



CANDYGROUP

GROUP PRESENTATION



The **Candy Group** is a privately held (by the Fumagalli family) multi-brand group of companies, among the European leaders in the household appliance industry: washing machines, dishwashers, dryers, refrigerators, freezers, cookers and ovens, both built-in and free-standing. Products are marketed under two international brands, **Candy** and **Hoover**, and national brands **Iberna**, **Jinling**, **Hoover-Otsein**, **Rosières**, **Süsler**, **Vyatka**, **Zerowatt**, **Baumatic**.

Candy celebrated 70 years since the start of production of the first ever Italian automatic washing machine. Candy is a privately owned Company by the Fumagalli family, among the European leaders in the major domestic appliances sector, both free-standing and built-in, with a consolidated position in the core segment of the market. Candy products combine innovation and ease of use to meet the needs of consumers, improving their quality of life. Thanks to its long experience rich of achievements and successes, Candy has been able to develop simply-Fi, the first complete range of appliances wi-fi connected, for an easier management, even remotely. It's a range of innovative products to wash, cook and store in a perfect Italian style. Candy can do.

Hoover is an international brand positioned in the higher segment of the market, thanks to innovative technologies, most advanced and performing products and trend-setting design. In the business since over 100 years it is a leader in the floor-care segment but also in the whole set of major appliances free-standing and built-in. The Hoover products are intended for the most demanding customers, who already want today what will be the standard of tomorrow. Such a positioning, is summed up in the claim: "*Generation Future*".



CANDY, RECOMMENDED BY USERS

The expert in Home Appliances since 1945...



1945

It all started in 1945 in the family workshop in Monza, when the **first Italian washing machine**, the **Candy Model 50**, was invented by the two previous generations of the family.

TODAY

Candy Group is a family owned company present in **all Home Appliances product lines** with unique and innovative product mixes, selling millions of products all around the world.





1957

Launch of the Bi-Matic the first semi-automatic, programmable washing machine with rinse and spin





HISTORY



1958

Candy Automatic is the first fully automatic washing machine: the modern era of washing starts

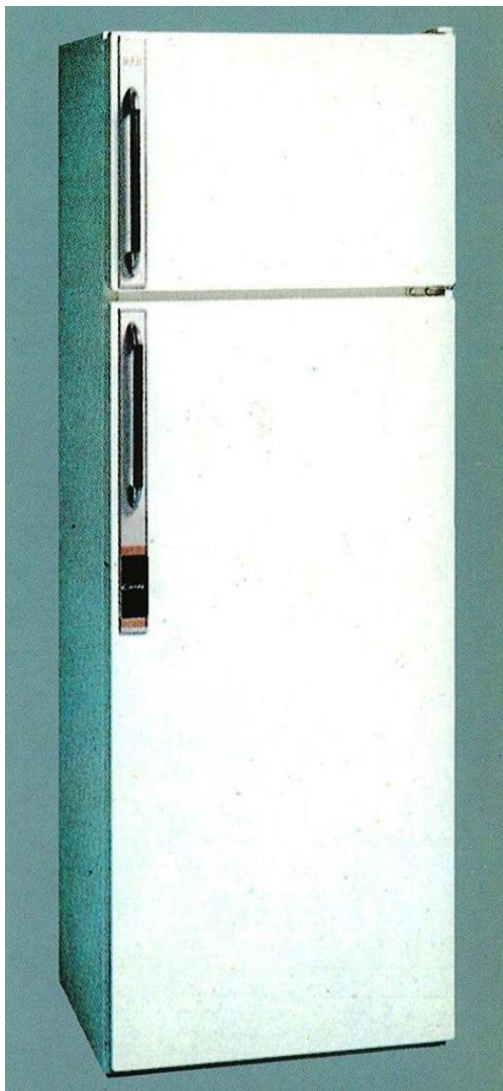




1961

Inauguration
of Brugherio
Factory





1978

Candy is the first Italian manufacturer of No-Frost fridges





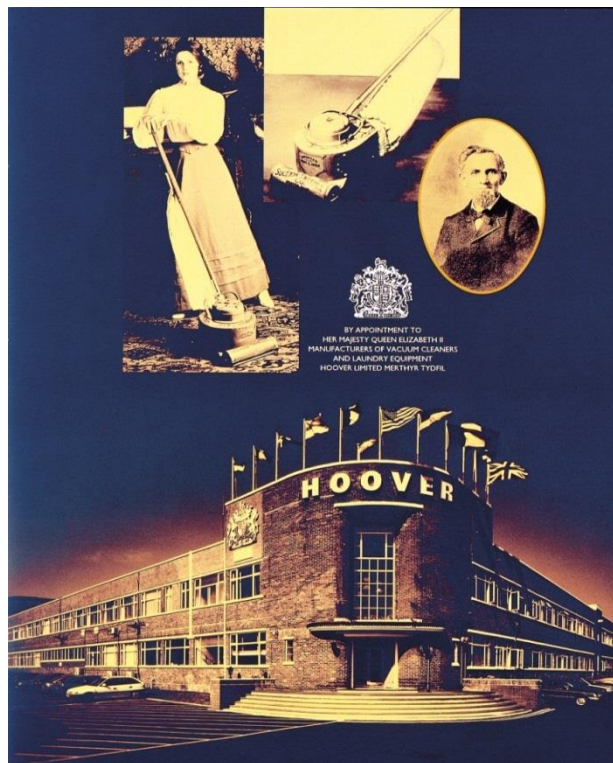
1985

Candy Alisé: the 1° WD in Europe with internal condensation, the evolution of Candy 2.60 dated 1978





HISTORY



In those many homes long served by The Hoover the beauty even of rugs that are old in years is singularly well preserved. For this efficient cleaner gently beats out all destructive embedded grit. Briskly it sweeps up obstinate litter, straightens nap and freshens colors. Vigorously it cleans by air. Only The Hoover combines all these essentials of thorough cleaning. And it is the largest-selling electric cleaner in the world.

The HOOVER

It Beats — as it Sweeps — as it Cleans

THE HOOVER BROS. & CO. LTD., NORTH CANTON, OHIO
The oldest makers of electric cleaners.
Also made in Canada, at Hamilton, Ontario

The Hoover lifts the rug from the floor, like this — gently beats out its embedded grit, and so prolongs its life



1995

Candy acquires Hoover European Appliances,
leader in Floorcare



2006

Launch of the revolutionary washing machine: GrandÓ, with the largest door in the market. A real trendsetter.



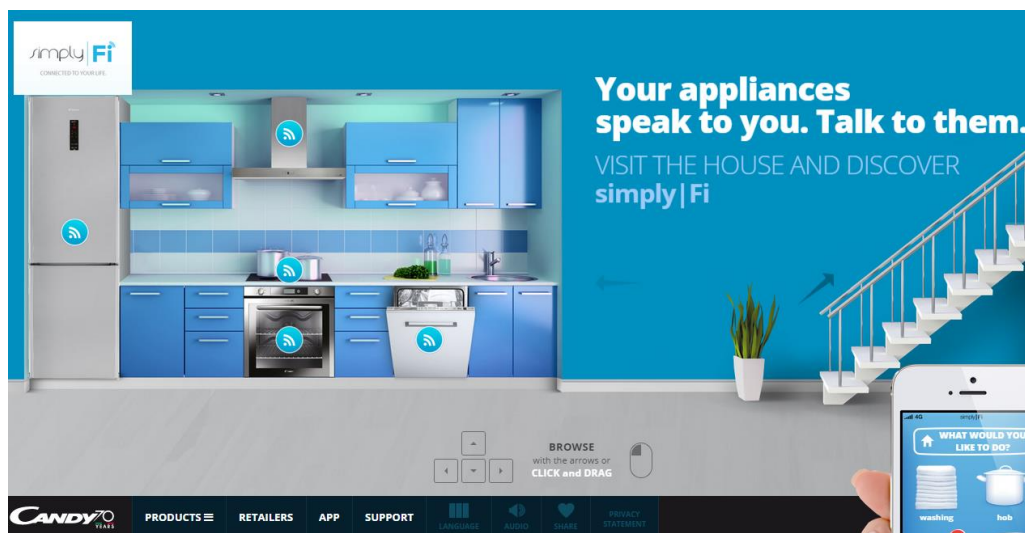


TODAY



Family, friends, work, passions: people are more and more managing their lives via smartphone. Why not help them even with the house? Thus Candy simply-Fi was born, the first full line of domestic appliances always connected to you via Wi-Fi. Washing machine, refrigerator, dishwasher, oven, hood and hob: now you can communicate with them anywhere, via smartphones and tablets, thanks to the smart features of simply-Fi App. Another Candy's useful idea to ease the way you manage your domestic appliances. Giving you more time for things that matter most. Candy simply-Fi. Recommended by you, made by Candy.

candysimplyfi.com



2014

simply|Fi

CONNECTED TO YOUR LIFE.

SimplyFi: the first range of domestic appliances that communicates with you, wherever you are





TODAY



2015



Hoover Wizard: a full range of Wi-Fi enabled appliances, which can be controlled by smartphone or tablet through the exclusive App





CANDYGROUP

Who We Are



ACQUISITIONS

1971	KELVINATOR	(cooling)
1973	LA SOVRANA	(cooking)
1984	GASFIRE	(cooking)
1985	ZEROWATT	(special size washers)
1988	ROSIERES	(built-in cooking)
1992	MAYC-OTSEIN	(top loader washers)
1993	IBERNA	(cooling and freezing)
1995	HOOVER EUROPE	(floor-care)
2005	VESTA	(washing)
2006	JINLING	(washing)
2006	DORUK-SUSLER	(cooking)
2013	BAUMATIC UK	(built-in cooking)



COMMERCIAL DEVELOPMENT

1958 GERMANY

1962 FRANCE

1965 AUSTRIA

1974 NETHERLANDS

1975 UNITED KINGDOM

1987 SPAIN

1988 BELGIUM

1994 RUSSIA

1995 SWITZERLAND

1996 GREECE, POLAND, PORTUGAL

1999 CZECH REPUBLIC, ROMANIA

2002 CROATIA, HUNGARY, SLOVENIA

2004 CHINA

2006 ARGENTINA, BALTICS

2007 ASIA PACIFIC, SERBIA, TURKEY

2008 BOSNIA, UAE

2011 MOROCCO, UKRAINE



INDUSTRIAL DEVELOPMENT: GLOBAL PRESENCE





CANDY



HOOVER

Service

2000
Service Centres

Mission

6000
Technicians

Candy Hoover Service's mission is to allow a long-lasting positive experience with a Candy-Hoover appliance providing an effective technical support and guaranteeing a highly professional service through a consolidated and extensive network.







CANDYGROUP

Brands



4 main actors, with clear assets to leverage and specific targets



The brand recommended by users
Heritage of expert, applied to modern life
The Italian lifestyle: food and clothing



GENERATION FUTURE

Innovation – Design - Technology



Traditional French brand specialised in cooking
Premium, reliable and knowledgeable
Expert in French cuisine, made in Rosieres



Local well recognized Chinese brand
Expert in FAT products
Will evolve to Front to cover mid segment



CANDY BRAND VALUES

PROXIMITY

- Consumer need → product benefit
- Recommended by You, made by Candy

EXPERTISE

- 70 years developing and commercialising household appliances
- An impressive track record of innovative, smart and unique products (ie Aquamatic, Trio, 16 pls dishwasher)



ITALIAN LIFESTYLE

- Care for clothes and food
- Enjoy time with family and friends
- Intuitive use



HOOVER BRAND VALUES

TECHNOLOGY AND INNOVATION

- Tomorrow's classics today → anticipation of the market trend (ie Big capacity, Inverter, Silence)

PERFORMANCE

- Always at the top of its category
- Now launching the only 13kg washing machine in standard dimensions: the Perfect Machine



GENERATION FUTURE

CARE OF DETAILS

- Chrome finishes, special components and materials
- Large displays



CANDYGROUP

Business Sectors



BUSINESS SECTORS: 3 PILLARS



WASHING

The trend initiator, every year a brand new product which is not existing in the market for Candy and Hoover. Quick and smart. Relevance in retailers strategy through market share in target segments (High Kg, Slim, WD, Top)



KITCHEN

Italian design and lifestyle for world-wide kitchens. Rosierés, Baumatic, Hoover offer fantastic brand hedge



SDA

Solid Hoover leadership in Floorcare, bring to all geographies. Cleaning and Ironing to become Hoover territories



CANDYGROUP

Business Sector WASHING



WASHING SECTOR



Brugherio (Italy)
140.000 sqm
500,000 units*



Jiangmen (China)
100.000 sqm
2,000,000 units*

Kirov (Russia)
80.000 sqm
250,000 units*



Eskişehir (Turkey)
12.000 sqm
400,000 units*

* Potential production



CANDY, A TREND SETTER

Always a trend setter, with **UNIQUE** solutions!

UNIQUE
IN THE MARKET
CANDY



AQUAMATIC



TRIO



6kg in 35cm



8kg in 42cm



The most effective rapid wash



WD 8+5 in 45cm



Easy Case dryer



16pl with only 2 baskets



CANDY PRODUCTS AND INNOVATION

GrandÓ Vita

GrandÓ Vita - Mix Power System:
The most effective rapid wash ever,
and 20° wash with 40° performance

MixPower System+

**UNIQUE
IN THE MARKET**
CANDY

Dishwasher Maxi Plates:
16 place settings 35% of more space inside,
plus up to 8 Maxi Plates of 34,5 cm

Evo space



HOOVER PRODUCTS AND INNOVATION





CANDYGROUP

Business Sector
KITCHEN APPLIANCES



KITCHEN APPLIANCES BUSINESS SECTOR



Eskişehir (Turkey)
65.000 sqm
700,000 units*



Kirov (Russia)
80.000 sqm
50,000 units*

Rosières (France)
100.000 sqm
150,000 units*



* Potential production



CANDY PRODUCTS AND INNOVATION

TRIO

Elite

Maxi Oven:
Maxi Space, Big Ideas!

Trio 3 in 1:
Simply unique

... ADAPTIVA ...

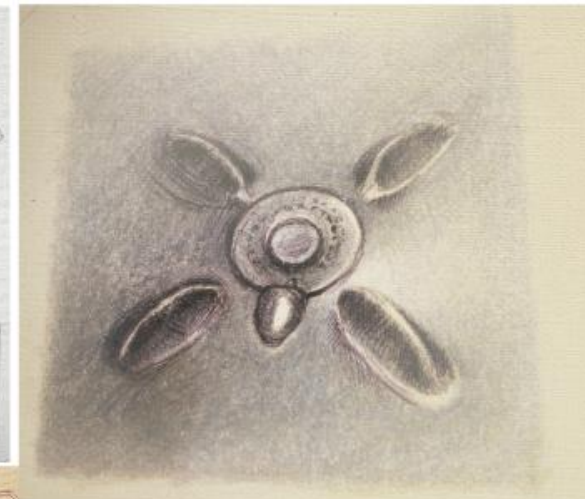
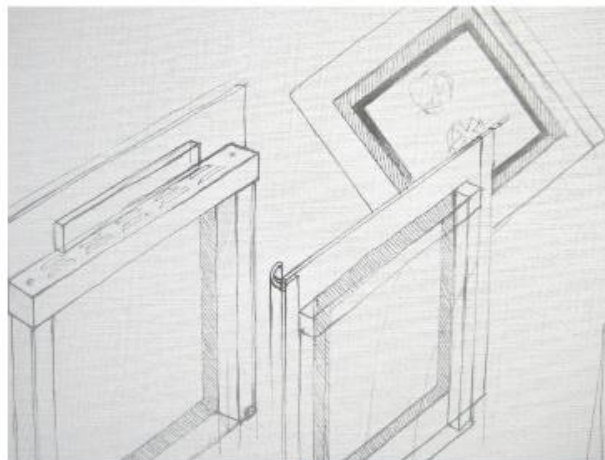
Adaptiva:
Smart Induction Hob



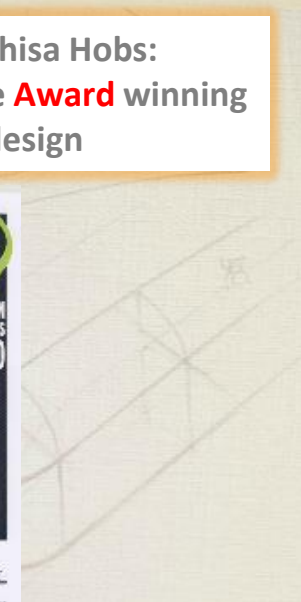
HOOVER PRODUCTS AND INNOVATION



Prodige: Super size Oven
with double cavity for
new horizon



Flat Ghisa Hobs:
an exclusive **Award** winning
design





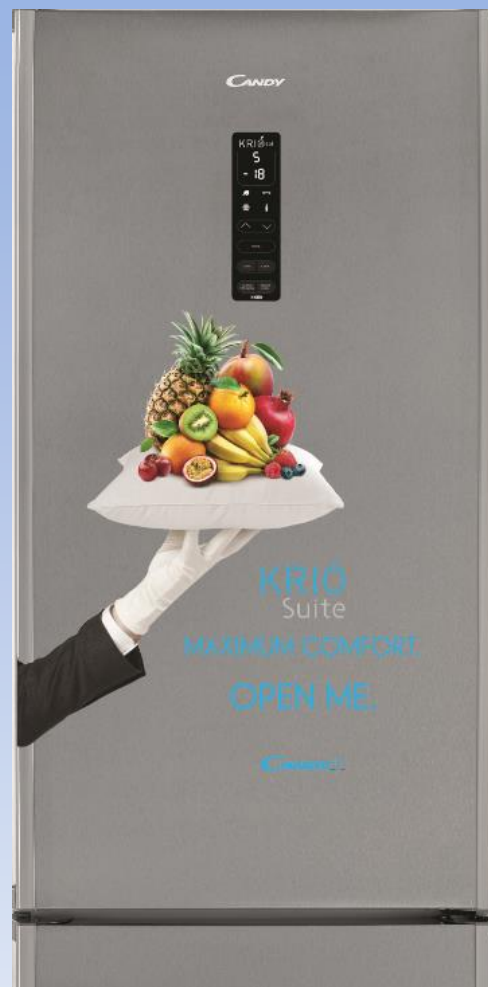
CANDY PRODUCTS AND INNOVATION



CANDY WINE COOLER
Exclusive cool

KRIÓ
Suite

Maximum comfort,
even for your food





HOOVER PRODUCTS AND INNOVATION





CANDYGROUP

Business Sector
SMALL DOMESTIC APPLIANCES



SMALL DOMESTIC APPLIANCES



GENERATION FUTURE

1908



1918



1930



1956



1985



1997



2008



2010



2011



2013





SMALL DOMESTIC APPLIANCES



- Hoover is the inventor of vacuum cleaners
- Hoover is the 2° brand in Europe for floorcare, with an internal R&D department
- The Hoover technology is patented and competitive
- We can claim features recognized to be unique in the market
- As we are specialists, we can offer a wide and deep range of products for all the floorcare needs: vacuuming, carpet washers, floor washers, and steam cleaners.
- Since 2010, Hoover also entered the Ironing Systems segment



HOOVER GENERATION FUTURE





CANDYGROUP

Next Stage Connected Appliances



CONNECTIVITY WW TRENDS



- ✓ 20 bn connected devices in 2015 >>> 80 bn in 2020
- ✓ 4,9 bn (*except PC, Tablet, Smartphone*) >>> 25 bn nel 2020

Multiple Sources: Gartner - GfK - Gfam
elab. CHG



CONNECTIVITY ENABLERS & TRENDS



Rapid change *of* consumer behave

- **Enabled** by affordable cost and reliable technological platforms
- **Driven** by social trends and product offer

- Internet connection via mobile-device is a fast growing needs and a new standard behave
- Multi-device' internet access (*Smartphone, Tablet, PC*) several times a day, is a common habit
- Connected products and system are a strong growing trend in different business area:
 - *Home Automation, Brown goods, **MDA**, **SDA**, Wearables, Automotive*
- Consumer side, Inter-operability among products is considered a tangible advantage
+ convenience, simplicity, flexibility

Sources : GFK + CHG elaborat
World-Wide macro-trends



WE ARE LIVING IN A CONNECTED WORLD

2,5 Bio of virtual citizien

Top Population ('000.000)

	Facebook	1,400
	China	1,360
	India	1,240
	Twitter	646
	USA	318
	Vkontakte	280
	Indonesia	247
	Brazil	202
	Pakistan	186
	Nigeria	173
	Instagram	152

Source : Statista



TOMORROW'S CONNECTED APPLIANCES

INTEGRATED **SMART** APPLICATION:

- ✓ Notification
- ✓ Alert & messages
- ✓ Inventory
- ✓ Recipes
- ✓ Programs
- ✓





MID TERM EVOLUTION: 5 PILLARS

Positioning



Wi-Fi

Range enlargement to cover segments and price points not yet covered

NFC+

Introduction of this platform to cover standard positioning

Technology



Wi-Fi

DUAL TECH
(Wi-Fi /NFC)

NFC+

Open Protocol for
HNS integration (Wi-Fi)

Offer



Range increasing:

- 1) Washer Dryer
- 2) Tumble Dryer
- 3) Built-In products (Ref. Wm. Wd)
- 4) REF TNF

Performances

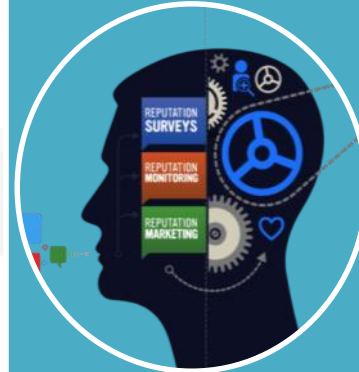


Clever-Voice-Control
(Wi-Fi/Dual/ ...NFC)

Integration Wearables
(Wi-Fi)

Functions &
performances
evolution

Brand



Offer extension and
specific APP

Rosières (France)
Jinling (China)
Baumatic (UK)

Co-Marketing &
Partnerships

<<<<< ALWAYS CONNECTED >>>>>



Candy is the first player in the market to introduce a
FULL RANGE EQUIPPED WITH WI-FI and MANAGED VIA APP



Simply-Fi is the **FIRST** set of appliances equipped with Wi-Fi technology and managed with an App. The connection is **bi-directional**: users can operate the appliance remotely, and the appliance can send messages to the user. The **APP** is one for all appliances, but each product can live independently

Hoover Wizard: Stay in touch with your home wherever you are
Wizard is a full range of Wi-Fi enabled domestic appliances, which can be controlled by smartphone or tablet through the exclusive **Wizard App**.



Thanks to Wizard, **you can keep your appliances under control 24 hours a day, 7 days a week** and with the innovative extra functions exclusively designed for the app, you'll be able to tailor the way your appliances function, to best suit your needs.



CANDYGROUP

Thank you