
PRESS RELEASE

Prices for PV, storage systems and heat pumps rise sharply again for the first time

- **For the first time in two years, purchase prices for solar modules, modern lithium storage systems and heat pumps are rising again. This is driven by the reduction of overcapacities at manufacturers, the effects of the trade dispute between the USA, Europe and China and increased installation requirements.**
- **Since 2022, prices have fallen by an average of up to 30 percent; these benefits have generally been passed on in full to consumers in the industry.**
- **Depending on the respective system configuration, 1KOMMA5° officially expects a price increase of 2.5 to 5 percent in its own range starting in April.**

Hamburg, Germany, Mar 10, 2025 – 1KOMMA5°, the Hamburg-based New Energy company and developer of the Heartbeat AI electricity market software, announces a price increase for the first time in over two years. After prices for photovoltaic modules, electricity storage systems, and heat pumps dropped by up to 30 percent since 2022, consumers must now prepare for higher purchase and installation costs.

Jannik Schall, CPO and co-founder of 1KOMMA5°, explains: “The overcapacities of manufacturers in China and the US have largely been reduced – the current price level was historically low and recently made economic production almost impossible. As a result, manufacturers are now scaling back production, leading to the first price increases in years. A similar trend can be observed in the heat pump market, where excess capacities were recently sold below production costs.”

In addition, there are unforeseeable disruptions in the supply chains due to the trade dispute between the US, the EU and China, which is also severely impacting the solar industry worldwide and driving up import costs. “The escalating spiral of tariffs and counter-tariffs is more worrying than the blockade of the Suez Canal in 2021,” says Philipp Schröder, CEO and co-founder of 1KOMMA5°. “We expect an immediate effect from April 2, when new US tariffs take effect. Counter-tariffs from the EU, China, Canada and Mexico have also already been adopted.”

“Over the past two years, we have passed on the decline in purchase prices, which was also mainly due to manufacturers’ overcapacity, in full to our customers. However, for some months

1KOMMA5°

now, we have observed a clear trend reversal. Starting in April, we expect a price increase of 2.5 to 5 percent in our price list – depending on the respective system configuration,” says Schall.

At the same time, the quality requirements for installing photovoltaic systems have recently been raised. The classification as a skilled trade now also applies to roof installations, which improves quality but also increases costs. Craftsmanship has also become more expensive due to higher wages. Schall explains: “We therefore need to react and want to inform our customers about this price increase early and transparently.”

1KOMMA5° has already installed over 300,000 controllable energy systems such as solar systems, electricity storage units, heat pumps and wallboxes for customers worldwide. The Heartbeat AI electricity market software connects these components to create an intelligent energy solution and allows customers to benefit from the volatility of renewable energy: Surplus solar production is fed into the grid when prices are high and electricity is consumed from the grid when prices are low. Thanks to intelligent storage and optimized consumption, more income can be generated from the solar power produced than the costs incurred.

Instead of charging margins on electricity as an energy supplier, 1KOMMA5° charges a flat-rate software fee for Heartbeat AI and thus enables dynamic and individual electricity prices in real time instead of conventional static tariffs.

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More information and images: <https://1k5.link/press-kit>

About 1KOMMA5°

1KOMMA5° is the CleanTech start-up for CO2-neutral energy, heat and mobility. Founded in Hamburg, Germany, in 2021, the company operates around 80 locations in 7 markets worldwide, serving as the one-stop shop for intelligent, integrated energy solutions such as photovoltaics, electricity storage, heat pumps and EV charging stations. Its core technology is the energy management software Heartbeat AI; it currently optimizes more than 40,000 systems, creating Europe's largest virtual power plant that connects customers with the energy market and controls electricity generation and sales in time with the wind and sun. 1KOMMA5° has already installed over 300,000 decentralized, controllable energy systems. By 2030, the company aims to convert more than 1.5 million buildings to a climate-friendly energy supply, thus contributing to achieving the Paris climate targets. 1KOMMA5° is one of the fastest and most profitable growing start-ups in Europe.

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