

## **Canadian Expansion – 2G Group Enhances its Canadian Distribution and Implements a Dedicated Sales & Product Support Organization for Canada**

Increased demand and the wish to reinforce customer focus moved the company away from a distributor representation towards a direct sales and product support network model. The initial distribution model was an impetus for change. Following 2G's successful sales & product support structure in North America, the 2G Group today unveils a new expansion in Canada.

**St. Augustine, FL August 17<sup>th</sup> 2013.** To further expand 2G's presence in Canada, 2G CENERGY will assume all sales, marketing, and product support responsibilities for the Canadian market in the future.

After establishing 2G CENERGY in 2009 for the U.S. and South American markets, followed by the establishment of the U.S. production plant 2G Manufacturing Inc. in 2012, the 2G Group experienced continuous growth in the Americas. Initially 2G began to penetrate the Canadian market through an independent distributor and during the past three years 2G became Canada's #1 preferred CHP system supplier within the companies target market segment.

2G is the leading manufacturer of highly efficient fully integrated modular "all-in-one" cogeneration power plants that are supplied "plug & play". A new dedicated sales and product support strategy to leverage the untapped potential in Canada was a logical step. The move follows recent announcement that the company is in the process of expanding its market coverage and operations throughout the entire Americas. The new distribution practice is expected to expand business prospects, increase market share and accelerate the growth rate for 2G in North America.

The dedicated 2G Group manufacturing plant in St. Augustine, FL was established to make its highly reliable German engineered cogeneration systems locally in North America instead of importing from Germany. As part of this effort, 2G was able to achieve a better value-for-money ratio benefiting end-users by allowing them to buy direct from its group company 2G CENERGY without having any intermediates or additional distribution levels that unnecessarily add to cost. Manufacturing in America also eliminates cross border taxes within the entire NAFTA region. Simultaneously the company will continue to actively seek and evaluate strategic alliances wherever such partnerships benefit its proven business model.

*"We have received a very encouraging response from many existing and future customers in Canada. They are pleased to have immediate and direct access to the factory that will add strength and more credibility to the entire customer experience. We want to leverage on the existing momentum and at the same time, use this opportunity to help our customers to obtain more value and to increase their bottom line. This new structure will also enable us to maximize our impact and highlight our ongoing efforts to gain an even stronger foothold in Canada,"* said Michael Turwitt, President & CEO of 2G CENERGY.

2G CENERGY has already created a dedicated team of qualified professionals, including French speaking staff, who will work with existing and future customers in Canada. A Canadian branch office and local service & product support center is in the process of being opened.

During the transition period, all 2G products may be purchased through 2G CENERGY. All product support & service is managed through the central North American Service Center and organized to be a seamless transition to ensure consistency and continuity of product support.

*"2G CENERGY has a proven success record with a portfolio of premium CHP cogeneration systems. We are excited to serve the Canadian market directly by providing our customers direct access to the factory. Canada has specific market conditions that are conducive to the use of our proven products. After having already supplied many 2G cogeneration modules in all size ranges throughout Canada, word spread quickly. Also, in the future the medium-sized 2G Group will continue to adapt constantly and professionally to changing market conditions and customer needs. From British Columbia to Prince Edward Island, customers began to understand that a 2G cogeneration system is the best equipment to use,"* said Christian Grotholt, President & CEO of the 2G Group of Companies.

**About 2G CENERGY Power Systems Technologies Inc.**

Headquartered in St. Augustine, FL, 2G CENERGY Power Systems Technologies Inc. is a 2G Energy AG group company providing environmentally-friendly and highly efficient CHP cogeneration systems to the North and South American market. 2G's concept of modular combined heat and power plants for decentralized energy production is leading the way. 2G Energy AG is a long-established manufacturing company publically traded at the Frankfurt Stock Exchange. Today 2G is the largest independent manufacturers of combined heat and power (CHP) systems, with manufacturing plants in America (2G Manufacturing Inc.) and in Germany. More than 3,000 cogeneration plants are installed and operating. The company's CHP power plants guarantee extreme high energy efficiency, generated from natural gas, biogas, landfill gas, sewage gas, coal mine gas, syngas, hydrogen, and other specialty gaseous fuels. 2G CENERGY provides technologically advanced and clean systems to generate electricity and heat, while reducing CO2 emissions and greenhouse gases. All plants are designed and manufactured "plug & play, connection-ready".

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