

Smart Home Relevance

Why invest in a Digital Future?





IN 160 SECONDS YOU WILL DECIDE HOW THIS STORY ENDS

#IndoorGeneration
<https://youtu.be/ygHU0mQGujU>

VL36 2 SEPTEMBER 2019 LONE FEIFER



WHY INVEST IN A DIGITAL FUTURE?

ARE HOMEBUYERS READY FOR A SMART HOME?

WHAT DOES IT MEAN FOR VELUX TO BE RELEVANT IN A DIGITAL FUTURE?

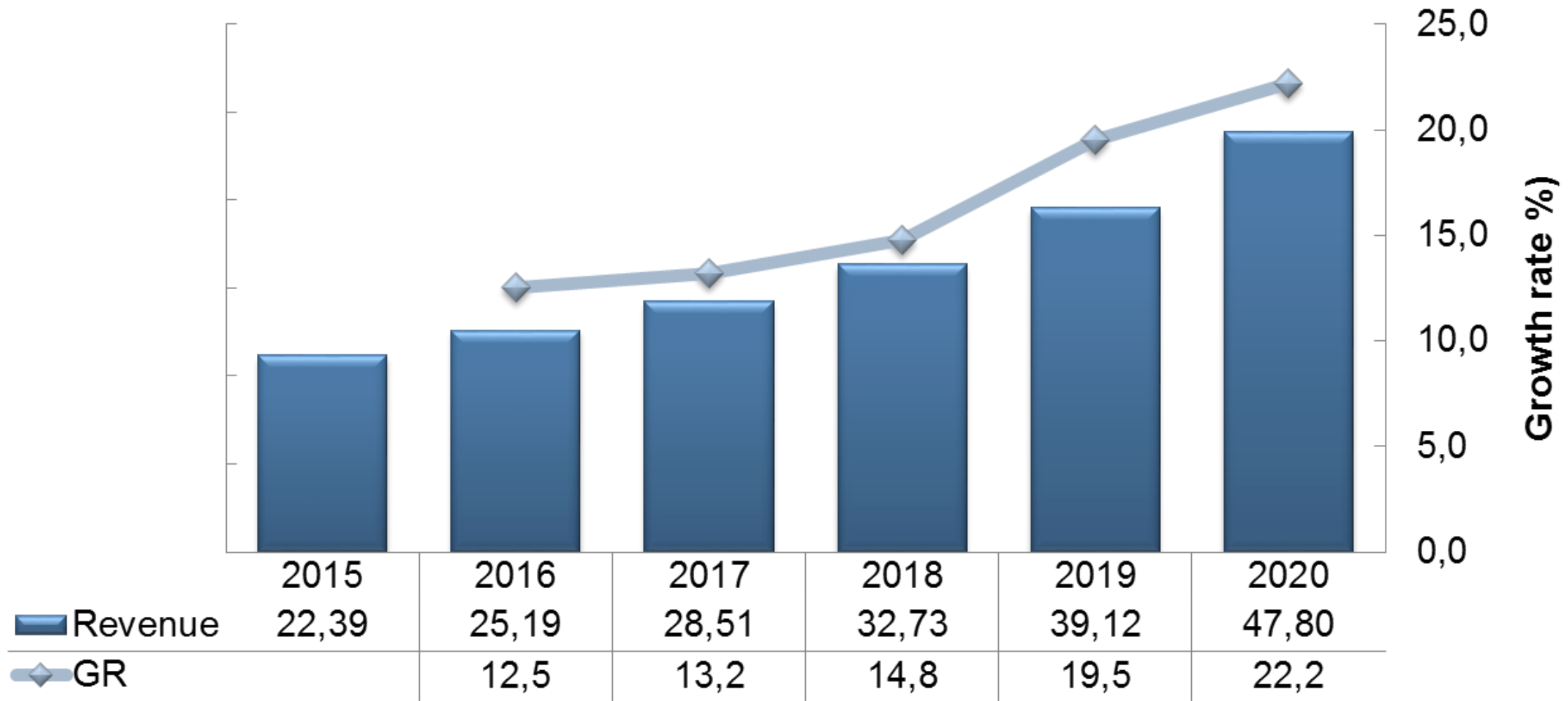
VELUX®

I O T

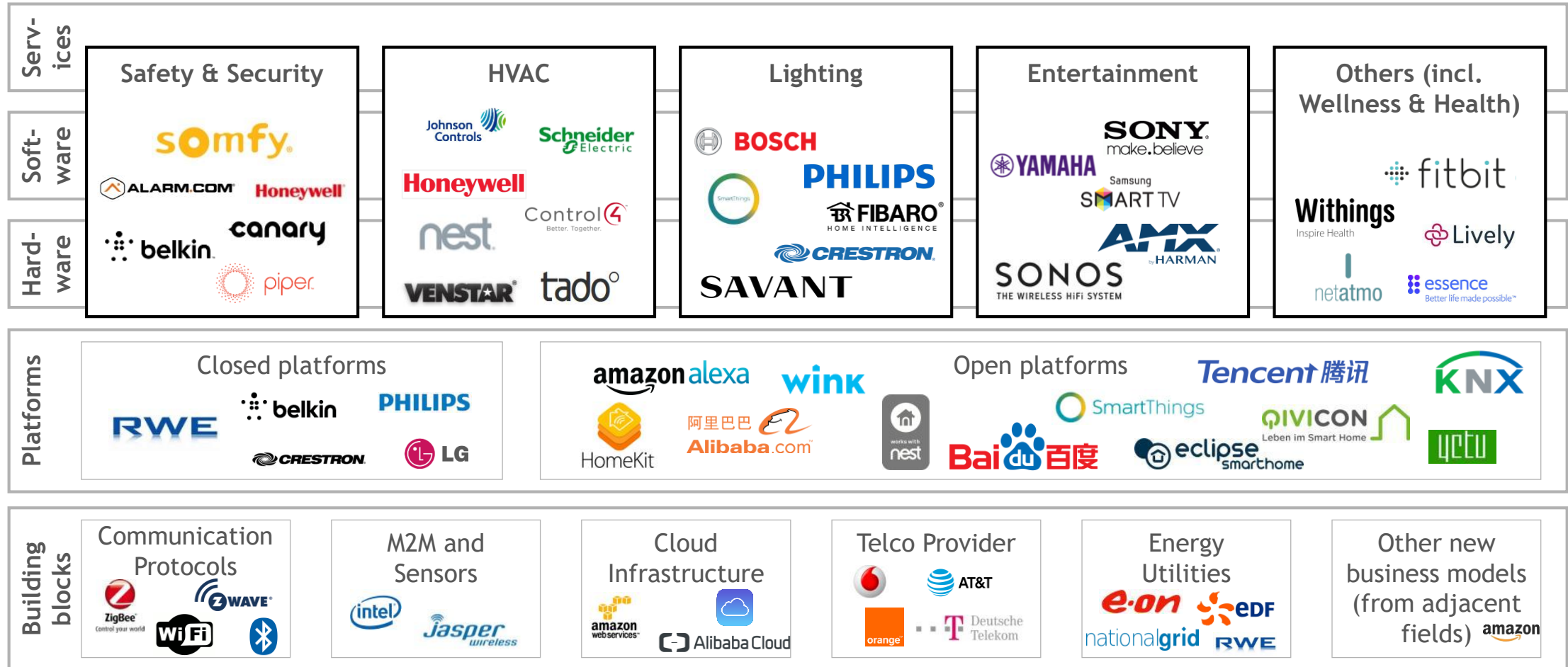
INTERNET OF THINGS - CONNECTED HOME - SMART HOME



GROWTH RATE FOR SMART HOME MARKET



VERY FRAGMENTED LANDSCAPE



6 Note: Focus pockets of players considered for allocation within framework - most players covering more than one domain Source: BCG/DV analysis

GLOBAL INTEGRATORS



HomeKit



Google Home



AMAZON ALEXA INVESTS IN PLANET PREFAB



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A fully connected smart home is neither feasible nor desirable, but smart solutions are a part of homemaking

BEING IN CONTROL IS AN ESSENTIAL PART OF FEELING AT HOME



**IN A SMART HOME CONTROL IS
AUTOMATIZED AND CENTRALISED**

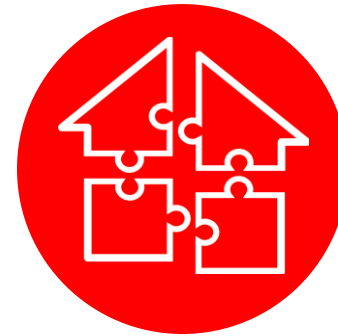


**IN MY HOME I WANT TO BE THE
MASTER AND IN CONTROL**

DIFFICULT TO FIT IN "OLD" HOMES, AS HOMEOWNERS DON'T HAVE THE REQUIRED MASTERPLAN...



**SMART HOMES DEMANDS A
WELL THOUGHT OUT GRID**



**MY HOME IS A PATCHWORK
WHERE I ACT TACTICAL
RATHER THAN STRATEGICAL**

A NEED FOR BEING IN CONTROL AS AN ESSENTIAL PART OF FEELING AT HOME, WAS IDENTIFIED



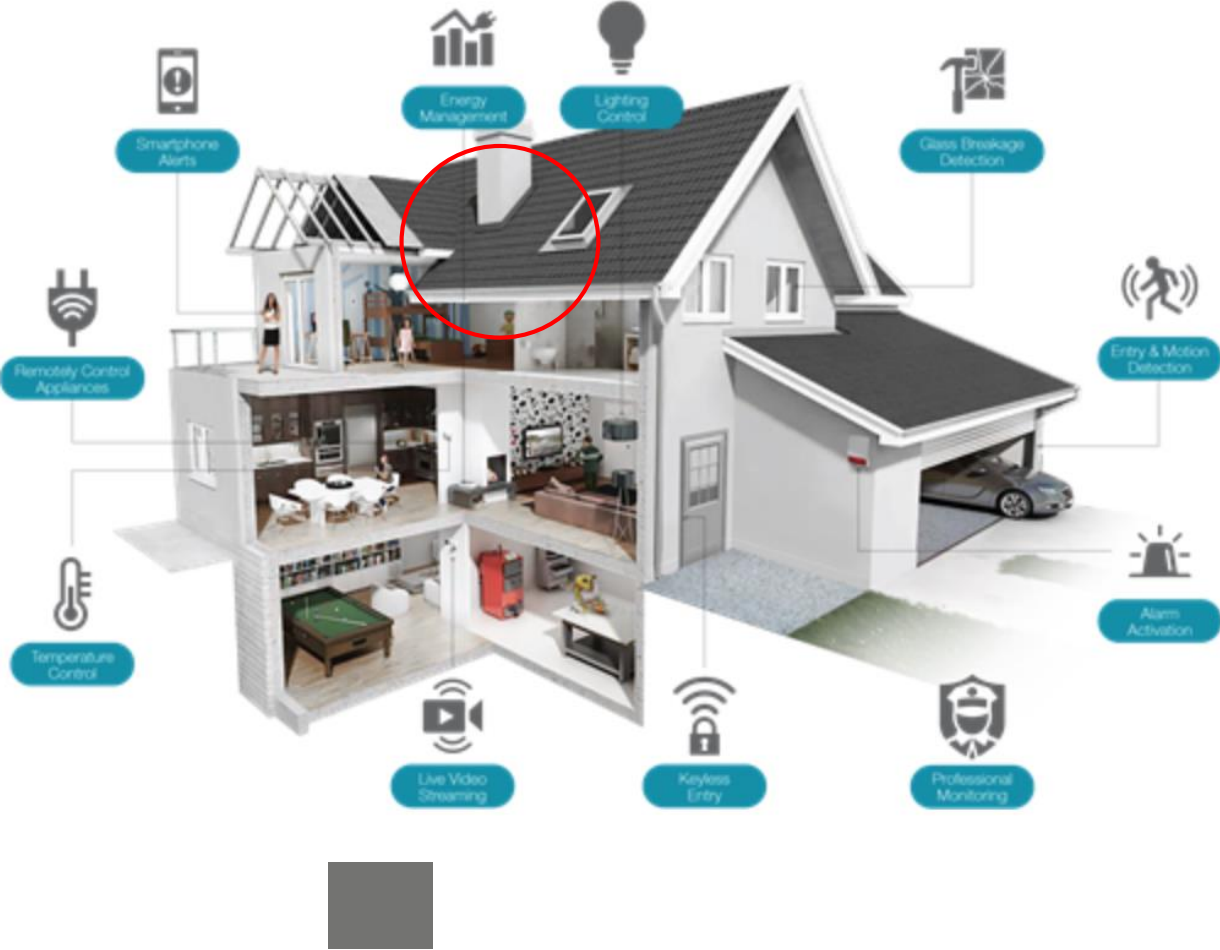
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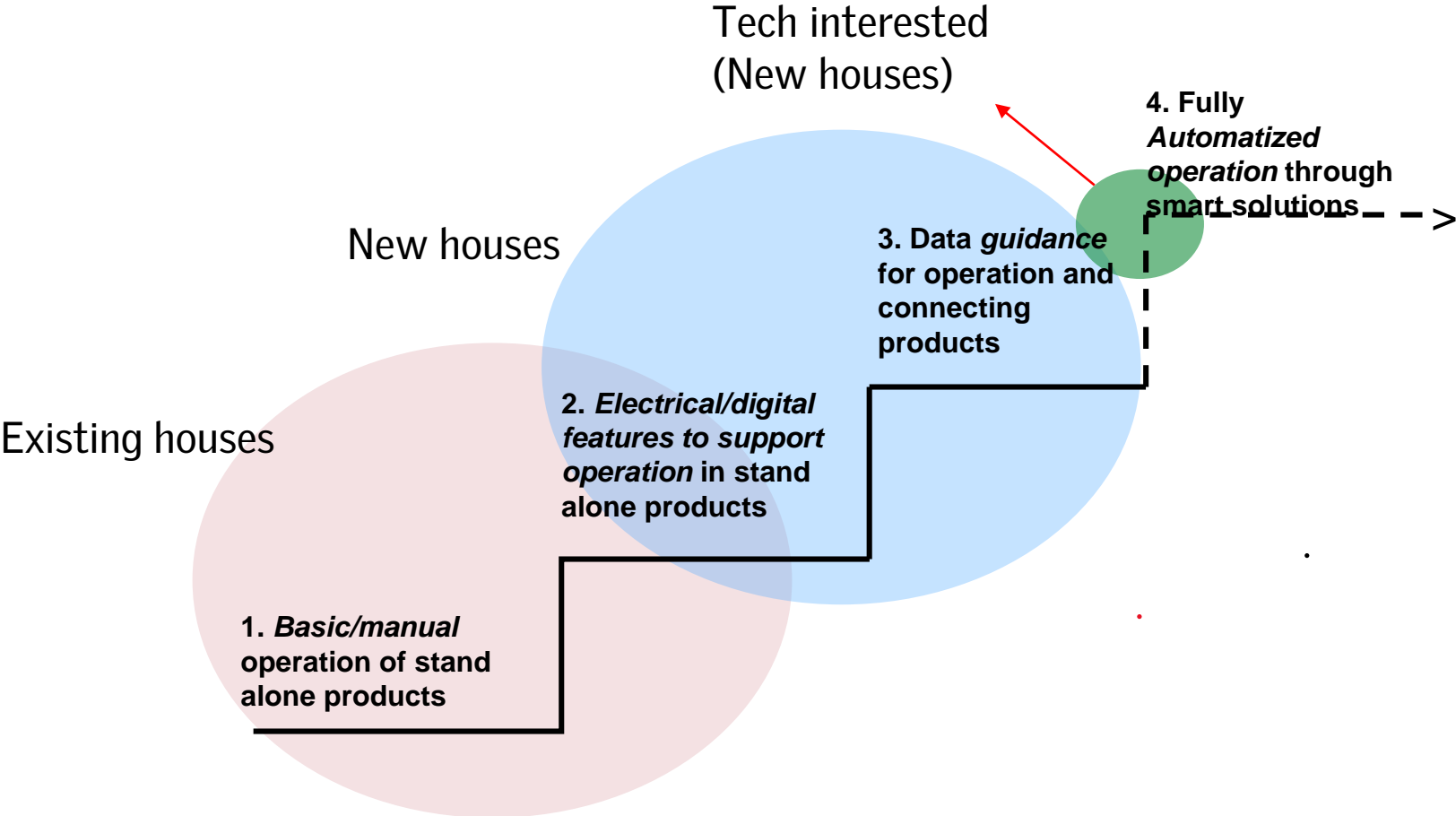
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THE POTENTIAL

Single purpose smart solutions are desirable and some experiment with connecting them



MATURENESS LADDER FOR INTEGRATING SMART HOME SOLUTIONS





WHY INVEST IN A DIGITAL FUTURE?

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WHAT DOES IT MEAN FOR VELUX TO BE RELEVANT IN A DIGITAL FUTURE?

To lead the development of **better living environments** with daylight and fresh air through the roof, and to be rated as the best in the eyes of our customers.



THE CHALLENGE

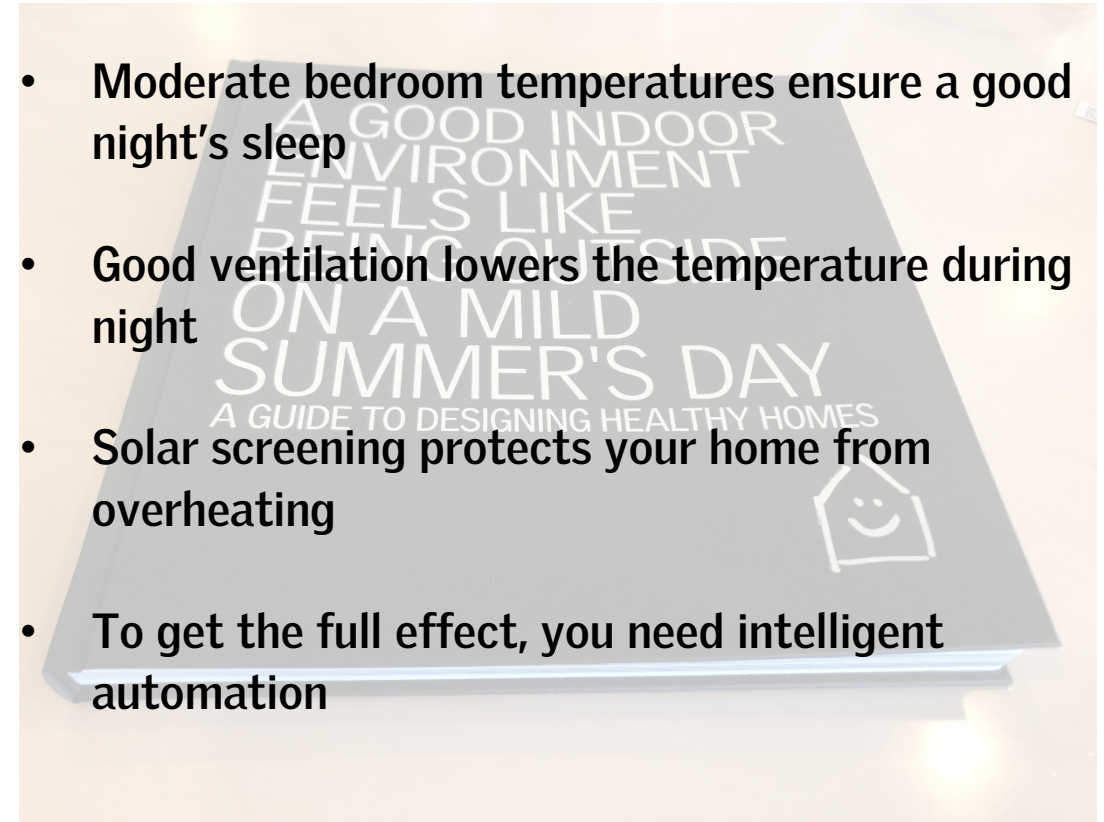


INDSÆT FILM

INSIGHTS FROM MODEL HOME 2020



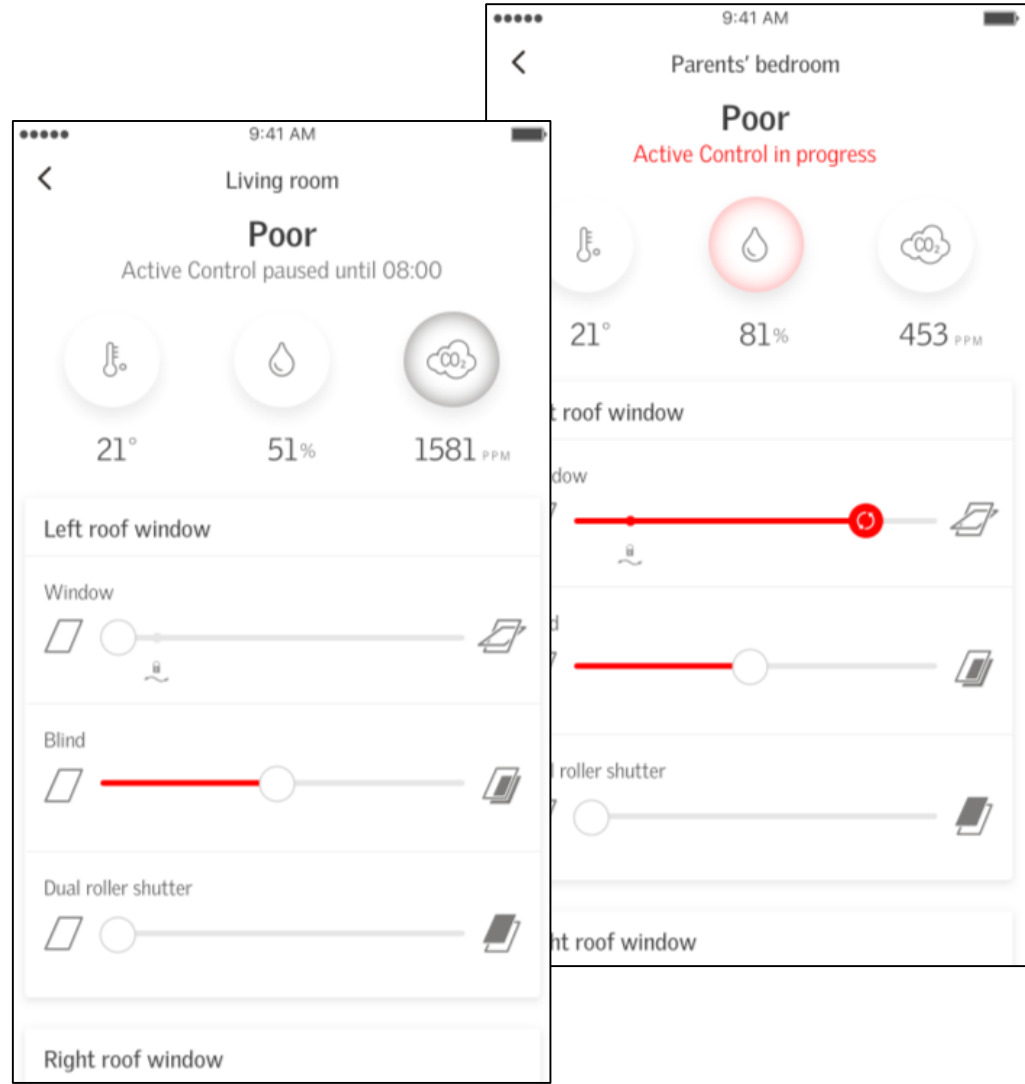
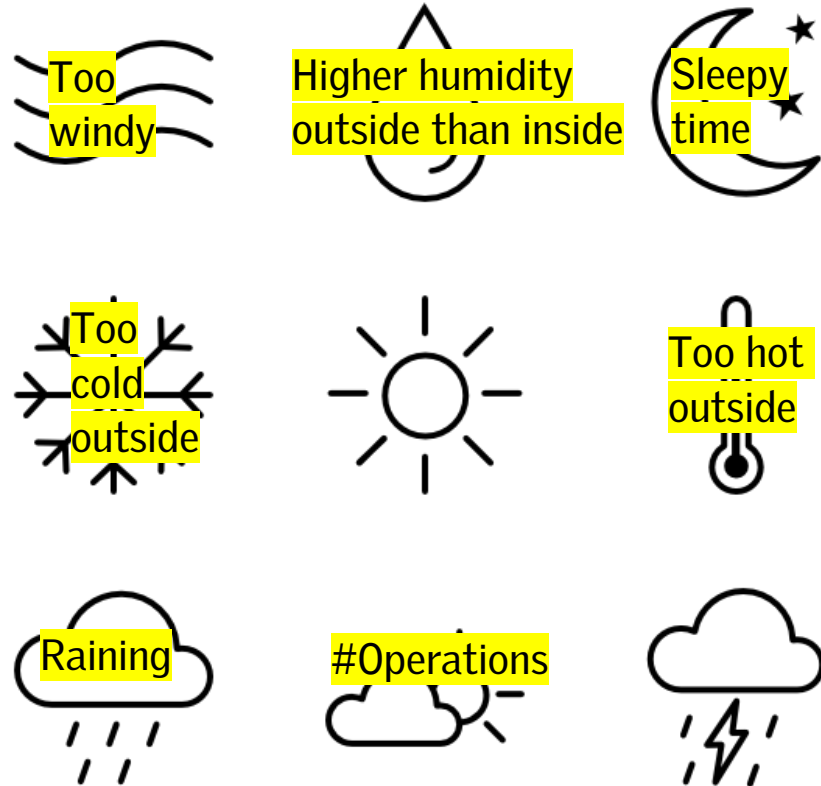
- Moderate bedroom temperatures ensure a good night's sleep
- Good ventilation lowers the temperature during night
- Solar screening protects your home from overheating
- To get the full effect, you need intelligent automation

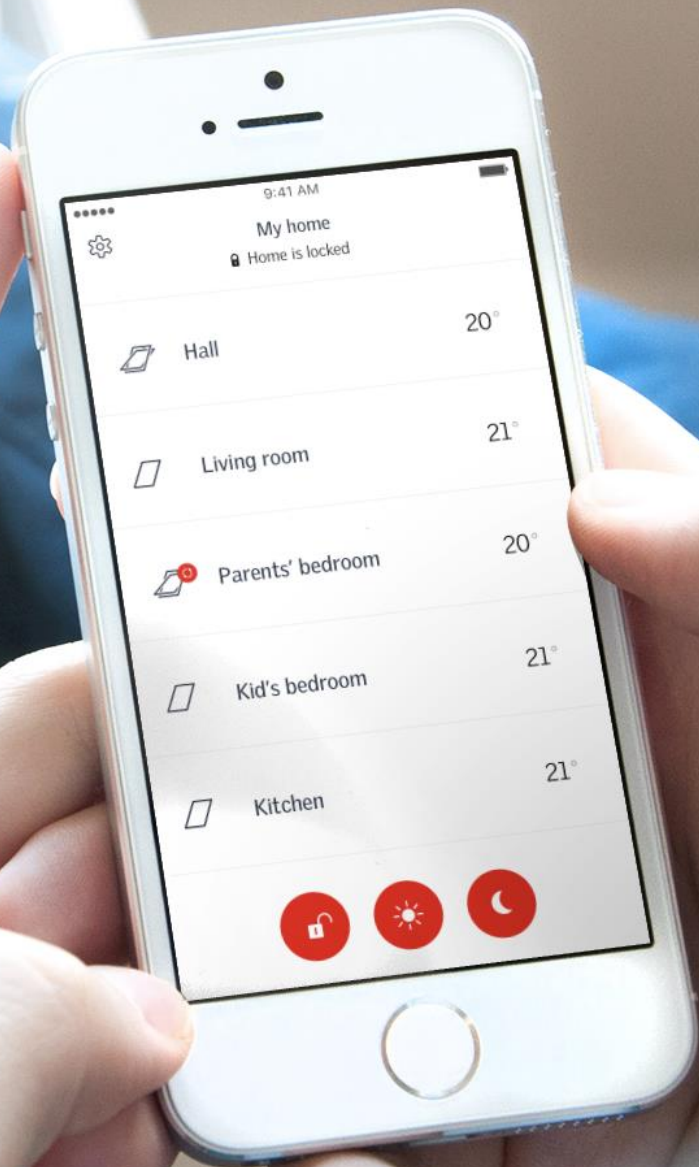


VELUX ACTIVE WITH NETATMO DRIVING A HEALTHY INDOOR CLIMATE



WATCH DOGS AND FEEDBACK





9:41 AM

My home

Home is locked

Hall 20°

Living room 21°

Parents' bedroom 20°

Kid's bedroom 21°

Kitchen 21°



Satisfaction

84%

Improvement

62%

Recommend

61%



LEANINGS



Partnerships

ECO System and partner set-up

Service and support

Release-based organisation

Data management => Customer insight

Expand the Playing Field
2020+

Learn to Play
2019+

License to Play
2018+

STRATEGY FOR VELUX DIGITAL PRODUCTS

To lead the development of **better living environments** with daylight and fresh air through the roof, and to be rated as the best in the eyes of our customers.



LEADING US TO THE NEXT SPEAKER

How can we use all this sensor data to generate valuable insights?

leapcraft™

VINAY'S SLIDES

RUDY'S SLIDES