

“Overlapping Study”

Strategic Market Overview on Heating, Renewables and Air Conditioning in Europe



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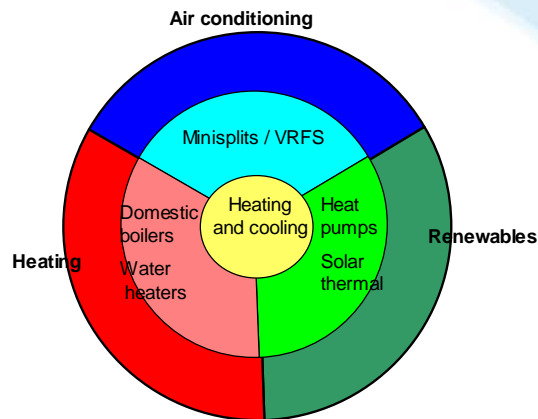
Objectives

- The countries covered are:
 - Germany
 - UK
 - France
 - Germany
 - Italy
 - Spain
- The aim is to explain the drivers of specific markets and to provide quantitative information:
 - Review market size and forecast
 - Understand the impact of the different technologies
 - Provide and understanding of the local drivers and factors impacting on the market now and in the future
- Understand the position and strengths of current players and how this may change
 - Review key success factors of players in the market
 - Assess common distribution channels by major players
 - Review of front runners in terms of their strengths and background; specialist vs HVAC related



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Products covered

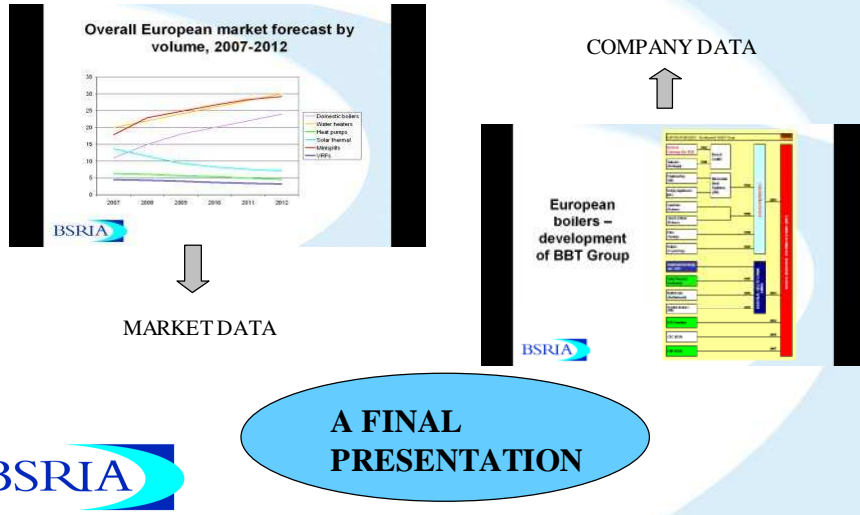


Methodology & Timescale

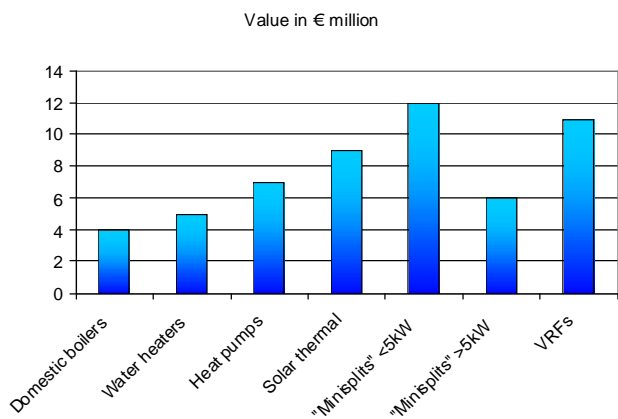
- Methodology
 - Use of existing BSRIA market data on domestic boilers, water heaters, minisplits and VRF, heat pumps, solar thermal
 - Desk research
 - Telephone interviews with key distributors in each country (6-8): find out about product range, brands, key success factors, suppliers strengths and weaknesses
 - BSRIA Interpretation of impacts of trends in the market place
- Timescale
 - Start up research end of October / week 44
 - Interviews November and December 2008
 - Analysis and write up January 2009
 - Publication February 2009 / week 9

Output

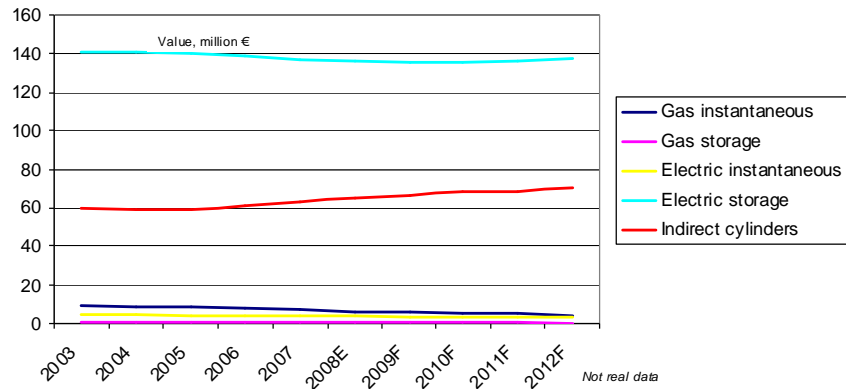
- Presentation with more than 200 slides



Market size data for the 5 largest European markets



Detailed forecasts by product range



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List of companies

- | | | |
|-----|---------------------|----------------------------------|
| 1. | BBT | Heating specialist - Germany |
| 2. | Vaillant | Heating specialist - Germany |
| 3. | Viessmann | Heating specialist - Germany |
| 4. | MTS | Heating specialist - Italy |
| 5. | Ferrol | Heating specialist - Italy |
| 6. | Baxi | Heating specialist - UK |
| 7. | Remeha DeDietrich | Heating specialist - Netherlands |
| 8. | Riello | Heating specialist - Italy |
| 9. | Atlantic | Heating specialist - France |
| 10. | Daikin | AC specialist - Japan / Europe |
| 11. | Ciat | AC specialist - France |
| 12. | Danfoss | Components specialist - DK |
| 13. | LG | AC specialist - Korea / Europe |
| 14. | Mitsubishi Electric | AC specialist - Japan / Europe |
| 15. | Toshiba Carrier | AC specialist - Japan / Europe |
| 16. | Sanyo | . |
| 17. | Hitachi | . |
| 18. | MHI | . |
| 19. | JCI | . |
| 20. | Fujitsu | . |



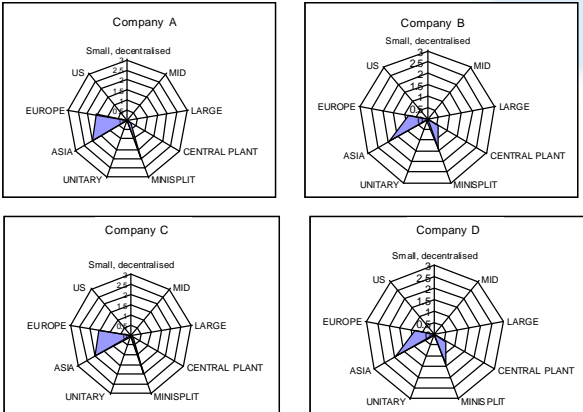
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Product range of Main Companies

	Brands	Heating		Renewables		Air conditioning		Comments
		Boilers	Water heaters	Solar thermal	Heat pumps exc. air to air	VRFs	Minisplits	
Company A	Brands A, B, C							
Company B	Brands A', B', C'							
Company C	Brands A'', B'', C''							



Graphic display of companies product range



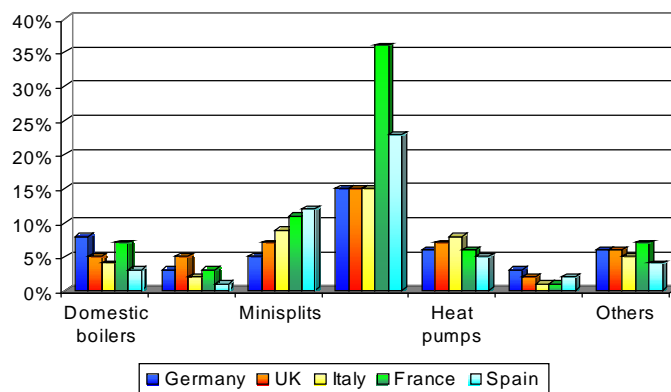
Company financial data per product range

	Global turnover	Heating		Renewables		Air conditioning	
	Mio. €	Boilers	Water heaters	Solar thermal	Heat pumps exc. air to air	VRFs	Minisplits
Company A							
Company B							
Company C							



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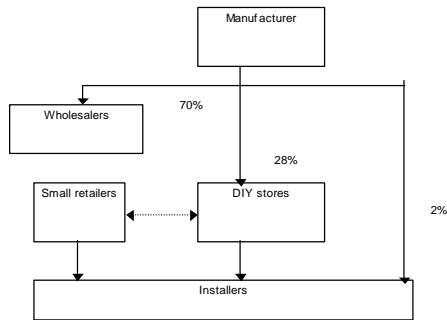
Detailed Company profiles (market shares per country and product range)



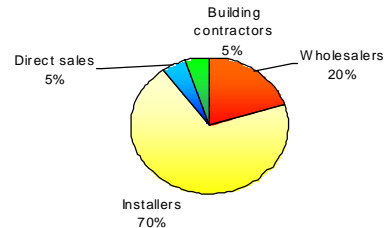
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Distribution route for key players in each country

Domestic boilers, Italy, 2007



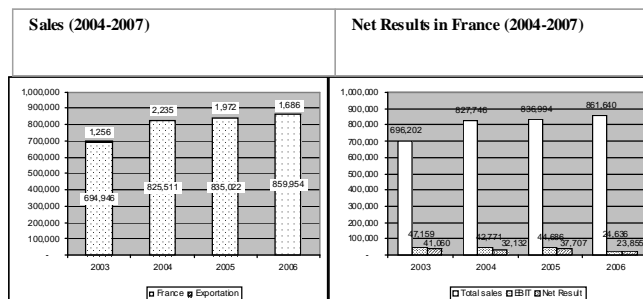
First distribution point heat pumps, Italy, 2012



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Detailed profiles of Main Wholesalers

- 8 to 10 detailed profiles per country
- Heating and sanitaryware, electrical and air conditioning and refrigeration
- Product range, size, brands
- Financial data where available



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Key success factors and company strengths

	Product range	Brand (own brand vs OEM)	Distribution	Geographical focus	Global back-up	After-sales back-up	Price	Quality	Expert in produc	Training of instalers	Technical sales support
Company A	●●●	●●	●●	●●●●	●●●●						
Company B	●●●●	●●●	●●●	●●●	●●●						
Company C	●●	●●●●	●	●●	●●						
Company D	●●●●	●●	●●●	●	●●●●						
Company E	●●●	●●	●●	●●●●	●●						
Company F	●●	●	●●●●	●●●	●●●						
Company G	●	●●	●	●●	●●●●						
Company H	●●	●●●●	●●	●●●	●						

