



1981-2006

ISO FOTON

The consolidation of Isofoton's image of success reaffirms the values that have been created and reinforced over the past 25 years.

Isofoton's image is a reflection of the spirit of evolution, the brand, the perception of competitive product placement.



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25 YEARS FULFILLING COMMITMENTS



MARKET 4.2 POSITIONING OF THE BRAND

The value of the brand 4.2.1

The qualities that clients, workers, providers, and competitors attribute to the Isofoton brand as a result of their respective experiences are precisely what define the brand.

The solidity of the Isofoton brand is the result of 25 years of fulfilling commitments assumed with each one of its interest groups, responding with consistency to their expectations and generating a corporate culture in which **innovation, foresight, and commitment to Sustainable Development** make up the values on which the behaviour of the people that make up Isofoton are based on.

4.2.2 Corporate Reputation

A reflection of the strength of the brand can be observed in the reputation rankings. For the fourth consecutive year, Isofoton holds an outstanding position on the Monitor Español de Reputación Corporativa (**MERCO EMPRESAS**), achieving 55th position in the ranking of the 100 most prestigious companies in Spain.

EVOLUTION OF ISOFOTON'S POSITION AMONG THE 100 MOST VALUED COMPANIES



SOURCE: MERCO

Since the implementation of Isofoton's Reputation Management Plan in 2003, it has been evident how the work carried out over these years has thrived and how a company's reputation is not necessarily tied to its size or to its turnover volume.

With respect to **Ranking by Sectors**, Isofoton has reached the 4th position among companies in the Technology Sector, raising its position one point with respect to the previous year.

POSITION IN THE TECHNOLOGY SECTOR

COMPANIES	2007	2006
Siemens	1	1
Gamesa	2	3
Ericsson	3	4
Isofoton	4	5
General Electric	5	6
Abengoa	6	-
Basf	7	10
Robert Bosch	8	7

SOURCE: MERCO

In addition, **Isofoton** reached the **61st position** in the **MERCO PERSONAS** Ranking (Ranking of Internal Reputation), which identifies the 100 best companies to work for in Spain.

The criteria valued to produce these rankings were "social commitment, professional development, openness, and ability to balance work and family", which are some of the elements that workers and consumers ask for, even demand, from the companies of the 21st century.

merco
Monitor Español de Reputación Corporativa



4.2.3 Awards and recognition

The company received 13 honors of various natures between 1999-2006:



- 2006**
- **Prize for Best Ideas of the Year** from Actualidad Económica in the Environmental category for the integration of bioclimatic concepts and energy efficiency in the new factory in Malaga.
 - Tecnosol, distributor of Isofoton in Nicaragua received the **Prize for the “best project of promotion or use of Renewable Energy and Energy Saving 2006”**, from the Nicaraguan Energy Institute (INDE), and the Eurocenter of Business Cooperation.
- 2005**
- **Academiae Dilecta Award.** Real Academia de Ingeniería.
 - **Plaque of Honor-Business Category.** Asociación Española de Científicos.
 - **Imex-Fortis Bank Award for Export Company.** Imex-Fortis Bank and Moneda Única Magazine.
 - **Diario Sur Company Award.** Diario Sur.
 - **Company Executives Award in the Innovation Category.** Ejecutivos Magazine.
- 2002**
- **Prince Felipe Award for Business Excellence in the field of Renewable Energies and Energy Efficiency.** Ministry of Economy and Science and Technology.
 - **Alas Export Category Award.** Economy Council. Andalusian Government through CDEA.
 - **“Sol y Paz” Award for business.** Tierra Foundation
- 2000**
- **Award to an organization that promotes equality between men and women.** Andalusian Institute for Women, Andalusian Government.
- 1999**
- **Andalusian Environment Award.** Andalusian Government.
 - **Export Award.** Cámara Oficial de Comercio e Industria.

Presence in the Media 4.2.4

In 2006, the number of references made by the media to Isofoton or to the main executives that direct it increased remarkably, **reaching a total of 568 references**, which is **145% more than the previous year**.

The increase was also qualitative, seeing as 35% of the appearances consisted of in depth articles or interviews, filling large headlines in the majority of cases.

REFERENCES IN THE MEDIA



With respect to the topics and events that peaked the most interest, those that stand out the most are the inauguration of the factory by His Majesty D. Juan Carlos, and the agreement signed with Endesa and the Andalusian Government regarding the start-up of the polysilicon factory in Los Barrios (Cádiz).

With respect to the media, it is worth noting the increase in the number of appearances on television, the widest coverage nationally speaking, and the number of general and economic programs and print media that have shown interest in the company, its business ideas and its directors, as opposed to the traditional specialized media.