



# CANDYGROUP

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B2B Nazionale Smart Communities 2017



# Candy Hoover Group overview

47 SUBSIDIARIES IN THE WORLD



GLOBAL INDUSTRIAL PRESENCE



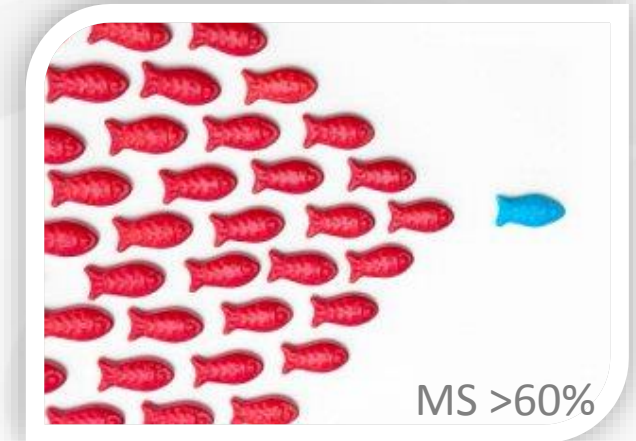
R&D INVESTMENTS: 5% ON TOT. TURNOVER



BUSINESS PERFORMANCES

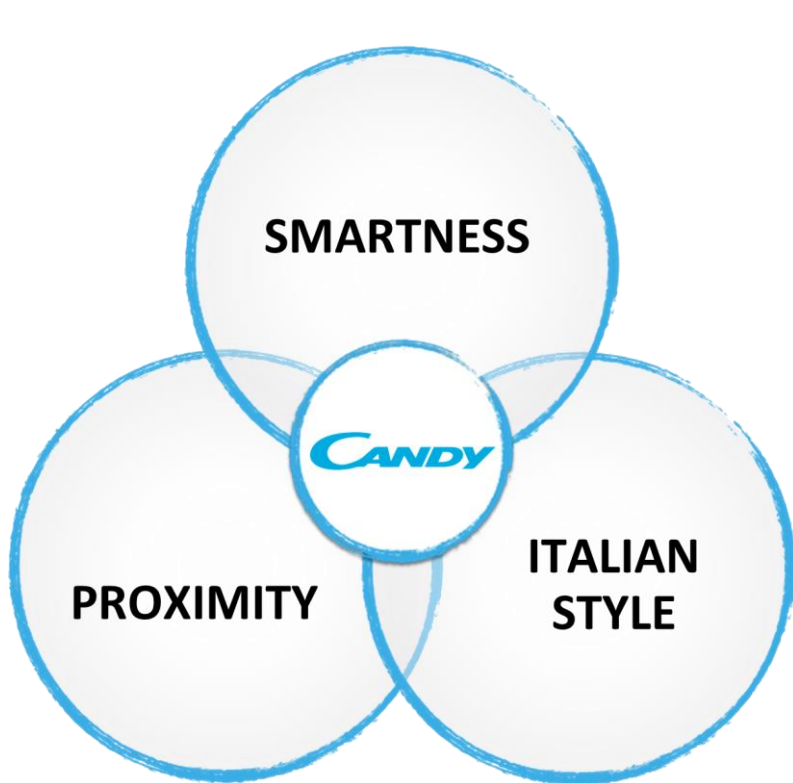


EUROPEAN LEADERSHIP IN  
SMART W.APPLIANCES

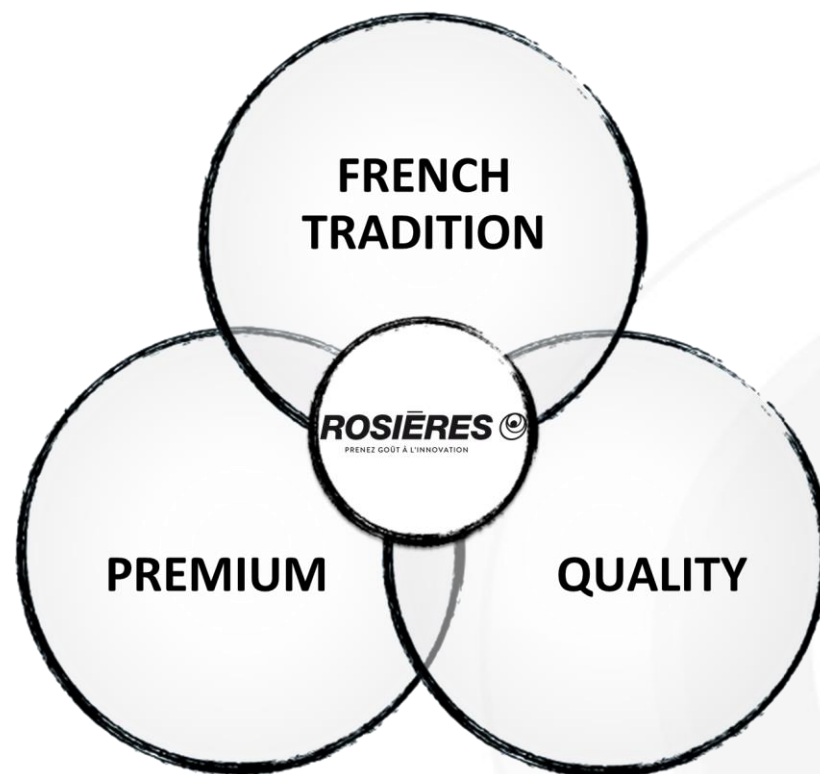




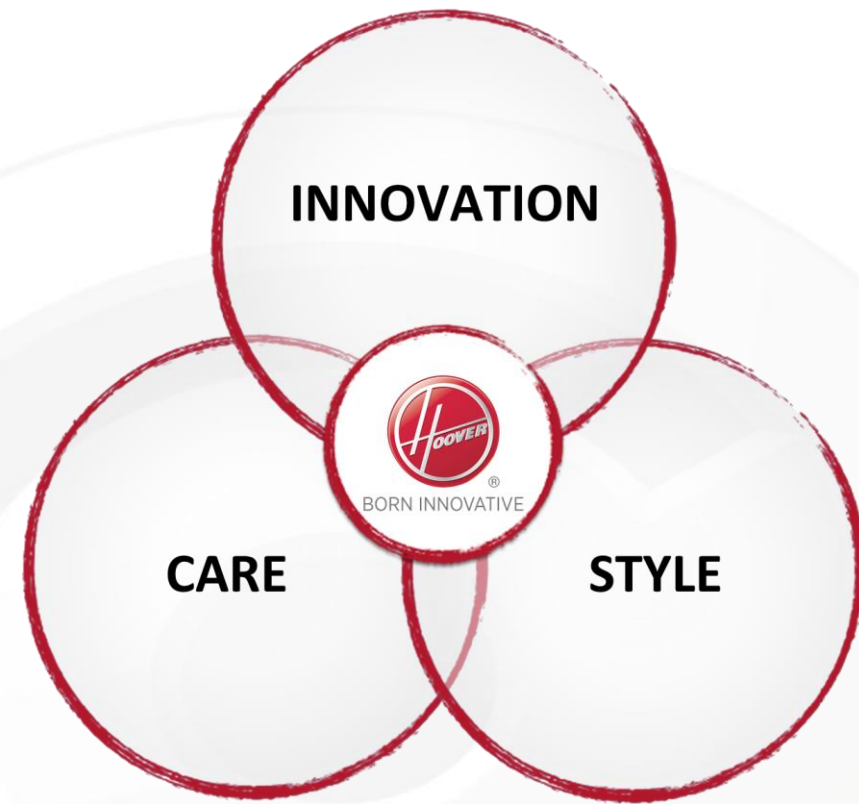
# Main brands in CHG portfolio



simply **Fi**  
CONNECTED TO YOUR LIFE.



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**WIZARD**  
Tech that *talks*



## Market and competitions

- ✓ We believe that **connected home appliances** as well as the further **integration** in **IOT** will be the **mid-term standard** of **white goods**
- ✓ **Innovation, clear vision** and **time to market** are crucial in a fast evolving market → a **new challenge** for European manufacturers
- ✓ **Cognitive** and **Conversational** solution based on **AI** system looks like the next generation of smart system

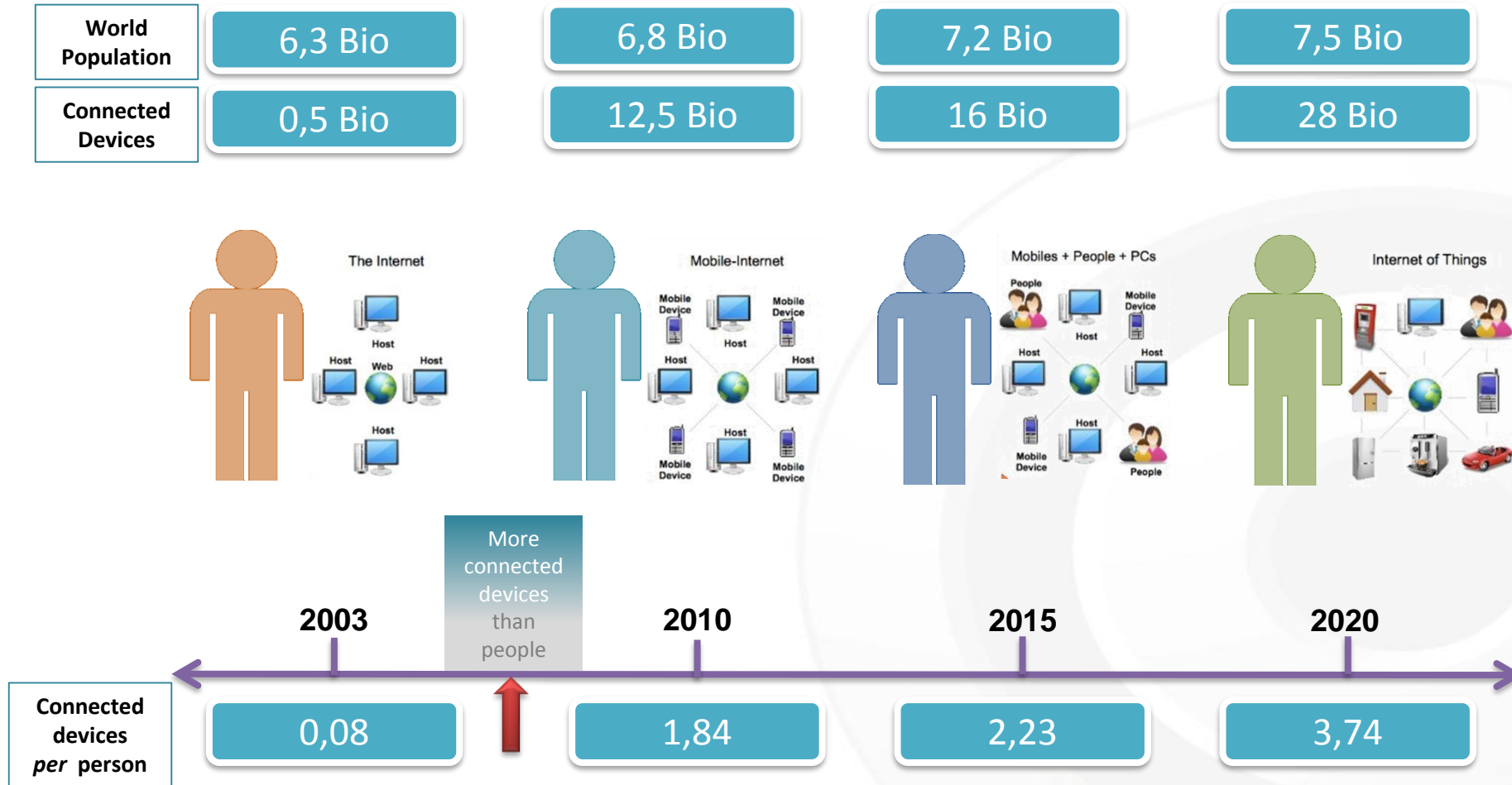
## Candy Hoover Group: fast *and* agile

- In **2014** we introduced in the market the “**first complete range of connected appliances**”
- Within this year **all Washing products** will be **Smart**
- Within the next **2 years** **all Group appliances** will **have this feature**





# Key figures about IOT Revolution



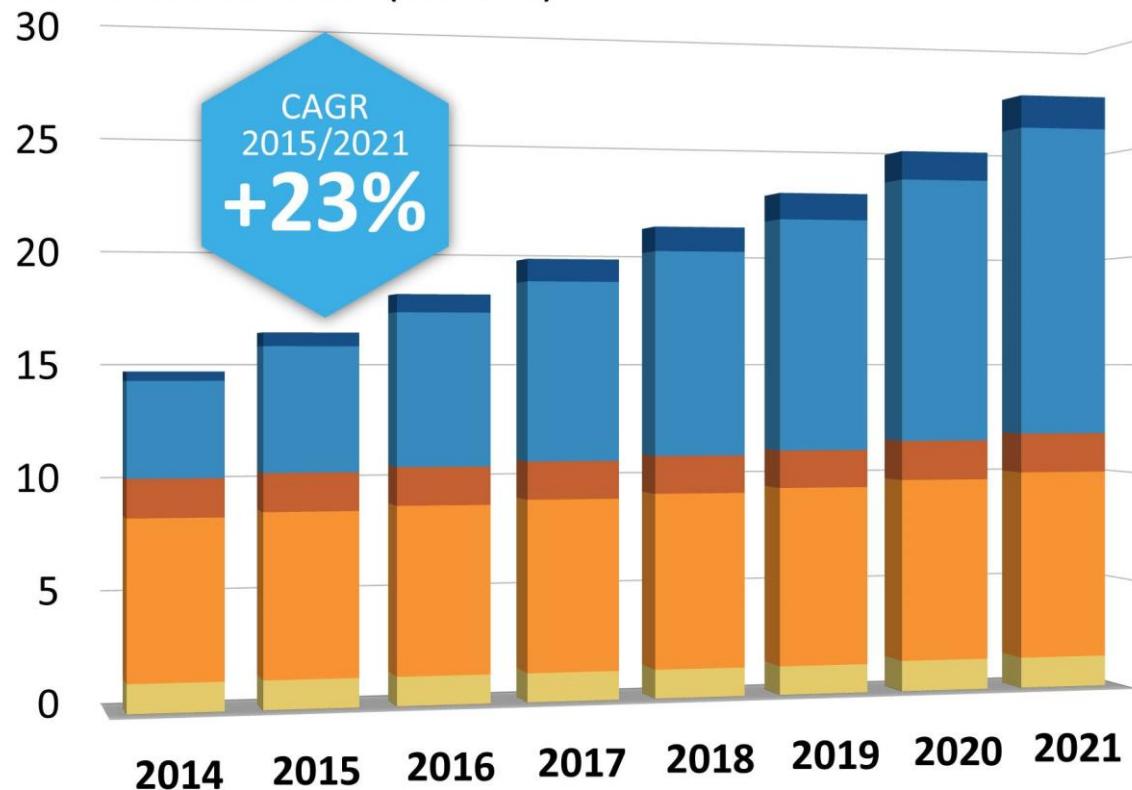
Sources: Cisco System, Ericsson, Gartner





# Connectivity & IOT Market trend

Connected devices (billions)

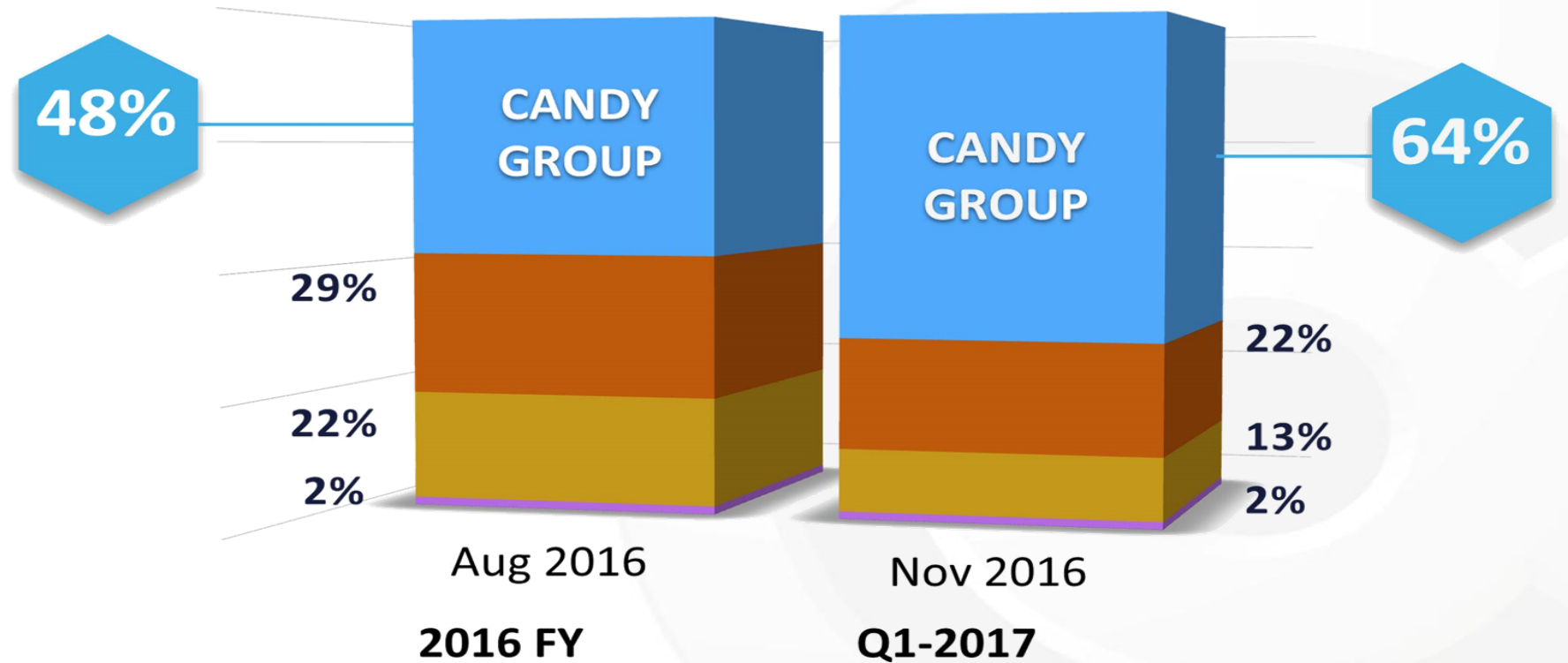


	15 Billion	28 Billion	CAGR 2015-2021
Cellular IoT	0.4	1.5	27%
Non-cellular IoT	4.2	14.2	22%
PC/laptop/tablet	1.7	1.8	1%
Mobile phones	7.1	8.6	3%
Fixed phones	1.3	1.4	0%
	2014	2021	

Source: CHG elab. On Ericsson, McKinsey, Garthner, IHS Markit, IDC - 2016 FY



## West Europe / Top Ten countries market panel



Source: CHG Elab. Based on GfK - Smart WM Front Load FS; vol



# Connectivity concept: 360° consumer experience

## REASSURANCE:

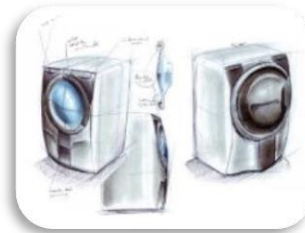
*everything under control*



INTEGRATED  
FUNCTIONS

## COMFORT:

*Smartness for a comfortable life*



NEW  
PRODUCTS



DEDICATED  
CUSTOMER  
CARE



## INNOVATION:

*Future proof solution*

APP & TECH



## SIMPLIFICATION:

*make easy daily operation*





First from the beginning

## 2014: CHG launch the 1° complete range of connected home appliances

Washing  
Solution



Cooking  
Solution



Cooling  
Solution



Continuous expansion in terms of Brand coverage, products, technology



Two connected platform, one strategy → innovation leadership in all segments

## Full Connectivity (Wi-Fi based)

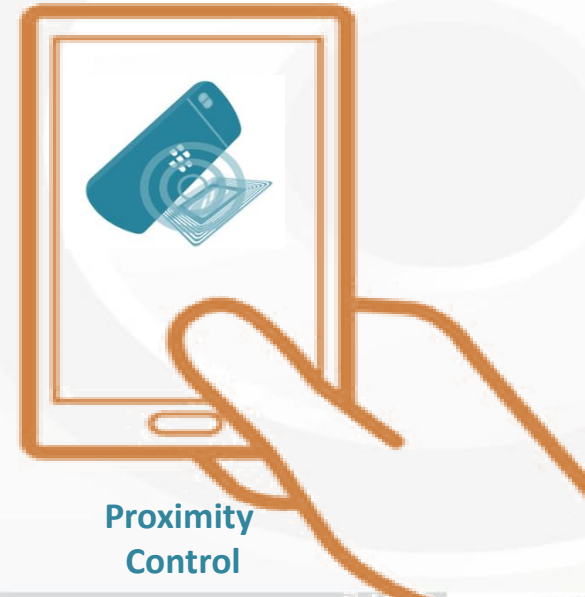
- + Always connected
- + Everywhere control & check
- + Premium functions & solutions



Remote  
Control

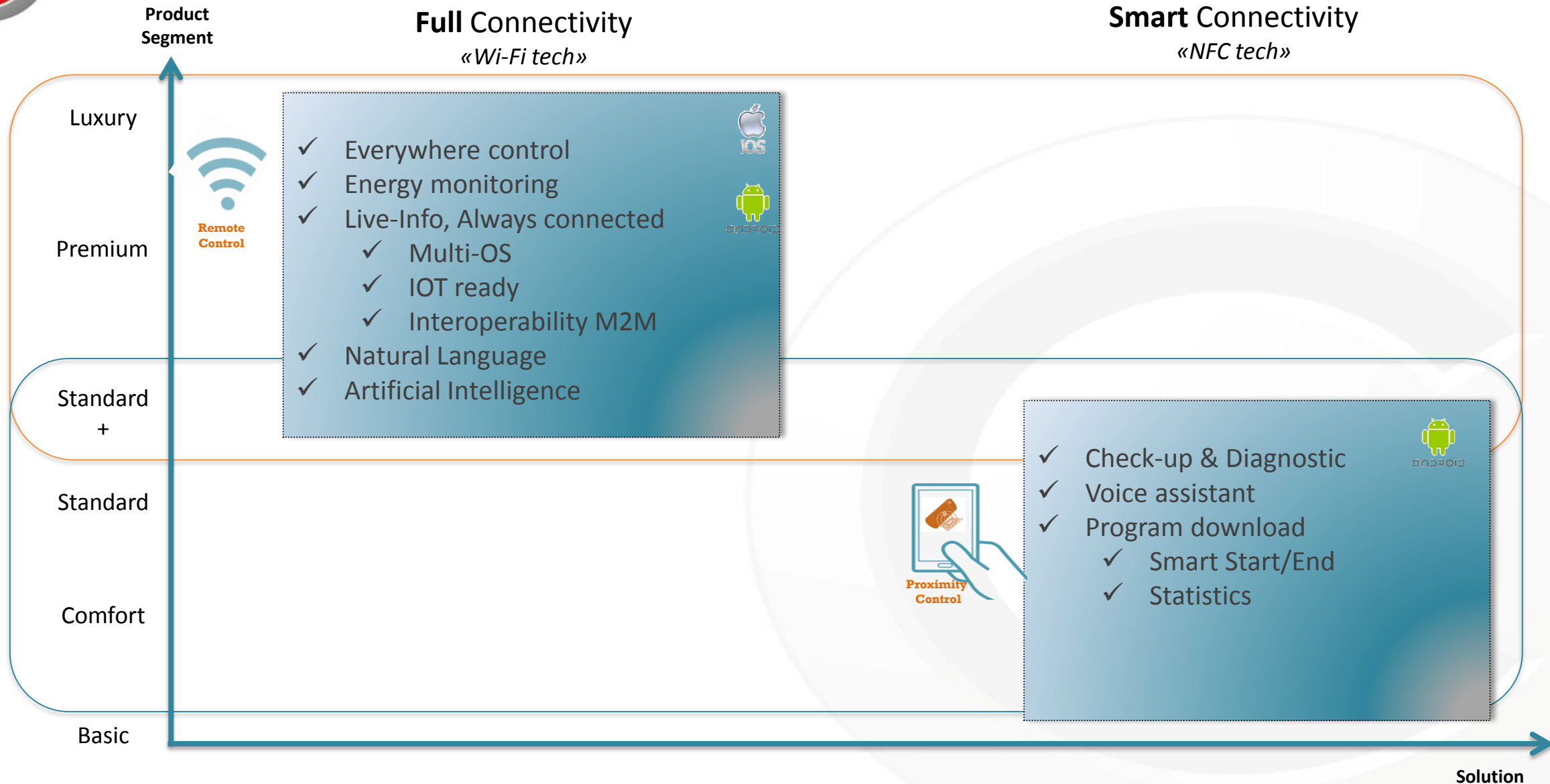
## Smart Connectivity (NFC based)

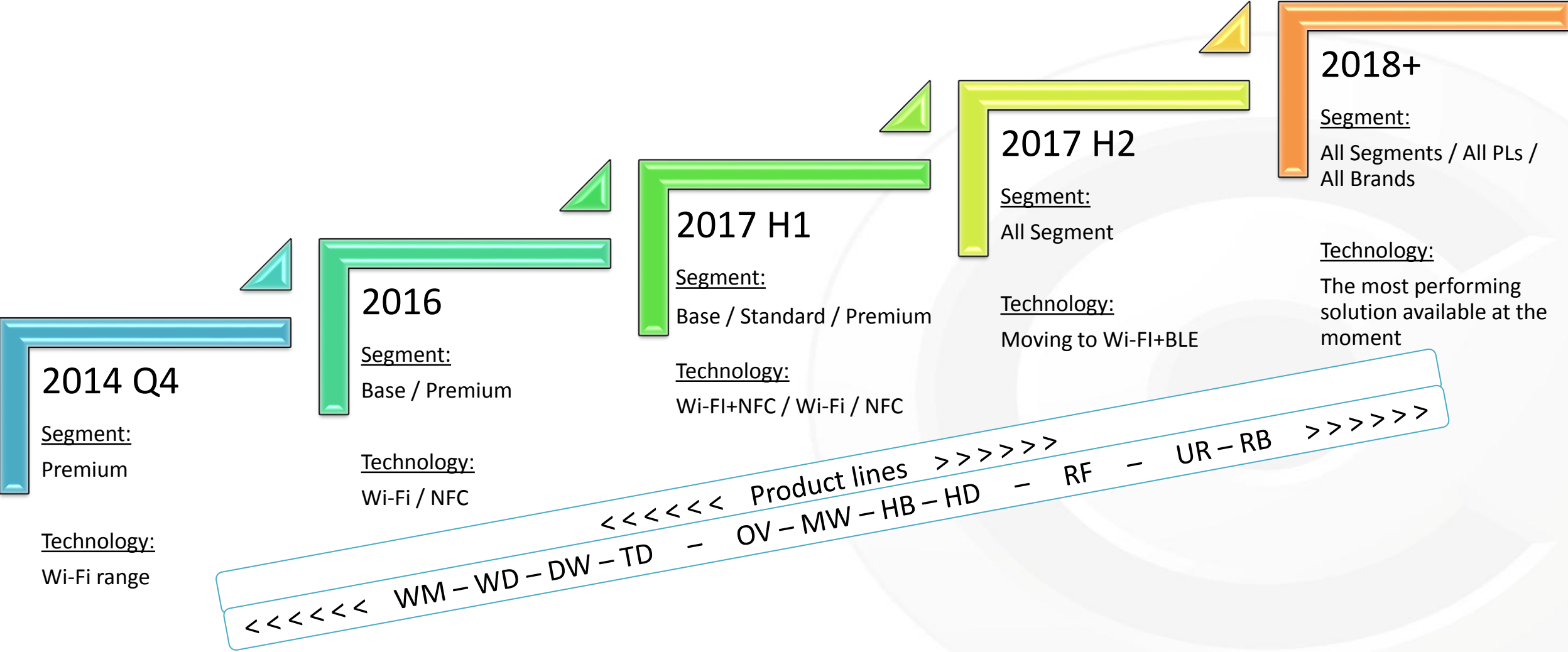
- + Local Control, *tap-on*
- + Enhanced performances
- + Value in standard solution





# CHG Connectivity segmentation







## Most appreciated functions

- ❖ **1** Guided route to the most suitable recipe or program  
Top of mind: 64%
- ❖ **2** Messages and alerts to be in touch, anytime - anywhere  
Top of mind: 52%
- ❖ **3** Favorites and quick start option, to speed-up operations  
Top of mind: 50%

**Simplification of daily operations and Reassurance as success keys**

Source: 2015-2017 CHG Market Research about Connected Appliances

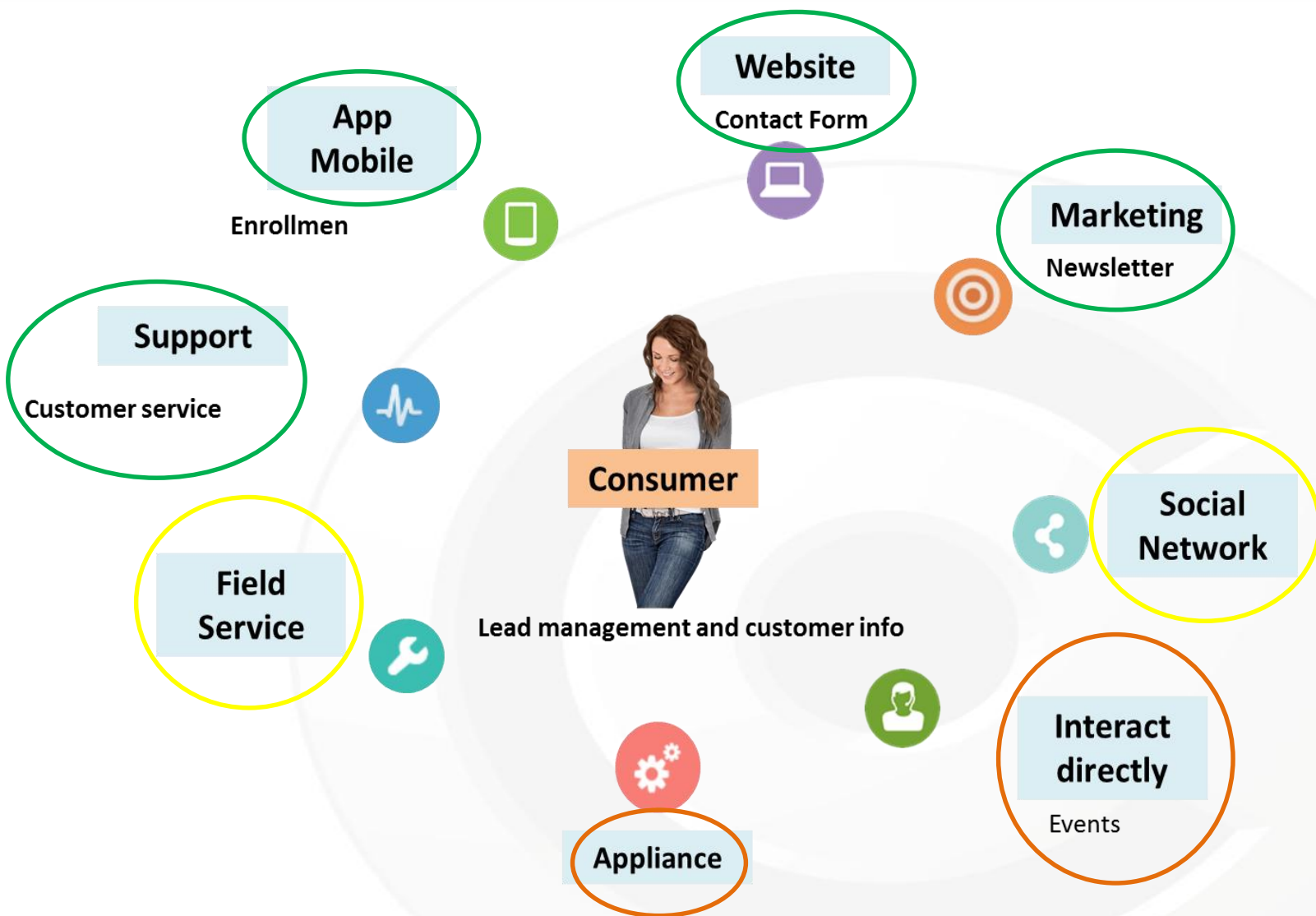




We are **designing** a specific **Customer Journey** to each **cluster** of consumer *by Brand, by product, by usage experience*

.....

Moving from One2Many to **One2One** to provide **value** to our **Customers** in each **specific moment** of their **Journey** that **adaptively** will **follow** the **consumer**



\* Smart Elite 20% - Your Urban Techie 14% - Minimum is essential 25% - Home Sweet Home 21% - Traditional Way 20%



Technologies	OS / Devices	Brands	Integration	New Solution	Analytics & CRM
<div>Wi-Fi + NFC</div> <div>Wi-Fi</div> <div>NFC</div> <div>Wi-Fi + BLT</div>	<div>iOS</div> <div>Android</div> <div>Smartphone</div> <div>Tablet</div>	<div>Candy</div> <div>Hoover</div> <div>Rosieres</div> <div>Jinling</div> <div>Oth. Group brand</div>	<div>Washing pdts</div> <div>Cooking pdts</div> <div>Cooling pdts</div> <div>Floor-Care pdts</div>	<div><i>IOT</i></div> <div><i>AI</i></div> <div><i>Smart Home</i></div> <div><i>Conversational</i></div> <div><i>Cognitive</i></div>	<div>One2One CRM</div> <div>Consumer Behavior Analysis</div> <div>Product usage BI</div>

One platform – serveral solutions



- **Target:**  
We are looking for very innovative partners able to provide added value in Smart Products, Solutions & Services.
- **Environment:**  
Smart Home with a focus into the Smart Kitchen
- **Products & Solution:**  
Smart Appliances (MDA + SDA) as well as the ecosystem on which appliances are operating





# Get Connected!



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