

FIBARO®

Home intelligence



Welcome to our world

Marketing Introduction

OUTLINE

- ① Our Company
- ② Our values
- ③ The big idea
- ④ Mission & vision
- ⑤ Timeline
- ⑥ Target audience



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Our Company

Fibaro is a **global brand**, leading manufacturer of smart home devices and the **fastest growing company** in 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 puts emphasis on design excellence of every product.



Our Company

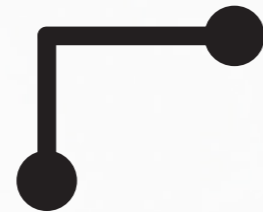
Our products are available on **5 continents**, in more than **1/4 of the countries** in the world. Our sales grow constantly, in. Our biggest advantage is motivated employees, in 2015 we plan to open new manufacturing facility in Poland.



Flexible



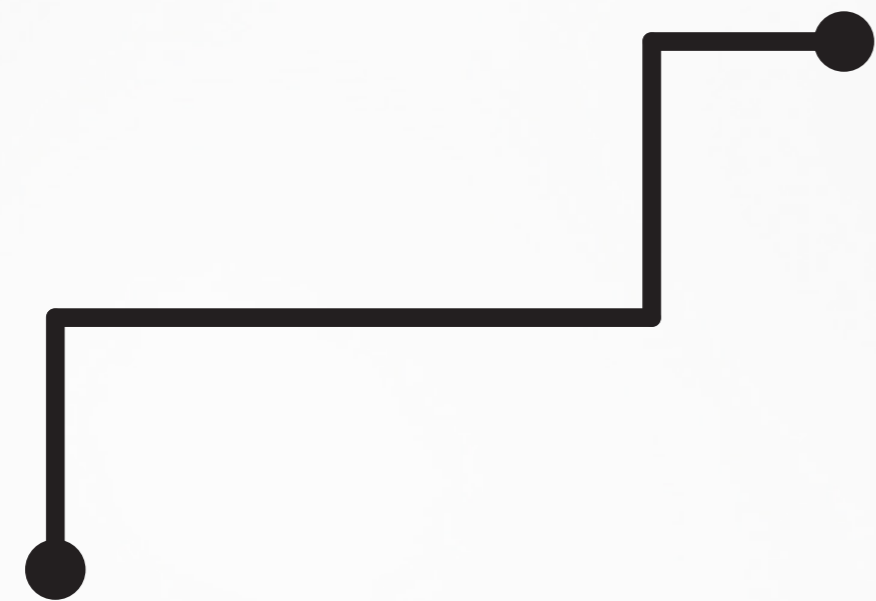
Bright



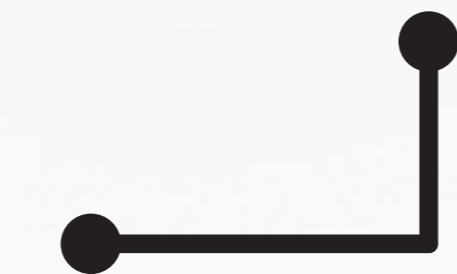
Reliable



FIBARO



Innovative



Affordable



Original

THE BIG IDEA

Make Life Easier

HOME CONTROL

SAFETY

COMFORT

USER-FRIENDLY

REALIABILITY

ECOLOGY

QUALITY

TIME SAVING



VISION

Fibaro system was designed to make life easier and more comfortable. Our aim was to create a user friendly system, which helps to save time and energy. For us Fibaro is not only wireless smart home system, but a trusted host and personal manager of one's home.



MISSION

Our aim is to become a leading provider of home automation in global perspective. We will not rest until the Fibaro system become an integral part of every building, making life of the owners easier and more comfortable.



FIBARO TIMELINE

2011

April 2011

On/Off Modules, Roller-Shutter, Universal Dimmer, Home Center 1



2012

January 2012

Home Center 2



March 2012

Universal Sensor



October 2012

Door Window Sensor



FIBARO TIMELINE

2013

March 2013



Wall Plug

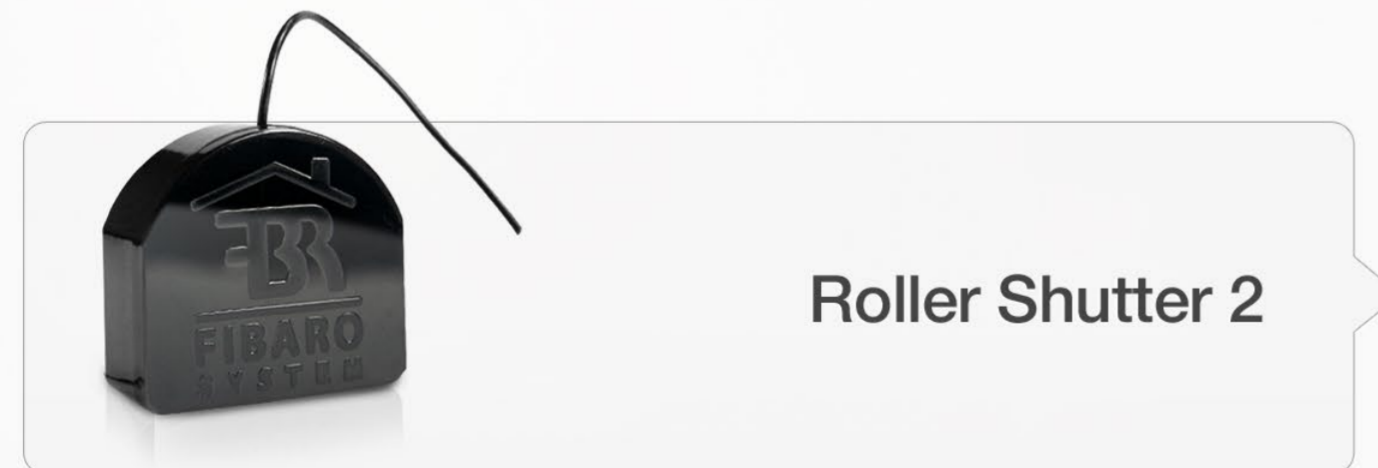


June 2013

Flood Sensor



July 2013



October 2013

FIBARO TIMELINE

2013

December 2013

Smoke Sensor



2014



Home Center Lite

March 2014

March 2014

Motion Sensor



TARGET AUDIENCE

Men and women aged 25-45

Income above average.

Engaged smartphone users:

- passion communities—people who want to change their homes due to their interests:

- audiophiles,
- people who care about environment,
- DIY hobbyists,
- tech geeks,
- people interested in design.



TARGET AUDIENCE

Men and women aged 25-45

Income above average.

Engaged smartphone users:

- trigger communities-people forced to seek new solutions due to an unfortunate event or new situation in life:

- owners of new houses or flats,
- new families.
- victims of burglaries, home fires, floods,
- followers of new trends in energy, safety, etc.
- elderly or disabled people – assisted living.



UNIQUE SELLING POINTS

- Ease of use
- Unique, organic design of devices
- User friendly UI
- Multifunctionality of devices
- Integrity
- Plug & play – simple and quick installation / deinstallation
- Remote updates
- Full range of products (central hubs, actors, sensors)



UNIQUE SELLING POINTS

- Modularity and possibility of extension
- Adjustable to individual preferences of the user
- Extensions via plug-ins
- Designed to unite physical and virtual devices
- Highest quality



RATIONAL BENEFITS

- saving money (heat and electricity)
- energy consumption monitoring
- installation in any building, without any changes in the structure
- possibility of re-installation
- modular and scalable, new parts can be added any time easily
- adjustable to individual needs
- remote control
- warnings about the threats
- integration with other subsystems



EMOTIONAL BENEFITS

- feeling secure
- comfort and convenience
- prestige
- keeping up with new trends
- high quality of life
- being green
- taking care of one's family



MARKETING

For our partners, FIBARO prepared other presentations, covering more specific information connected with marketing of our products:

- ① Marketing guide
- ② How to merchandise Fibaro System



CORPORATE IDENTITY

Fibaro is a registered trademark.

You are not allowed to use our company name as the name of your website or name of any social media channel.



CORPORATE IDENTITY

Any use of FIBARO brand must be consistent with our corporate identity. Further details are provided in the link below.

ftp://fibargroup3.dvps.pl/Corporate_Identity/CI_en.pdf
(to download the file use the login fibargroup3_partners; and the password: 3\$%rtFGH)



CORPORATE IDENTITY

Adding FIBARO logo to your website requires our permission. Visit the link below to obtain a licensing form.

ftp://fibargroup3.dvps.pl/contracts/contracts/unilateral_trademark_agreement_licence.pdf
(to download the file use the login fibargroup3_partners; and the password: 3\$%rtFGH)



FILE TRANSFER PROTOCOL

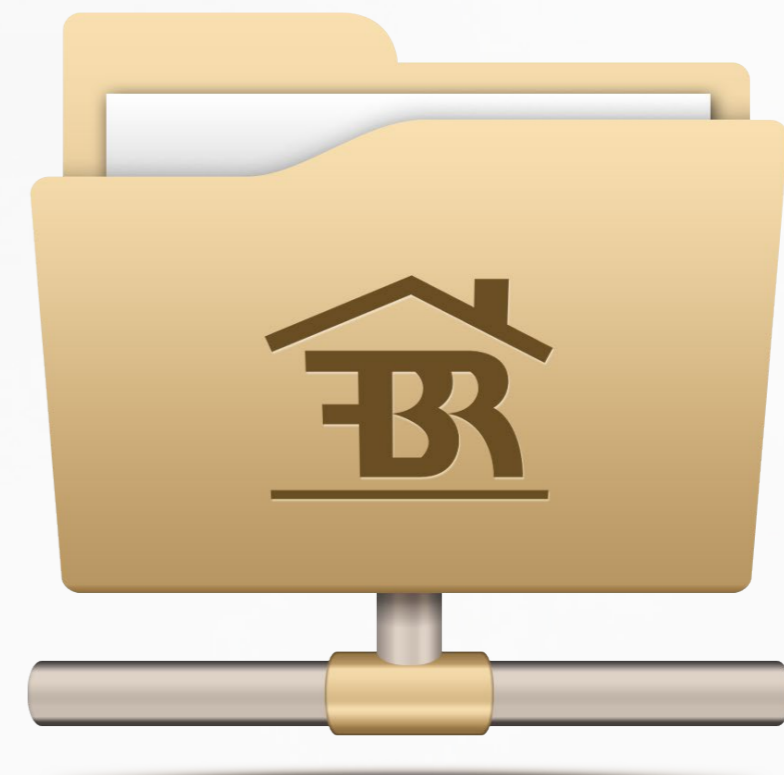
FIBARO provides marketing materials for partners.
On FTP you can find graphics, pack shots, videos, press releases and other materials to promote FIBARO alongside with your business.

To access the materials via browser use:

Address: <ftp://ftp2.fibaro.com>

Login: fibargroup3_partners

Password: 3\$%rtFGH



SOCIAL MEDIA PLATFORMS AND CHANNELS

FIBARO appreciates the opportunity to keep in touch with customers and wants to share all up-to-date news. Our company is present in following social media:



www.facebook.com/fibaro.global



www.twitter.com/FibaroGlobal



www.instagram.com/fibaro



www.pinterest.com/fibaro



www.youtube.com/user/FibaroCom

CONTACT



In case of any questions do not
hesitate to contact us:

marketing@fibargroup.com

 **FIBARO**[®]
Home intelligence

Your home, Your imagination