



Announcement

Swiss Luxra Group expands team with appointment of German Sales Manager

Cham, 2024-08-26

The Swiss Luxra Group is pleased to announce the appointment of Mr. Sebastian Klein as Sales Manager, effective from August 2024. This strategic addition to the team will focus on enhancing marketing, sales, and customer support for Luxra's expanding client base.

Sebastian Klein brings over 15 years of experience in the photovoltaics market, during which he has successfully established robust, long-term B2B and B2C sales channels for various companies within the PV sector. He has developed strong relationships with key decision-makers in the industry and is consistently driven to find the best solutions for his customers.

In his new role, Sebastian will be responsible for promoting and selling the certified Luxra® Pure HD and Luxra® Pure modules. These products are recognized as top-tier in the market due to their superior quality and rigorously audited production processes. The modules are bankable, fully back-to-back insured, and ideally suited for the European market and especially the specific challenges of PV industry due to increasing severe weather conditions and in the Alpine PV solar sector.

Arice Kuijpers, Board Member of Luxra Group, remarked, *"I have been collaborating with this commercially strong and highly present sales professional for quite some time now, and I am fully aware of his longstanding dedication to promoting the Luxra brand across various projects in Germany. Given his established presence in the PV market and his extensive networks throughout the DACH region, we initiated constructive discussions regarding market outlooks and the necessary quality standards. I am delighted that these discussions have culminated in a formal agreement."*

Starting in September 2024, the marketing and sales of Luxra® Pure modules will be significantly enhanced under the management of Sebastian Klein. He will operate from Vlotho, Germany, a strategically central location that allows for effective service to the DAHC region, as well as the Dutch and Scandinavian markets. Both parties are confident that this collaboration will yield substantial success.

"I have been involved in constructing photovoltaic plants using Luxra panels for many years, and I am excited to join the renewed Luxra sales team in Europe," stated Sebastian Klein. *"We will provide you with the highest quality products and the longest warranties in the market, ensuring that your PV investments are well-protected. Trust in a genuine Swiss brand with excellent support. We are your partner!"*

This expansion of the team marks a significant milestone for Swiss Luxra Group and Sebastian Klein as they embark on this journey to enhance the renewable energy landscape in Europe.



About Swiss Luxra

Swiss Luxra Holding AG is a Swiss holding company of which the brand was founded in the year 2010. It is a renewable energy solution provider company, with a major focus on producing high-quality Solar photovoltaic (PV) modules. The company with its diversified geographical locations is headquartered in Cham, Canton of Zug, Switzerland.

Operating across a multitude of geographical locations and verticals in the renewable energy market, Luxra is globally recognized and respected as a strong brand. Initially part of Fortune Top 500 company Saint-Gobain Building Distribution Deutschland (SGBDD) GmbH, which specialized in solar PV solutions for Germany and Europe, the Swiss Luxra Group acquired the brand and products from SGBDD in 2014, continuing operations in the global solar PV industry. Following this highly successful acquisition, Luxra became fully independent, with sales managed entirely by Swiss Luxra. This strategic independence allowed Luxra to expand its business portfolio and strengthen its presence in Germany and other European markets.

Luxra continues to serve existing, loyal customers with unparalleled high-quality, innovative products and services with a fresh focus while ambitiously targeting new customers. The company offers a range of advanced, cutting-edge solar PV products, including the Luxra® Pure (HD) module line, which features high-end, efficient, and elegantly designed solar PV modules. Luxra strategically specializes in crystalline silicon technology, offering a wide range of N-Type crystalline and TOPCon crystalline solar PV modules, all bifacial

In addition to its superior product offerings, Luxra provides comprehensive project management solutions, ensuring the seamless and successful implementation of solar energy projects through a meticulous project management life cycle approach. Luxra is well-established in Europe, India, North America, the United Kingdom, and Indonesia, with a team of highly qualified managers, engineers, solar energy specialists, technicians, and EPC experts. As a reliable, renowned and established provider of all-encompassing solar energy solutions, Luxra delivers high-quality top-tier products and services to customers all down to the end users worldwide.

In 2017, Luxra became the first Swiss company to initiate solar PV module sales in India through an OEM business model. Today, Luxra India proudly stand to be the first international company who started its own solar PV module manufacturing in India, aiming to ramp up to a 1GW+ high-quality solar PV module and cell manufacturing facility. This state-of-the-art facility will supply Swiss-branded modules manufactured in India to the global market marking another milestone in Luxra's illustrious journey.