



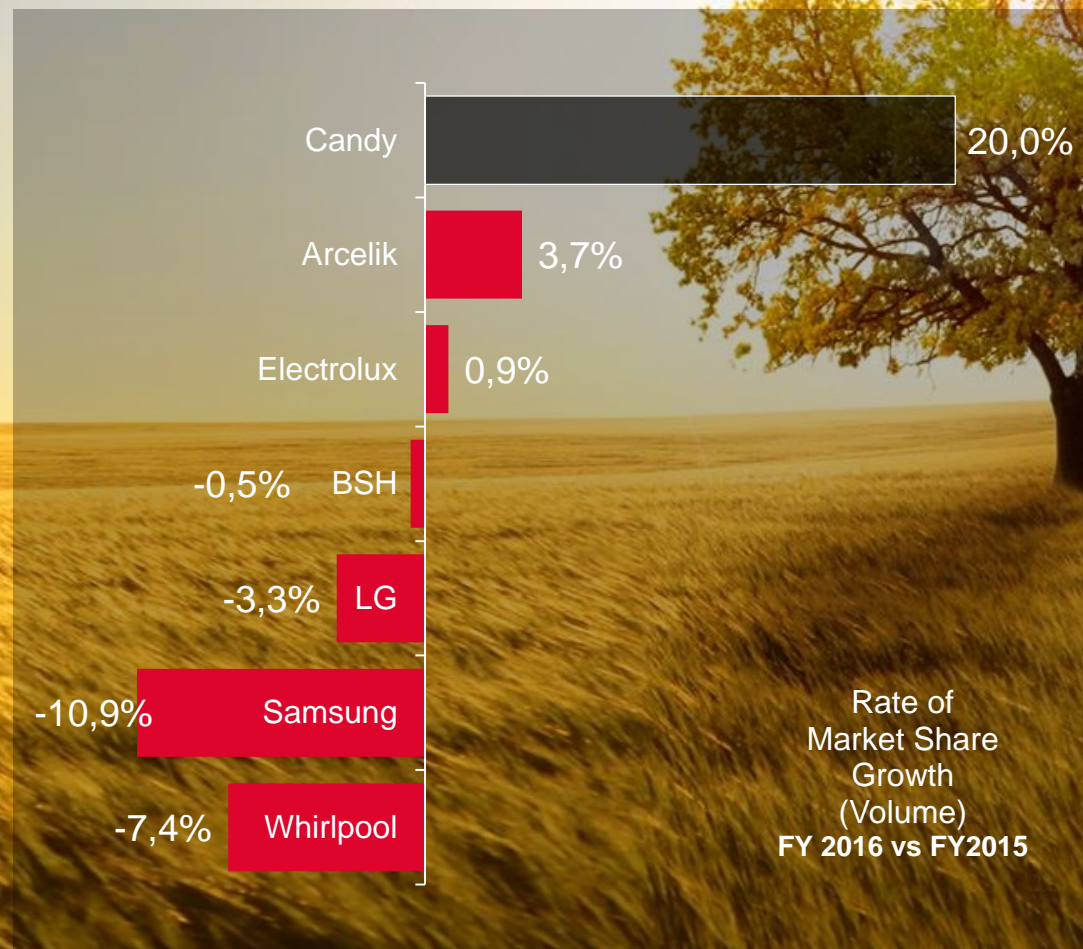
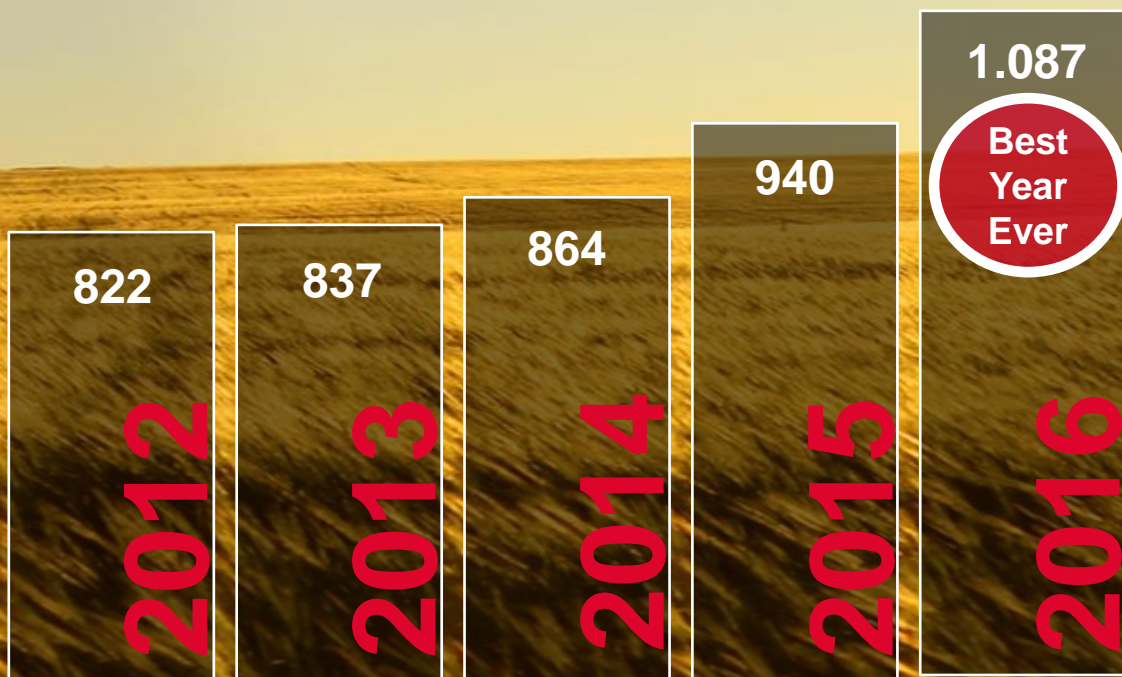
# CANDYGROUP

Aldo Fumagalli



# 2016 FASTEST GROWING GROUP IN EUROPE

20:20 VISION



2BLN

2020

Milions Euro - Source: GFK MDA8 (Panelmarket 28 CTR EU)

# OUR MISSION & VISION

20:20  VISION

***ENHANCE LIVES WITH HOME SOLUTIONS  
THAT SURPRISE AND DELIGHT CONSUMERS THE WORLD OVER.***

***CANDY GROUP PEOPLE ARE PROUD TO POSITIVELY TRANSFORM THE WORLD THROUGH THEIR WORK.***

***WE ARE LEADER IN UNDERSTANDING CONSUMERS AND THEIR NEEDS SO THAT WE CAN DELIVER THE  
BEST EXPERIENCE IN TERMS OF BOTH PRODUCTS AND SERVICE.***

***THROUGH OUR BRANDS WE DEVELOP SOLUTIONS FOR THE HOMES, CREATING A GROWING VALUE FOR  
ALL STAKEHOLDERS.***



## TODAY:

Booming application:

- Smart Home
- Fit & Wellness

## TOMORROW:

IOT continues with its unstoppable growth

- Integrated home
- AI (US & China First, *Europe later*)

IoT CAGR from 2015 to 2021  
(excl. PC/tablet/phones)

**+23%**

## THE INTERNET OF THINGS

Connected devices (billions)



	15 billion	28 billion	CAGR 2015-2021
Cellular IoT	0.4	1.5	27%
Non-cellular IoT	4.2	14.2	22%
PC/laptop/tablet	1.7	1.8	1%
Mobile phones	7.1	8.6	3%
Fixed phones	1.3	1.4	0%

Source: Ericsson Mobility Report; 02/2017

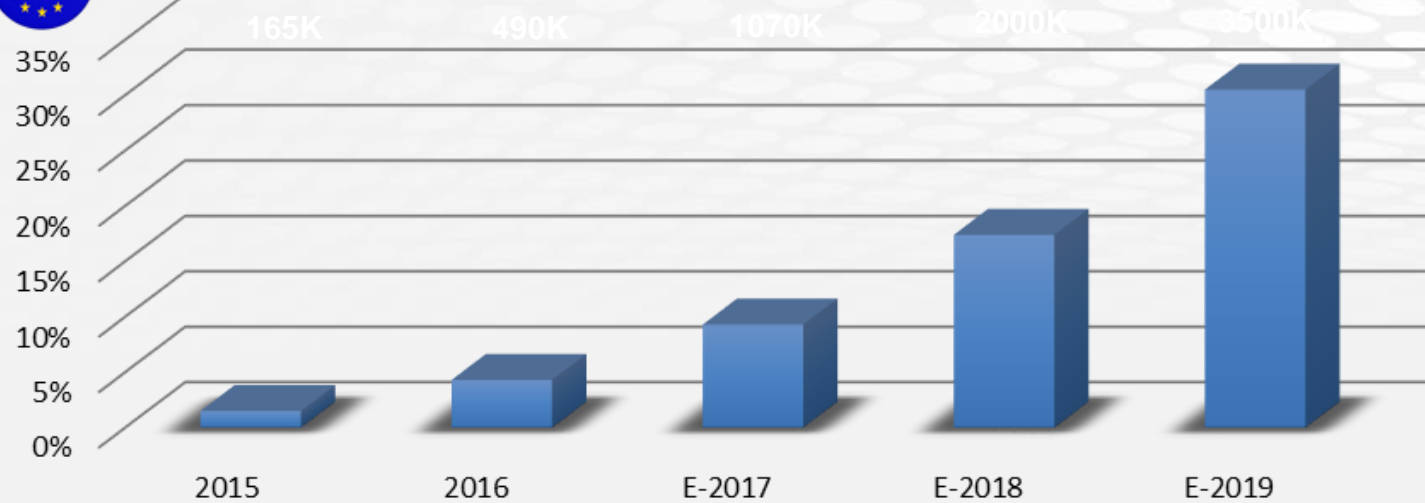
Sources: CHG on Ericsson, McKinsey, Gartner, IHS Markit, IDC data

# Market size on Smart WM: a fast growing market

20:20 VISION



West Europe

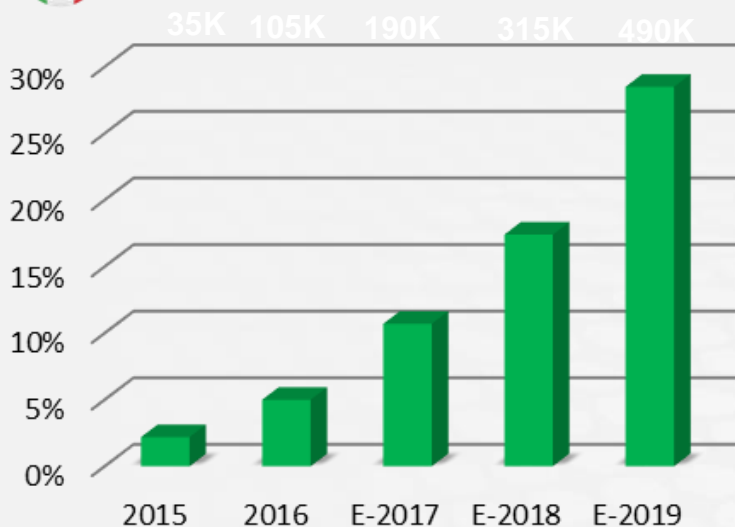


WMs continue to be the king of Smart appliances:

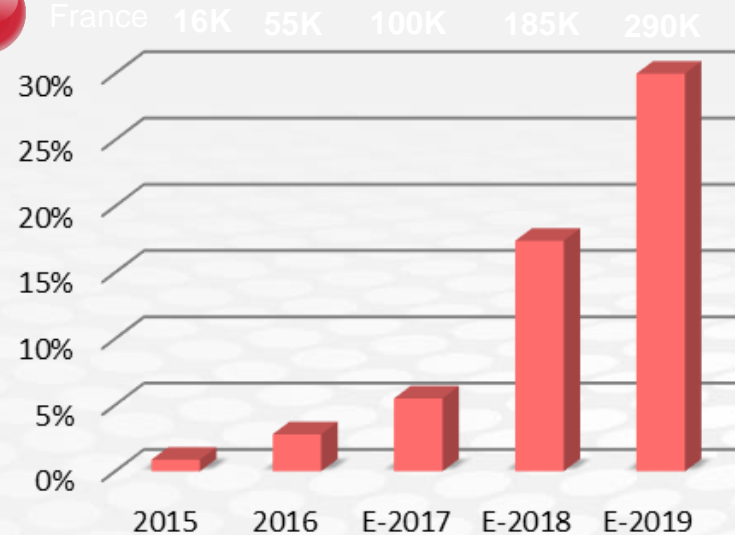
- All player got Smart WM in their offer
- Offer driven by producers
- Natively are the most «electrified products»



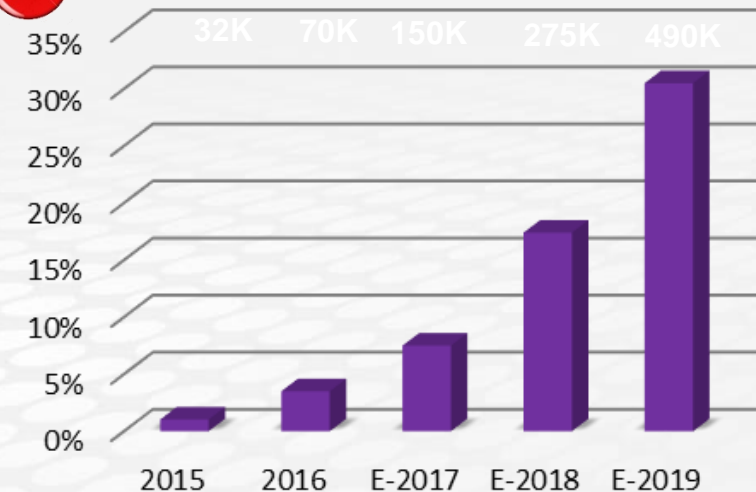
Italy



France



Russia



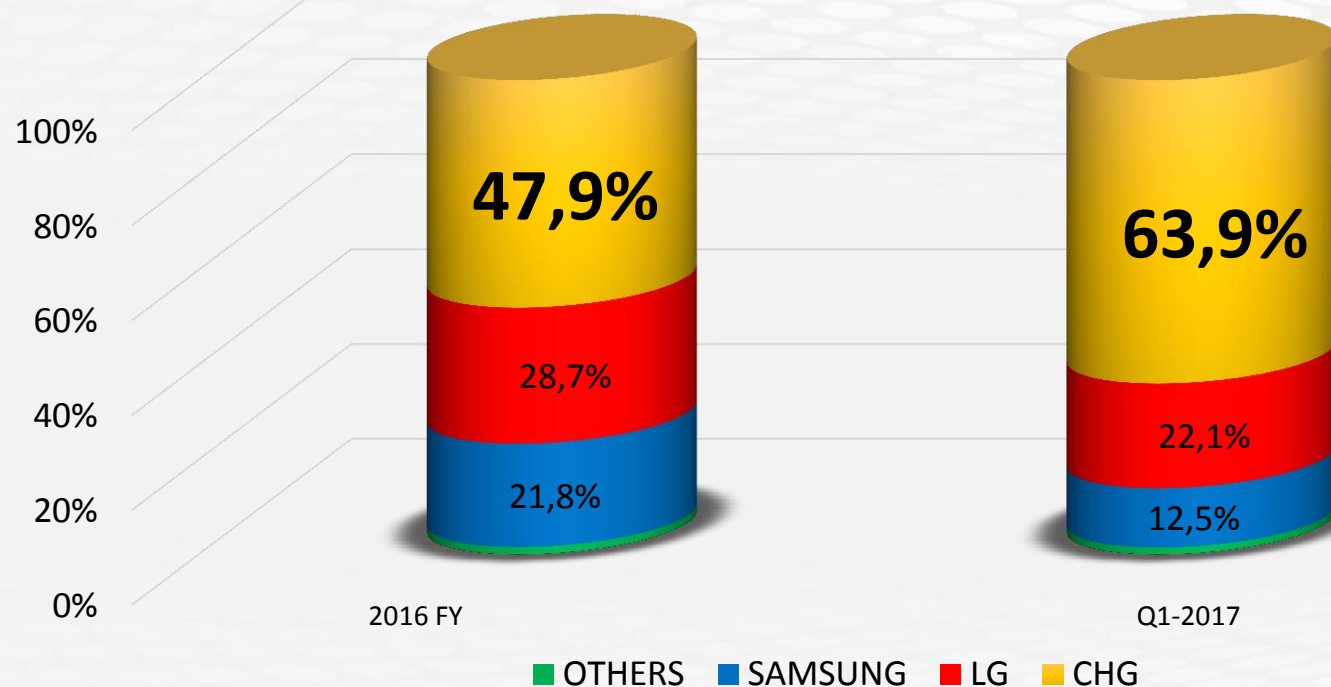
Source: GfK + CHG elab. Smart WM Front Load ES\_QTY

# CHG LEADER IN SMART APPLIANCES

20:20 VISION



West Europe



**CHG strong leader with >60% MS**

Source: GfK + CHG elab; on Smart WM Front Load FS; QTY

# Surround the Consumer in his decision journey

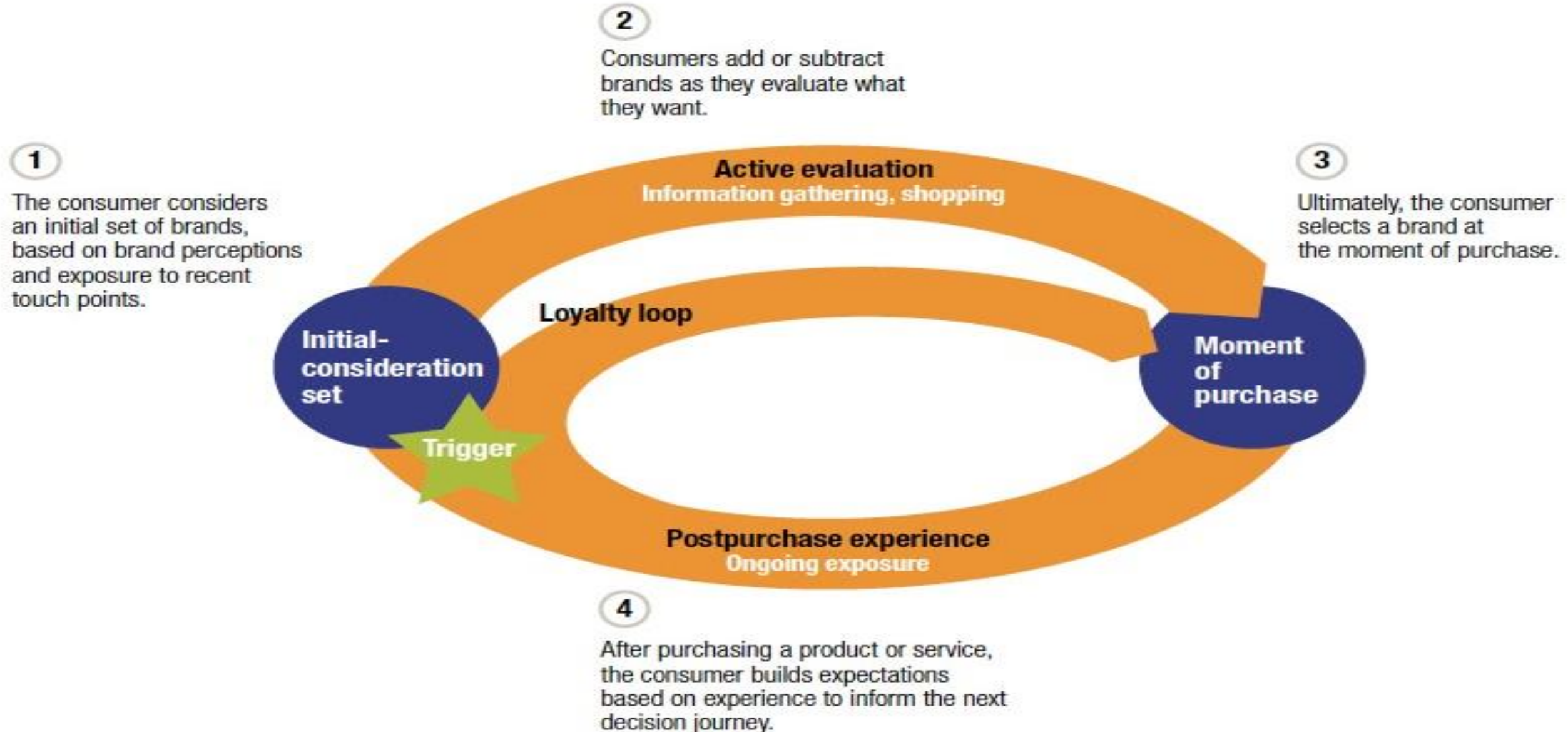
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# The Consumer decision journey

20:20 VISION







**THANK YOU**