

FREQUENTLY ASKED QUESTIONS

What type of product does Helios USA manufacture?

We manufacture high-performance mono-crystalline solar modules (panels) assembled from high-quality components. These modules can be used in residential, commercial, industrial, and utility-based solar electric systems.

Why has Helios USA chosen to locate their headquarters and plant in Milwaukee?

There is a strong tradition of both energy-related innovation and manufacturing expertise in the area. In addition, both Milwaukee and Madison have been designated as Solar America Cities by the Department of Energy—evidence of Wisconsin's commitment to a solar-powered future.

When will Helios USA's plant be operational?

We expect our Milwaukee plant to be operational by the end of Q4 2010.

How many jobs will Helios USA create? When will hiring begin?

We anticipate creating over 50 new, permanent clean energy jobs during our first three years of operation. These jobs will be based in Milwaukee, Wisconsin.

We expect to begin hiring by late summer 2010.

Who are Helios USA's customers?

We market our modules to solar module distributors, large system integrators (installers), and value-added resellers (companies that will include our modules in systems or projects that they develop for their customers).

We market our solar modules both regionally and nationally. We also intend to develop a very strong market presence in Wisconsin.

Who are Helios USA's suppliers?

We work closely with suppliers in both the United States and Europe—companies we know will be able to provide us with a steady supply of high-quality components.

FREQUENTLY ASKED QUESTIONS (CONTINUED)

Who owns Helios USA?

We are a privately-owned business funded through a combination of private equity and government and bank financing.

How do you expect to compete against low-cost module importers (e.g., from China)?

1. We utilize an advanced, automated manufacturing platform that will allow us to reduce operational costs and remain cost competitive.
2. We manufacture high-performance modules delivering reliable energy and backed by a generous warranty—most low-cost importers are unable to manufacture modules of this quality and with these terms.
3. We are focusing on customers who value openness, one-on-one customer service, and on-time delivery—three elements of our business model that differentiate us from competitors, especially low-cost importers.
4. Our modules are manufactured in Milwaukee, Wisconsin—right in the heart of America's manufacturing base. This offers our customers both tangible and intangible benefits that non-American manufacturers cannot offer.

#