



No Power  
No Problem

SUN  SYNK®

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Introduction

REVOLUTIONISING THE WAY WE USE, STORE, GENERATE & CONTROL ENERGY



[www.sunsynk.com](http://www.sunsynk.com)

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## A Big Welcome from Keith



"Welcome to Sunsynk! Thank you for considering becoming a Sunsynk customer. The world is changing, and it is a change that is unavoidable. The demand for energy is increasing, and energy prices are rising, and that means the way that homes, businesses, and even energy-producing companies store and manage energy is going through the greatest shift we have seen in the past 100 years. To coin a phrase, "Energy management and storage is the new oil industry".

All new homes built in the United Kingdom from 2024 will no longer be connected to the gas grid. As part of the UK's continued commitment to reaching net-zero carbon figures by 2050, millions of homes throughout the UK will also have to ditch polluting fossil fuel energy sources retrospectively. Renewable energy will continue to move to the forefront of the UK's energy industry. Carrying out such widespread changes to the UK's energy approach will bring huge challenges on numerous levels. But huge challenges also bring huge opportunities.

Sunsynk Ltd is positioned to take advantage of these opportunities - from our best-in-class inverter technology to the best batteries arrays on the market Sunsynk is already proven to be the premier brand in Southern Africa and is making strong inroads into the UK and European markets. By utilising the proprietary Inverter technology that Sunsynk has painstakingly developed over many years, Sunsynk is positioned to grow substantially in the coming years, and to disrupt the energy industry across our four core markets; UK, HK/ China, Southern Africa and Australia/New Zealand.

As you read through our sales pack you will see why Sunsynk has such a strong product and we hope that you will decide to become our client and come on this journey with us. The opportunities are enormous. Our business model and technology has significant potential to gain notable market share in an industry that has very few players and even fewer players with the level of quality technology that Sunsynk promises. The electrification of our lives is inevitable, from the way we heat our homes to how we power our vehicles, from the way we store & access renewable energy to the way petrol stations function - Sunsynk intends to be at the forefront of this modern power storage and management sector. Through our network of qualified installers, we are already installing inverters and power management systems into homes and businesses across the world and we would invite you to join their number. Users can monitor and manage energy use, patterns and performance. Our hybrid inverter allows homeowners to cut their bills by half more or less immediately. The potential in this industry and sector is very exciting. As our proprietary software & hardware is developed, all Sunsynk inverters will be controllable remotely through the app. In this document, we highlight, some of the main insights into the Sunsynk company and brand so that you can better understand us. In 2021 our business has exploded, achieving two years growth targets in 4 months. We have grown substantially in our 4 core geographic markets; UK, Australia, Southern Africa, and Hong Kong.

We are confident that the global environment (politically, socially and environmentally), and, the Sunsynk products, are in perfect alignment to see Sunsynk grow substantially in the years ahead. We will lead the charge in the changes that are becoming essential in the world's power management and storage sector. We thank you that as your fund, distribute, or install Sunsynk products, you are becoming part of the 20 plus years of the Sunsynk story and continuing to build a proven multinational business that is transforming the future of how we store and manage our energy.

Yours faithfully,

Keith Gough

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# Introduction



## Overview

Sunsynk is a power management and power storage business founded in Hong Kong over 20 years ago in the 1990s by British electrical engineering and entrepreneur, Keith Gough. Since its inception, it has grown into a multi-national company with offices in the UK, Asia, Southern Africa, and Australia.

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Today, Sunsynk boasts one of the oldest inverter brands in the world having developed one of the world's first on-grid inverters. Moreover, Sunsynk is considered the No. 1 solar power storage and power management brand in Southern Africa.

Sunsynk works with CATL; the foremost battery producer in the world to ensure our product and battery technology is second to none.

2

3

Sunsynk is an excellent brand with a strong legacy and a promising future. The rate of our growth shows how popular our products are and the number of new installers we are training.

Opportunities in the power management and power storage industry are growing at a rapid rate. According to the International Energy Agency, renewable energy is expected to make up 30% of the world's energy by 2024 with most power generation driven by wind and solar power projects. There has never been a better time to be involved in this industry.

4

5

Sunsynk stands at the intersection where great opportunity meets great demand. The world needs environmentally friendly energy sources and renewables are the way forward. Within power hungry sectors such as housing, shipping, powering up the rural areas, we can expect to see and are seeing rapid growth.

Our technology has been proven in its excellence. Technologically the Sunsynk products outstrip other major brands. You can see evidence of this in the comparison section of this document. We have spent years painstakingly refining and developing to achieve the level of excellence in our products.

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## A Brief History of Sunsynk

1990s

Originally, Global Tech Ltd were a design consultancy funded by a London company which later became part of Schneider Electric. At the time we were developing lighting control systems along with home automation. Global Tech Ltd progressed onto CCTV systems and digital video recorders and our products became market leaders in the field of digital CCTV and internet-based CCTV.

2000s

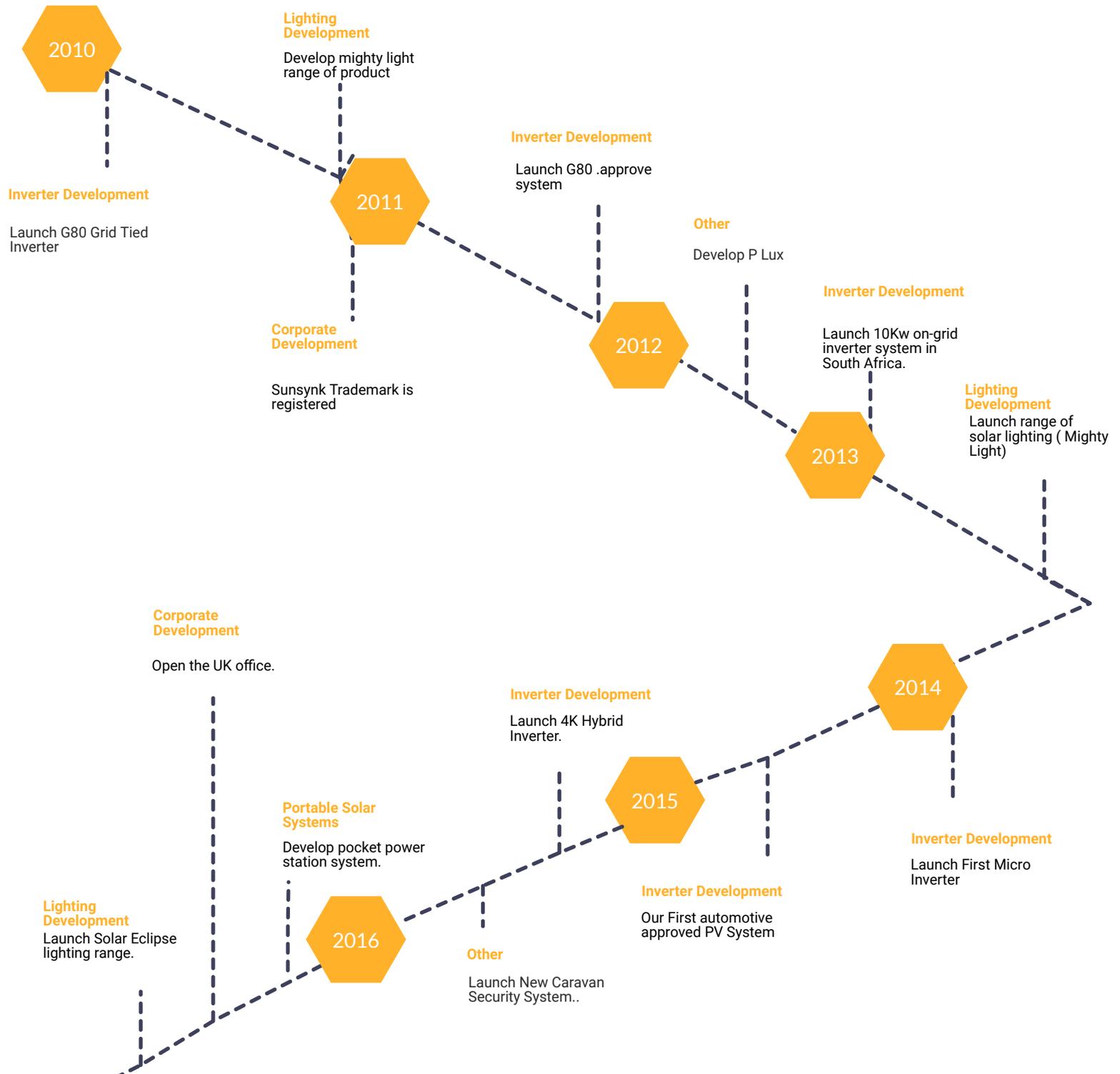
In the early 2000s, our B2B OEM business took off as many companies wanted to make their own product through Chinese factories but didn't have the knowledge to make this happen. We had the engineering resources to design and develop the technology, as well as the relationships in mainland China. Over the past 20 years, we have developed hundreds of technology-based products across various categories, including; digital voice recording systems, security systems, home automation CCTV, dementia products, LED lighting products, medical products, waste disposal systems, waste processing products, health products, emergency devices, lighting control systems, and many more.

2010s

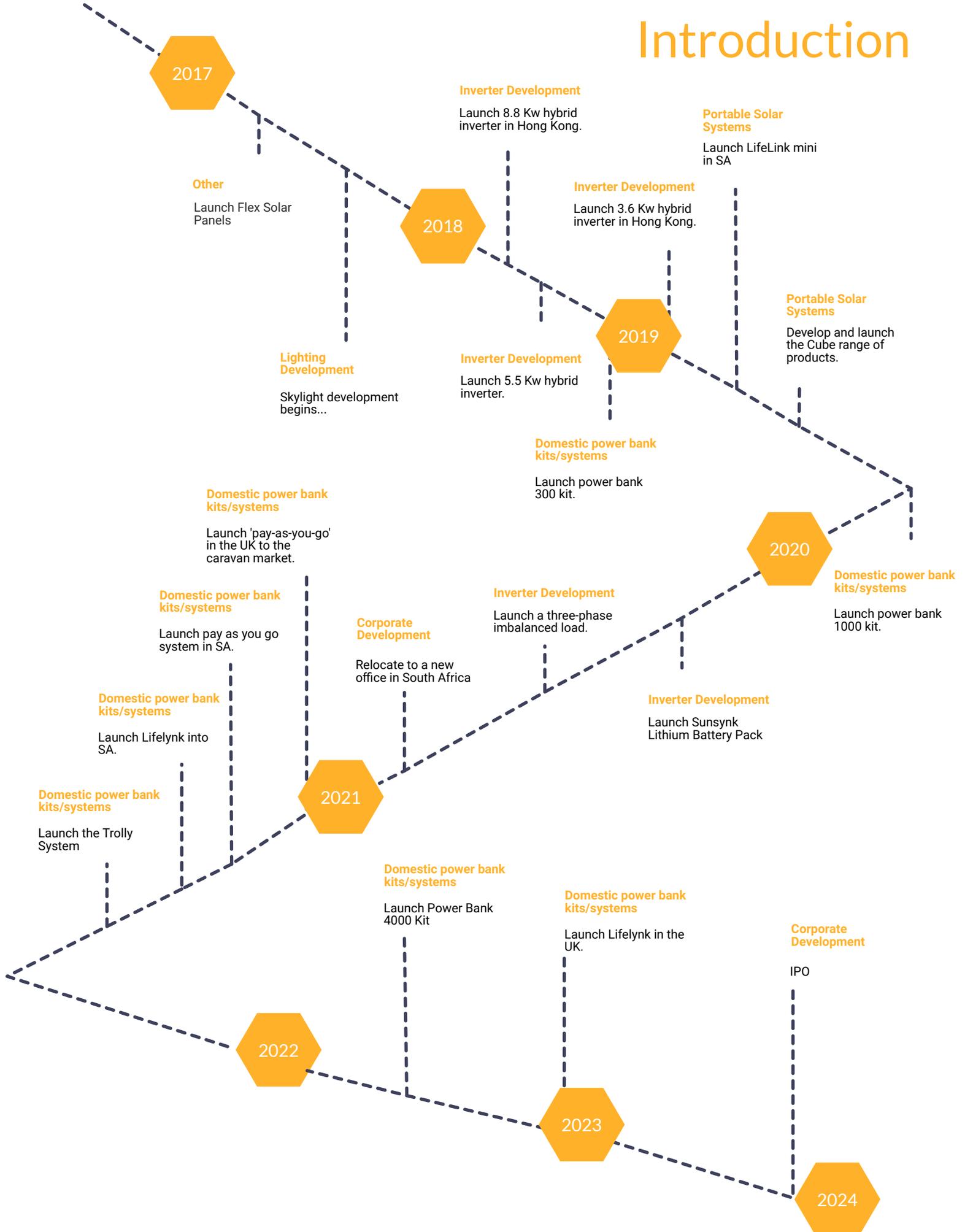
In 2010, we made the strategic decision to move from exclusive OEM product development to the introduction of our own OBM line of branded products. The Sunsynk brand was first registered in 2011 by the CEO; Keith Gough. Over the past decade, Sunsynk has been registered in over 49 countries as well as becoming the number one brand in South Africa for power management and storage.

***"We invite you to come and be part of the Sunsynk story as we enter this next stage in our journey."***

## Company Timeline



# Introduction

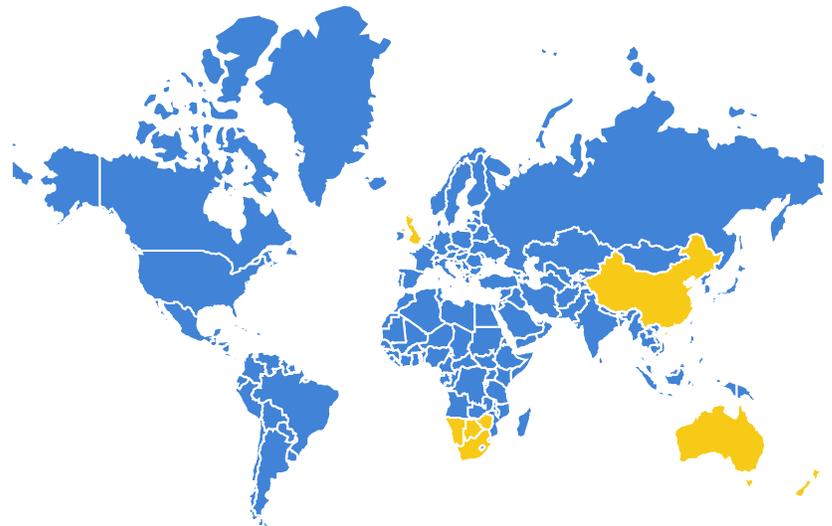


## The Company

Sunsynk Ltd is part of the Global Tech Group, a company that has been trading for over 25 years from our offices in Hong Kong and the United Kingdom. Our mission is to provide high-quality green technology that will benefit both our customers and the environment. We will achieve this by innovative design, high standards in production, and great value for money within the world of renewable energy.

Keith Gough, the founder of Sunsynk Ltd, has created a culture of innovation and technological excellence. As an electrical engineer, Keith has brought his flair for innovative electrical design to the product line of Sunsynk so that it stands out when compared with the current market.

Sunsynk operates in four key geographic areas; Hong Kong and China, Southern Africa, the United Kingdom, and Australia & New Zealand. For the foreseeable future Sunsynk will be focusing the company's efforts into these regions to grow market dominance and brand recognition. Sunsynk products are sold in other territories through distribution customers.



 **200** employed directly and indirectly across 4 continents.  
**People**

**300%**

Growth in revenue over the past 4 years.



## Revenue

**\$50 Million**

by March 2022

**No.1**

Residential Hybrid Inverter Brand in Southern Africa.

## The Core Team

The Sunsynk team is truly remarkable with people based all over the planet to make the company succeed in all its goals.



**Keith Gough**  
CEO

As founder, engineer, inventor and visionary, Keith is the real 'heart and soul' and genius behind Sunsynk. He has pioneered breakthroughs with inverter and battery technology and is driven by a desire to impact the world for the better.

**John Fearnall**  
Chairman

John is the chairman and strategic consultant. He is a highly valued member of the Sunsynk team with an impressive background in financial management that brings valued input to the way Sunsynk does business.



**Crystal Tsui**  
CFO

Crystal has been with the Global Tech group for four years and oversees the financial management of the group. Her exceptional attention to detail has seen Sunsynk Ltd expand its operations securely with her diligence and efficiency.



**Joe Siu**  
CTO

As CTO, Joe drives forward much of the technical R&D across Sunsynk. His substantial technical experience in development and work with various manufacturers has made Joe a key part of Sunsynk's success.



## The Core Team



**Phillip Gough**  
S.E. Asia Divisional  
Manager

As the South East Asia Divisional Manager, Phil takes care of all our clients from Hong Kong to Sydney. Phil has extensive experience in the manufacturing sector. Much of Sunsynk's success can be attributed directly to Phillip.

As the team grows and changes, we are so happy to see highly skilled workers wanting to be part of the Sunsynk story.

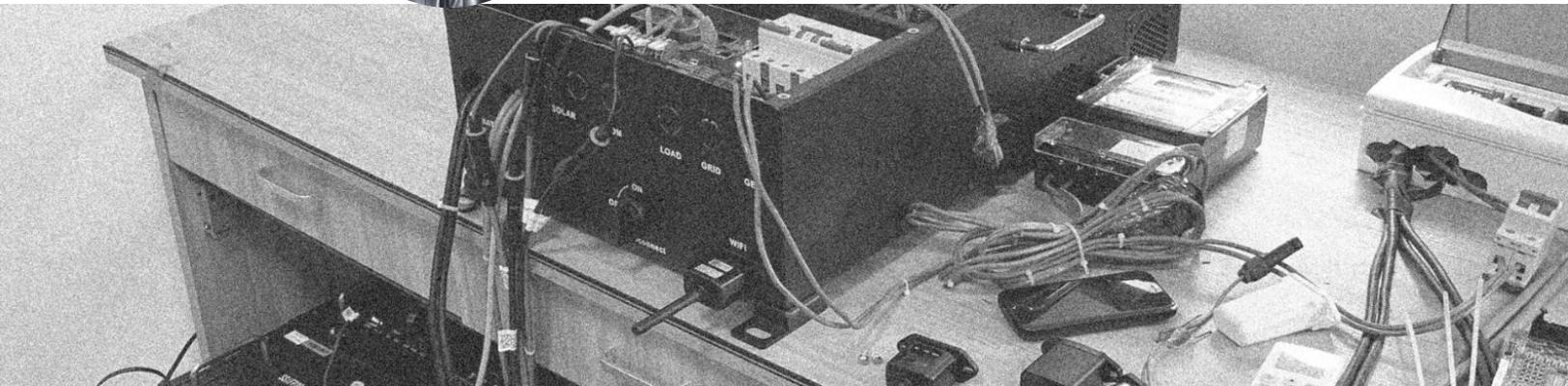
**David Drake**  
South Africa Director

David has a strong business acumen and has been an invaluable part of the Sunsynk team. As S. Africa Director, David is driving growth and managing business and taken Sunsynk to be the premier provider of inverter and battery solutions in that region.

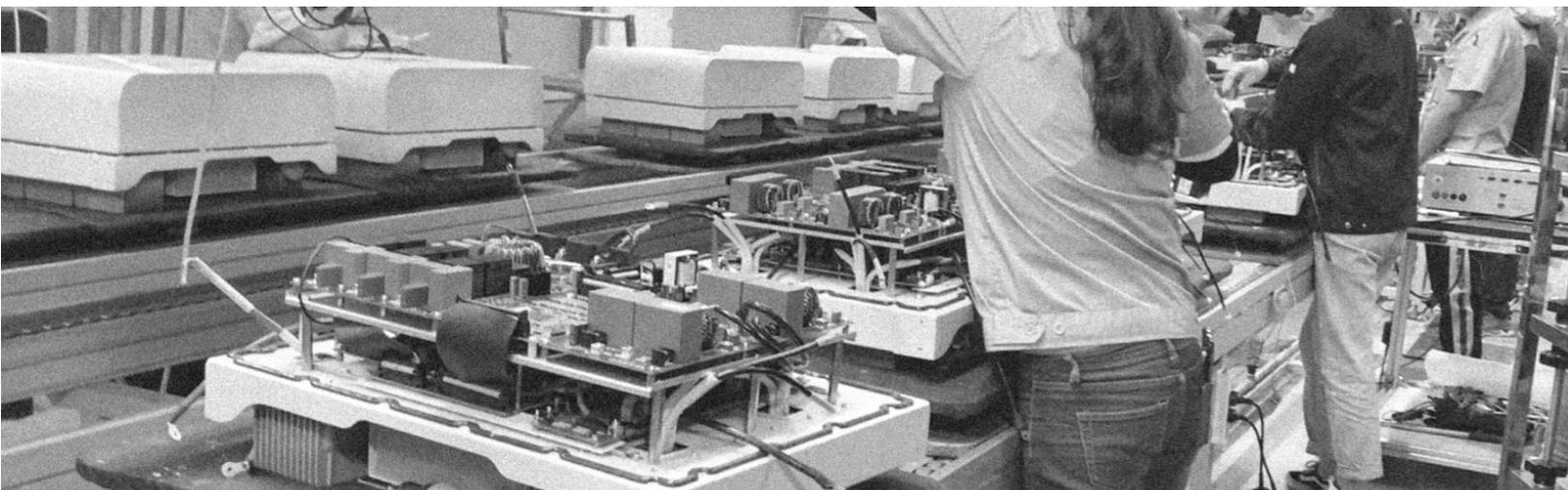
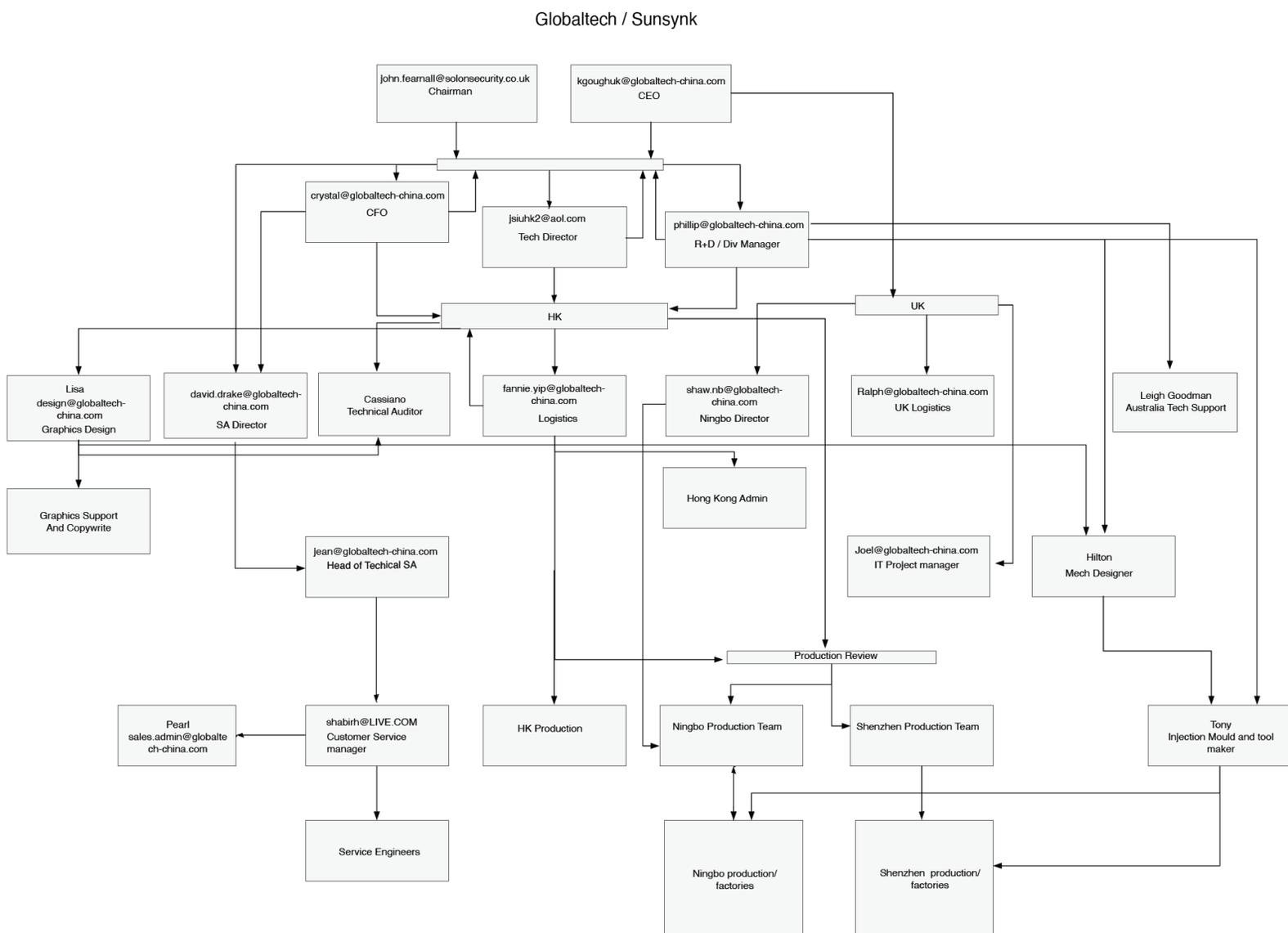


**Jean Joubert**  
Africa Technical Manager

Jean is a master of all things technical. Jean works closely with Keith to ensure technical customer support is delivered in a timely fashion.



Organisation Chart



*"Sunsynk is the best hybrid of its kind, offering all the features of an efficient grid-tied inverter and powerful battery inverter charger in one simple, affordable unit."*

## The Brand

The Sunsynk brand is easily recognisable and with our global marketing initiatives, it's one that consumers will be asking for more and more. The power of becoming an installer for Sunsynk, or stocking Sunsynk products is that you are becoming part of something bigger. As we develop brand awareness globally in turn it will boost your business.



SUN  SYNK®

Trademark Protected  
in

49  
nations

 **Brand Notoriety** amongst our global customer base. Installers choose Sunsynk above our competitors' products because they get access to the Sunsynk brand. Being a Sunsynk Installer means access to the Sunsynk community, access to Sunsynk's better operating systems, and access to Sunsynk's strong technical support. Many of the Sunsynk installers are in direct contact with Sunsynk and not the retailers.

 **Distribution relationships.** Sunsynk has very good relationships with well known distributors & retail buyers globally. Distributors confidence in the quality of Sunsynk branded products combined with installers loyalty to the product has been a major contributing factor to the adoption of Sunsynk into major distributors product lines.

 **Brand acceptance** by significant clients. The Sunsynk brand has become the product of choice for several market-leading companies. Their confidence in the Sunsynk brand is driving our strong position throughout the markets we have already penetrated, and gives enormous credibility to our expansion goals.

 **Brand Identity.** The Sunsynk brand is growing in our four key geographic markets to become synonymous with quality, and also, service and support.

 Sunsynk has obtained CEC Approval in Australia.



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Over the past twenty years Sunsynk's in-house R&D team have developed incredible products. Sunsynk has been at the forefront of inverter technology and one of the first companies on earth to successfully develop it.



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