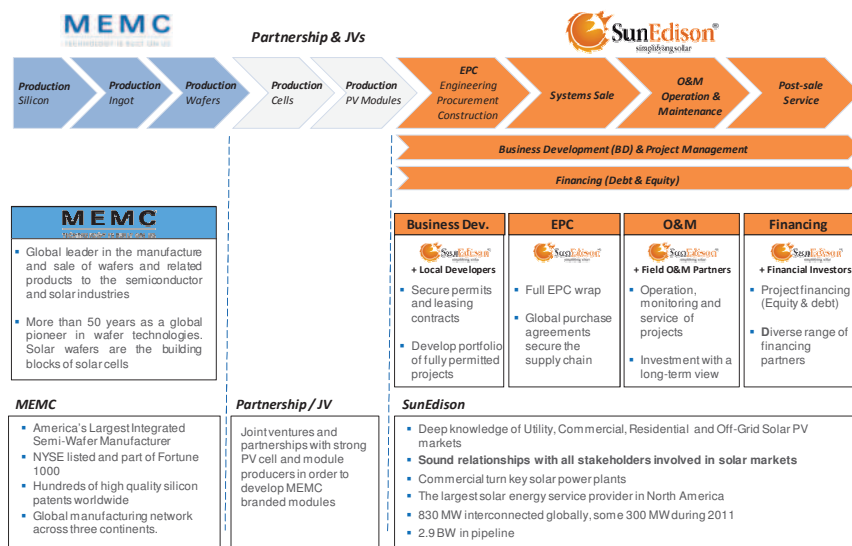
## MEMC/SunEdison is a Global Leader in Semiconductor Products and Solar Energy

- Formed in 1959
- Quoted in NYSE, Fortune 1000
- 5,000+ employees in 25 global locations
- Manufacturing plants in 3 continents
- Over 830 MW of PV developed and installed
- 2.9 GW of projects pipeline

## Global PV Systems Integrators – 2012 Installation Estimates (MW)



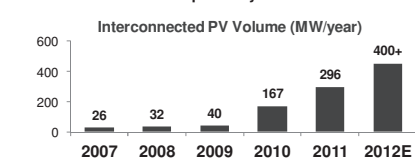
Source: IMS Research (PV Integrator Report Q3-2012)  
 Note: SunEdison estimate is from IMS Research and is not indicative of any SunEdison commentary or disclosure



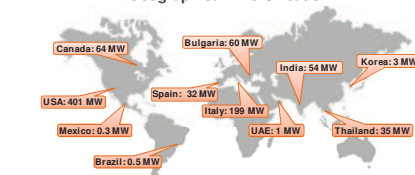
## 2012 PV Development Pipeline

- SunEdison connected 296 MW in 2011; 49 MW in Q1-2102 and 87 MW in Q2-2012
  - Also as of 30<sup>th</sup> June 2012, SunEdison had 104 MW of projects under construction

## Cumulative 628 solar power systems interconnected



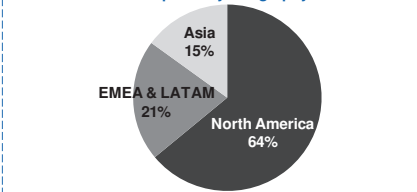
## Geographical Diversification\*



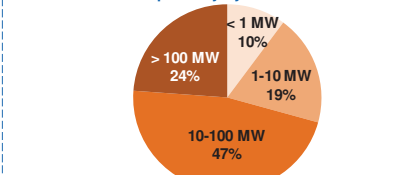
## 2012 PV Development Pipeline

- SunEdison has 2.9 GW of pipeline and continues to work of 'green-field' development for new projects

## Pipeline by Geography



## Pipeline by System Size

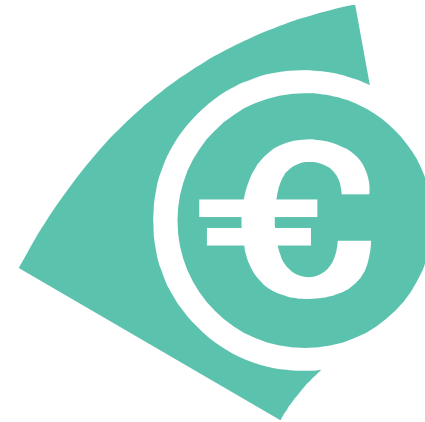


\*Figures refer to projects in operation and under construction; \*\*A solar project is classified as "pipeline" where SunEdison has a signed or awarded PPA or other energy off-take agreement or has achieved each of the following three items: site control, an identified interconnection point with an estimate of the interconnection costs, and an executed energy off-take agreement or the determination that there is a reasonable likelihood that an energy off-take agreement will be signed.

# Audience Market Survey

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- **How many resources has your company dedicated to understand electricity consumers (by means of *e.g.* market research, polls, personal interviews, surveys, etc.)?**
  - a) Over 100,000 €
  - b) 100,000 – 20,000 €
  - c) 20,000 – 1,000 €
  - d) Less than 1,000 €
  - e) Zero



# Past & Future Of Solar PV

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**Past**

**PV based on  
FiTs/subsidies**



**Customers are  
irrelevant**  
(except maybe investors)

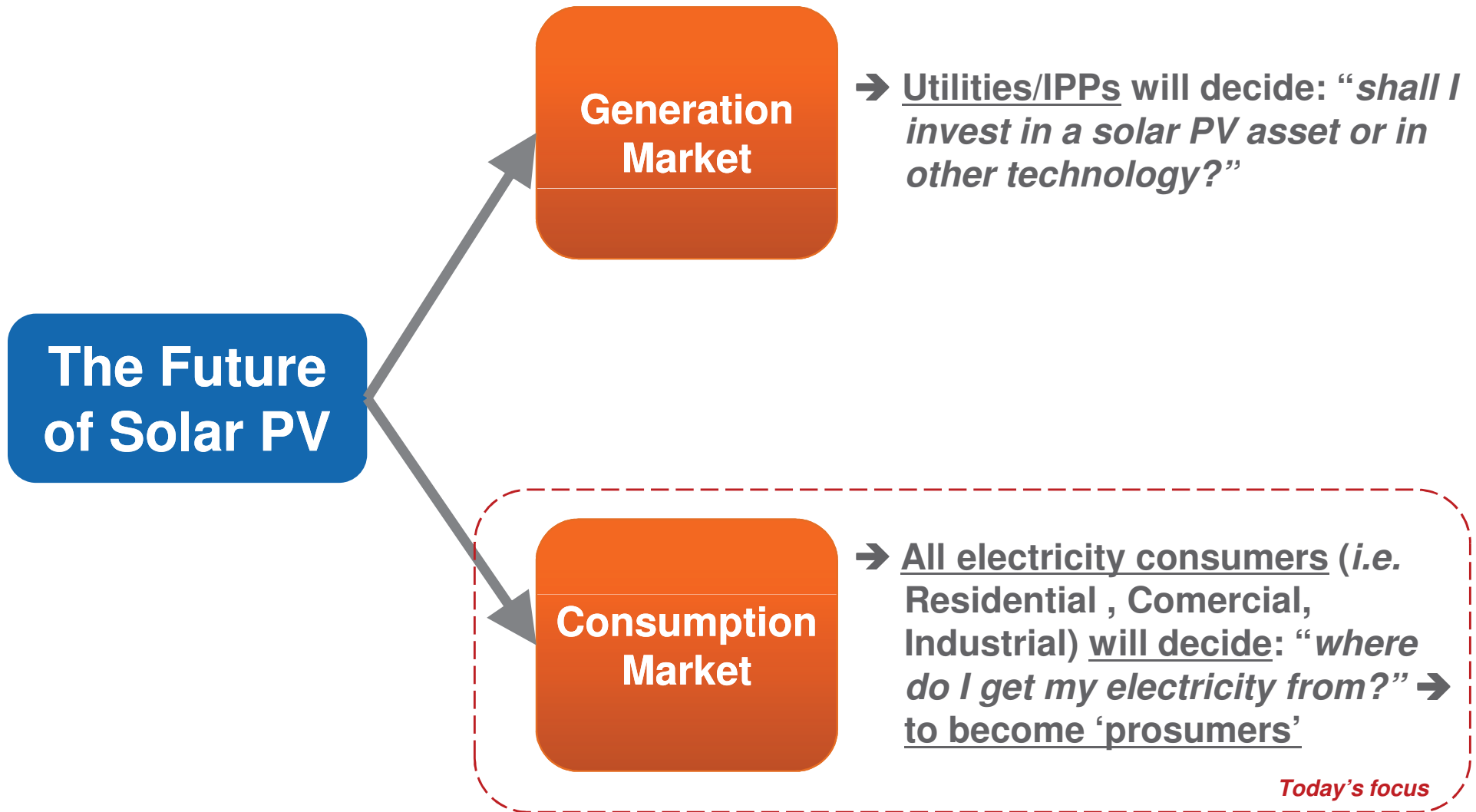
**Future**

**PV competes as  
a source of  
electricity**



**Customers  
have a say –  
they choose**

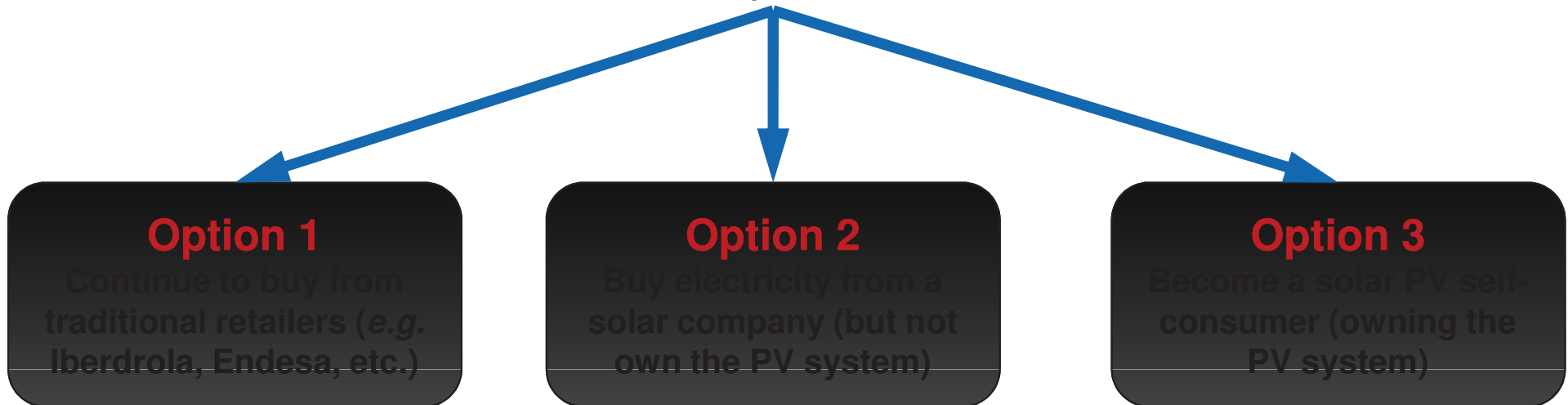
# Solar PV Future: Compete In Two Different Markets



# Customer-based 'Grid-Parity' Definition



*Electricity Consumer*



Solar PV 'Grid-Parity' occurs when a significant portion of electricity consumers choose options 2 or 3

# SunEdison Self-Consumption Study

- SunEdison completed a comprehensive study on PV self-consumption in Europe in November 2011
- It can be downloaded at:
  - [www.sunedison.com/newsroom/pressreleases/PV\\_Self\\_Consumption\\_Study\\_Europe](http://www.sunedison.com/newsroom/pressreleases/PV_Self_Consumption_Study_Europe)



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