

Press release

Welcome to Midsummer's new web page

[Stockholm, Sweden, July 14, 2020.] Swedish solar energy company Midsummer now launches the new improved web page in English. The visitor is met by a completely new design where the user experience is in focus. The digital update is another step in the company's journey towards clearer and more strategic communication with both investors and the market.

The newly launched website Midsummer.se/en focuses on user-friendliness and presents the company well adapted to the target group, which is primarily investors and B2B. The link between Midsummer.se and the consumer-focused website Midsummersolarroofs.se has also been simplified and is now navigated with increased agility.

"Since the turn of the year, we have begun an extensive work to sharpen our business plan and clarify our communication. The English web page is an important part of this work, as it is our digital display window for international visitors", said Helena Engelbrecht, Head of Communications, Midsummer. "Our goal is to be informative, inspiring and easy to understand. A personal digital welcome that guides the visitor in our cool but sometimes complex world of technology, design and sustainable energy."

New Midsummer.se was first launched in Swedish in May. The website has been developed in collaboration with Getsocial.

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About Midsummer

Midsummer is a leading developer and supplier of advanced solar energy technology solutions for the production and installation of thin film solar panels. Its business offering includes equipment for cost-effective manufacturing of thin film solar cells as well as building-integrated photovoltaic (BIPV) solutions. Midsummer's production process for thin film solar cells has a minimal carbon footprint compared to other production processes for solar modules. Midsummer's DUO system has taken the position as the most widespread manufacturing tool for flexible CIGS solar cells in the world.

Midsummer develops and markets solar panels directly to end customers from its own production and via contract manufacturers. The [Midsummer Solar Roofs](#) product range [Midsummer SLIM](#),



[Midsummer WAVE](#) and [Midsummer BOLD](#) offers customers light, thin and flexible solar panels that result in attractive solar roofs.

Midsummer's technology is based on a rapid process for the production of durable, flexible CIGS solar cells using sputtering of all layers of the solar cell in a sealed vacuum chain. The Company's share (MIDS) is traded on Nasdaq First North Premier Growth Market with G & W Fondkommission as Certified Adviser, phone: +46 (0)8-503 000 50, email: ca@gwkapital.se. For more information, please visit: midsummer.se

