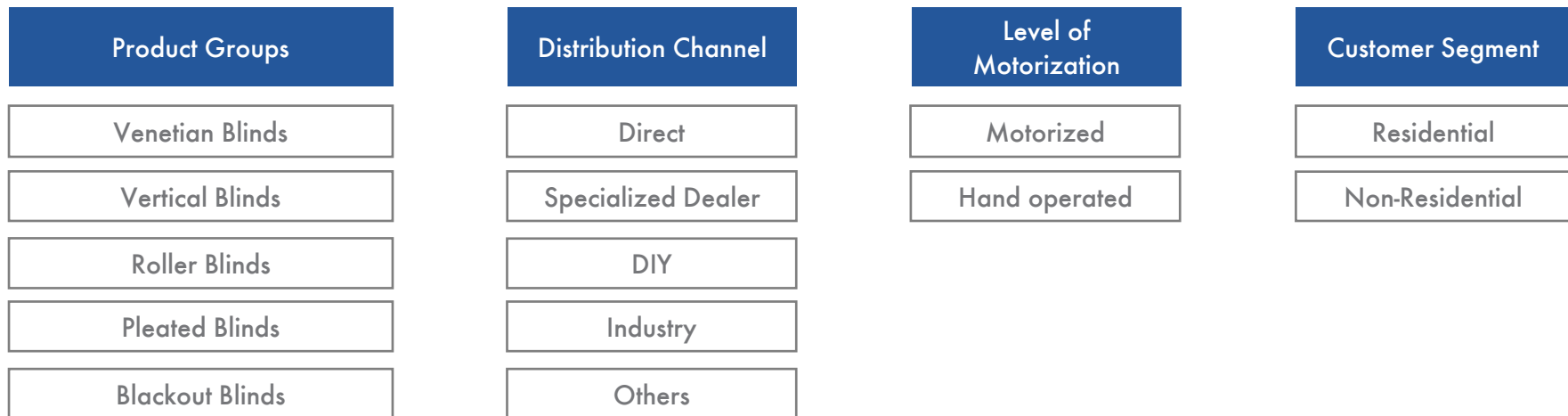


IC Market Tracking
Internal Sun Protection
in Europe TOP 6
2017

Your Benefits at a Glance

- ✓ You will receive an overview of the **overall market** in addition to **individual market segments**.
- ✓ A detailed **representation of the key markets by country and forecasting until 2020** based off on our econometric forecast model.
- ✓ Awareness of **market position** and development during the last two years in comparison with major competitors and with respect to:
 - Total Market
 - Product Groups
 - Distribution Channel
 - Level of Motorization
 - Customer Segment
- ✓ Information about the most important **Factors of Influence**
- ✓ Graphic representation, interactive charts and tables which allow rapid application and utilization of the provided data.





For each segment the total market and market shares of the top players for the last two years and forecasts for the next three years are available in the study

Product Groups

Turnover is stated in Mio Euro. Values are always Net-Turnovers (No List-Prices), discounts included

Venetian Blinds

Internal Venetian Blind is a window blind made of a number of thin, horizontal fabric, wooden, metal, or plastic slats that can be set together at any angle to regulate the light and air passing through or be drawn up together to the top of the window by means of cords.

Vertical Blinds

Vertical Venetian Blind is basically window blind that has slats that run vertically from the top to the bottom. Vertical blinds have great varieties when it comes to materials, design and sizes and can be made out of aluminum, fabric, vinyl, plastic, wood etc.

Roller Blinds

A piece of sun shading material fixed onto a wooden or metal roller that can be pulled down to cover a window

Pleated Blinds

Pleated blinds are shades made from a pleated fabric (which helps to add texture to a room) that pull up to sit flat at the top of a window to hide from sight when open.

Blackout Blinds

Blackout refers to a foam-backed, opaque fabric used to black out light

Only internal sun protection. External sun protection not included.

Distribution Channel

Direct

Sales to end customers without interference of any third party.

Specialized Dealers

E.g. Decoration Specialists

Industry

Installation by window producers

DIY

Do it yourself is a term used by various communities that focus on people creating things for themselves without the aid of paid professionals. I.e. Leroy Merlin, Q&Q, Home base ...

Others

Online Shops, etc...

Level of Motorization

Motorized

The expansion is based on a motor.

Hand operated

The expansion is based on hand operation.

Customer Segment

Residential

Residential Construction including 1-family, 2- family dwellings and flats.

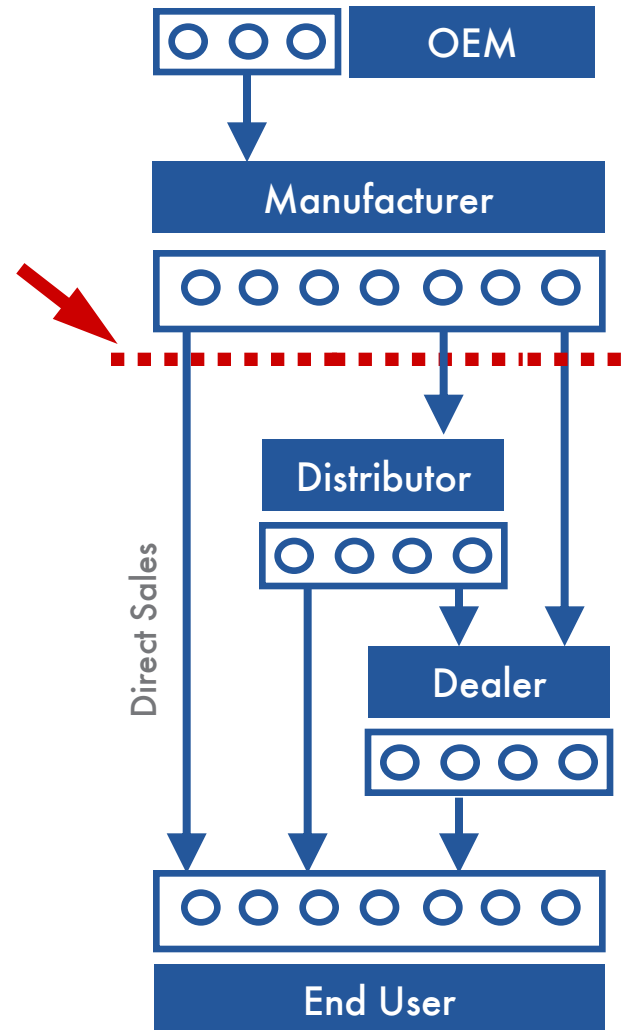
Non-Residential

Non-Residential Construction including buildings for education, health, industry, storage, office, commercial, agricultural and other purposes.

What Do We Measure in Our Reports?

Interconnection measures the total sales at street prices without VAT per branch to the first buyer (without OEM)

Sales are segmented by the first distribution partner.



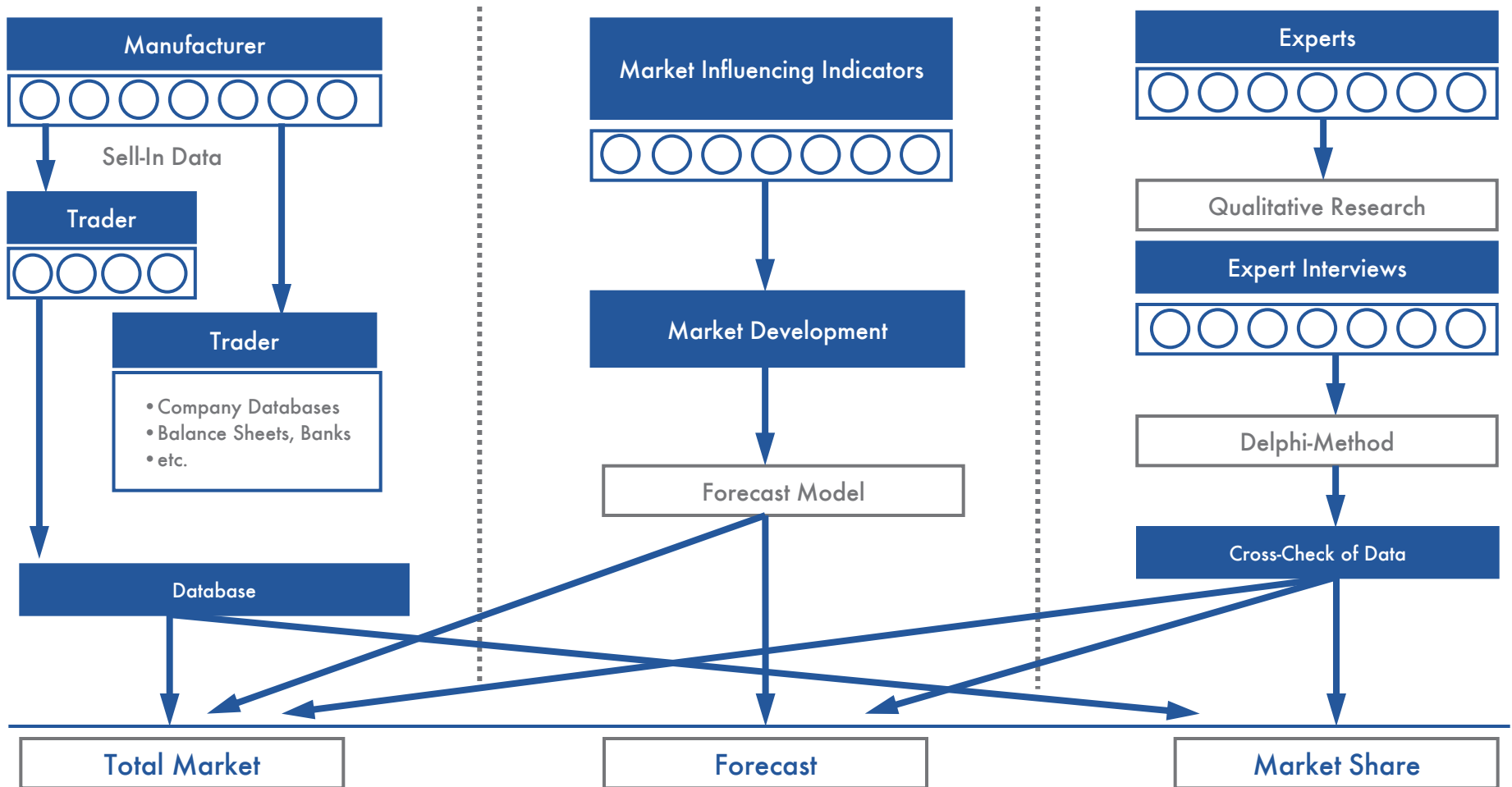
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialised dealers act as a cross-check of the data. In addition, investigations of listings and average prices are carried out.

How Do We Conduct Our Research?

Description Structure of Survey Methodology

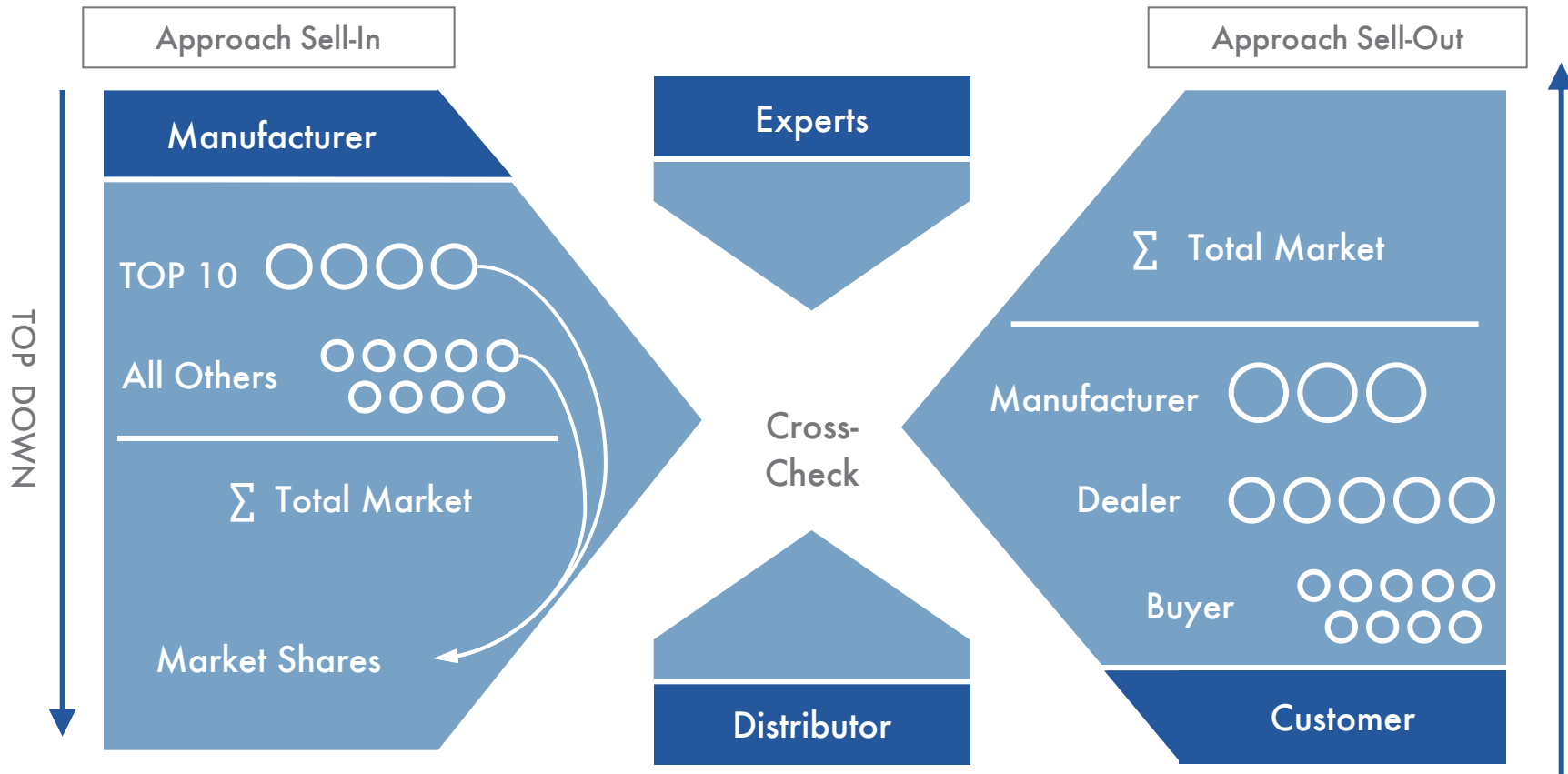
Methodology



How Do We Cross Check the Data?

Description Structure of Survey Methodology

Methodology

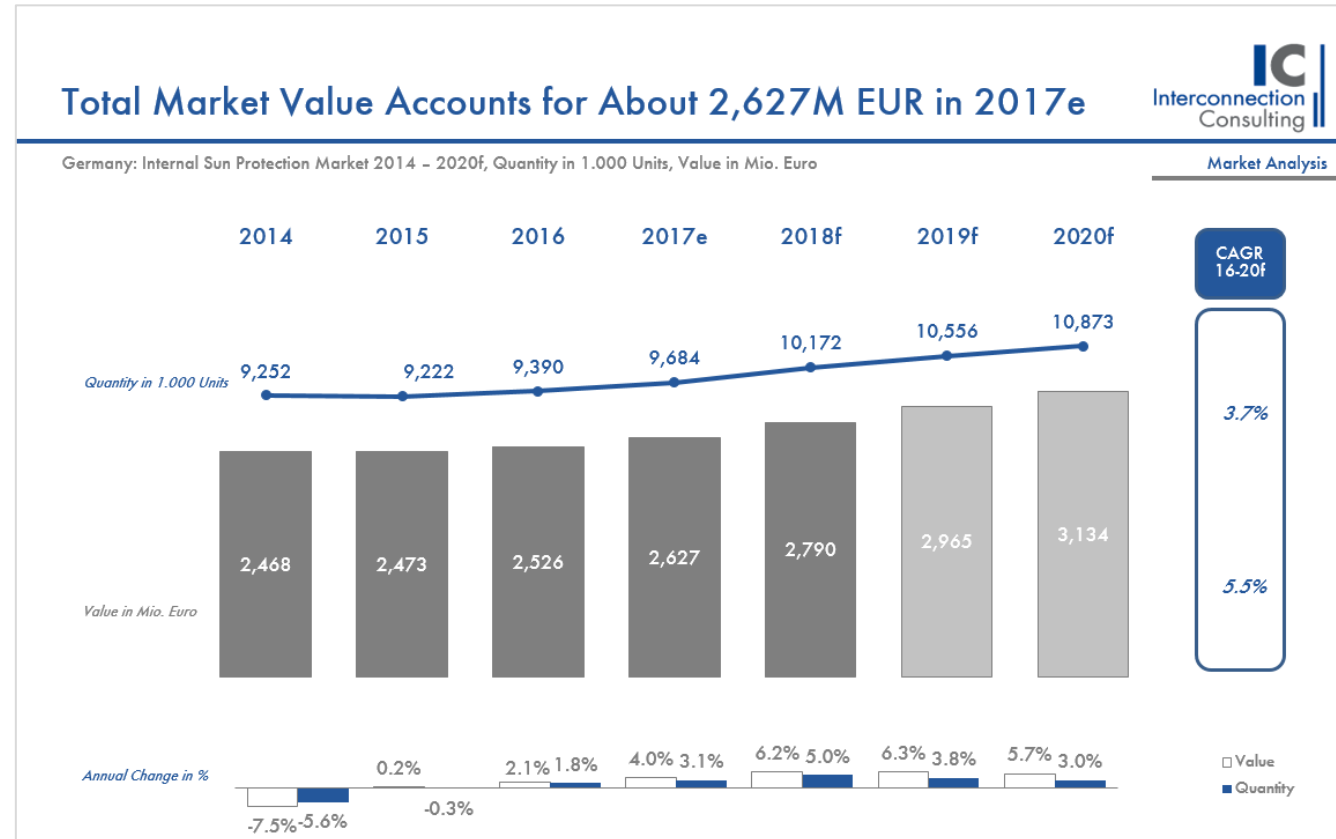


The IC Market Tracking® is modularly built and consists of the following sections:

- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market are analysed in the **Economic Environment**: You will find the most important data on consumer behaviour, main economic indicators, etc.
- The **Total Market Analysis** shows the development of the market surveyed by value and quantity in different dimensions, such as regions, product groups, and ways of distribution. A forecast for the next years is an essential part of this analysis.
- The **Competition Analysis** shows in detail the development of the top companies in the market by finding out about the market shares in different categories, changes in market position, benchmarks, average prices, etc.

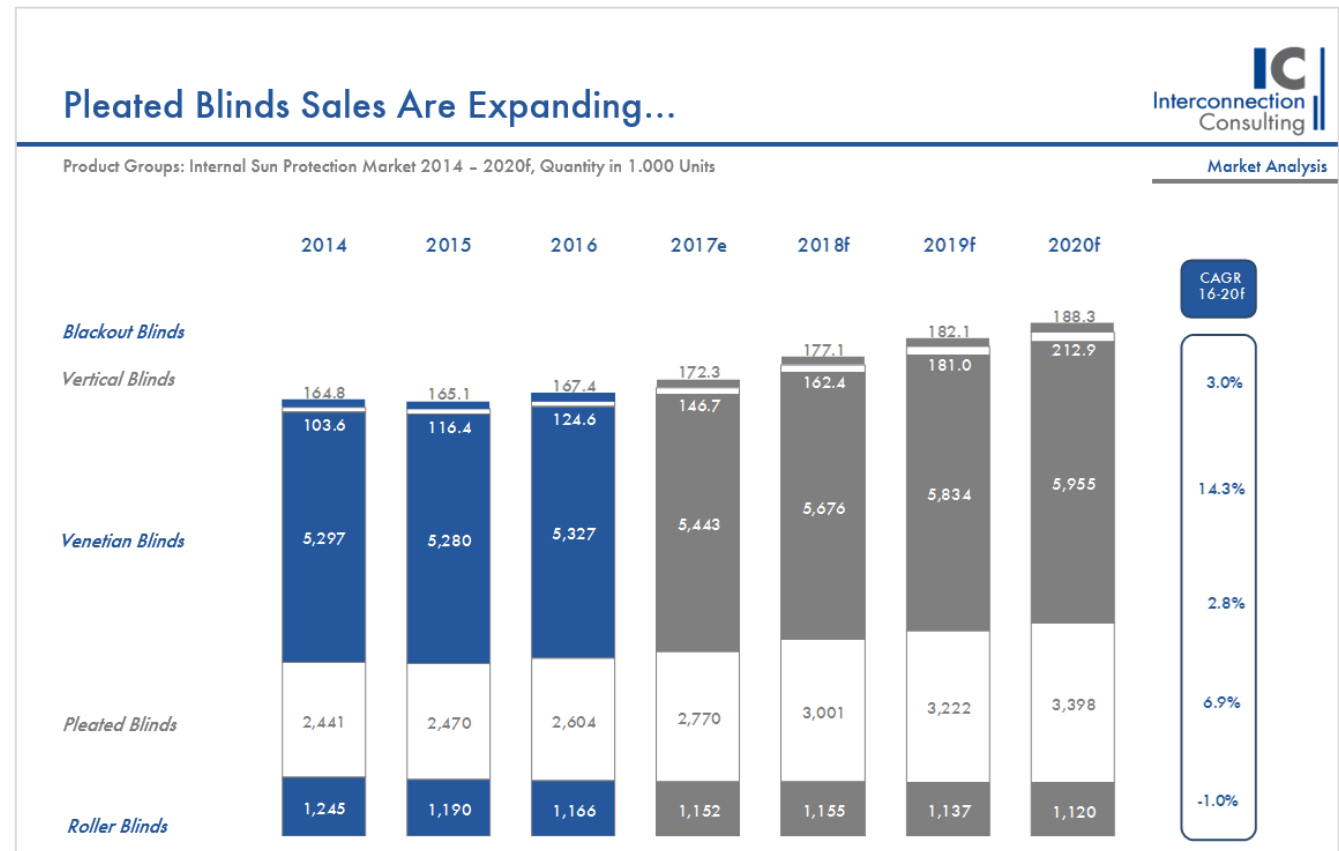
What Is the Total Market Development?

- Overview of the total Market until the current year and Forecast for the upcoming three years.
- *This chart shows dummy figures.*

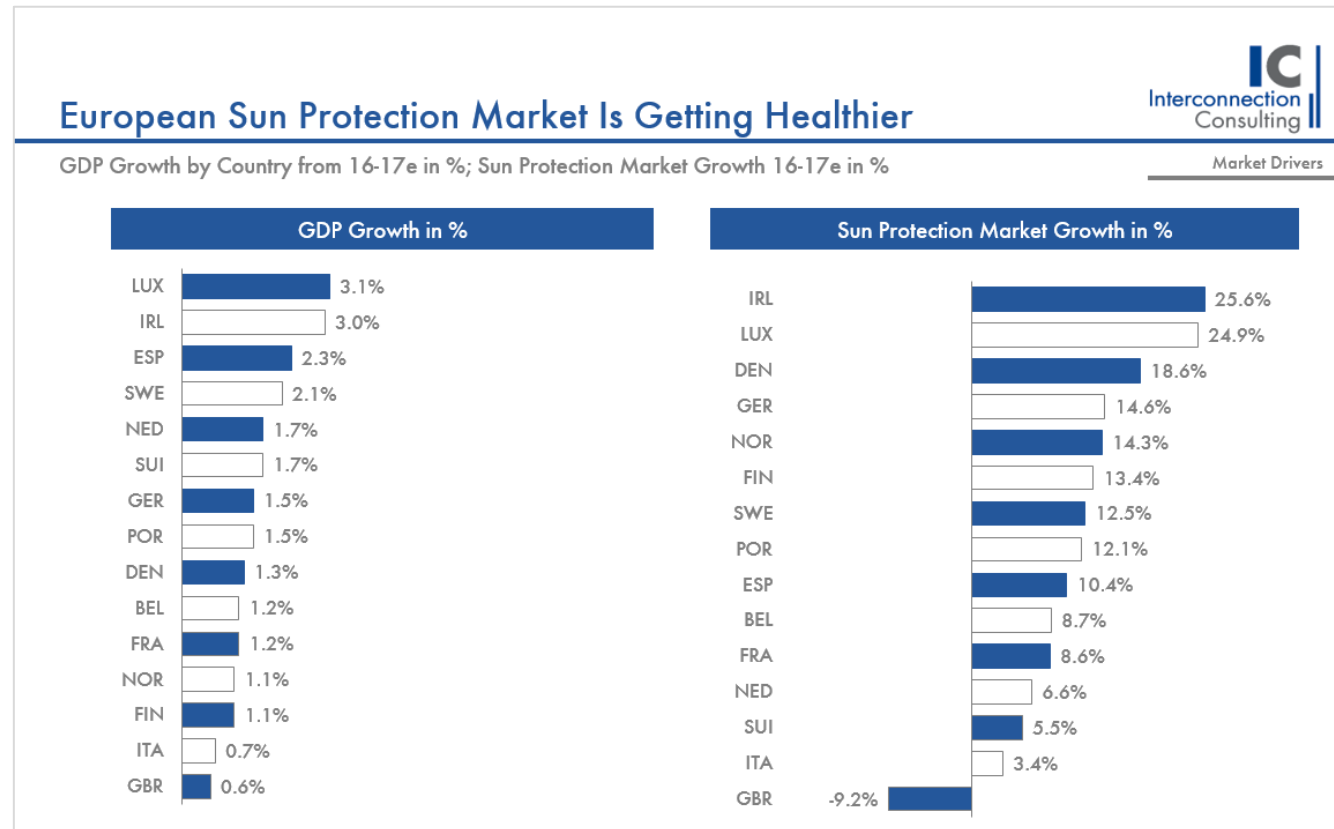


Which Product Groups Will Be Profitable?

- Overview of the Blind Types Segmentation, Distribution Channels, Level of Motorization, Customer Segment.
- *This chart shows dummy figures.*



- The data for the market environment consists of main factors such as general economy data, demography, income statistics, industry environment and sentiment indicators.
- *This chart shows sample figures.*



- In addition to the visualized report a Pivot Table will be included.
- This tool allows individual and selective analyses to be made by the user with the available data, especially when it comes to future trend and segmentation modelling.
- Pivot tables are available for the competition analysis as well as for the total market and forecast studies.

How to use Pivot Tables

1. Generally, the desired sub-categories (i.e. Technology - A) can be selected with the ordinary drop down menus.

Technology	A
Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
∅ Price in € (Classes)	(All)


Sum - #	
Segments	Results
Segment A	18.592
Segment B	8.434
Segment C	5.310
Segment D	3.290
Segment E	1.332
Total	36.958

2. If you want to analyse a different category (i.e. Technology), click on the gray field and drag it down to the table.

Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	Technology			
Segments	A	B	C	
Segment A	3.290	5.452		7
Segment B	5.310	8.925		21
Segment C	8.434	10.794		
Segment D	18.592	14.624		13
Segment E	1.332	2.229		6
Total	36.958	42.025		47

Investment Plan for Your Market Research

	Single Issue	IC Subscription *	Scale of Discounts	
Total **	€ 12.390,-		€ 5.000,-	10%
Single Country	€ 2.950,-		€ 10.000,-	25%
			€ 15.000,-	30%
			€ 20.000,-	35%

Germany	Italy	Austria
France	Spain	Switzerland

* **IC Subscription:** 20% price advantage compared to single issue. The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31st December.

**Price taking into account the scale of discount.
Price includes an interactive PDF Document. All prices shown exclude sales tax.

Your Advantages as a Subscription Customer

Please choose between Subscription*
or Single issue

Subscription* **Single Issue**

As a subscription customer, you will receive the chosen report automatically at a reduced price from now on as soon as the new edition of the report is published. Additionally you have access to the following benefits:

- **Price advantage** IC Standard Subscription (annual receipt of an IC study or IC study package): **20% price advantage** compared to single issue taking into account the **scale of discount**
- **Annually updated reports** on fixed dates
- One time a year **free web conference** with the Analyst of the report (presentation of key results, background information, answering of questions)
- **Info-Hotline**: answering of questions with regards to the report and on methodological issues relating to market research
- **Flexible subscription packages**: 2-year intervals, alternating countries, product change, etc., if possible. Conditions on request
- **Easy termination**: After 2 issues each subscription can be terminated easily


Interconnection Delivers Data for Company Decisions

- Interconnection is the leading institute for market data in the internal sun protection industry.
- Our studies support the leading companies in defining targets and marketing strategies, including competition monitoring and control of marketing actions.
- Interconnection draws its Know-how from over 100 international market studies per year and a number of Ad-hoc studies in several industries.
- Next to market data we offer for the construction branch Ad-hoc studies in the field of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also when it comes to translating data into actions, i.e. the development of marketing strategies.



Our Market-Intelligence Tools

Market Analysis




- Market Volume
- Market Shares & Entry
- Competition Analysis

Distribution Analysis



- Channel Map
- Distribution Matrix
- Margins

Customer Insight



- Focus Groups
- Buying Motives
- Customer Benefits


Market Forecasts



- Indicator Models
- Life Cycle Models
- Econometric Analysis


Webverstärker

Brand Analysis




- Brand Scorecards
- Brand - Triangle
- Brand Affinity

Customer Satisfaction




- Importance/Satisfaction Portfolios
- Customer Loyalty
- Customer Typology

Price Research



- Price-Sales-Function
- Price-Simulation-Tool
- Optimal Pricing

Webverstärker



- E Commerce Insights
- Search Engine Marketing
- Web Channel Analysis

If there are any questions please
do not hesitate to contact us!

Interconnection Consulting

Getreidemarkt 1, A-1060 Wien

Dr. Stefano Armandi – Market Analyst

Tel: +43 1 5854623 - 54

Fax: +43 1 5854623 - 30

armandi@interconnectionconsulting.com

Dr. Frederik Lehner – Managing Director

Tel: +43 1 5854623 - 11

Fax: +43 1 5854623 - 30

lehner@interconnectionconsulting.com

Interconnection Consulting | Vienna • Oberstdorf • Lviv • Bratislava

www.interconnectionconsulting.com



we show you the way

Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 500
- Optional: Hard Cover

Price

- per region: 2.950 €
- Total: 12.390€

Detailed Information about special offers, scale of discount as well as subscription prices are presented within the order form or the interactive price calculator.



Options of ordering – Fax:+43 1 5854623 30

- Click „Buy Now“ on the website and make your order with the interactive price calculator.
- Print out your order form (at the end of the “Full Details” document and fill in your data.

Content of the Market Report

Structure of the Study

Language of the report

English, German on Request

Introduction, Market Structure & Executive Summary Definition and demarcation of product groups, regions and methodology; summary of study results.

Market Drivers

Key economic factors influencing the market: consumer behaviour, main economic indicators etc.

Import & export statistics

Total Market Analysis

Total market development and forecasts for all market segments in quantity and value by regions, product groups, driving system types and application fields and automation.

Competition Analysis

Market development by value for each region and segment. Market shares of the top manufacturers for each region and for each application for the last two years.

Market Structure

Regions:

Germany, Italy, Austria, Spain, Switzerland, France

Product Groups

Venetian, Vertical, Roller, Pleated, Blackout Blinds

Distribution Channel

Direct, Specialized Dealer, DIY, Industry, Others

Level of Motorization

Motorized, Hand operated

Customer Segment

Residential, Non-Residential

Methodology

Methodology and Data Sources

The market and competitive analysis is conducted through interviewing the most important manufacturers in the respective industry. All data are cross-checked for plausibility and evaluated by means of additional sources of information.

The market models and forecasts are based on economic indicator models, which are developed individually for each market. The influencing factors are analysed by means of multivariate regression analysis and updated each year.

The economic indicators and environmental data are a result of secondary research of prestigious statistical institutes and are supplemented by internal market analyses.

FAX: +43 1 585 46 23 30

E-Mail: office@interconnectionconsulting.com



Yes, we would like to order the
IC Market Tracking® Internal Sun Protection in Europe 2017
(Please, print out the order form and mark your desired products)



Region	Single Issue
<input type="checkbox"/> Germany	2.950,- EUR
<input type="checkbox"/> Italy	2.950,- EUR
<input type="checkbox"/> Austria	2.950,- EUR
<input type="checkbox"/> Spain	2.950,- EUR
<input type="checkbox"/> Switzerland	2.950,- EUR
<input type="checkbox"/> France	2.950,- EUR
<input type="checkbox"/> Total	12.390,- EUR

- Subscription (20% Price Advantage)*
- Single Issue
- We would like to order additional hard copies, each for € 150
- Translation in another language (price on request)

***IC Subscription:**

The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31st December.

Benefits of an Interconnection Subscription:

- Price advantage IC Standard Subscription (annual receipt of an IC study or IC study package): **20% price advantage** compared to single issue
- Annually updated reports on fixed dates
- One time a year free web conference with the Analyst of the report (presentation of key results, background information, answering of questions)
- Info-Hotline: answering of questions with regards to the report and on methodological issues relating to market research
- Flexible subscription packages: 2-year intervals, alternating countries, product change, etc., if possible. Conditions on request
- Easy termination: After 2 issues each subscription can be terminated easily

****Price Special** (under consideration of the scale of discount)

Scale of Discount

From: 5.000,- EUR	10%
From: 10.000,- EUR	25%
From: 15.000,- EUR	30%
From: 20.000,- EUR	35%

Order Form

Billing Address: (Please fill in the data completely)

Company: _____

First Name: _____

Surname _____

Address: _____

Post code/Zip: _____

Country: _____

VAT identification number _____

E-Mail _____

Delivery Address: (necessary if different from the Billing address)

Company: _____

First Name: _____

Surname _____

Address: _____

Post code/Zip: _____

Country: _____

Payable after receipt of invoice without discount or via Credit Card. General terms of business apply, as agreed; any disputes arising will be settled before a competent Vienna court of law. We claim copyright protection for the work. Distribution to third parties, duplication, publication or revision, even in part, is not permitted. In case of violation the company or persons placing the order agree to pay a contract penalty of one hundred thousand Euros in each case. All prices shown exclude sales tax.

Date

Name

Signature