

SOME THOUGHTS ON SOLAR

ERANZ TALKING HEADS

March 2018



MARCH 2018

# SOURCES AND RESOURCES

Green Tech Media – [www.greentechmedia.com](http://www.greentechmedia.com)

Renewable Energy World – [www.renewableenergy.com](http://www.renewableenergy.com)

PV Magazine Australia – [www.pv-magazine-australia.com](http://www.pv-magazine-australia.com)

<http://www.jeremyleggett.net/> - from Making Solar Bankable 2018

SEANZ – [www.seanz.com](http://www.seanz.com)



# CONTENT

- >Thoughts on the global context
- >Thoughts on the local context
- >Thoughts from the “front line”
- >Thoughts on what’s coming next



*“Remarkable expansion has occurred against a backdrop of trade disputes and far-reaching policy changes on the one hand and technology advances and cost improvements on the other”*

EDURNE ZOCO, RESEARCH DIRECTOR, SOLAR &  
ENERGY STORAGE, IHS MARKIT



# EXPANSION DESPITE THE “SPEED BUMPS”

- > Global market grew 20-26% in 2017
- > 2018 first triple digit gigawatt install year
- > “Big 4” but increasing diversification
- > Utility scale projects dominate
- > Increasing corporate commitment to sustainability/renewable energy
- > US and India policies creating some “speed bumps”

## Solar's Gigawatt-Scale Markets

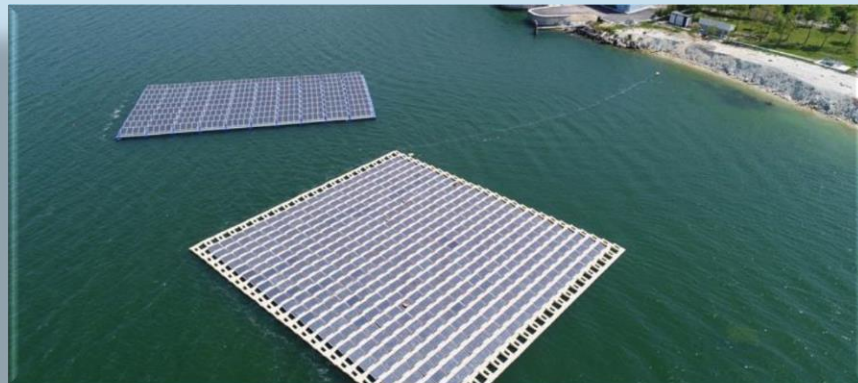


6 to 9 to 14



# ENABLED BY ADVANCING TECHNOLOGY

- > Improvements to efficiency and reducing hardware costs
- > New technology moving beyond “niche”
  - > Floating panels
  - > Bi-facial panels
- > New digital business models
- > Vehicle to grid technology





# AND NOT FORGETING THE FUTURISTS



*“Solar doubles every c.2 years....8 doublings to 2016... to 2% of global energy supply....6 more doublings to 2028... to >100% of 2016 global energy supply”*

RAY KURZWEIL, GOOGLE FUTURIST &  
CO-FOUNDER, SINGULARITY UNIVERSITY



*“By 2030, all new energy will be solar and wind, all new cars EVs, autonomous ones”*

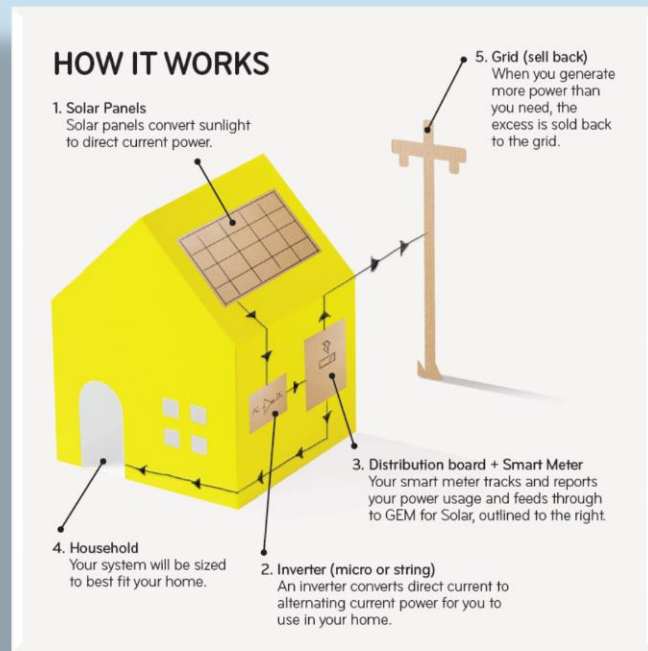
*“Resistance is futile...”*

TONY SEBA, FUTURIST, AUTHOR - CLEAN  
FUTURE OF ENERGY AND TRANSPORTATION



# HOW IS THIS TRANSLATING IN NZ?

- > Growth trends flat/stable with big regional variances
- > 17,800 ICPs (c.1%)
- > 30% “highly committed” to a sustainable lifestyle
- > Options increasing and costs decreasing
- > Best technology coming to NZ
  - > Tesla
  - > Bi-facial panels
- > Growth in PV/battery package (27% expected to grow to 45% of grid connected installations in 3 years - SEANZ)





# WHY MERCURY?

## Our Mission: Energy Freedom.

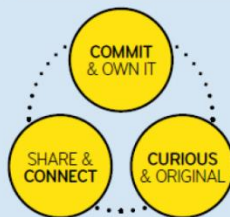
### REALISING OUR PURPOSE >>

TO INSPIRE NEW ZEALANDERS  
TO ENJOY ENERGY IN MORE  
WONDERFUL WAYS

### EXECUTING OUR STRATEGY >>

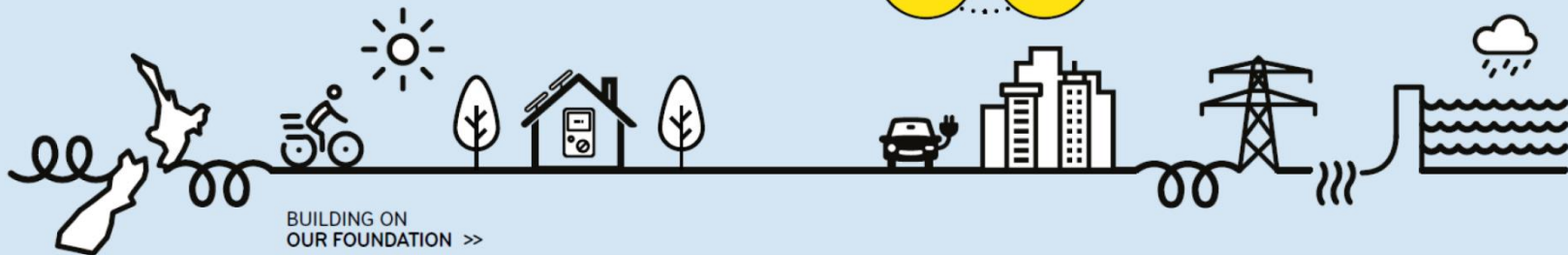
DELIVERING CUSTOMER  
ADVOCACY  
LEVERAGING CORE STRENGTHS  
DELIVERING SUSTAINABLE  
GROWTH

### LIVING OUR ATTITUDE >>



### ACHIEVING OUR GOAL >>

TO BE NEW ZEALAND'S  
LEADING ENERGY BRAND



WELLBEING  
OF OUR PEOPLE AND  
CUSTOMERS

KAITIAKITANGA  
THE CUSTODIANSHIP OF  
NATURAL RESOURCES

COMMERCIAL  
COMMERCIALLY ASTUTE  
DECISIONS



# WHAT WE'RE SEEING

## CHALLENGES IN RESIDENTIAL

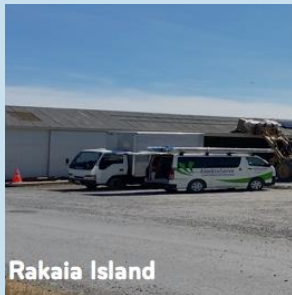
- > Inspire – tell the story
  - > NZ advantage
  - > Connect rationally and emotionally
  - > Brands have power (e.g. Tesla)
- > Reward – explain the value equation
  - > Buy-back
  - > Evs
  - > Re-sell
- > Make it Easy – one stop shop; finance models; best technology; consultative approach



# WHAT WE'RE SEEING

## GROWING INTEREST IN SPECIFIC SECTORS

- > Schools; Marae; Farming; Destinations, attractions and public facilities
- > Tailored and innovative solutions
- > Different business models



100% RENEWABLE ENERGY

