



IC Market Tracking®

Air Conditioners in Western Europe 2021

What Do You Get - Your Benefits at a Glance Content of the Report



Benefits

Market Data, Insights and Expertise...



MARKET ANALYSIS

- Historical market data from 2017 2020 for the total market development as well as
 - Product Groups
 - Application Areas
 - Distribution Channels
- Forecasts from 2021 2024 for the total market as well as each analysed segment and sub-segment

COMPETITION ANALYSIS

- Market shares of the top players for 2019/20
 - Market Shares on the total market in terms of value and quantity
 - Market Shares per product groups in terms of value and quantity

MARKET DRIVERS

- Analysis of the most relevant market drivers such as GDP, disposable incomes, public spending, labour market, demographics, retail market.
- Continuous updates of the data



What Do You Get - Your Benefits at a Glance Presentation of the Data and Deliverables



Benefits

Market Intelligence Tool Access and Deliverables



ONLINE-COCKPITS

- Online Dashboard-Tool including all data of the report enabling your individual and specific analysis
- User-friendly and intuitive operation of the dashboards
- Online access to the dashboards with all devices (PC, Laptops, Smartphone, Tablet, ...) everywhere, every time
- Download and extract of the data from the dashboards

EXECUTIVE REPORTS

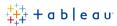
- Executive report including key facts of the report and background information about forecasts, trends and the competitive landscape
- Infographics summarizing the market and providing regional comparisons and contrasts already integrated within Tableau

RAW DATA -TABLES

- Downloadable tables from MIS as xlxs. cvs. jpg. or other formats for your own integration
 - Graphs
 - Raw Data



Market Intelligence Tool and Reports



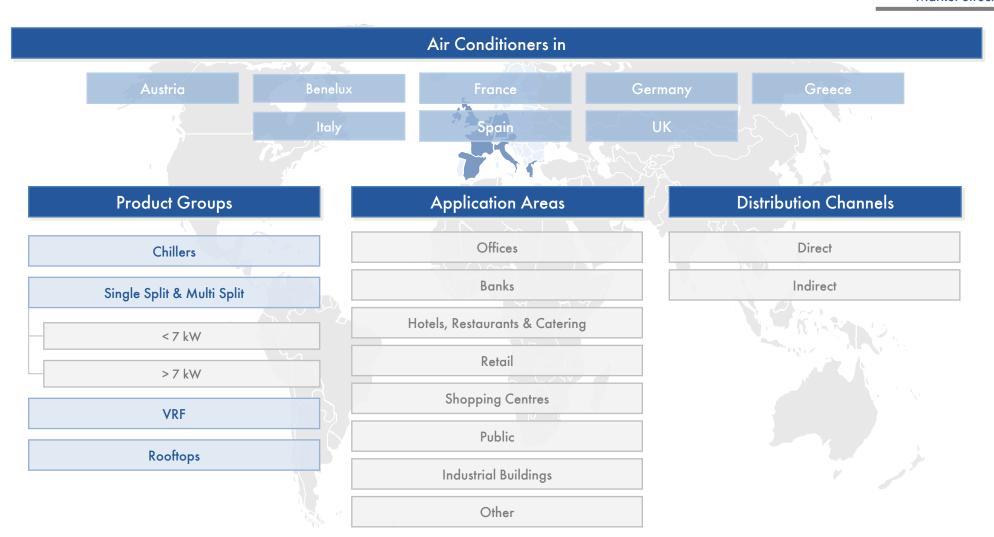
Online Dashboards

Executive Reports

IC Market Tracking® Air Conditioners in WEU 2021

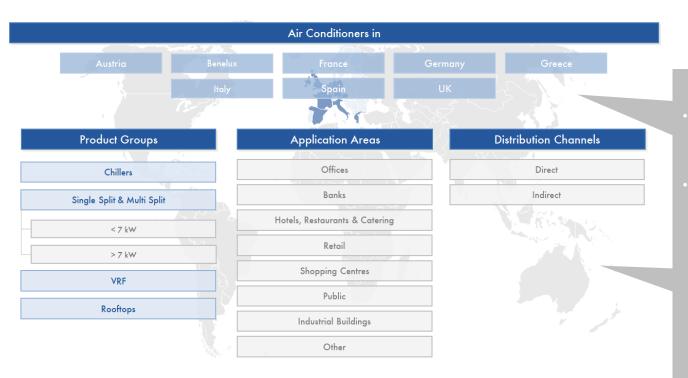


Market Structure



Market Structure - Interpretation





- Market data are available for each country separately as well as aggregated for the package purchased.
- Each country report includes data for air conditioner by product groups, application areas and distribution channels separately, as well as aggregated for the total market of air conditioners in terms of quantity and value.
 - Single & multi split air conditioners are further broken down into subcategories.
 - Application types and distribution channels are shown only in terms of value.

Definitions and Demarcation



Definitions

Prod	uct	Gro	adu
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Chillers

Single Splits

Multi Splits

VRF

Rooftops

Turnover

Devices that extract heat from water-based central cooling systems in order to reach and maintain the indoor temperature at a desired level.

Air conditioning system in which one condensing unit placed outside the building is connected with a refrigeration pipe to one fan coil placed inside.

Air conditioning system in which one condensing unit placed outside the building is connected with a refrigeration pipe to several fan coils placed inside (Including ducted split).

(Variable refrigerant flow) a split system where the expansion of the refrigeration occurs in the indoor units but not in the outdoor unit.

Package air conditioner which has the evaporator coil, condenser and compressor all located in one cabinet placed on a roof. May use outside air as a free source of cooling.

Turnover is stated in 1.000 Euro. Values are always Net-Turnovers (No List-Prices), discounts included.

The Unique Mix of Methods and Approaches for Reliable Market Analysis



Methodology



The analysis measures Sell-In data. Sales from the manufacturer to the first distribution partner. OEMs are not taken into account.



Basis of the analysis are surveys electronic questionnaires and telephone interviews - with the most important manufacturers as well as interviews with industry experts.



Industry relevant market drivers are taken into account in a market calculation model to determine the total market volume and forecasts.

The strong focus on interviews within the industry is clearly our USP "Only who talks with the industry knows what's going on!"

The Market Intelligence Tool Dashboards - The Best Way to Work with Data



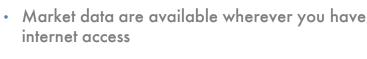
IC Cockpit

A picture says more than 1000 words

• Complex correlations are visualized in the form of geo-, tree maps, bars etc.

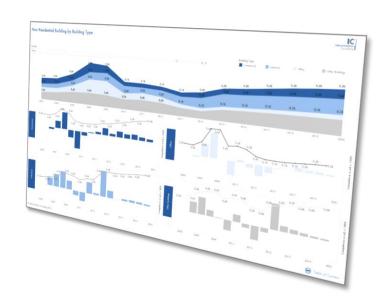
Interactive Dashboards

 Use interactive dashboards for quick implementation of the data, for potential estimations, for sales control, for success measurement etc.



Easy online accessibility

 You can also export the data as .jpg, .csv or .pdf file



Usability of the Market Intelligence Tool

Let's Put it in a Video...



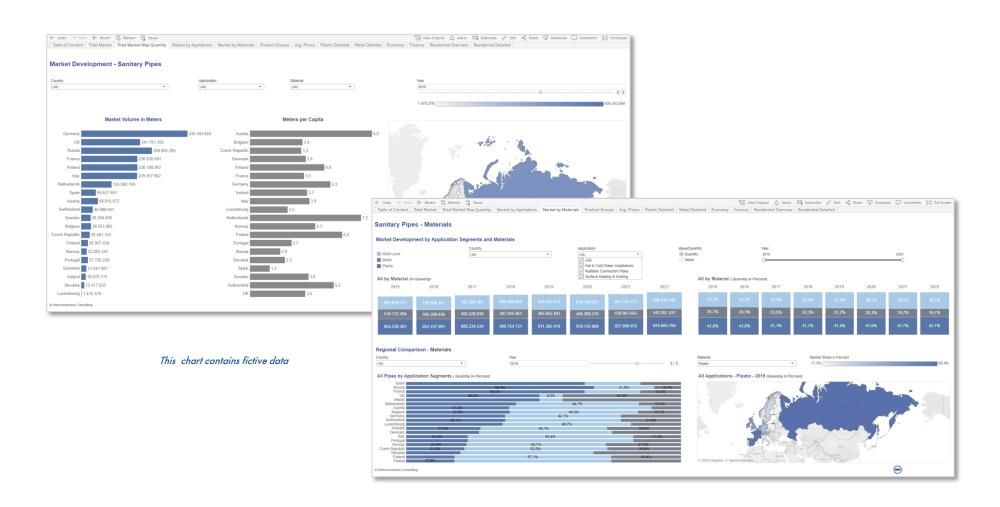
IC Cockpit



Sample Cockpits for Market Analysis Data



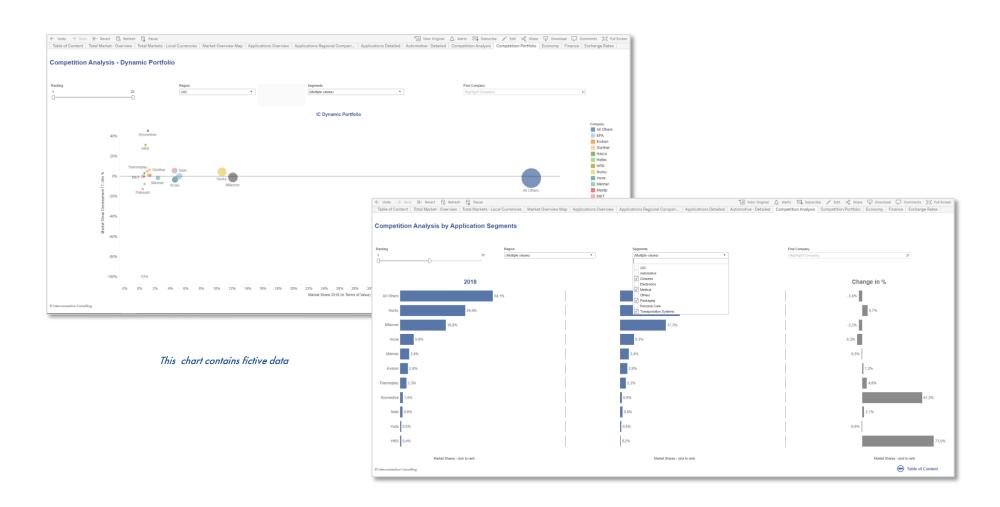
IC Cockpit



Sample Cockpits for Competition Data



IC Cockpit



Additional Deliverables Executive Summary and Pivot-Tables



Sample Charts



Pivot-Table including all raw data as MS-Excel file (fictive data)

Investment Plan for Your Market Research



IC Market Tracking® Air Conditioners in WEU 2021

Prices & Conditions

	Subscription*	Available Countries	
2 Countries of Your Choice	€ 4.950,-	Austria	
4 Countries of Your Choice	€ 7.950,-	BeneluxItalyFranceSpain	
All Countries	€ 14.950,-	• Germany • UK	



- Subscription: 25% 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 automatically extended by one more year. The price is the individual price for each year. Price changes must be announced by Interconnection at least six weeks before 31st December.
- The price includes access to an online dashboard for 12 months in case of single issue or for the duration of the subscription in case of an subscription.
- In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit (Software for Online Dashboards) is included as well as for any subscription order exceeding 2 countries or regions. For all other options, license costs for Tableau cockpits are € 500,- per license per year.

Selected References for our Market Reports



References

"IC is a constant tutor in the evaluation of markets and offers a helpful decision basis."

Mr. Bernd Blümmers General Manager, Saint-Gobain Solar Systems Central Europe

















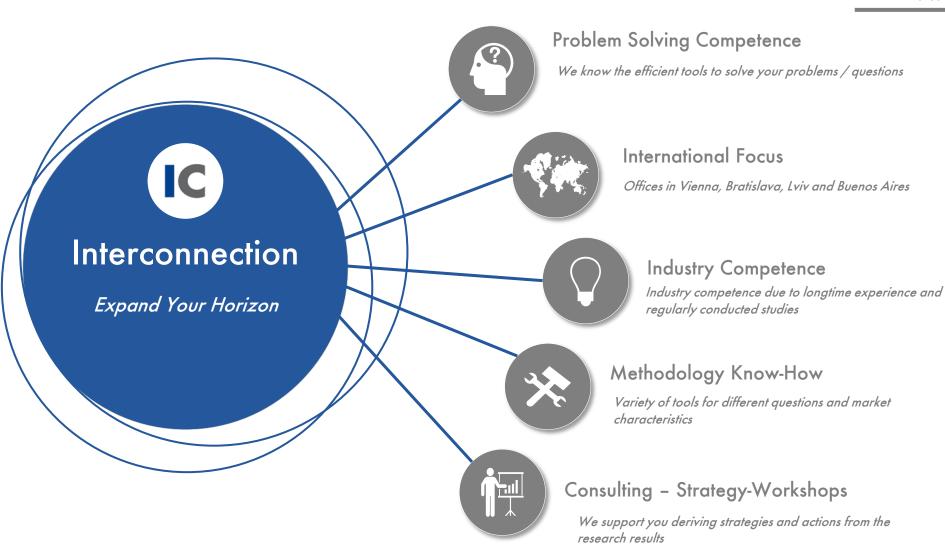




Interconnection Provides Data for Corporate Decisions



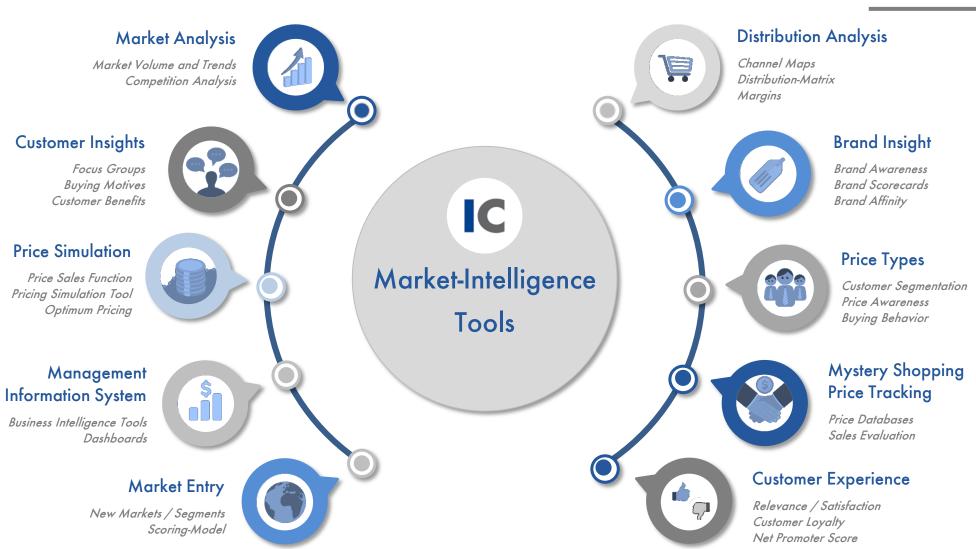
Interconnection



Our Market-Intelligence Tools



Interconnection





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

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Yes, we would like to order the IC Market Tracking® Air Conditioners in Western Europe 2021

(Please, print out the order form and mark your desired products)

Please choose from the available countries						
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4 Countries of your C	hoicehoice			EUR 7.950		
			Single Issue	Subscription*		
25% price advantage				✓		
IC Cockpit - Online Dashb	oard Solution		√	✓		
Full Flexibility – Within the sum of the subscription available country reports can be changed without any additional costs				✓		
Web-Conference with the a	nalyst free of charge			✓		
Billing Address: (please fill in the data completely) Company: Name: Address: Post Code/Zip: Country: VAT identification number:		Delivery Address: (necessary if different from the billing address) Company:				
Date	Name	Signature				



*Subscription:

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 31" December. 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 includes access to an online dashboard for 12 months in case of single issue or for the duration of the subscription in case of a subscription.

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