

"We quickly adapt to the changing needs of our customers"



PVH is a leading and experienced provider of trackers, structures, and innovative control solutions for photovoltaic solar plants. Not in vain, it is the third-largest solar tracker provider globally and a leader in Europe, Australia, and the Middle East in 2023.

Many believe that solar energy is the future, but for firms like PV Hardware (PVH) and the companies that rely on them, this is a very hopeful present. In fact, this is confirmed by the excellent figures with which they closed 2023 and the unbeatable expectations they have for both 2024 and 2025. To discuss the past figures and paint a picture of what lies ahead on the path (which will affect us all), we have had a lengthy conversation with Carlos López, Chief Revenue Officer (CRO) at PVH. Here is an excerpt from this interesting conversation that exemplifies the positive direction the company is taking.



QUESTION: Before delving into the projections for PVH in 2024, it is essential to highlight the great year you had in 2023, isn't it?

ANSWER: Absolutely. 2023 was an exceptional year for us. We experienced unprecedented growth both in terms of business figures and economic expansion. As manufacturers with

our own facilities, we have maintained our philosophy of design and production, allowing us to quickly adapt to the changing needs of our customers.

Q: *Beyond the data, how does this growth affect your future forecasts?*

A: This growth has provided us with a solid foundation upon which to build our future. In 2023, we doubled our international staff, enabling us to expand our operations and strengthen our strategic partnerships worldwide. Furthermore, this growth has positioned us as industry leaders in Europe, the Middle East, and Australia, a fact that drives us to continue innovating and offering increasingly advanced solutions to our customers.

Q: *Let's move from 2023 to look at the near future because you already have several projects underway that will see the light in 2024. What can you tell us about them?*

A: We are really excited about the projects we have underway for the coming year. In particular, in the Middle East, we have been collaborating with some of the region's leading companies, such as ACWA Power and NEOM in Saudi Arabia, and Masdar and DEWA in the United Arab Emirates. Our track record in the region exceeds 14 GW, and we are proud to have delivered some of the world's largest, most innovative, and important solar projects. These projects not only reflect our ability to adapt to the specific needs of each market but also demonstrate our commitment to sustainability and innovation in solar energy. In the coming months, we will share the start of production in our new factory in the United States, which will supply all our projects in America. We are also planning to expand our factory in Saudi Arabia with the goal of reaching a global annual capacity of more than 30 GW. Additionally, we are excited about the launch of AxoneDuo Infinity at GENERA, a next-generation tracker that promises to revolutionize the industry with its advanced features and ability to adapt to any terrain and weather conditions.

Q: *If we repeat the interview in 2025, what do you expect the answers to these same questions to be? Also, what new developments or projects do you expect to drive in the coming years?*

A: For 2025, we anticipate achieving even more significant milestones. Regarding new developments, we are focused on continuing to innovate in the best solar tracking and control solutions, as well as expanding our presence in new emerging markets. In summary, we expect that by 2025, PVH will continue to lead the industry as a reliable international provider and pioneer in solar energy.

www.pvhardware.com

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