



Introducing a new advisory service package:

## Apricum by subscription

### Build an ongoing competitive edge through a constant dialogue with us

We offer a new style of advisory service in the form of an annual subscription. Clients benefit from regular, highly detailed market analyses and strategy advisory, tailored to their industry segment and business needs.

We recognize that engaging a consultancy for a full-spectrum strategy project is not always required. After extensive discussions with many market players in the cleantech industry around the world, we have created a high-value service that answers their needs for ongoing, individual strategic input, independent of any particular project.

Think of our subscription service as an ongoing dialogue with an independent and trusted advisor who keeps you updated with insights directly relevant to your business. You will have the chance to delve deeper – Q&A style – into topics that expressly concern your sector focus and you will get to review and refine your business strategy in an annual interactive workshop with our experts.

The affordable annual price represents excellent value for money. The investment can even be offset against a future project should a broader engagement be desired.

*"From our constant exchange with key market players around the world, we are the first to hear of promising investment opportunities and always on the lookout for a suitable match for our clients."*

Nikolai Dobrott, managing partner, Apricum

### What does the subscription include?

#### 1. Quarterly market update & insights

The quarterly market update discusses our view on current market trends, developments and upcoming policy changes. An in-depth analysis of the solar, wind or energy storage sector with market demand forecast, regional update, and technology trends including M&A activity is also provided. As well, the market update includes a different deep-dive topic each quarter that examines specific technologies and trends in project or corporate finance, tender results and updates from our proprietary models.

#### 2. Quarterly Q&A with Apricum specialists

The second component consists of a quarterly Q&A telephone session with one or more of our specialists, in which we will answer your questions and provide further background information as required.



### 3. Annual interactive workshop

The third component of the subscription service is an annual strategy review session. We will prepare and conduct an interactive workshop in which your current business strategy will be discussed and challenged. Recommendations for strategy refinement or changes will be provided, based on our market intelligence, strategy development methodology and your input.

### Benefits

#### Stay ahead of the pack by receiving proprietary market insights – customized to your business

You will receive information and insights not otherwise publicly available. More than just a standard report, Apricum's market insights and analysis are tailored to your business activities, answering the "So what" question for you.

#### Have an independent expert challenge and validate your strategy

Navigating cleantech's constantly changing and complex playing field requires regular evaluation of your strategic direction and appropriate course correction. With Apricum as an independent and unbiased sparring partner, your chosen strategy is validated and optimized, potentially avoiding costly mistakes.

#### Be the first to hear of relevant opportunities and deals

We are constantly involved in investments in companies and projects, M&A deals, joint ventures and other business transactions.

By having a full picture of your business needs and preferences, we can present tailored investment and other business opportunities to you that may not otherwise come to your attention.

### Our point of difference

Apricum's subscription service is unique in the market, with an unparalleled depth of analysis and customization.

The quarterly Q&A and annual interactive strategy workshop with Apricum specialists alone are far beyond any market research company's offering.

Our subscription service combines regular tailored insights with the chance to test and refine your business strategy on a one-to-one basis with trusted, external experts.

### Further details

- Apricum offers this subscription service for a flat fee of EUR 10,000 (not incl. VAT) per year
- The service can be terminated annually
- The annual fee is deductible from fees for advisory projects in the given year with volume larger than EUR 50,000
- Q&A or strategy review workshops held at the client's premises will incur travel expenses

### About Apricum

We are a globally active transaction advisory and strategy consulting firm focused exclusively on the solar, wind and integrated renewable energy industries. We are headquartered in Berlin and serve clients around the world through our representative offices in the UK, Turkey, Saudi Arabia, India, China, South Korea, Mexico, Japan, Brazil and the USA.

We've completed over 100 cross-border consulting and transaction projects with the highest levels of client satisfaction.

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