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IC Market Tracking[®]

Safes in Europe Top 5 2016

Offer 2016



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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 Market
 - Regional Markets
 - Product Groups and Segments
- ✓ Information about the most important **Factors of Influence**
- ✓ **Graphic Presentation** of the results facilitates the development of your own strategies.





Safes in Europe Top 5 2016

GER

UK

FRA

ESP

ITA

Market by...

Product Groups

Commercial Safes

Residential Safes

Categories

Categories

Media Safes

Gun Safes

Depository Safes

Floor and Wall Safes

Smart Safes

Other Safes

Customer Segments

Banking Sector

Retail Sector

Individual Consumers

Other Sectors

Locks

Key Lock

Combination Lock

Electronic Lock

Combination of 2 Locks

Fire Protection

30 Minutes

60 Minutes

90 Minutes

120 Minutes

For each segment the total market for 2013-2019 (2016 - 2019 as a forecast) will be shown as well as market shares of the top players for 2014-2015 in total and per product group



Definitions and Demarcation

Categories

Commercial Safes

Media Safes

Turnover is stated in 1.000 Euro. Values are always net-turnovers (not list-prices), excluding VAT

Quantity is stated in units

Depository Safes

are used to archive media, such as video and audiotape, CDs and DVDs, floppy diskettes, and all types of film, including microfiche

have different ways to deposit contents into the safe without the need to open the safe itself
Are used by banks, postal offices, and anywhere a quick secure deposit needs to be made, without opening the safe door

Smart Safes

specifically designed to automatically dispense cash or validate bills as part of an automated cash handling system such as with ATM Machines and Coin Dispensers

Residential Safes

Gun Safe

usually feature heavy-duty security, but they are built specifically to accommodate rifles or handguns, or both

Floor and Wall Safes

Floor Safes can be installed in a concrete floor. Wall Safes are built into a brick or concrete wall allowing them to be hidden by pictures or paintings hung in front

Other Safes

Simple Fire Resistant Safes, Burglary Safes, Jewelry Safes, Furniture Safes etc.



Definitions and Demarcation

Locks

Key Lock

most models can be opened with a double-bit key, which is usually supplied by minimum two keys

Combination Lock

usually have at least three disks code that need to be turned to open the safe in succession for a particular pattern, and each has 100 positions. The direction and number of turns are always the same

Electronic Lock

Equipped with a ten-digit keypad and a display depending on the model. Provides the most flexibility and is ideally suited for special requirements (e.g. hospitals, hotels)

Combination of 2 Locks

key lock / combination lock / electronic lock / fingerprint

Abbreviations

CAGR

Compound Annual Growth Rate over the period 2015 – 2019f

Avg. Share

Average Share over the period 2015 – 2019f

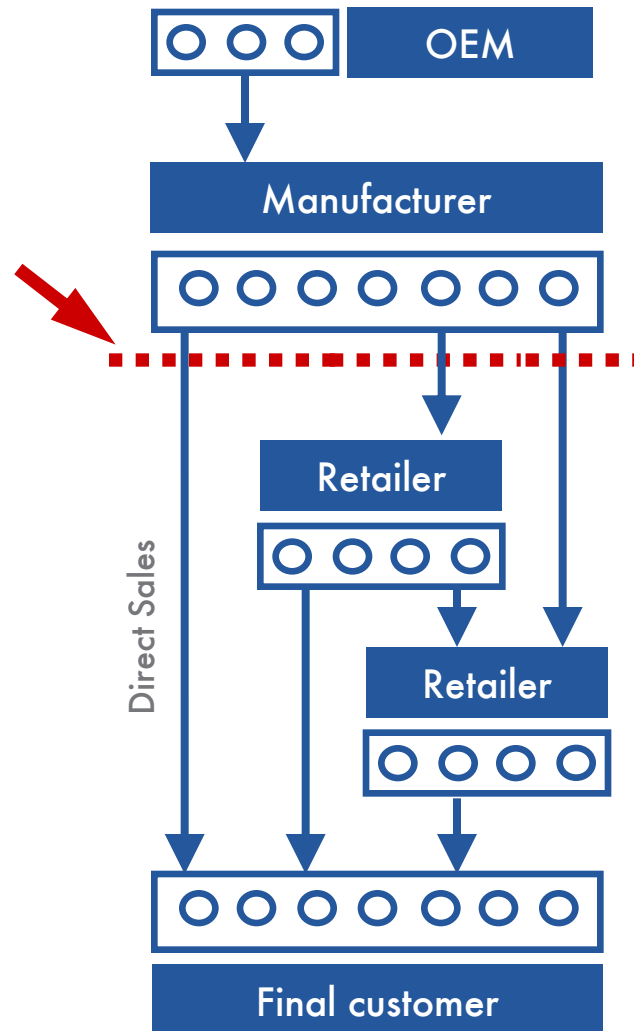
2016e/2019f

Estimated/Forecasted



Interconnection measures the total revenue of a branch's net sales price to the first buyer on the provider market (no OEM).

The sales are segmented after the first distribution partner.



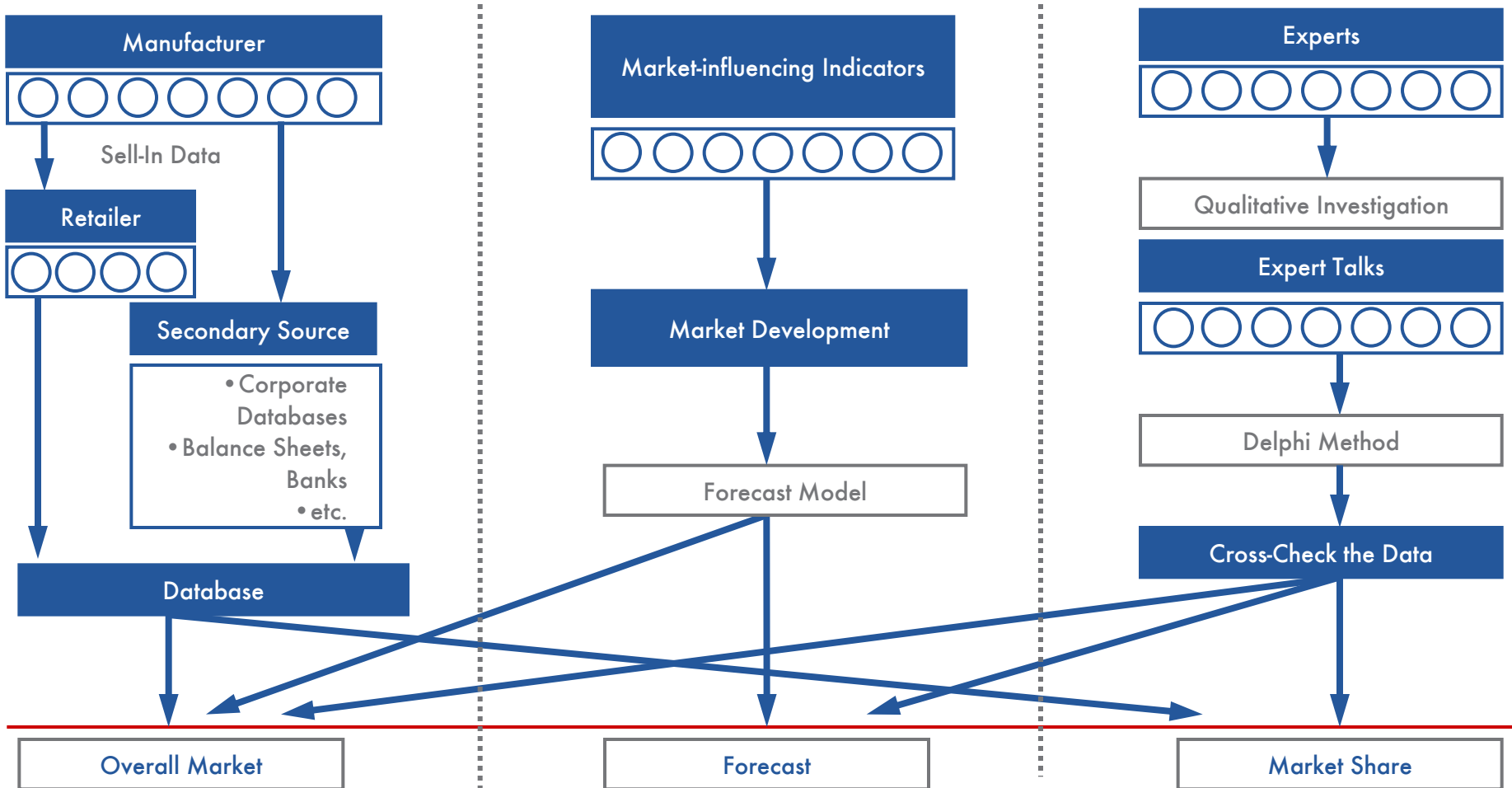
The study is based off of information from the most important manufacturers within the branch. This information is gathered from telephone interviews and also gathered from surveys. In contrast to this method partner companies receive portions of the surveys for free which in turn guarantees a higher response rate.

Interviews with distributors and specialty retailers are used to cross-check the data.



Base of Primary Research by Manufacturers & Experts

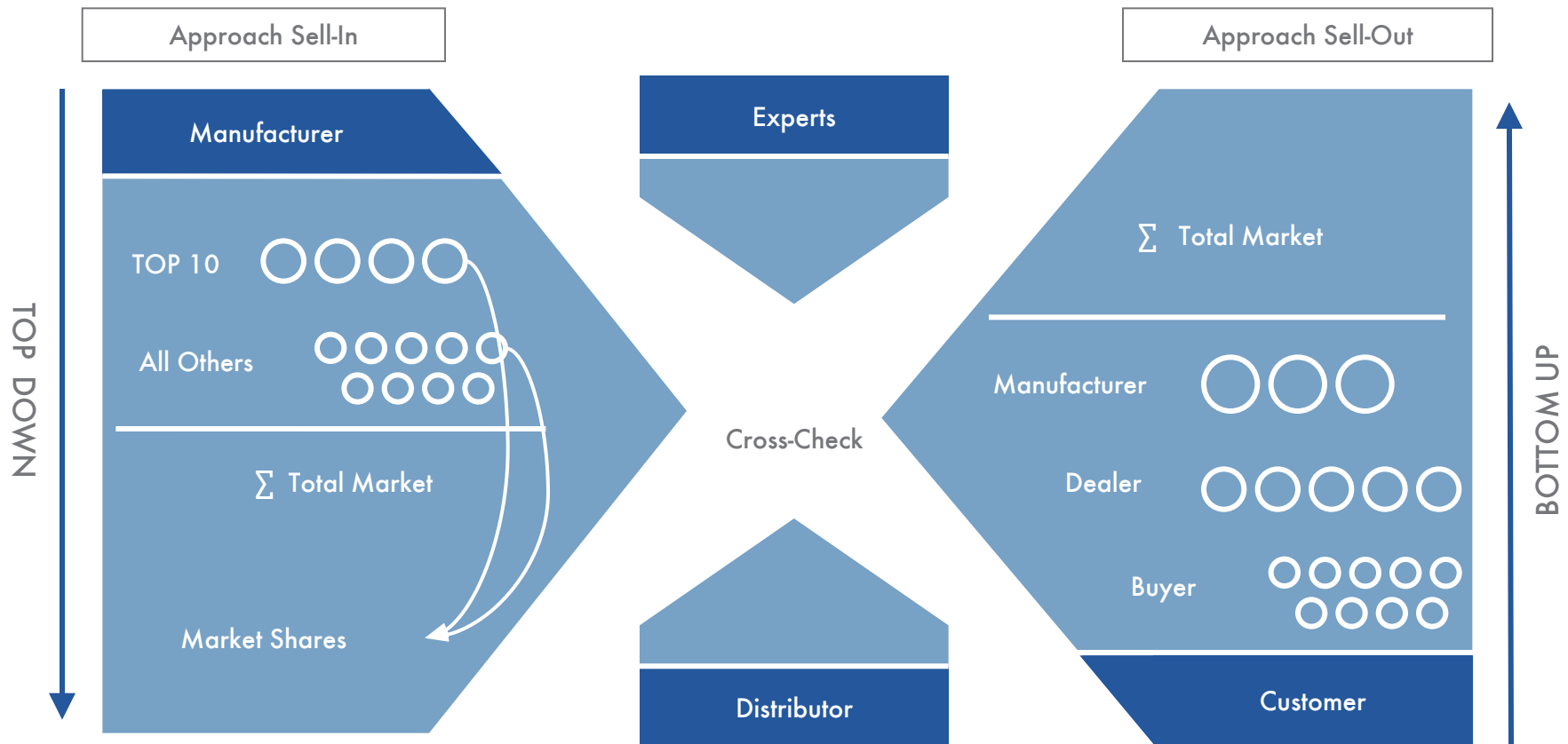
Description Structure of Survey Methodology





Data of Manufacturers Aligned with Market Calculation

Description Structure of Survey Methodology





Contents of the IC Market Tracking® Safes in Europe Top 5 2016

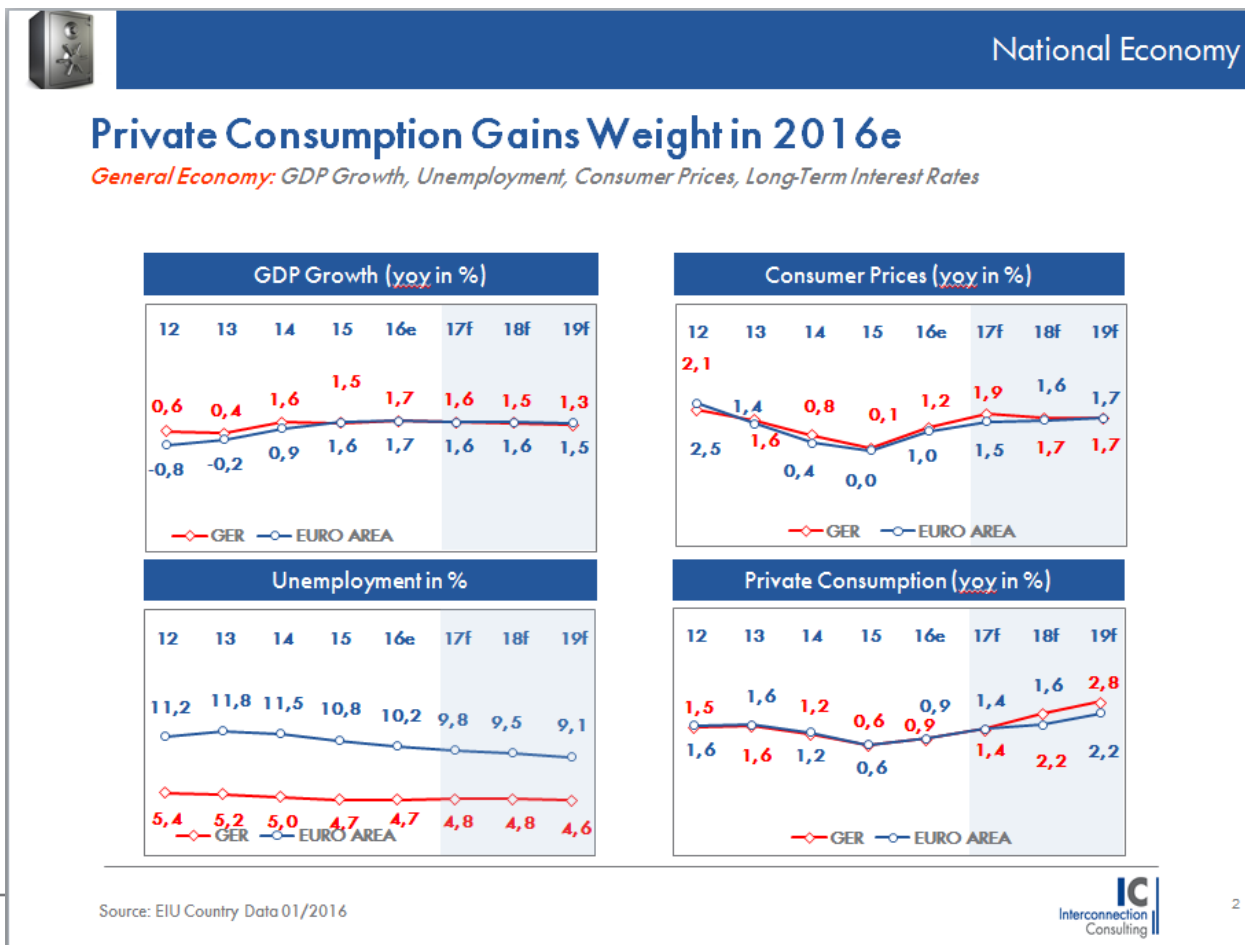
The IC Market Tracking® is modularly built and consists of the following sections:

- 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 analyzed 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.
- 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.



Market Environment Data of our Forecasting Model

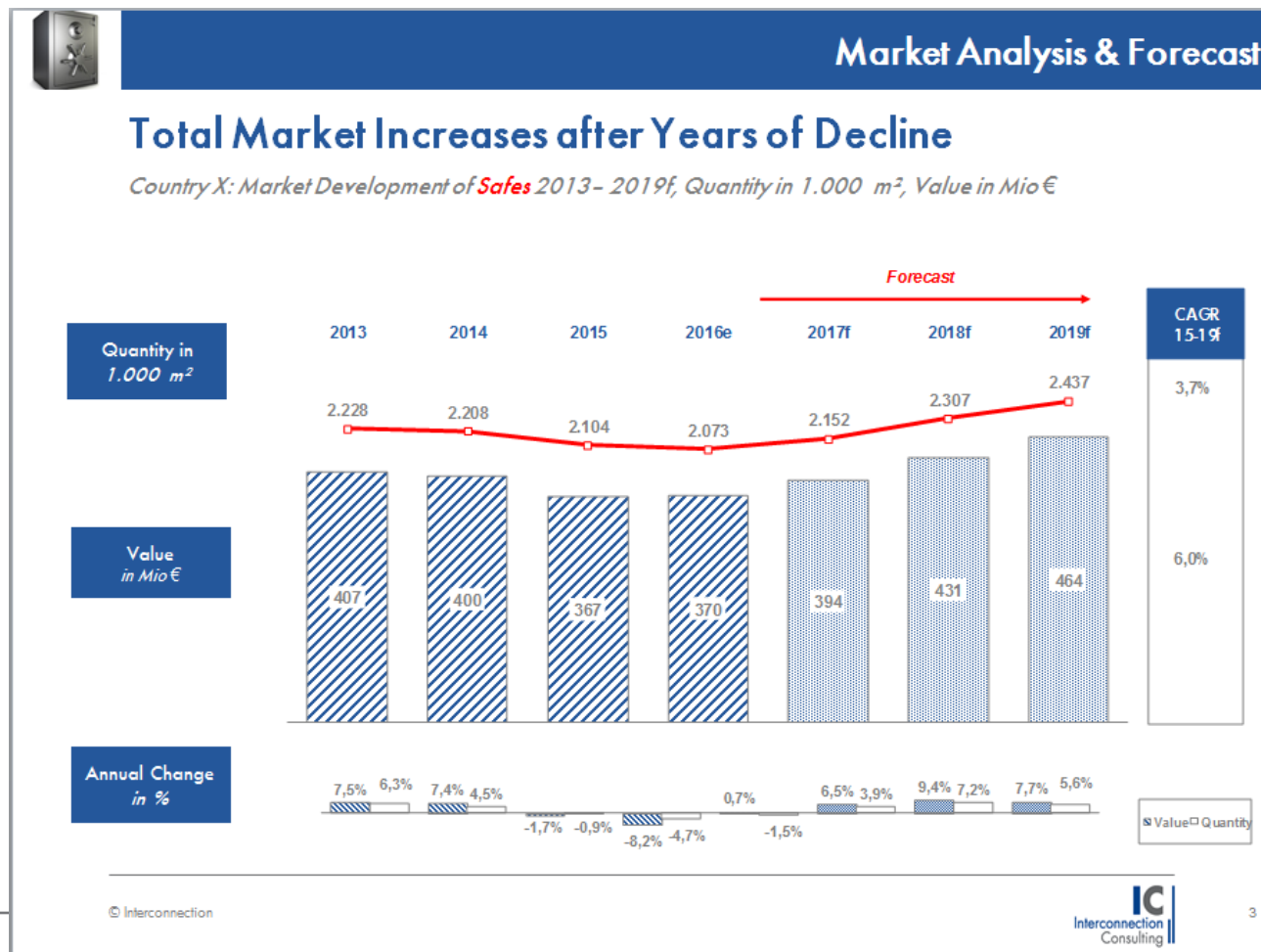
- The data for the market environment consists of main factors such as general economy data, demography, income statistics and sentiment indicators
- This chart shows *dummy figures*





Total Market Development and Forecast

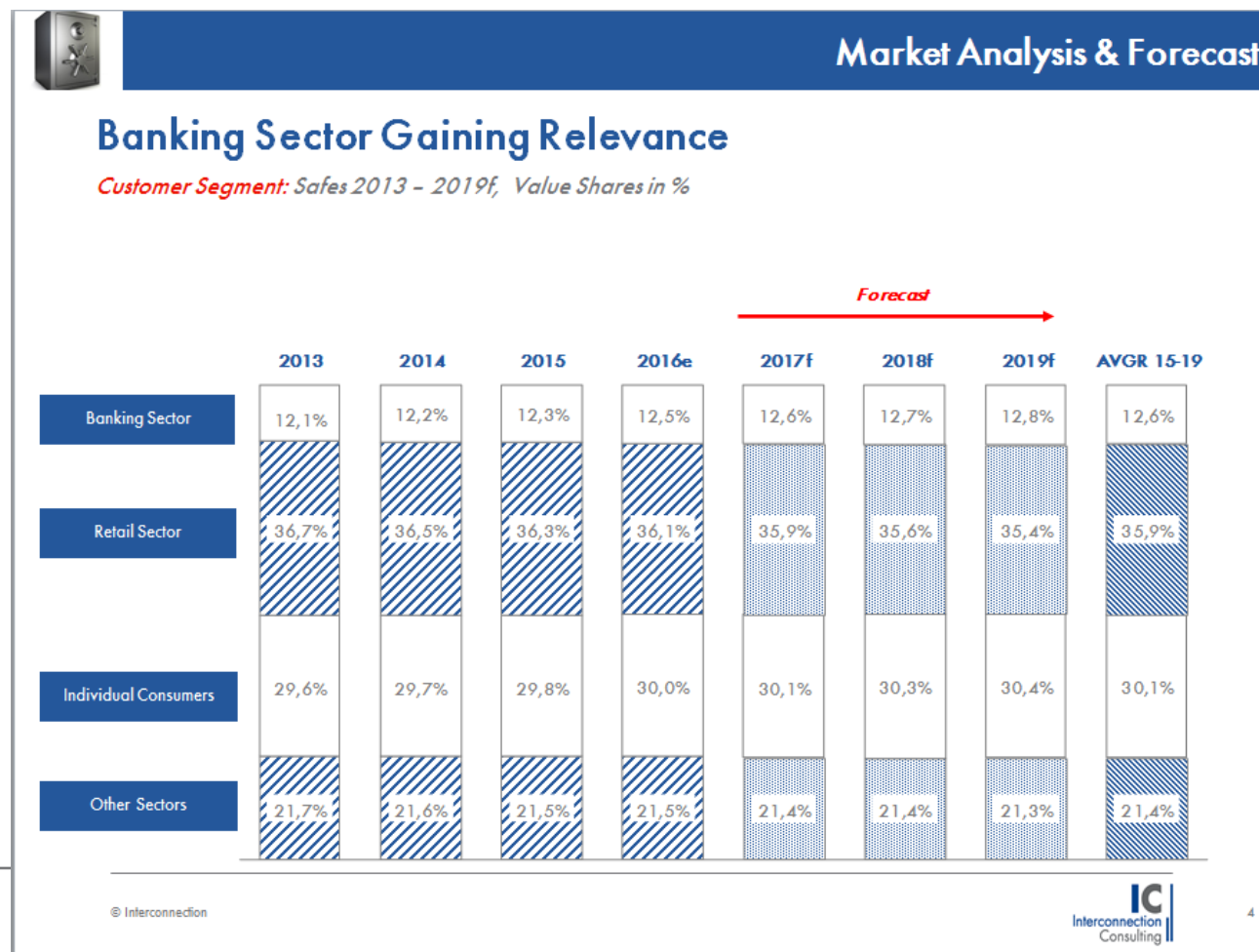
- Overview of the total market until the current year and forecast for the upcoming three years
- This chart shows *dummy figures*





Trend-Analysis Regarding Customer Segments, etc.

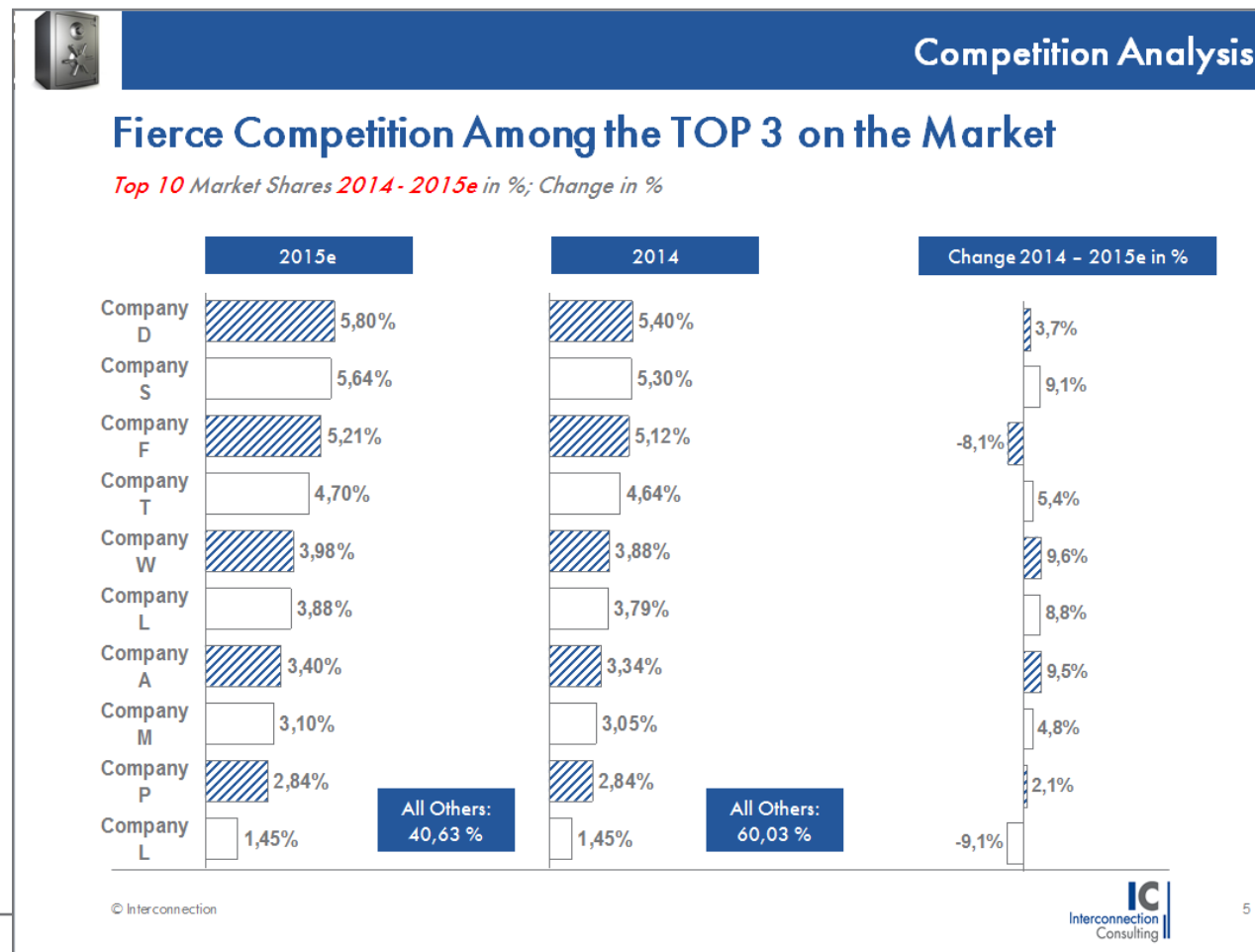
- Overview of the different product groups, their distribution channels, business and customer segments including trends for the upcoming three years
- This chart shows *dummy figures*





Analysis of the Competitive Landscape

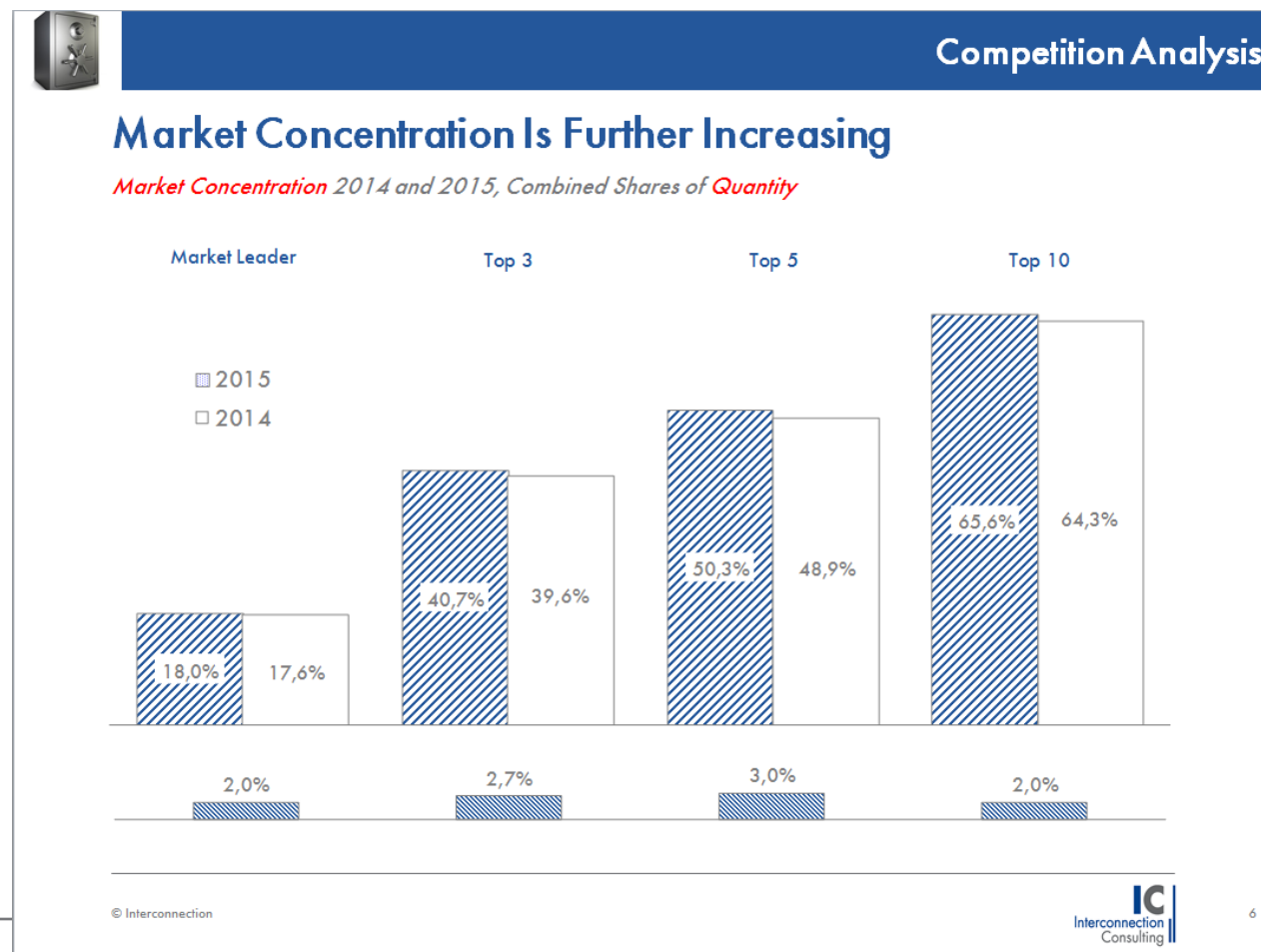
- Competition Analysis by Market Shares for all surveyed product groups/segments for the last two years
- This chart shows *dummy figures*





Market Concentration

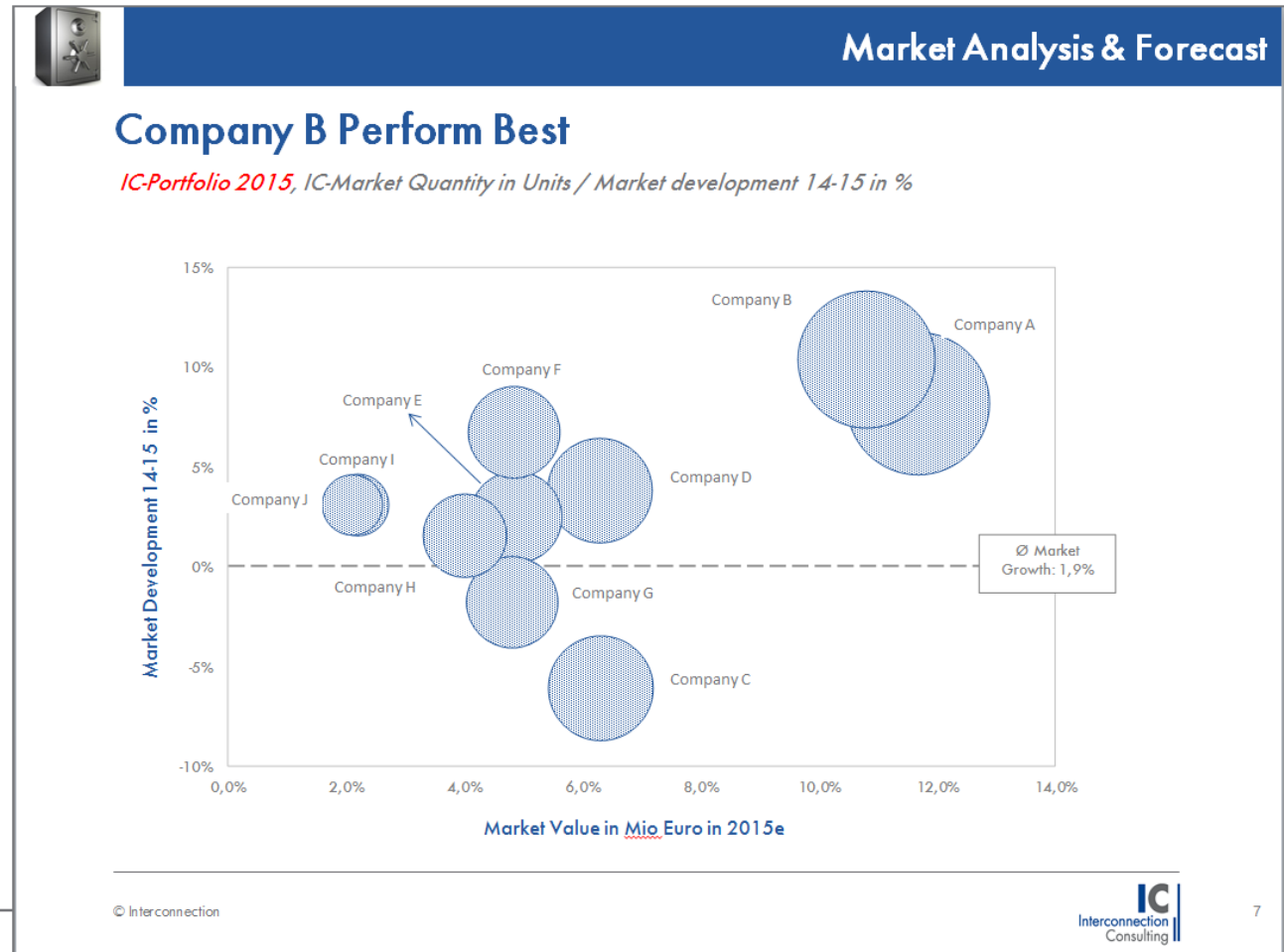
- Analysis of the **Market Concentration** among the Top Companies
- *This chart shows **dummy figures***





IC Marktportfolio

- *Market Shares & Market Changes Top 10 Players in Quantity/Value*
- *This chart shows **dummy figures***





IC Market Tracking® Safes in Europe Top 5 2016

	Single Issue	Subscription*	Scale of Discounts from a buying price of		
Europe Top 5**	€ 8.950,-	- 20%	€ 5.000	-10%	
Single Country	€ 3.950,-	- 20%	€ 7.000	-25%	
			€ 10.000	-30%	
Available countries	GER	UK	FRA	ESP	ITA

* Annual price for at least two orders of the study (order year and the following year). Subscription customers receive an update of the ordered study offer six months. The subscription can be cancelled after two purchases of the study, but not later than at the 31.12. of the year in which the last study has been received. Price changes must be announced by Interconnection at least two months before the issue of a new study. In case of not-cancellation the subscription extends for a further year automatically.

** Prices with regards of the scale of discounts.

Price includes an interactive PDF in electronic form. All prices shown excludes sales tax.



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- Subscription Customers are offered an optional **free web conference**, where the essence of the results of the study can be presented. Furthermore you can directly talk to the author of the study to receive background information on the data and to clarify any open questions.
- **Info-Hotline:** For the period of one year you can state questions to the author of the study, furthermore the team of Interconnection will assist you for free in case any methodologic questions in the area of market research will arise in your company.
- As far as possible, we can also put together **flexible subscription packages** (e.g. Biennial subscription, change of countries)
- After receiving 2 editions of the subscribed report, the **subscription can be cancelled without any problems.**



Pivot Table

- 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 modeling.
- 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



Interconnection Delivers Data for Company Decisions

- Interconnection is the leading institute for market data in the catering industry.
- Our studies support the leading companies in the determination of targets, definition of marketing strategies, 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 the catering industry.
- Next to market data we offer for the catering industry Ad-hoc studies in the field of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also in the implementation of data in actions = in the development of marketing strategies.





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

Web**verstärker**



E Commerce Insights
Search Engine Marketing
Web Channel Analysis



Selected References:





For further questions
please do not hesitate to contact us!

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General Information

Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 80 for each country
- Optional: Hard Cover

Price

- per country: 3.950 €
- all regions: 8.950 €
- Hard Cover: 150 €

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

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, business segments, customer segments, distribution channels and opening types.

Competitive 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, UK, France, Spain, Italy

Product Groups

Commercial Safes: Media, Depository, Smart

Residential Safes: Gun, Floor & Wall, Other

Customer Segment

Banking Sector, Retail Sector, Individual Customers, Other Sectors

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 analyzed 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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- Info-Hotline: answering of questions with regards to the report and on methodological issues relating to market research
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- Easy termination: After 2 issues each subscription can be terminated easily

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