



IC Market Tracking Cold Rooms in Europe 2018

Your Benefits at a Glance

- ✓ Overview of the development of the **total market** and the **individual Segments**.
- ✓ **Market Forecasts** for all product segments and regions for the upcoming three years, based on our econometric models.
- ✓ Awareness of **Market Position** and development during the last two years, in comparison with major competitors and with respect to:
 - Total & Regional Markets
 - Product Groups (<20 m³, 20-100 m³, 100-400 m³, Refrigerators, Freezers, Refrigerators - Freezers)
 - Construction Type (Factory Built, Customized)
 - Technology Type (Packaged Unit, Remote Condensing Unit, Remote Plant)
 - Customer Type (Food Retail, Food Service, Food Processing)
- ✓ Information about the most important **Factors of Influence**
- ✓ Graphic Presentation of the results facilitates the development of your own strategies.





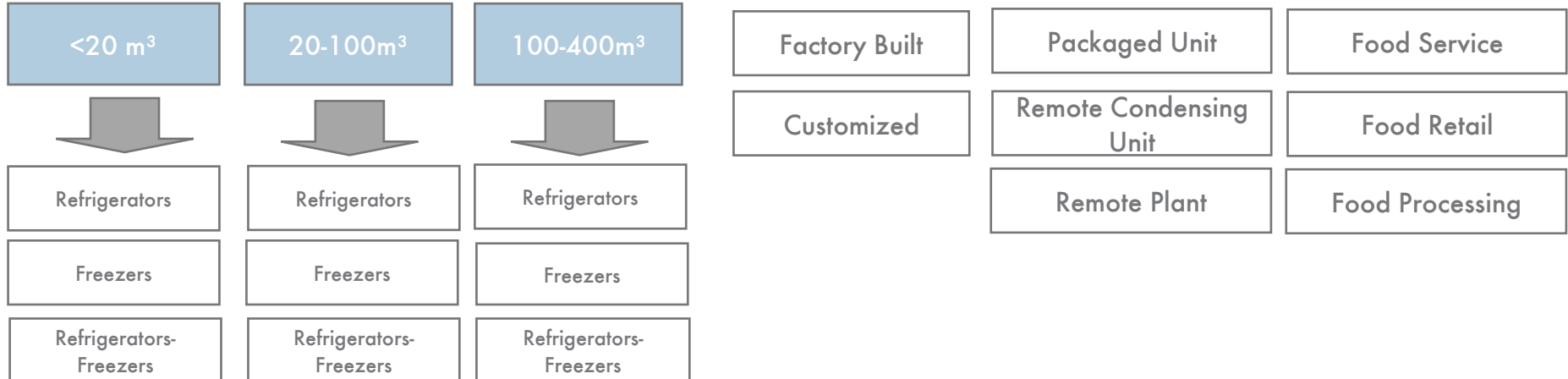
Market by ...

Product Groups by Size

Construction Type

Technology Type

Customer Type



The report includes an overview of market segments during the previous three years with a market forecast for the following three years as well as market shares of the Top 10 Players for 2016 and 2017

Definition 1

Product Group by size

< 20 m³

20-100m³

100-400m³

Construction Type

Factory Built

Ready-made cold rooms, mostly small insulated enclosures.

Customized

Built on site from insulation panels, and other components.

Technology Type

Packaged Unit

Cold rooms which are mostly used in small stores, the condensing unit and cooling unit are on the same frame.

Remote Condensing Unit

Remote condensing unit is a factory-made assembly of refrigerating components designed to compress and liquefy a specific refrigerant that is remotely located from the refrigerated equipment.

Remote Plant

It runs more than one cold room from a single unit.

Customer Type

Food Service

Hotels, restaurants, catering, professional kitchens, etc.

Food Retail

a) General Food Retail: Supermarkets, Hypermarkets, Convenience Stores, Forecourt Retailers
b) Specialized Food Retail: Butchers, Bakers, Fish Mongers etc.

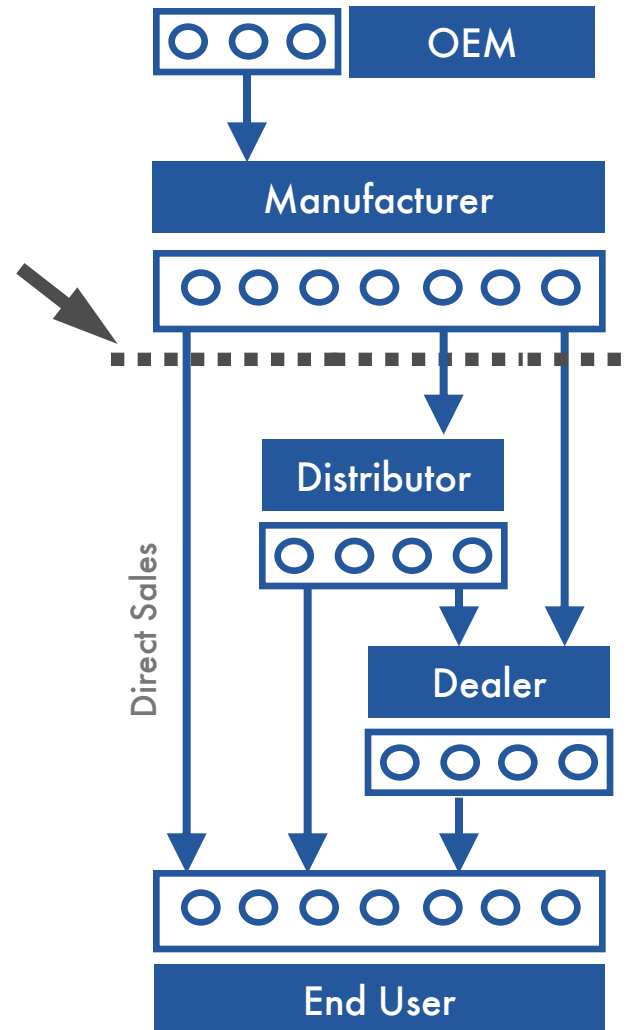
Food Processing

Food packaging, slaughterhouse, meat packing, fish processing, etc.

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)

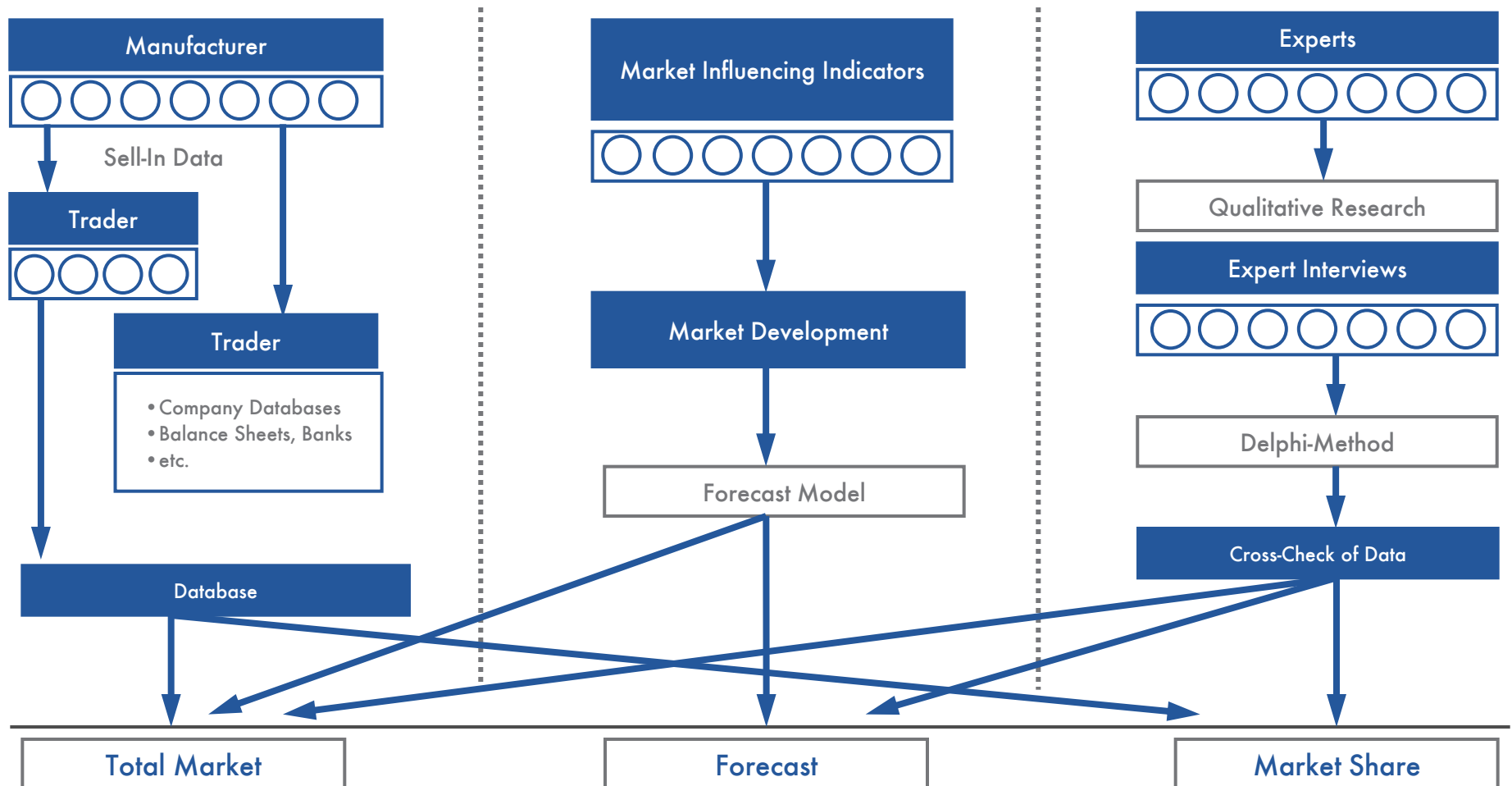
Sales are segmented by the first distribution partner.



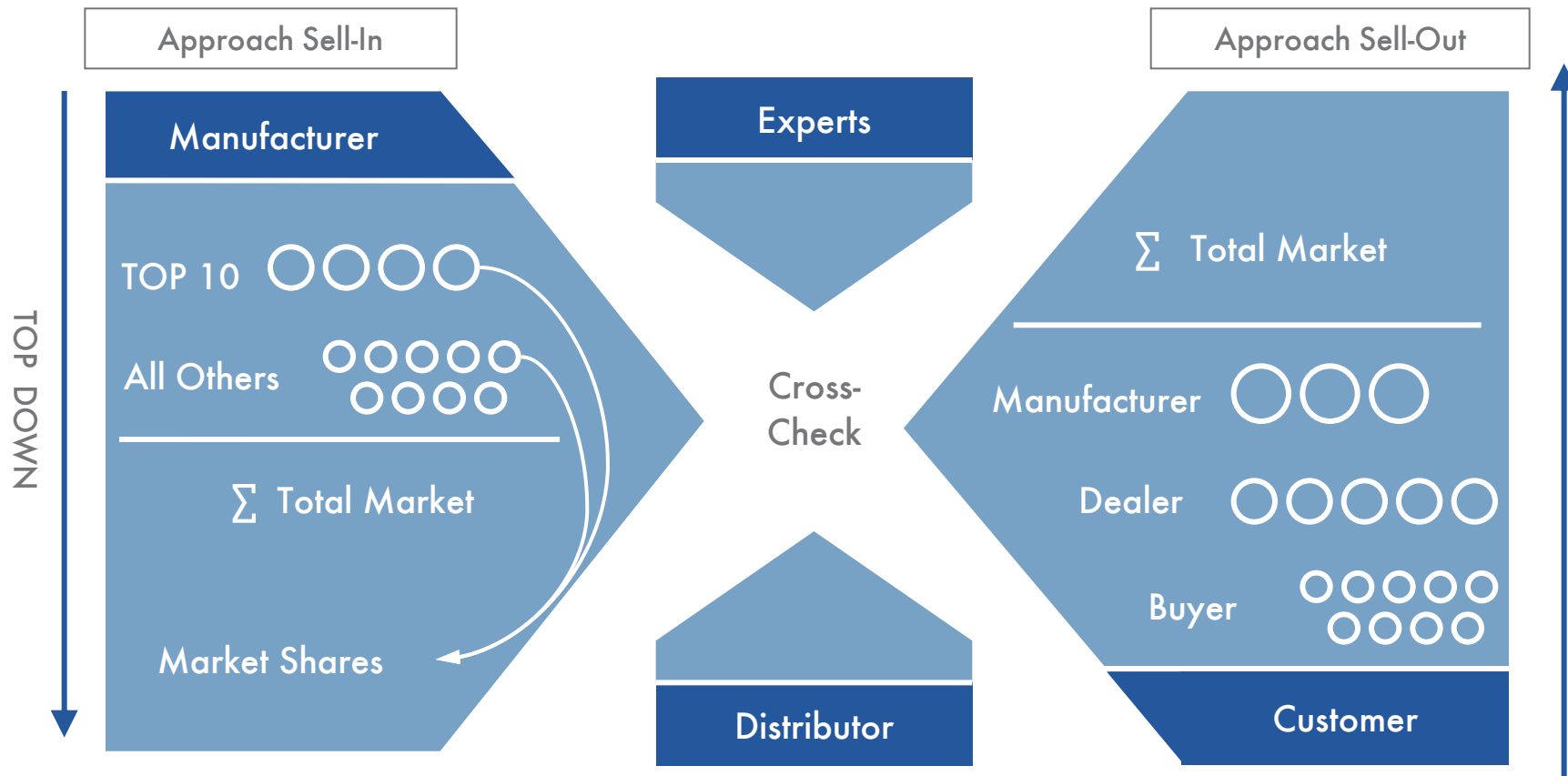
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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?



Data of Manufacturers Aligned with Market Calculation

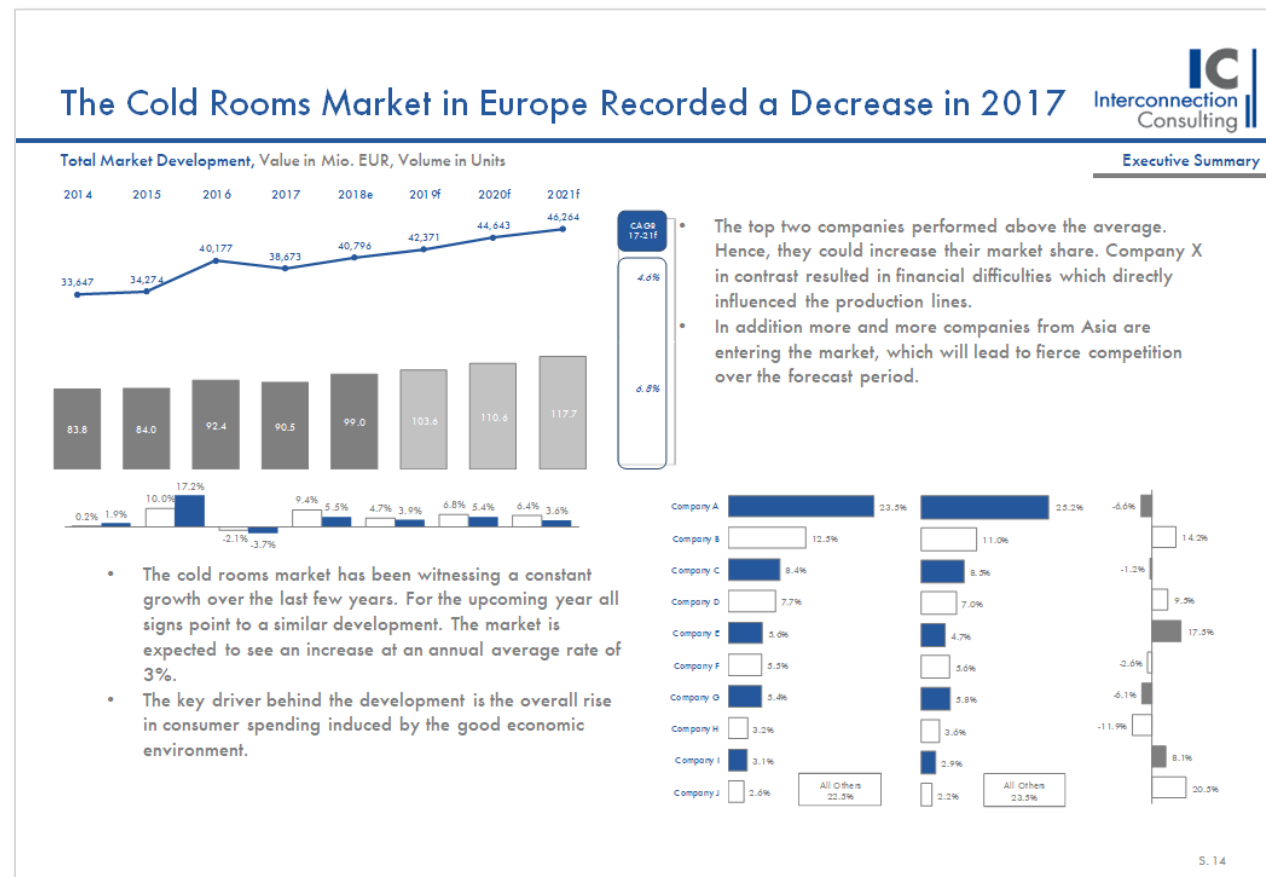


The IC Market Tracking® is modularly built and consists of the following sections:

Content

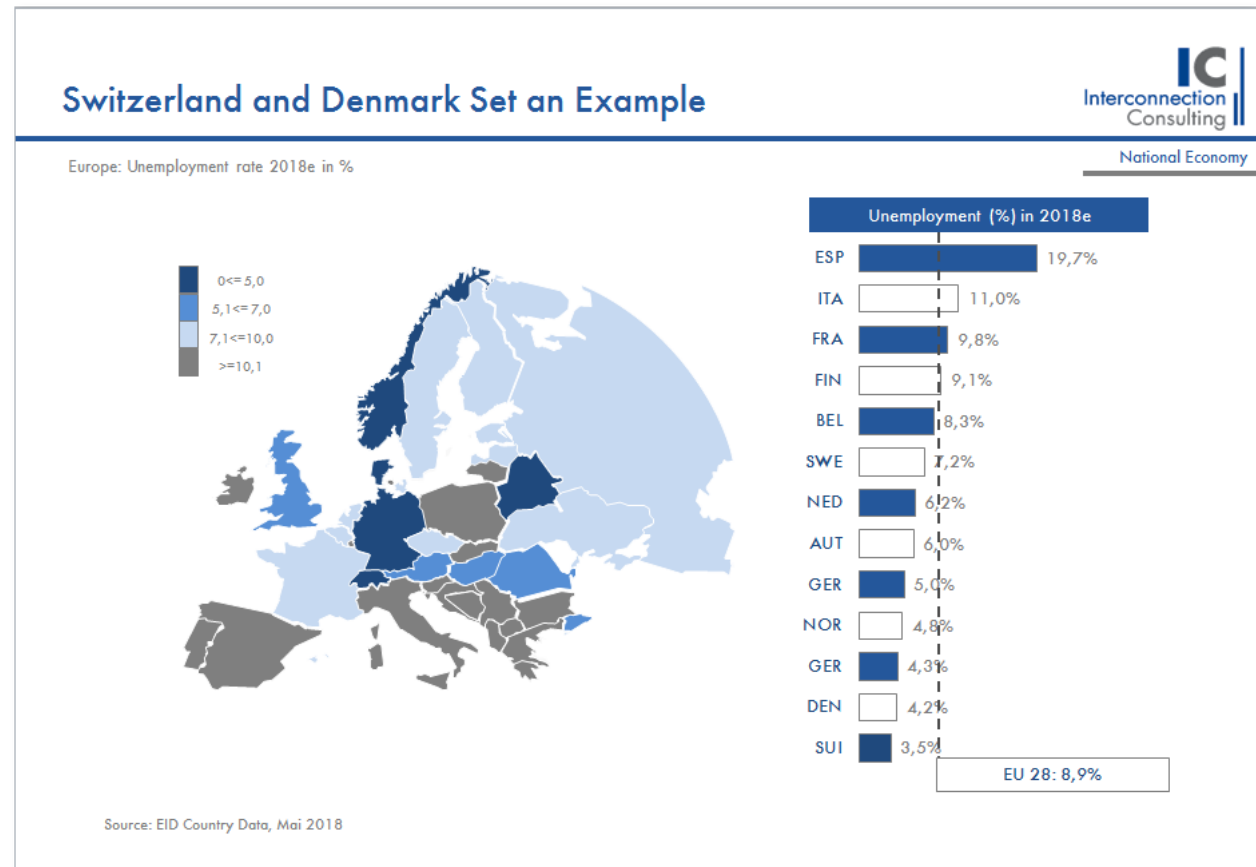
- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market are analysed in the **Economic Environment**: You will find the most important data on 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.
- Finally, all data are documented in the table section, also called **Facts & Figures**. Here you will find all absolute and relative sales figures of the top companies in order to check our results. Company profiles provide you with further practical information on the main companies in the market.

- The executive summary comprises all relevant information of the report in precise manner.
Forecast and competition situation is highlighted
- *This chart shows sample figures.*



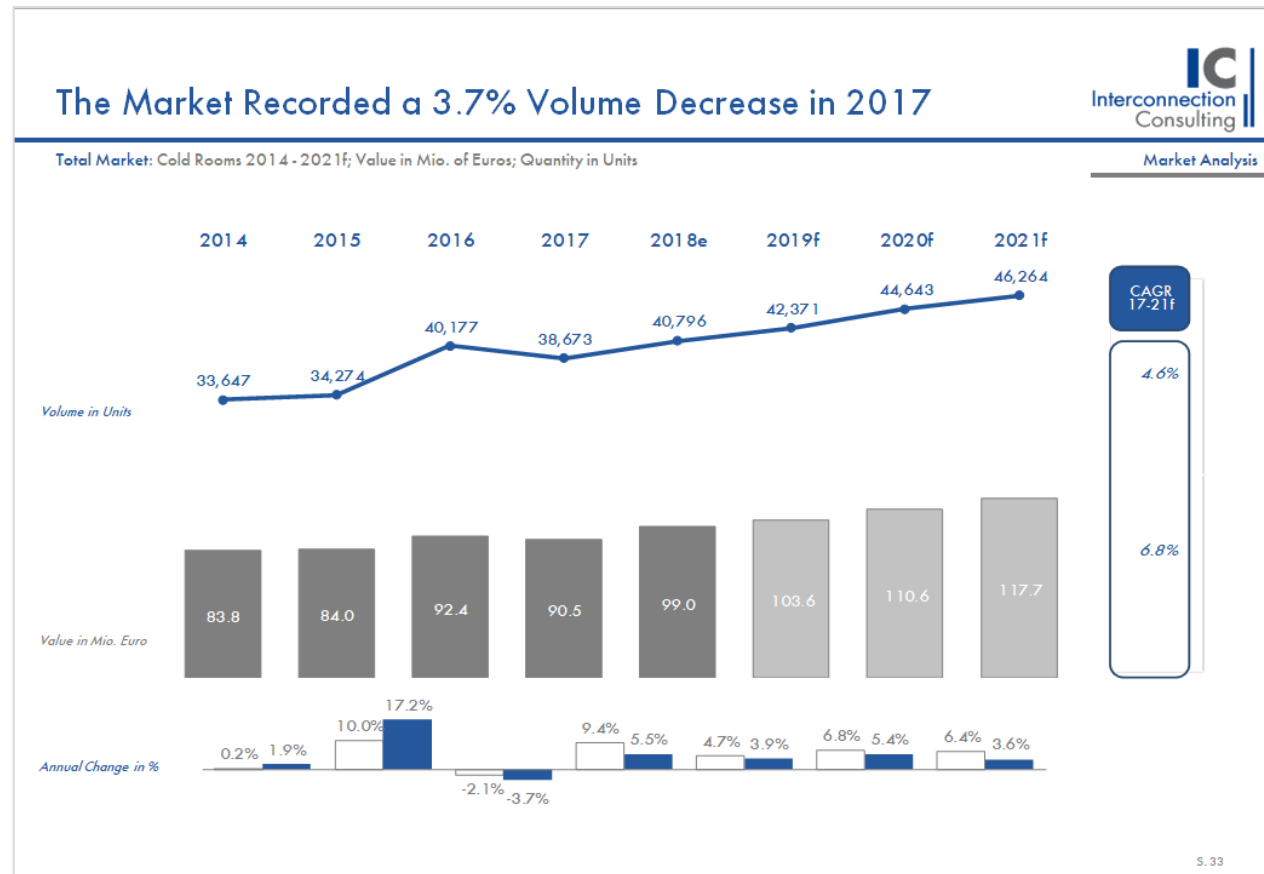
Market Environment Data of Our Forecasting Model

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

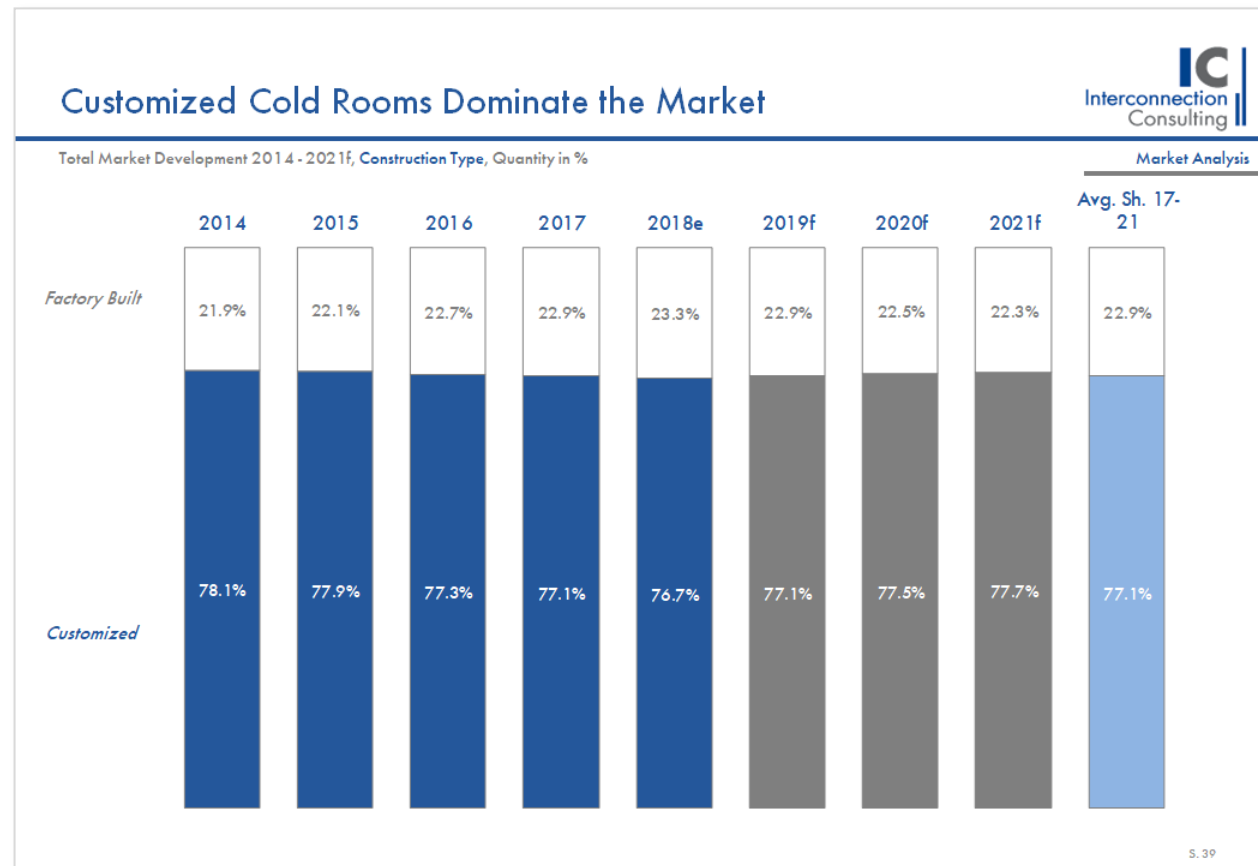


Total Market Development and Forecast

- Overview of the total market until the current year and forecast for the upcoming three years
- *This chart shows sample figures.*

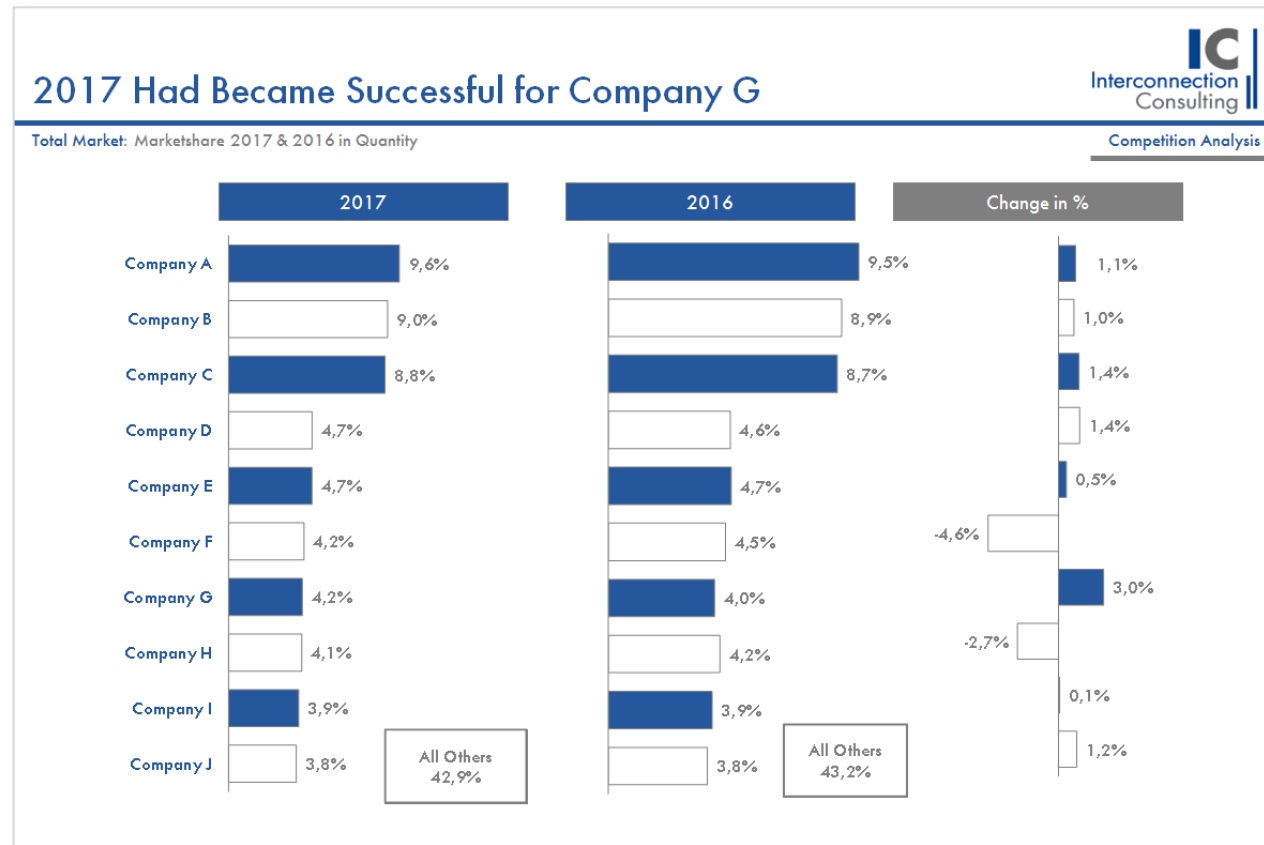


- Overview of the Product Group Segmentation, Application Field as well as a Forecast for the upcoming three years about their development.
- *This chart shows dummy figures.*



Competition Analysis and Market Shares of the Top 10 Companies in the Cold Rooms Market

- Market Shares of the companies
- This chart shows dummy 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)
Ø 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)
Ø 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	Scale of Discounts	
Single Region/Country	€ 3.500,-	€ 5.000	-10%
Europe Top 7	€ 15.925,-	€ 7.500	-20%
		€ 15.000	-35%

Available Regions

Germany	Italy	France	UK	Benelux
	Spain		Austria	

***IC Subscription:** 20% price advantage compared to single issue: Total - € 11.760. 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.

Reports are available either as detailed country reports or as cumulated region reports.

Europe Top 6 report offers detailed data on 6 biggest European markets.

Europe report offers data on total European market.

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 is the leading institute for market data in the heating and cooling 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 Industry 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

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

Webmultiplier



E Commerce Insights
Search Engine Marketing
Web Channel Analysis

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

Mr. Bernd Blümmers

Directeur General, Saint-Gobain Solar Systems, Central Europe, Aachen

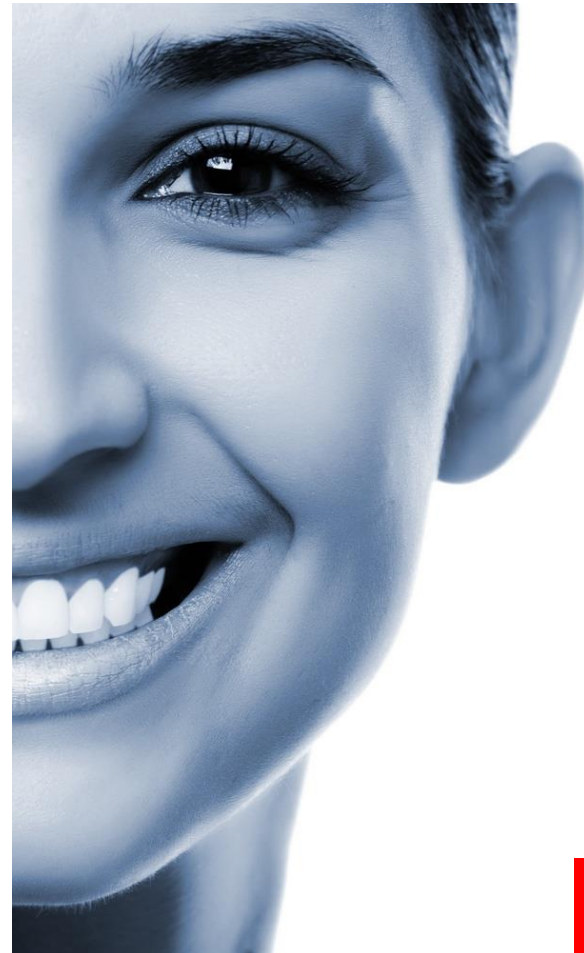


If there Are any questions please
do not hesitate to contact us!

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Inquiry

Factsheet: Cold Rooms in Europe 2018

Included in the Report

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

Price

- per region: 3.500 €
- Total: 14.700 €

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, and application fields

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

Countries

Germany, UK, Italy, Spain, France, Benelux, Austria

Product Groups by Size

< 20 m³, 20-100 m³, 100-400 m³, Refrigerators, Freezers, Refrigerators-Freezers

Construction Type

Factory Built, Customized

Technology Type

Packaged Unit, Remote Condensing Unit, Remote Plant

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.

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Yes, we would like to order the
IC Market Tracking® Cold Rooms in Europe 2018
(Please, print out the order form and mark your desired products)



Industry/Region

- ☐ Germany
- ☐ France
- ☐ Italy
- ☐ UK
- ☐ Benelux
- ☐ Spain
- ☐ Austria
- ☐ All Countries

Single Issue

3.500,- EUR
3.500,- EUR
3.500,- EUR
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Order Form

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- Easy termination: After 2 issues each subscription can be terminated easily

Scale of Discount

- > From € 5,000 -10%
- > From € 7,500 -20%
- > From € 10,000 -30%

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