

**SunWiz Market Analytics:
The Luminare Intel Platform
- Retailers -**

Why SunWiz is Australia's:

Primary PV & ESS Market Analyst



2009
Company
Established



1500+
Happy Clients

- Founded by Warwick Johnston in 2009
- Authority on Australia's Solar & Storage market.
- Primary provider of Market Analytics to Australian Solar & Storage Industry
- Industry Leadership: CEC Board Director, Previous leadership roles in APVI, AuSES/Smart Energy Council, Solar Energy Industries Association, International Energy Agency
- Regular Presenter at leading conferences and exhibitions energy



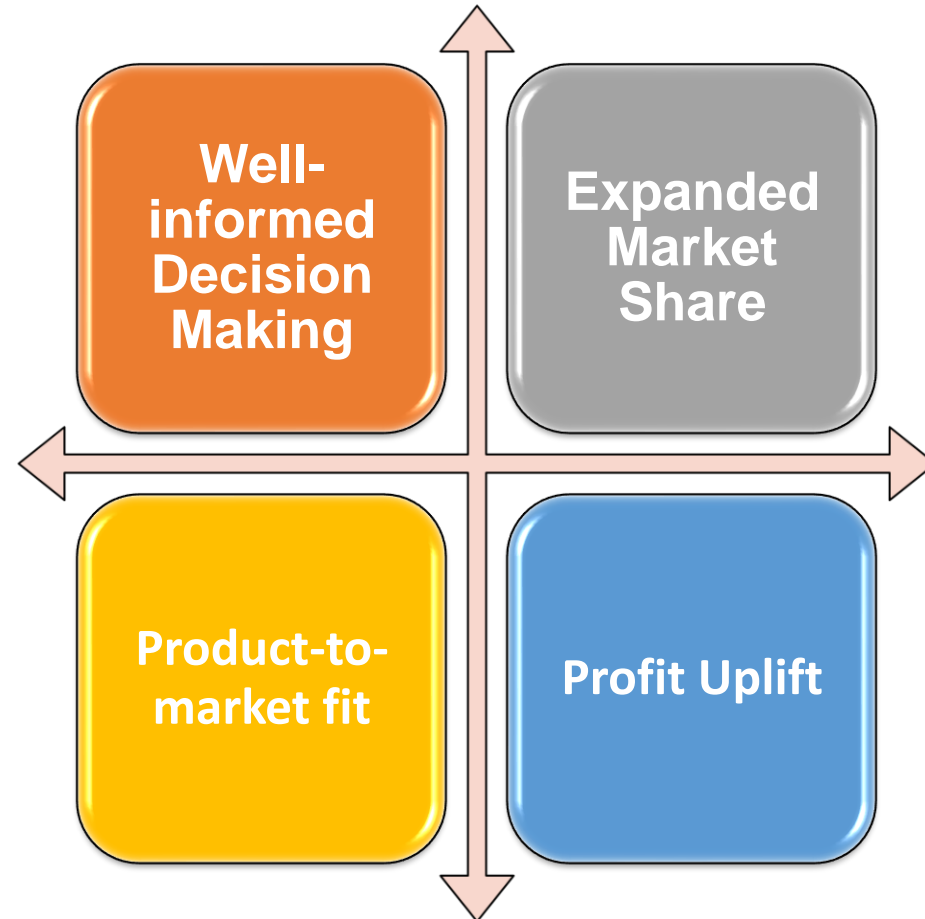
Our data is integral to critical decisions made by ESS & PV Manufacturers, Wholesalers, Distributors, Solar Installers & Government Agencies

"We would like to thank SunWiz again, as **our sales have grown 6 times** larger than back to the old days when we did not buy from SunWiz."

- Rex Wang | Marketing Specialist | Growatt Energy

Why Market Intel:

Outcomes Market Intel Delivers



Why Luminate:

Outcomes Luminate Delivers



Improve Market Share

- Track competitors
- Understand why you're losing share
- Identify key customers



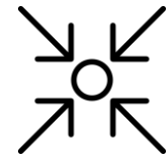
Price Optimally

- Brand Premium
- Profit-maximizing prices



Track The Market

- Keep up with latest trends
- Report to HQ



Clever Targeting

- Best locations for sales & warehouses



Stock / Resource Outlook

- Forecasting for market demand, volumes and more



Best Sellers

- Sell what's popular
- Industry buying profiles



Meet Customer Demand

- Sizes
- Technical Aspects



Know Finance

- Demonstrate & track revenue uplift, attachment rate and more

See how Luminate delivers each aspect by clicking on the icons

Impressive Delivery Platform








SunWiz Analytics are available via:

- ✓ Online Platform
- ✓ Email Delivery
- ✓ Interactive Data
- ✓ Customizable Content Possible



Your Luminate:

Three Great Options

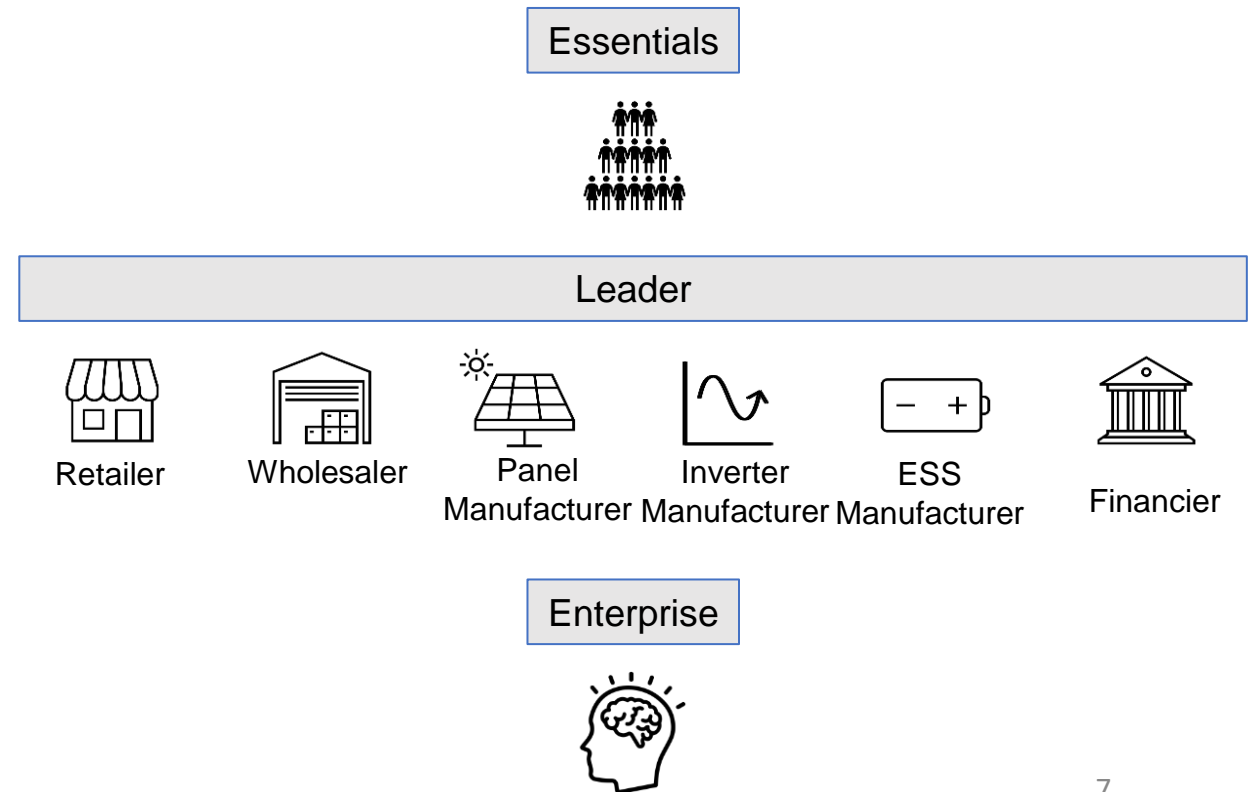
	Essentials	Leader	Enterprise
	The must-know content to not fall behind	A bundle of information designed for your market segment	Everything you need to know to understand and dominate the industry
Users included	5	10	20
Interactive users	0	1	3
Subscriber-only Webinar Access			
Personal Call with SunWiz CEO	Annually	Semi-Annually	Quarterly
Annual in-person Company Presentation			 
Customised Content			
Year in Review Report			
25% off any SunWiz Annual Report			

Sample our content

1. Scroll onwards in this document for an overview of the content that delivers each outcome, or click on an icon below to jump to the outcome of interest...

 Track & Report Trends	 Improve Market Share	 Stock / Resource Outlook	 Meet Customer Demands
 Price Optimally	 Clever Targeting	 Best Sellers	 Know Finance

OR 2. View all the Content that's included in each bundle



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Volumes & Sizes



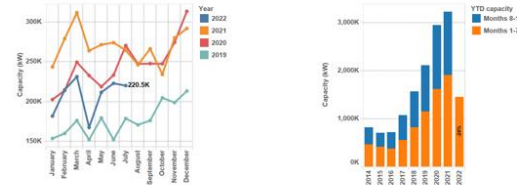
Don't get left behind, with weekly and monthly updates on key trends in the market as they evolve.

A huge amount of information on trends in PV & ESS markets, as seen in the following slides.

THE NATIONAL TREND - REGISTERED VOLUME

THE SMALLEST START TO THE YEAR SINCE 2019

MONTHLY VOLUME - RECENT YEARS YTD COMPARED TO SAME TIME LAST YEAR



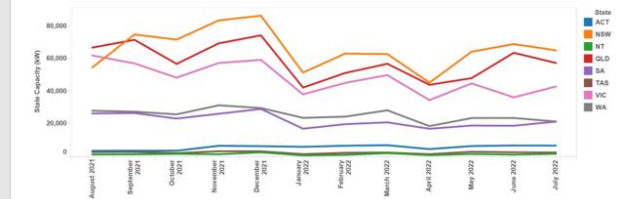
The 220MW recorded in July 2022 is still below volumes observed at the same time in 2020. Volumes are back up to what was seen over Feb / March.

This chart shows the monthly registered volume of RTU systems by year for recent years. This chart shows the progressive annual tally for recent years, illustrating what was registered to the same point in each year, compared to what was ultimately installed in previous years.

EACH STATE CONTRIBUTES ITS OWN TREND TO THE NATION

ACROSS THE LAST 12 MONTHS, THE TREND IS DOWN IN MOST STATES

MONTHLY REGISTERED CAPACITY BY STATE



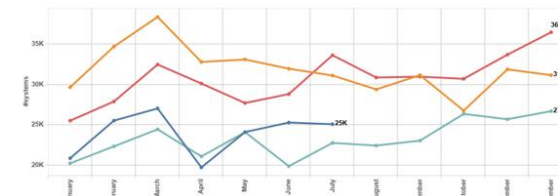
Of the major states, only VIC and SA increased in volumes whereas NSW, QLD and WA fell. In percentage terms, the increase was greatest in VIC (18%) and the decrease greatest in QLD (11%).

This chart shows the capacity of 5000 (sub-100kW) installations by state and month of system registration.

ANNUAL SUB-100KW SYSTEM REGISTRATIONS

SOLAR BUSINESSES EXPERIENCE ACTIVITY IN TERMS OF CUSTOMER NUMBERS

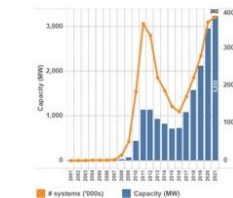
LAST 4 YEARS



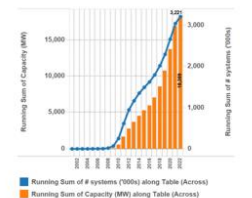
ANNUAL VOLUMES OF SUB-100KW INSTALLATIONS

NATIONAL REGISTRATION TALLIES

ANNUAL REGISTRATION TALLY



CUMULATIVE TALLY



Report to HQ



An interactive portal of information with pre-prepared charts at your fingertips available for download.

Our portal enables you to

- Find information with ease
- Interact with content
- Download charts and reports
- Download chart data into your own charting software
- View customised reports



REGULAR MONTHLY ALL-TOPIC HIGHLIGHTS

[Email](#) [Edit](#) [@ Sub](#) [☆ Fav](#)

SUNWIZ SEPTEMBER MARKET ANALYSIS WEBINAR

SunWiz is hosting a 1 hour session that will cover the latest market update PLUS free viewing of content that's been recently developed.

When: Thursday - Sep 8, 2022 11:00 AM Canberra, Melbourne, Sydney

Advanced Registration is required: [Register Here](#)

0 Comment

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2022-08 STC MARKET UPDATE & EXEC SUMMARY

[Email](#) [Edit](#) [@ Sub](#) [☆ Fav](#)

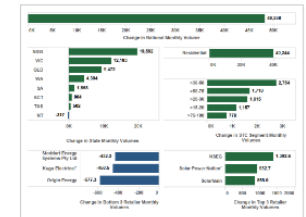
2022-09 STC MARKET UPDATE & EXEC SUMMARY

In this month's STC market synopsis we look at August's figures.

August 2022 volumes set a new high for the year and broke through figures reported at the same time in previous years.

All state volumes grew (except for NT) as did all STC capacity brackets.

Solar Power Nation overtook Origin for #2 place as Origin's creation is well down on its typical level, for some time now - we believe this to be STC creation hold-ups rather than any issues with sales & installation.



0 Comment

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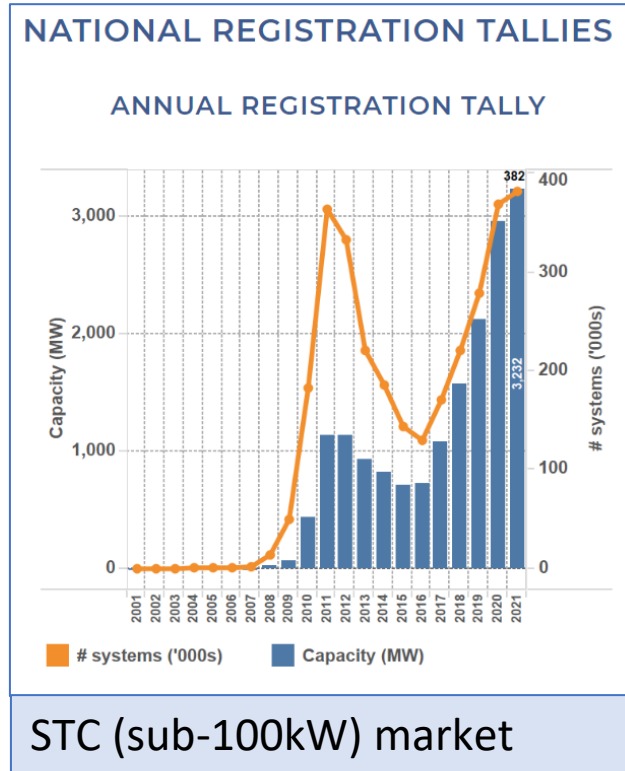
2022-08 MID MONTH UPDATE INCLUDING LUMINATE ESSENTIALS LONG-FORM REPORT

Evaluate Market Share

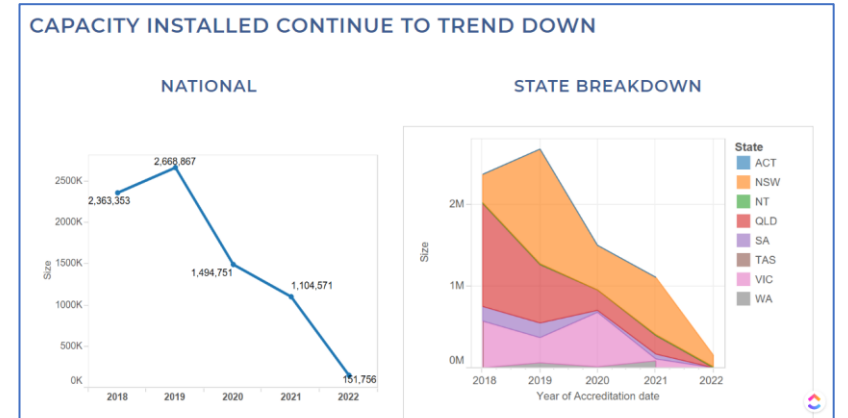


Get instant feedback on your performance by calculating your market share

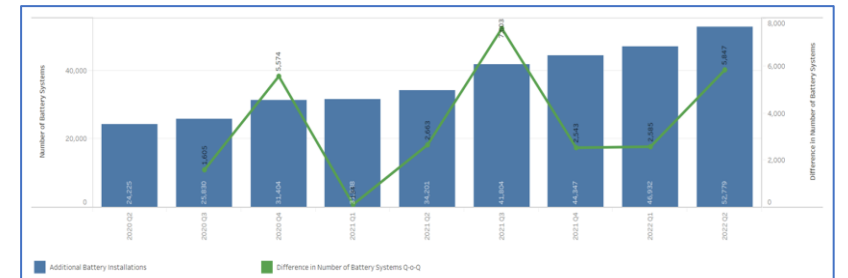
Charts cover market volume for the PV and ESS Markets annually & sub-annually, nationally & by state, by size range.



STC (sub-100kW) market



LGC Market



ESS Market

Improve Market Share

Grow Market Share

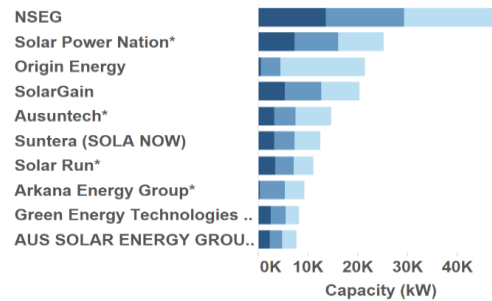


Track your competitors & market your success

Charts revealing Top Retailers / Large Retailers / New Retailers / High-Growth Retailers

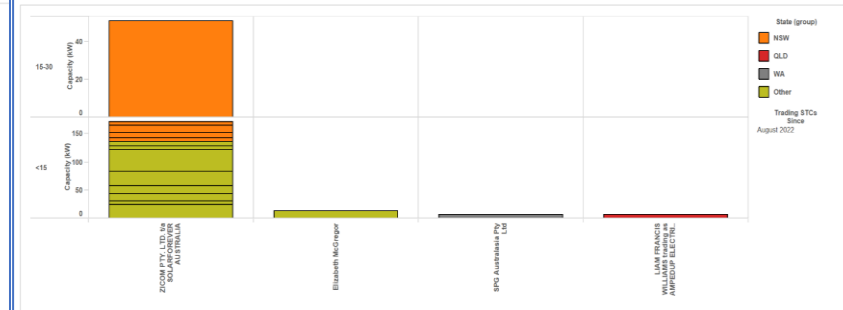
RANKING BY QUARTER

VOLUME REGISTERED RANKING



LAST 2 MONTHS

TRADING STCS

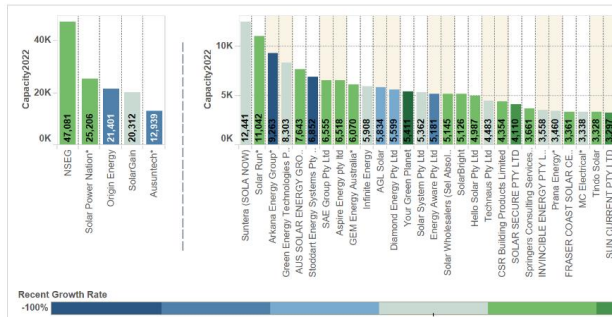


Top Retailers

TOP 50 RETAILERS

RANKING & GROWTH RATE - RECENT MONTHS

VOLUME REGISTERED RANKING

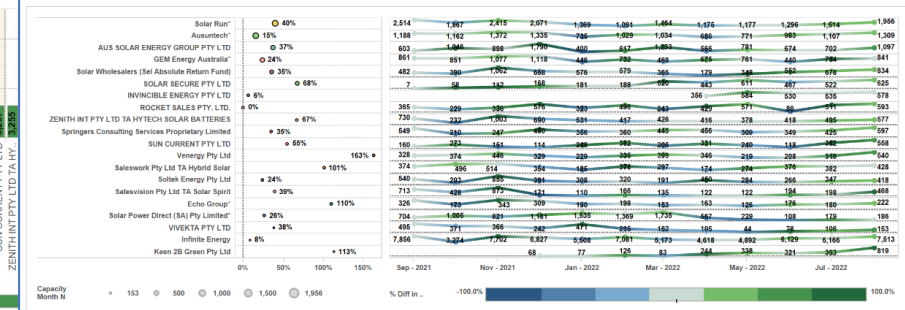


New Retailers

TOP 20 GROWTH COMPANIES

LAST 12 MONTHS

VOLUME & GROWTH RATE



Large Retailers

High-Growth Retailers

Plan Weeks & Years Ahead

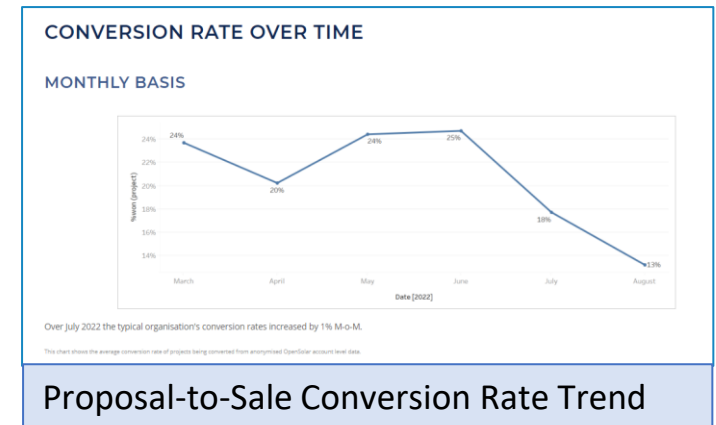
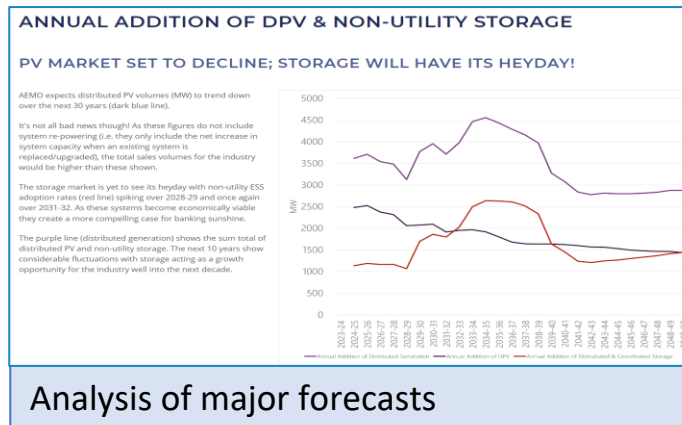
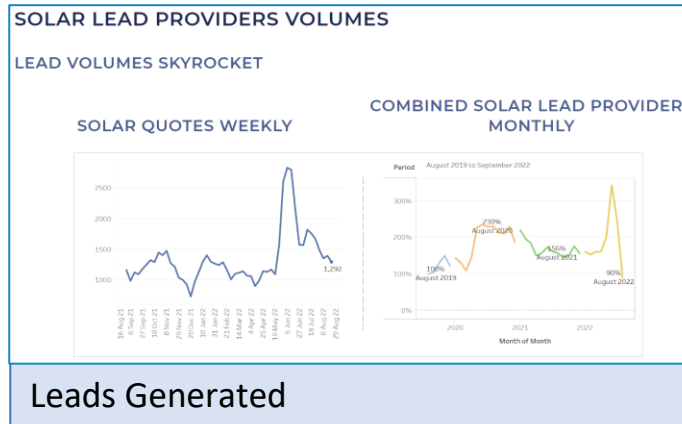


Know how much stock to order in the short & medium term, and what to plan for long-term.

Recent installation trends help you assess what's to come.

Better inform your 3-month projection with lead generation activity, indexes on conversion rate, and days-to-close-sale.

Get a fully-informed long-term outlook with SunWiz's analytical summary of forecasts from leading analysts



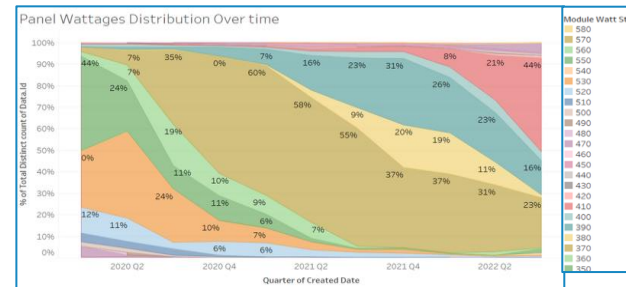
Meet Customer Demand Sizes



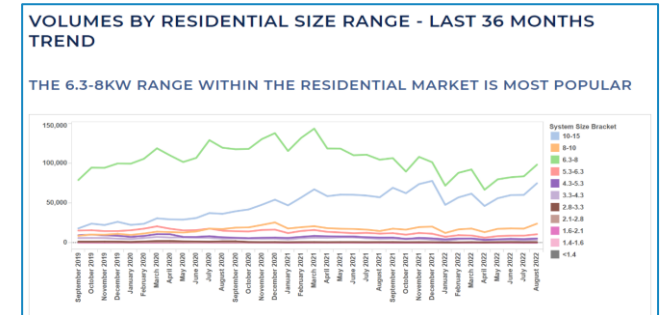
Track which sizes are in demand to offer products that match your customers' needs

Charts Revealing:

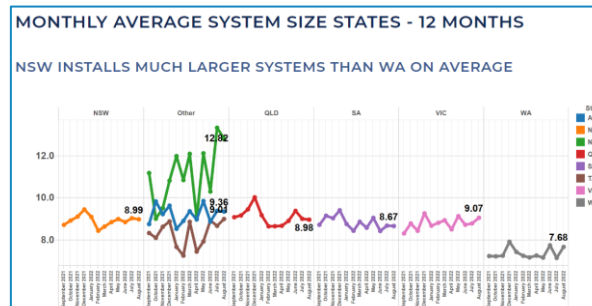
- System Size Average & Distribution (ESS & PV)
- Wattage of Panels and Inverters



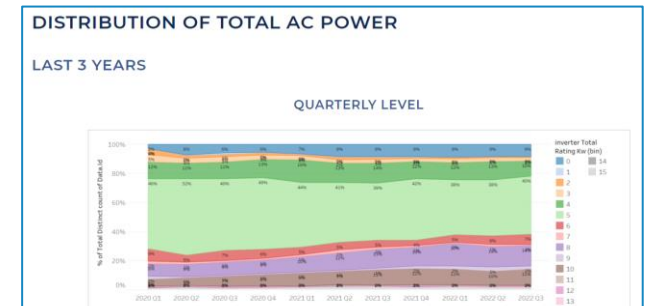
Panel wattage distribution over time



Distribution by system capacity over time



Average system size by state



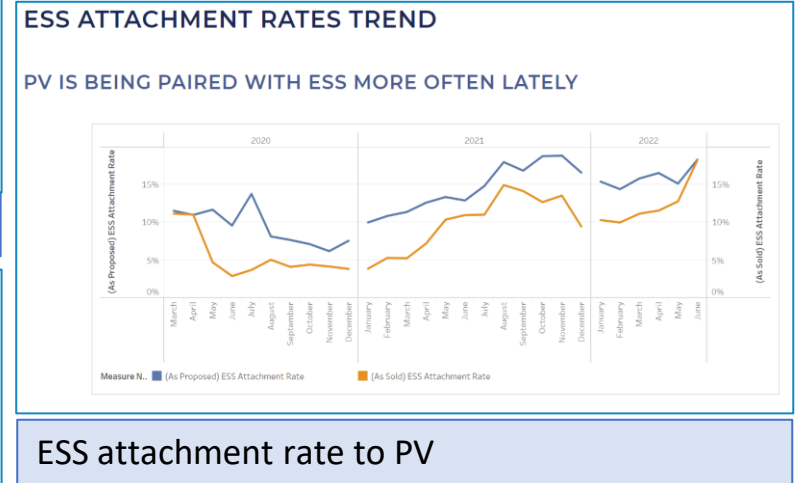
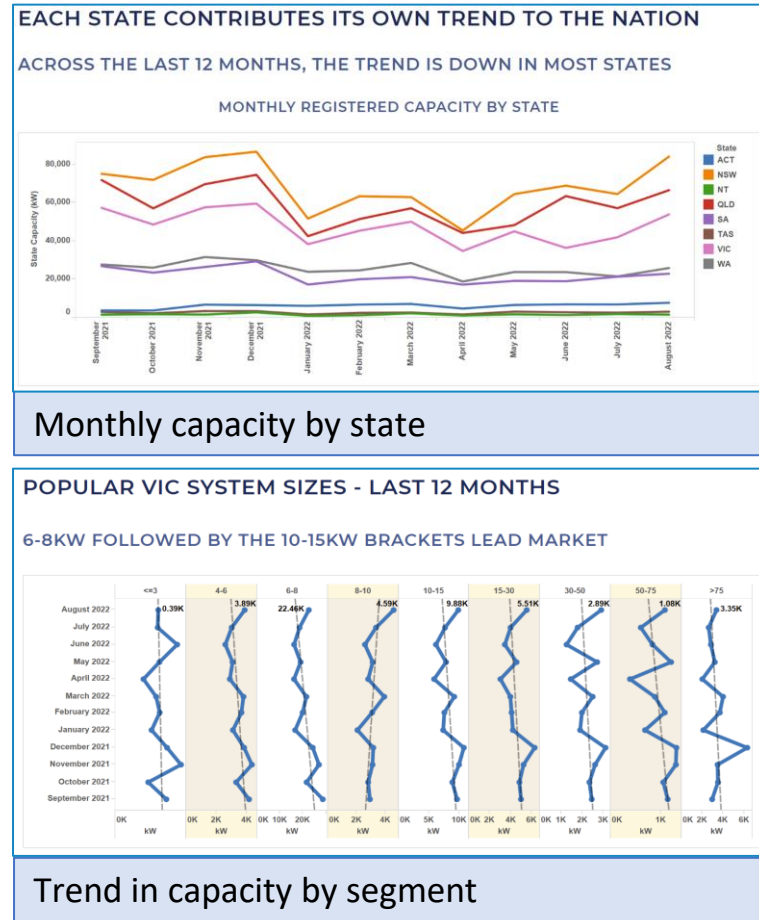
Distribution of inverter AC capacity

What To Focus On



Concentrate on the best segments & states & technologies & locations to target, so your business maximises its impact. Evaluate adjacent markets too.

Charts Revealing: Trend in capacity by state, trend in capacity by segment, trend in ESS-to-PV attachment rates.



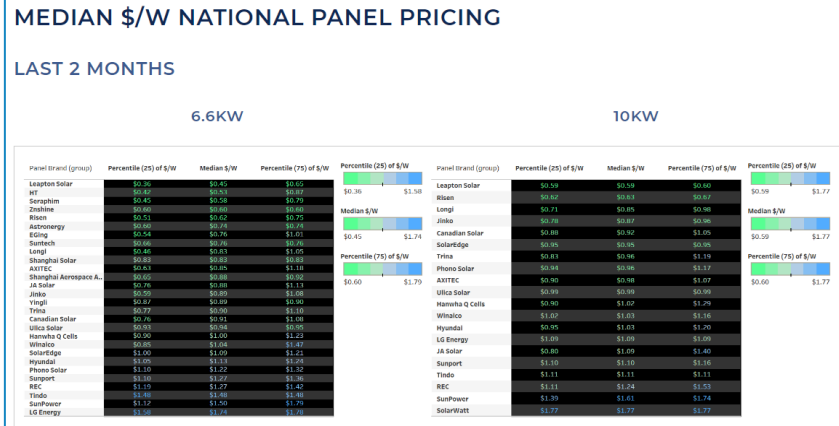
Price Optimally

Offer Your Systems At A Competitive Price



Retailers: Update your prices to remain competitive, without underselling

Charts on system pricing nationally and by state, for a range of panels, inverters, and system sizes. Plus charts in pricing trends nationally, by state, and by system size range.

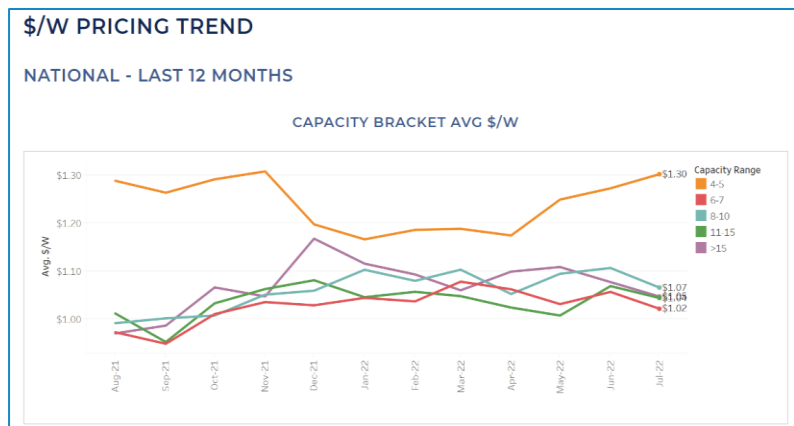


Range of Pricing by Panel brand

COMBINATION PRICING (\$/W) - 6.6KW



Range of pricing by panel & inverter combination



Pricing Trends

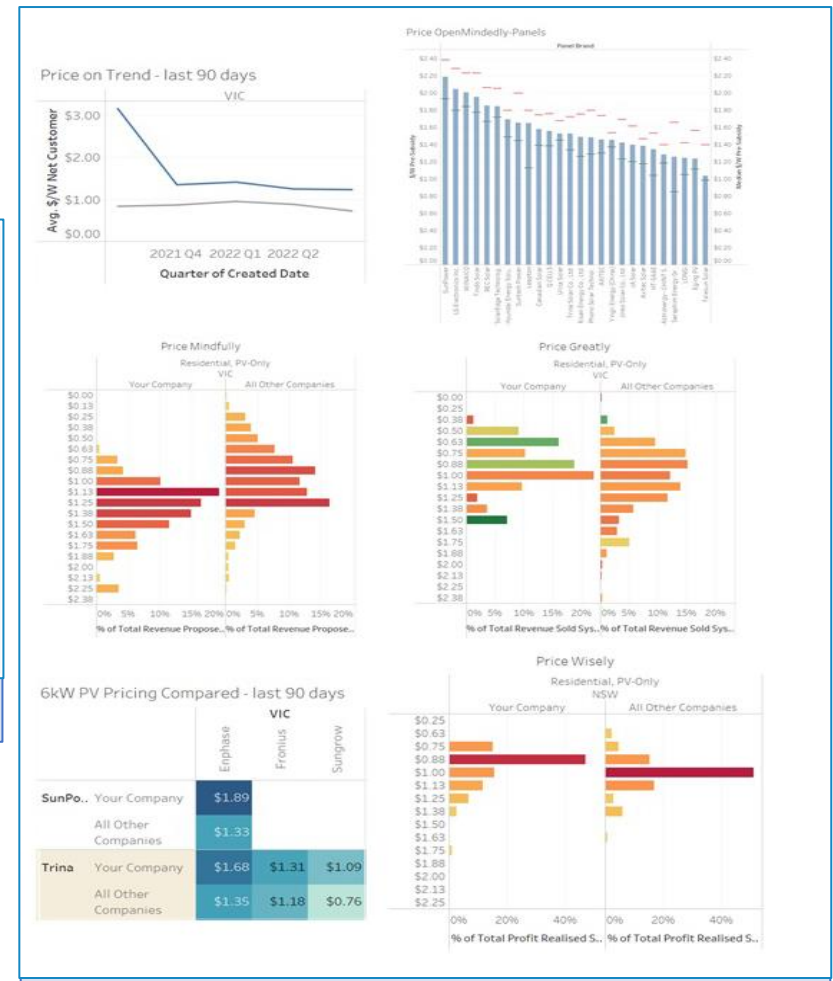
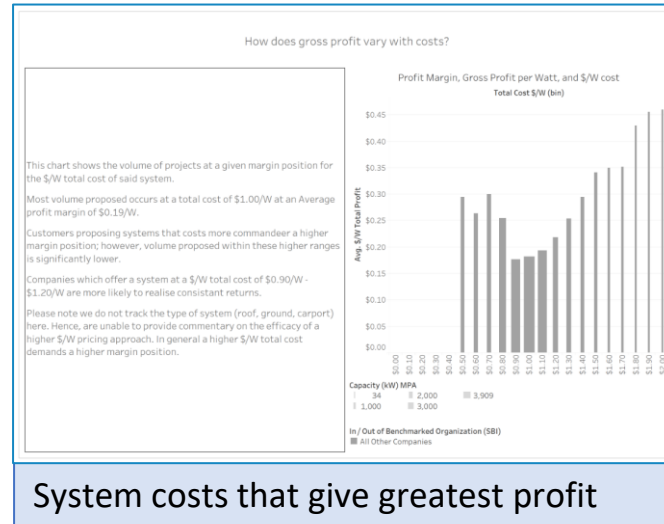
Price Optimally

Price That Maximise Revenue & Profit



Retailers: Understand the relationship between cost, price, margin, and conversion to reveal which prices deliver greatest revenue and profit

Charts on a wide range of price, margin, and conversion measures that inform your pricing strategy and guide your business model.



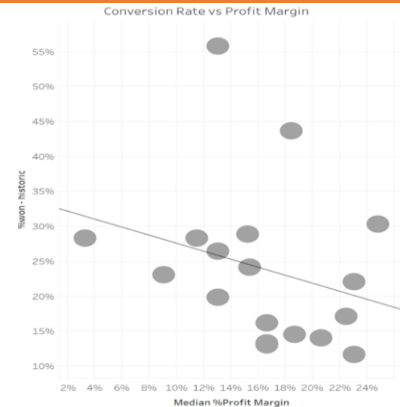
Prices that result in greatest conversion & margin, for your business and for the broader industry

Identify The Business Models That Work



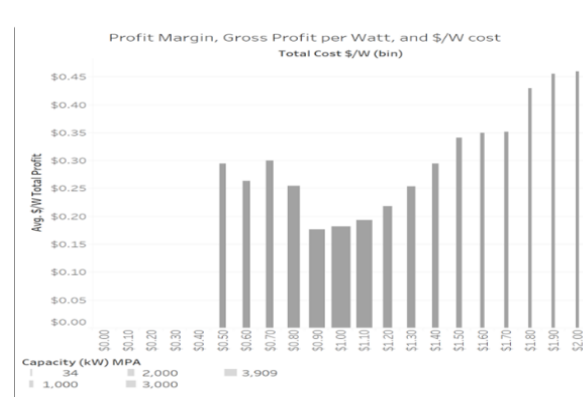
Retailers: Understand the relationship between cost, price, margin, and conversion to reveal which prices deliver greatest revenue and profit

Charts on a wide range of price, margin, and conversion measures that inform your pricing strategy and guide your business model.



Margins that lead to best conversion and overall profit

How does gross profit vary with costs?



System costs that give greatest profit

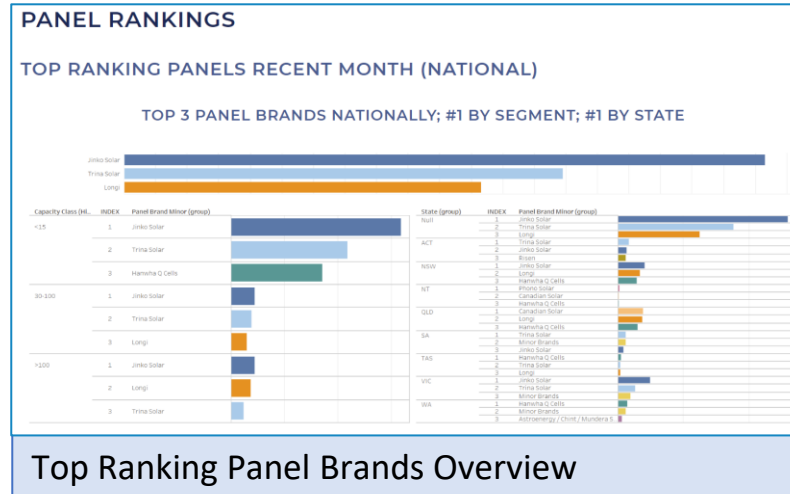
Discovery What's Popular



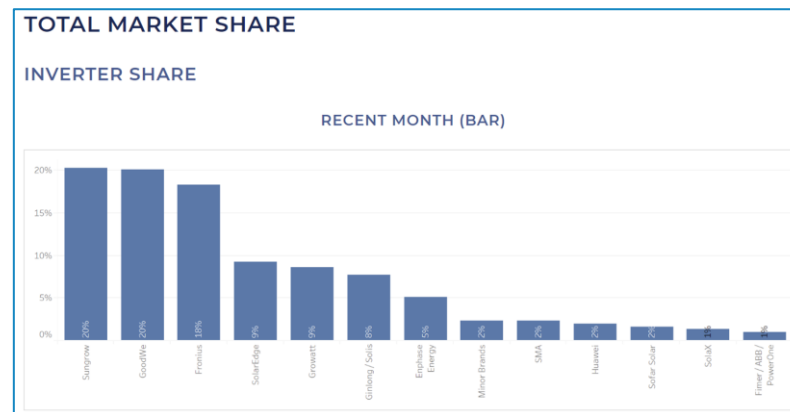
Retailers can offer the most popular brands, plus track which classes of equipment they should have in their portfolio

Charts showing an overview of top ranking brands of panels & inverters, market share of all brands of panels/inverters/ESS, and trend in mix of equipment proposed.

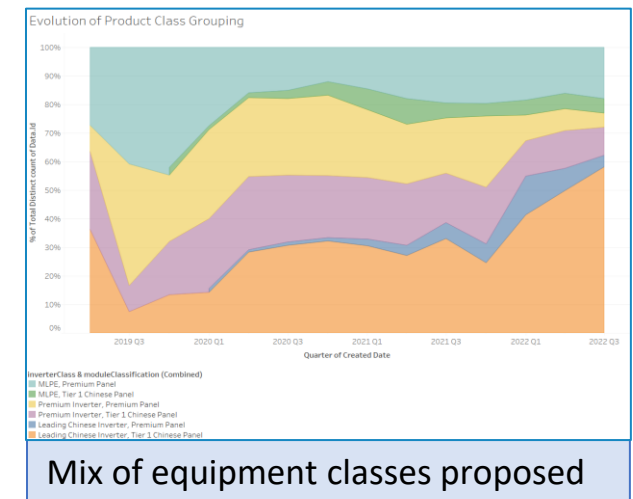
Plus proportion of revenue proposed and sold by equipment class.



Top Ranking Panel Brands Overview



Top Inverter brands in recent month



Mix of equipment classes proposed

Know What Sells Best

Determine What Delivers Best Results For Your Business

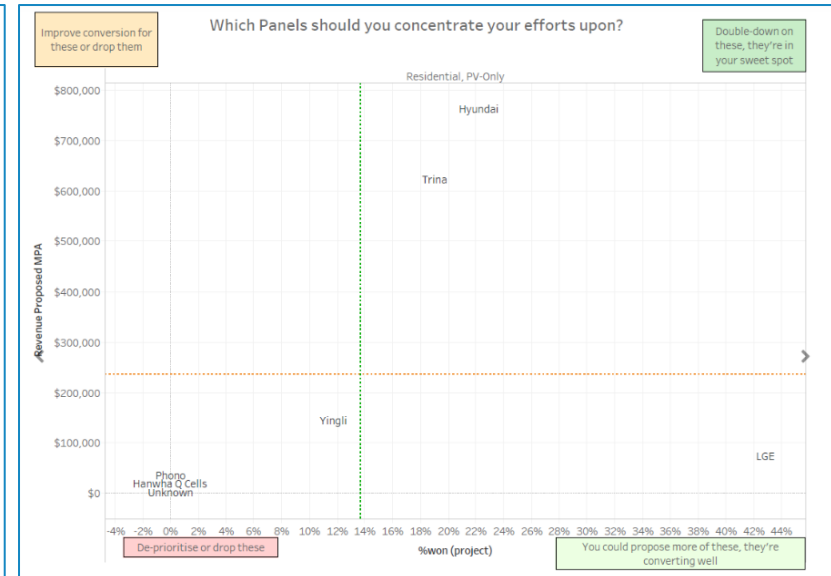


Retailers: Determine which products places segments salespeople deliver best results for your business.

Charts showing your changing mix of products/places/salespeople/segments proposed and what's actually selling.



Trends in equipment mix – as proposed



Panels that deliver you best sales results

Target Locations Most Likely to Buy



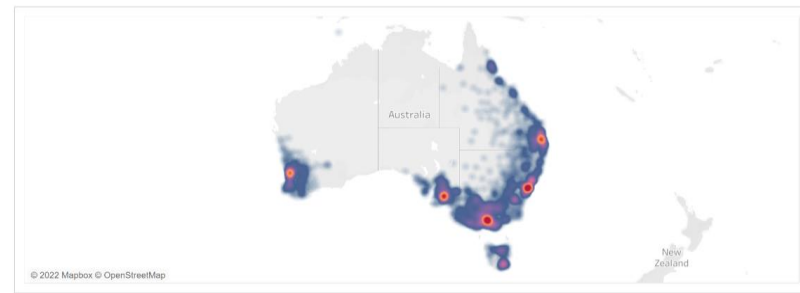
Target Advertising/Marketing to the locations most likely to buy

Charts showing the top postcodes to target nationally, by state, and by system size range

Retailers can also discover their own best postcodes with Inner Vision

BATTERY NATIONAL DENSITY MAP - ALL TIME

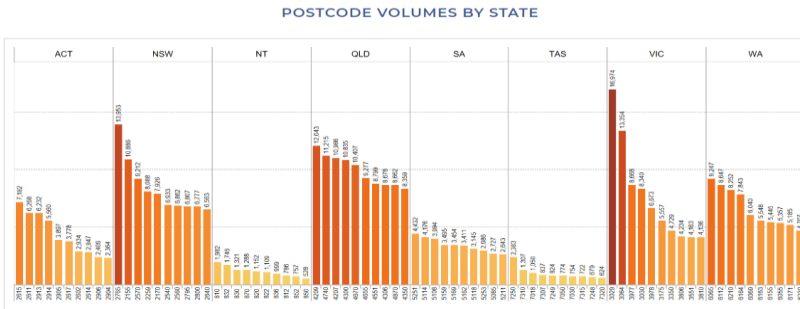
MAJOR CITIES REMAIN THE MOST POPULAR CHOICES FOR BATTERY INSTALLATIONS.



Top Locations for Battery Sales

TOP 10 POSTCODES BY STATE

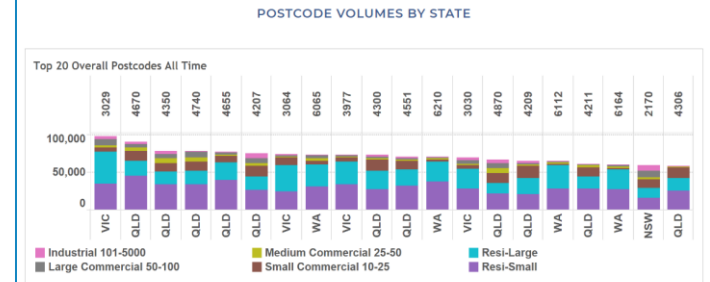
LAST 12 MONTHS



Top Locations for PV sales

TOP 20 POSTCODES BY STATE & SEGMENT

ALL-TIME



Top Locations for PV sales of various sizes

Concentrate Wisely

Target B2B Outreach To Customers Most Likely to Buy



Retailers: Target Advertising/Marketing to the locations most likely to buy

Charts showing the top commercial states and postcodes to target, top industries and business categories to target, plus an interactive business directory with contact details you can filter to target the businesses in the best locations and best industries.

WHICH STATE(S) TO FOCUS UPON

WHICH STATES AND SEGMENTS ARE GROWING THE QUICKEST

UTILITY THE FAST-GROWING SEGMENT IN NSW AND QLD

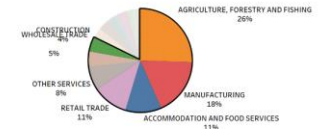
Size Range New	State Growth kW/day between 24/08/2021 and 1/07/2022				State/Territory				Growth Capacity k.
	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	
Resi-Small	21	292	3	227	79	20	296	120	Earlier Date 24/08/2021
Resi-Large	72	1,073	31	903	382	50	963	743	Latest date 1/07/2022
Small Commercial 10-25	90	1,144	10	1,029	315	24	469	116	
Medium Commercial 25-50	7	138	8	161	63	5	121	41	
Large Commercial 50-100	13	169	9	140	55	8	187	47	
Industrial 101-5000	7	49	-9	60	45	3	66	58	
Utility	0	2,126	80	2,626	268	0	221	69	

Top States to focus upon

TOP INDUSTRIES TO TARGET

BREAKDOWN

ANZSIC 2 DIGIT CLASSIFICATION

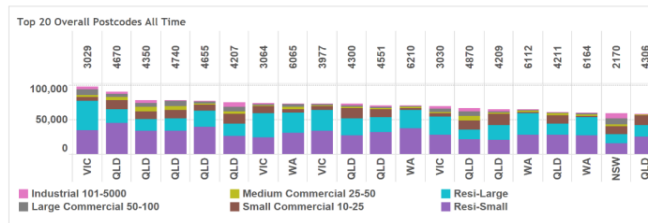


Top Industries to Target

TOP 20 POSTCODES BY STATE & SEGMENT

ALL-TIME

POSTCODE VOLUMES BY STATE



Top Locations for PV sales of various sizes

BUSINESS DIRECTORY - INTERACTIVE

Note use of this topic requires an interactive license. [Click here](#) for more information.
We recommend you use this Commercial Business Directory in the following way:
1. Work out which industry segments you wish to target. Our Commercial Industry Segments story can assist, though you may also wish to target segments in which you have a unique advantage.
2. Work out which postcodes you wish to target. Our Top Commercial Postcodes story can assist, though you may also wish to factor in your location or the typical location of the segments you're targeting.
3. Use this interactive Australian Business Directory as follows:
1. Apply a filter of industry segment, either at the 2-digit, 3-digit, or 4-digit ANZSIC level
2. Apply a filter on postcode filter to narrow your results
3. Hover over the 'Abc' text on the right of each result for more information on each listing
4. Click the menus that appear when you hover over each result to call them, google their business, visit their website, and see if they've already got solar on google maps.
5. Export a list of results.

Click this link to open in full screen: [Dashboard 1](#)

State (group)	Postcode	ANZSIC 2 Digit Classification Number (group)	ANZSIC 3 Digit Classification A	ANZSIC 4 Digit Classification A
QLD	4670	MANUFACTURING	All	All

ANZSIC 3 D.	ANZSIC 4 Digit.	Organisation	Address	Location	Postcode	Contact Name	Website	Mobile	Phone	
Manufact	Manufact	Mano Organics	Southern Hwy	229 Boulders	3010/3018/3019	4670	Allison Goodwin	www.southern.com.au	741124100	QLD
Manufact	Manufact	Speytech Recs	SHAW	Speyway St	3010/3018/3019	4670	www.speytech.com.au	741124100	QLD	
Manufact	Manufact	Cherryhill Const	Barrowfield Ave	413 Boulders	3010/3018/3019	4670	Nickolas Munn	www.cherryhill.com.au	741124100	QLD

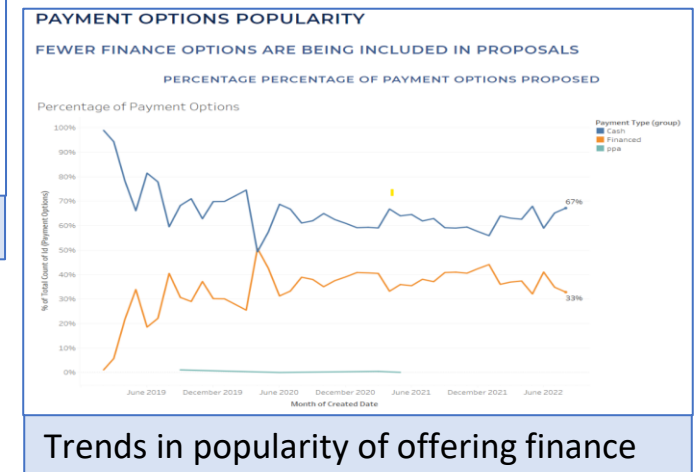
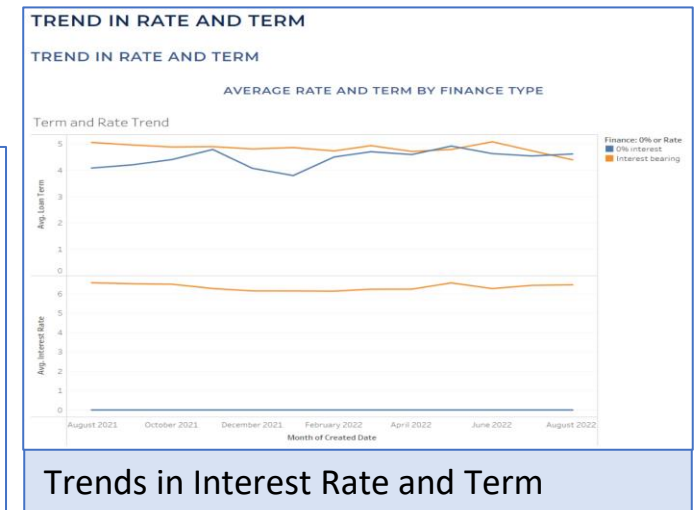
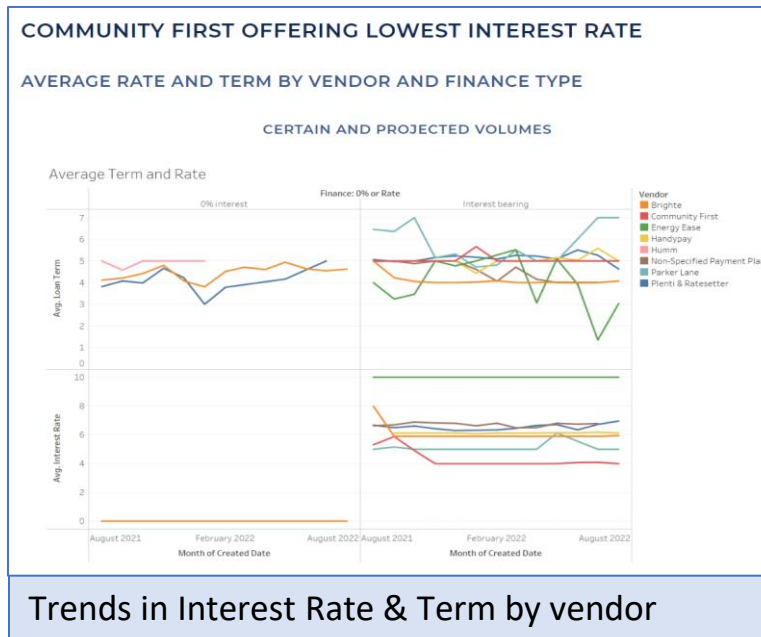
Interactive Business Directory

Compare Trends in Finance Uptake



Understand the world of finance, track finance-share-of-sales, and share of finance for you vs other finance vendors.

Charts showing trends in uptake of finance, popular term/rate combinations, finance vendor market share.

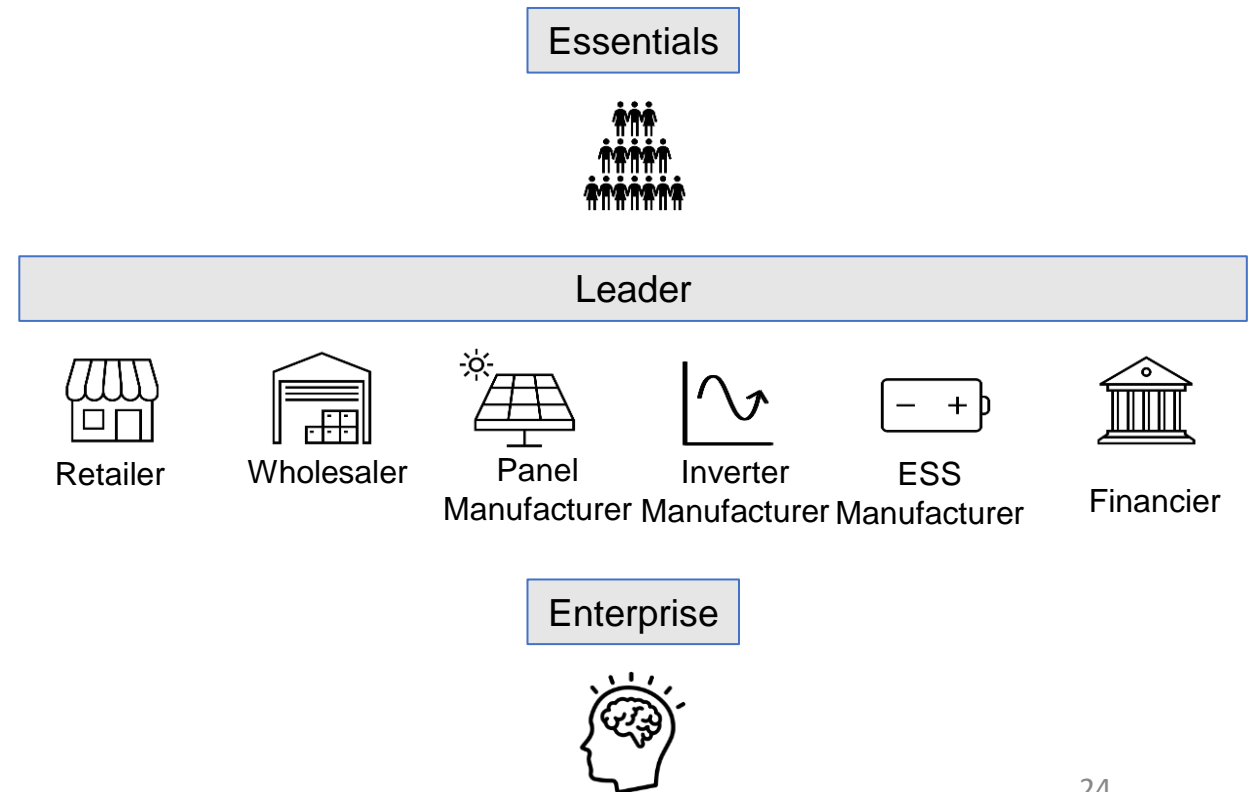


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- OR
2. View all the Content that's included in each bundle



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