

 **FIBARO**<sup>®</sup>  
Home intelligence



**FIBARO** SYSTEM

# Outline

- About the Fibar Group
- FIBARO System
- Market
- Unique Selling Propositions
- Business Model



# About the Fibar Group

- **Legal form:** S.A. (Joint-stock company)
- **Location:** Poznań, Poland
- **Year established:** November 2010
- **Business range:** Development & manufacturing in IoT environment
- **Brand:** FIBARO
- **Our global reach:** aprox 100 countries



# About the Fibaro Group

Fibaro is a global brand, leading manufacturer of smart home devices and the fastest growing company in the home automation industry. Our products are manufactured in Europe in our own production plant. We provide cutting edge technologies for home automation, both software and hardware. Our company places emphasis on design excellence of every product. Our products are available on all continents, in more than 100 countries. Our sales growth is exponential. Our biggest advantage is a motivated team of employees. In 2016 we plan to open a new manufacturing facility in Poland.

# About the Fibaro Group

## VISION

The Fibaro system was designed to make life easier and more comfortable.

Our aim is to create a user friendly system, which helps to save time and energy while concurrently improving security.

Fibaro is not only a wireless smart home system, we are a trusted host and personal manager of one's home.



# About the Fibar Group

## MISSION

We have become a leading provider of home automation solutions from a global perspective. We will not rest until the Fibaro system becomes an integral part of every building, making life of the owners easier and more comfortable.

# About the Fibar Group

SO MUCH ACHIEVED IN SUCH A SHORT TIME...

**5**

years on the smart  
home market

**5**

various channels  
of distribution

**over**

**10.000**

distributors, resellers, retailers...  
in the world

**over**

**170**

utility, design patents and  
registered Community Designs

# About the Fibar Group

## AWARDS

- **The Invention of the Year 2011 Award,**
- **National Leaders of Innovation and Development – 2012 Award,**
- Polish Economic Chamber of Electrical Engineering named FIBARO as **The Best Electrical Product on Electricity Fairs 2013,**
- The FIBARO system won 1st place as a complete solution on **Electricity Fairs 2013,**
- The Ministry of Economy named the FIBARO Wall Plug as **1 of 3 of the most innovative products available in Poland,**
- The Polish Economic Chamber of Civil Engineers awarded the Fibar Group for our FIBARO system,
- Home Center 2 - Awarded in **The Man's Thing 2012 (Męska Rzecz 2012) - Gadget and Electronics,**





# About the Fibar Group

## AWARDS

- The FIBARO Wall Plug was awarded with **Editors Technology Award** (“Technik-Preis der tng-Redaktion”) as the **CEBIT highlight**,
- The Wall Plug - Awarded in **The Man’s Thing 2013** (Męska Rzecz 2013) - **Gadget and Electronics**,
- The CEO of the Fibar Group was awarded **Visionary of the Year 2013**,
- **There is no freedom without enterprise** (Nie ma wolności bez przedsiębiorczości) under the patronage of the President of Poland Bronisław Komorowski 2013,
- Awarded **Innovation Laurel 2013** by the Polish Federation of Engineering 2013,
- The Fibar Group was awarded **Young Brand of Success 2013** (Młoda Marka Sukcesu),
- Flood Sensor design awarded **IF Design Award 2014**,



# About the Fibar Group

## AWARDS

- Awarded as **Creating Tomorrow** in the **Employer Creativity-Friendly 2013**
- The CEO of the Fibar Group was a winner in the prestigious **CEO World Awards in the CEO of the year**
- **European Business Award 2014 - Ruban d'honneur**
- **IF Product Design Award 2014** for FIBARO Flood Design
- **Good Design 2014** (Dobry Wzór 2014)
- **CES Innovation Award 2015**



# About the Fibar Group

## TEAM

- **Employment:** about 350 employees
- **7 main departments:** Sales, Finance, Marketing, R&D, Manufacturing Plant, Operations, and HR
- **4 locations:** 3 in Poznań and 1 in Zielona Góra
- **2 distribution centers**  
1-US, 1-Europe



# Market

## Our Unique Selling Proposition

- ONE STOP SHOP,  
(Complete system with two controllers,  
modules, sensors, software, & hardware)
- Unique design of devices
- Competitive prices
- Plug & Play installation
- Modularity
- Non invasive installation
- Miniature devices
- Possibilities of intergration via IR, API,  
plugins, and hardware



# Business Model

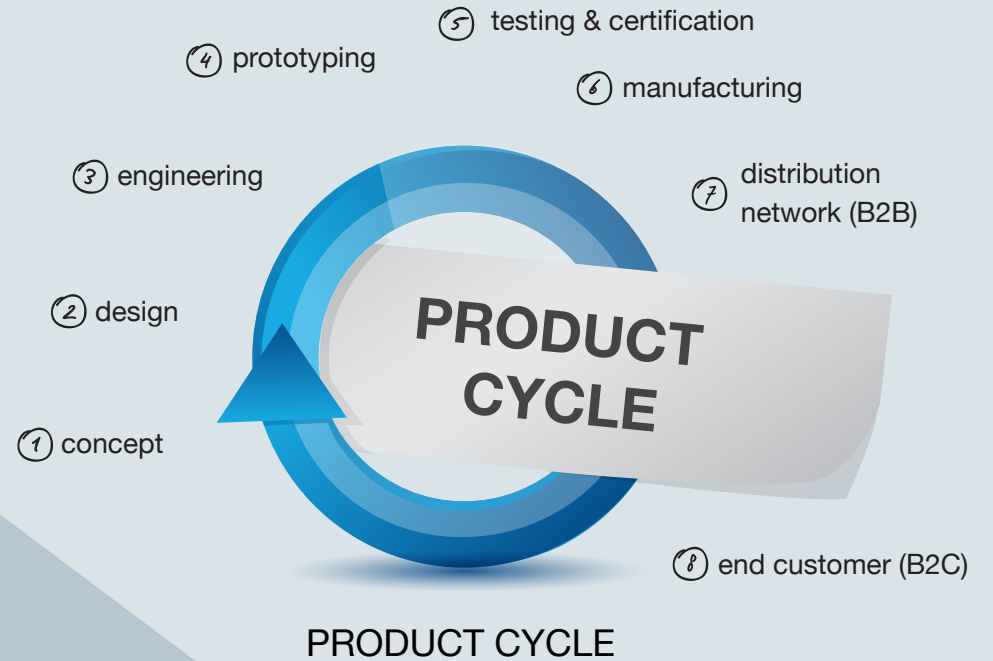
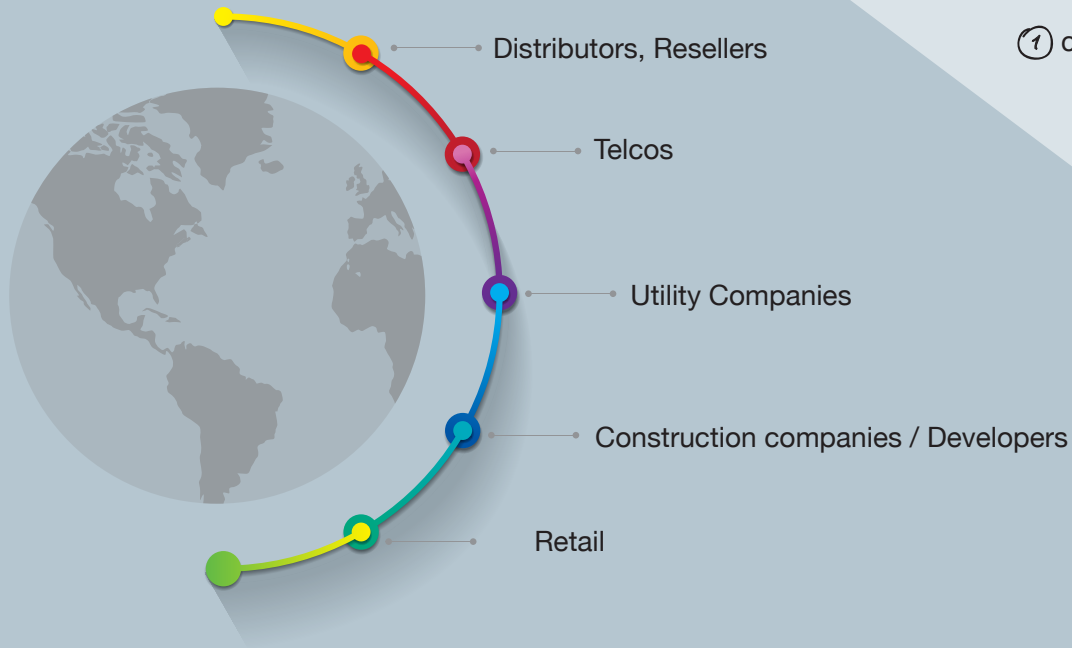
## THE NEED

FIBARO helps you to create an eco-system where all your home devices are connected providing comfort, security, and savings. FIBARO is a complete, one-stop-shop on your way to the IoT zone.



# Business Model

## DISTRIBUTION CHANNELS



Thank you

Second stage  
engaged

I.o.T.

Internet

