



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.



i s o f o



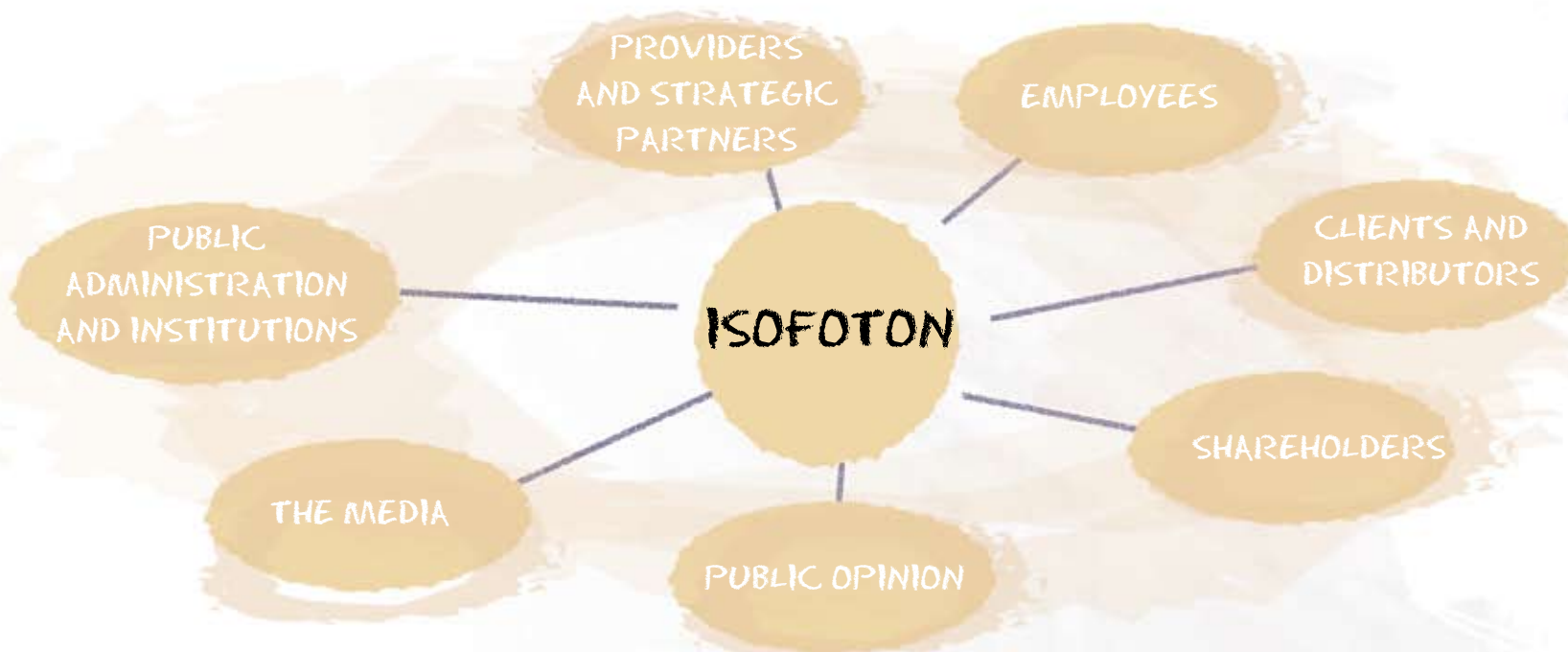
4.3 COMMUNICATION AND DIALOGUE WITH INTEREST GROUPS

Isofoton's interest groups are comprised of all of the people, institutions, or associations that are affected by the company's activity and decisions, and that in turn, can affect the company with their behaviour. Therefore, maintaining **the lines of communication** that allow us to know the expectations, proposals, and evaluations that each interest group displays in detail is a **strategic objective**.

Since 2003, and within the frameworks of the company's Corporate Responsibility policy, a plan was formulated to clearly identify interest groups, with the aim of getting to know and managing their expectations with respect to

the behaviour of Isofoton. It is a plan that is updated every two years through in depth interviews with key players in order to analyze the evolution of the perception of Isofoton from their point of view, to measure the achievement of goals, and to put new improvement strategies into action.

The following lines describe, for each one of the interest groups considered, the typology of agents included in each category, as well as the communication channels used to find out their opinions.



Isofoton and its Employees

It is a priority for Isofoton to involve its workers in the philosophy, values, and objectives of the organization. Communication, therefore, is a key element in the development and implementation of Isofoton's Human Resources policies. Beyond transmitting institutional messages, of internal or corporate events, Isofoton understands **Intercommunication to be one of the backbones of the company**, and, practically one of its identifying characteristics.

To improve communication, all available channels are used, but the most important tools in this plan are, without a doubt, the Intercommunication Plan and dialogue with employees, through work climate studies, with the objectives of:

- Promoting a culture of participation in all spheres of action.
- Fostering personal and professional development of the employees.
- Encouraging support of the business.



CHANNELS AND/OR ACTS OF COMMUNICATION:

- Corporate Conferences.
- Annual Subsidiaries Day.
- Periodic meetings between Directors and personnel.
- Creation of Improvement Groups and Workshops.
- Half-yearly Inews magazine.
- Web Page.
- Intranet-Employee Portal (under construction).
- Periodic internal communication (corporate, from HR, business, etc.) through e-mail, written notices, signs, ...
- Informative bulletins by areas.
- Editing of internal material (corporate brochures, videos, welcome manual,...).
- Organization of events and sports activities (Christmas Campaign, football tournaments, paddle ball, etc.).



Isofoton and its Clients and Distributors

The objectives with this group are, on one hand, to permanently offer improvements in **quality, service, and satisfaction**. On the other hand, the objectives are to offer-especially to the distributors-commitment and stability of supply. This group is made up of:

- Companies and Large Corporations.
- Distributors.
- Installers.
- Governments and Public Administrations.
- Non Governmental and Multilateral Organizations.

Always striving to improve the service offered to clients, the After Sales Department establishes the appropriate communication procedures to undertake any type of worry, incidence, or question that could arise in relation to the quality of the products sold by Isofoton. Nowadays, this division of the company has the following areas:

- Customer Service.
- Incidence Management.
- Technical Support Service.
- Maintenance Service.

CHANNELS AND/OR ACTS OF COMMUNICATION:

- Annual survey of satisfaction with the company.
- More effective and prompt management of incidents and complaints:
 - Direct and personalized call center.
 - Improvement of ON LINE tool located on Isofoton's web page.
- Web page.
- Inews magazine.
- Periodic communication.
- Invitations to fairs, conferences, development courses, new events, etc.
- Publicity campaigns and supporting graphic material (informative and technical).
- Presence at fairs and events.

With respect to its clients, Isofoton rigorously fulfils its legal obligations regarding the collection, treatment, and storing of personal data. Isofoton is responsible for the different files that contain personal data and they register and declare them, as is required by law, with the Spanish Data Protection Agency.





Isofoton and its Providers and Strategic Partners

Isofoton's commitment to quality is evident in all facets of its relationships with providers and partners. Isofoton establishes relationships on the basis of **mutual trust** with companies that possess the flexibility required for an ever-changing environment and that are familiar with the company's needs, expectations, and work-ethic, as the integration into corporate culture is very important to Isofoton. This group includes:

- Manufacturers of Raw Materials and Components.
- Banks.
- Research centers.
- Strategic Technological Allies, Industrial Allies, Energy Companies, etc.
- Consultancies.

CHANNELS AND/OR ACTS OF COMMUNICATION:

- Presentation and shipping of the Annual Report.
- Invitation to representative events and development of joint events.
- Ongoing strategic and operative meetings.



Isofoton and the Public Administration and Institutions

Isofoton actively participates in many of the initiatives that originate from these interest groups, present in the governing bodies of the most recognized Associations, promoting R+D projects in collaboration with the most prestigious universities, and employing an **intense awareness and disclosure policy** among Public Administrations and Legislative Bodies. This group is comprised of:

- European, National, Autonomous, and Local Public Administrations.
- National and International Sectorial Associations.
- NGO's and Bilateral and Multilateral Organizations.
- Universities and Educational centers.

As part of Isofoton's active commitment to these public institutions, the directors of the company carry out an intense task of representation over the course of the year. Some that stand out are:

José Luis Manzano. Chief Executive Officer

- Member of the Círculo de Empresarios Hispano-Ecuatoriano.
- Advisor to Crediaval.
- Head-Fundación Energía Sin Fronteras.
- Spokesman for Isofoton in the Real Academia de Ingeniería.
- Member of the Club de Exportadores.

Emiliano Perezagua. Chief Operations Officer

- President of the PV Platform.
- Member of European Solar Silicon.

Ernesto Macías. Communications and External Affairs General Manager.

- Vice-president of the European Photovoltaic Industry Association.
- President of the Alliance for Rural Electrification.
- Member of the Board of Directors of the Club de la Energía.
- Member of ASIF.

Juan Fernández. Business Strategy Director

- President of ASIT.
- Member of ESTIF.
- Member of ESTTP.

Ramón Eyras. Technical Director

- Professor-Renewable Energies Master at the EOI (Escuela de Organización Industrial).

Jesús Alonso. R+D Director

- Member of ETICOM (Empresarios de Tecnologías de la Información y Comunicación de Andalucía).
- Member of the Asociación Española del Hidrógeno.





Isofoton and the Media

Isofoton and the media have a two-way relationship, as the media is the key player in the spreading of information, both general and technical, and it contributes significantly **to raising the level of knowledge and of social consciousness of the benefits of Solar Energy**, broadening the power of circulation of information.

The quality of information, the fluidity of relationships with journalists and media, and the availability of tools that speed up the demand for information have been the cruxes of the Communication Strategy of 2006, even more so in a year marked by an unprecedented event: the inauguration of the factory by His Majesty the King. In addition to increasing the daily work of the department, it has meant multiple requests to visit the factory.

CHANNELS AND/OR ACTS OF COMMUNICATION:

- Creation of a Press Area on the new web page that has the following contents:
 - Press Kits.
 - Press notes and press releases.
 - News Archive.
 - Image gallery (logos, photos of directors, factory, projects, events, etc.).
 - Direct lines of contact with the Communications Department.
 - Creation of a permanent section of news updates on the home page (scroll news).
- Virtual press room for the inauguration of the factory.
- Press conferences and meetings with journalists.
- Sending of press notes.
- Processing of questionnaires, interviews, and reports, both graphic and audiovisual.



Isofoton and Public Opinion

Although Isofoton's business is not focused on large consumption, and it has no direct and/or commercial relationship with the final consumer, it is of vital importance to generate a favourable, positive, and proactive vibe with respect to public opinion towards Renewable Energy, towards Solar Energy, and, as a result, towards the company.

Also, given that the nature of Isofoton's activity is aligned with one of the principle global goals of sustainability, in other words, the use of clean energy in fighting climate change, Isofoton has, since its beginning, taken on the task of going beyond commercial communication, and of **actively raising the public awareness and sensitivity of society**. 2006 saw the continuation of Isofoton's ongoing informative policy about the uses and benefits of Solar Energy; a policy directed towards two large communities:

- Society in general.
- Stake-holders.

For this reason, and due to the growing national and international visibility, the Management of its Corporate Responsibility, its Reputation, and its Image make up one of the strategic pillars of Isofoton:

- Awareness campaigns (individual campaigns of the brand, in collaboration with public institutions, or joint campaigns with companies in the sector).
- Sponsorship of events related to the sector and current reality (Climate Change, Encuentro Solar, Energía Sin Fronteras, etc.).
- Participation in forums, conferences, seminars, development courses, etc.
- Informational portal about Solar Energy, **www.lageneraciondelsol.com**. This ambitious project is under construction and will go into effect in 2007.

For the occasion of the 25th anniversary of the company's founding, Isofoton developed a campaign aimed at increasing social awareness and general and economic graphic media, in addition to an institutional video that highlighted Spain's privileged situation for reaching a cleaner and more sustainable energy model based on Renewable Energy.

Along the same lines, the new Technical Building Code means that those that make up the community of stake-holders (builders, promoters, architectural studios, engineers, etc.) will increase their need for information on all levels, from the most basic aspects to the most technical and specialized, being very receptive to Thermal Solar Energy solutions and to achieve better Architectural Integration of these installations into their buildings.

Isofoton, conscious of this situation, and to cover this communication objective, developed support materials in 2006 that were geared towards educating professionals. These materials included the edition of videos about the factory's production process, reports about products and global energy solutions, didactic manuals for installers, and descriptive materials about architectural projects already carried out.



SOMETHING NEW UNDER THE SUN

Now there is something new for you to discover: a new way to look at the Sun. A clear view with a commitment to solidity, human in nature yet filled with important technological aspects, ecological and close to our hearts. Now there is a new way of harnessing Solar Energy, a new way to respect and preserve the environment, to provide aid to developing countries, and to offer an economic energy alternative to developed countries. But, above all, now there is a new way to look towards the future.

We want you to experience all of this by looking through our eyes: this is our view, this **Isofoton in depth**. We have updated our Corporate website with dynamic and innovative content so that you can have access to all the information you need concerning Solar Energy, its mission, its vision of the world and its commitment to solidarity.

We want to share **Isofoton's Energy** with you. We want to take you to the furthest corners of the earth. Our new Technical website gives you the latest information about Solar Energy with the aim of fulfilling all of our clients' needs and providing an ongoing commitment to Society.

At Isofoton we want to provide you with our warmth, so you can get to know us better. Under one unique principle: the Sun for the benefit of Mankind.

Something new to discover. www.iso.com

isofoton.com
Welcome

SURF THE INTERNET THROUGH
THE CLEAN, SUPPORTIVE,
COMMITTED, AND INNOVATIVE
EYES OF ISOFOTON.

Conscious of the power that the Internet has to spread information and of its coverage nowadays, Isofoton's presence on the Internet was redesigned with the **launch of its new webpage**. An attractive and dynamic site, it is intuitive and easy to navigate. The diversity of the content and detailed information for each of the publics are structured on three different levels: **"Isofoton in Depth"**, with the most corporate aspects of the company, its origins, philosophy, value of the brand, social and environmental commitments; **"Isofoton's Energy"**, which puts together the most technical and commercial aspects, with information about products, services for professionals, Solar Energy applications, new technologies and developments, Architectural Integration, etc.; and lastly **"Solar Generation"**, an informative solar portal which is under construction.

At the end of 2006, and only a month and a half after its launch, the new web page had registered more than 54,000 visits and had had 374,000 pages consulted, reaching a daily average of 1,061 hits per day.

WWW.ISOFOTON.COM

