

THIS IS DOMETIC



Mobile living made easy.

 **DOMETIC**



COMPANY OVERVIEW

Mobile living made easy.

 **DOMETIC**

WHAT WE OFFER



FOOD & BEVERAGE
CLIMATE
POWER & CONTROL
SAFETY & SECURITY
HYGIENE & SANITATION

Mobile living made easy.

 **DOMETIC**

DOMETIC OVERVIEW

Revenue, SEK m

17,457

No. of employees

8,200



All data above LTM Sept 2018, unless otherwise stated

NET SALES

Net sales by region



■ Americas, 54% ■ EMEA, 36% ■ APAC, 10%

Net sales by business area



■ RV, 54%
■ Marine, 25%
■ CPV, 12%
■ Lodging and Retail, 9%

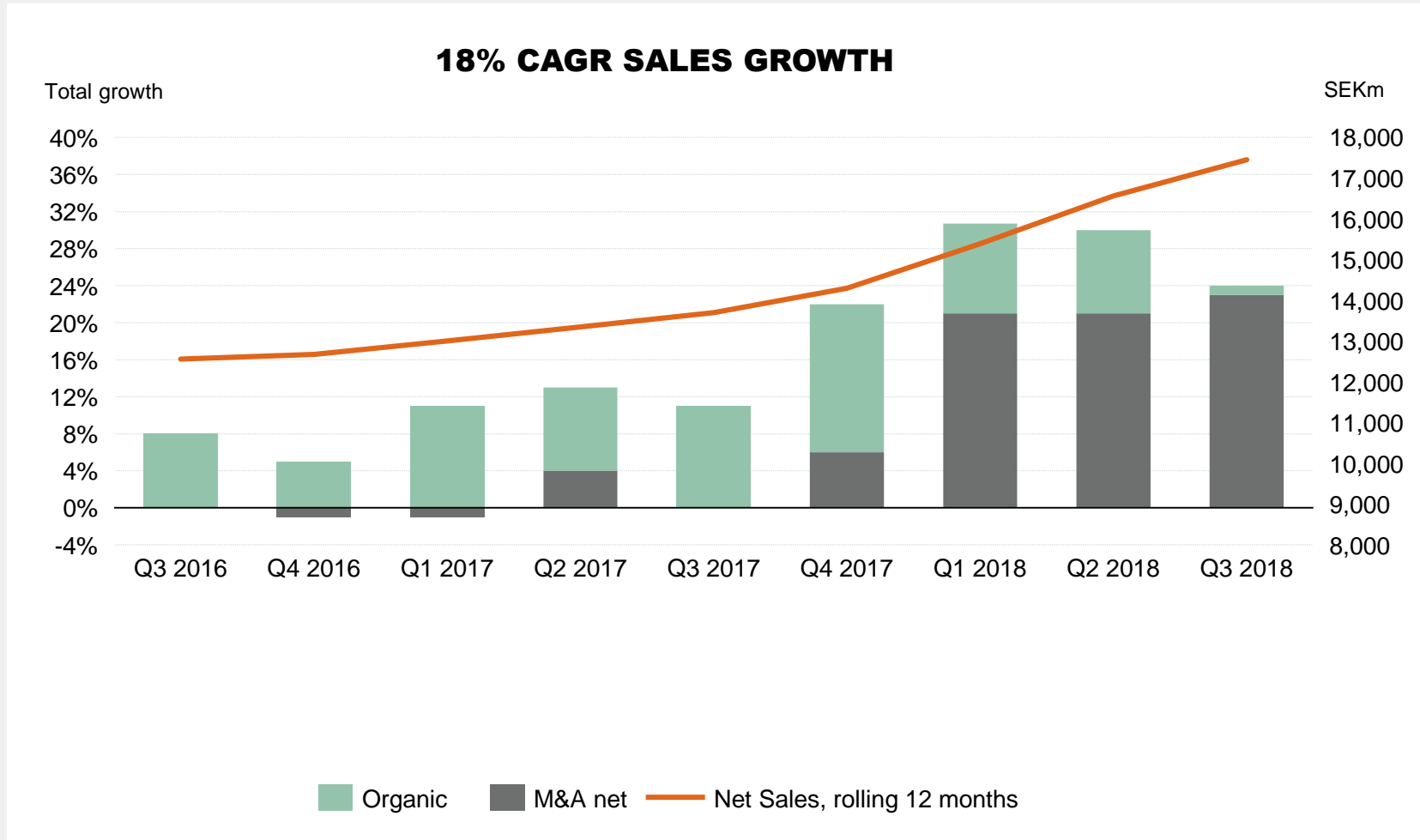
Net sales by channel



■ OEM, 61% ■ Aftermarket, 39%

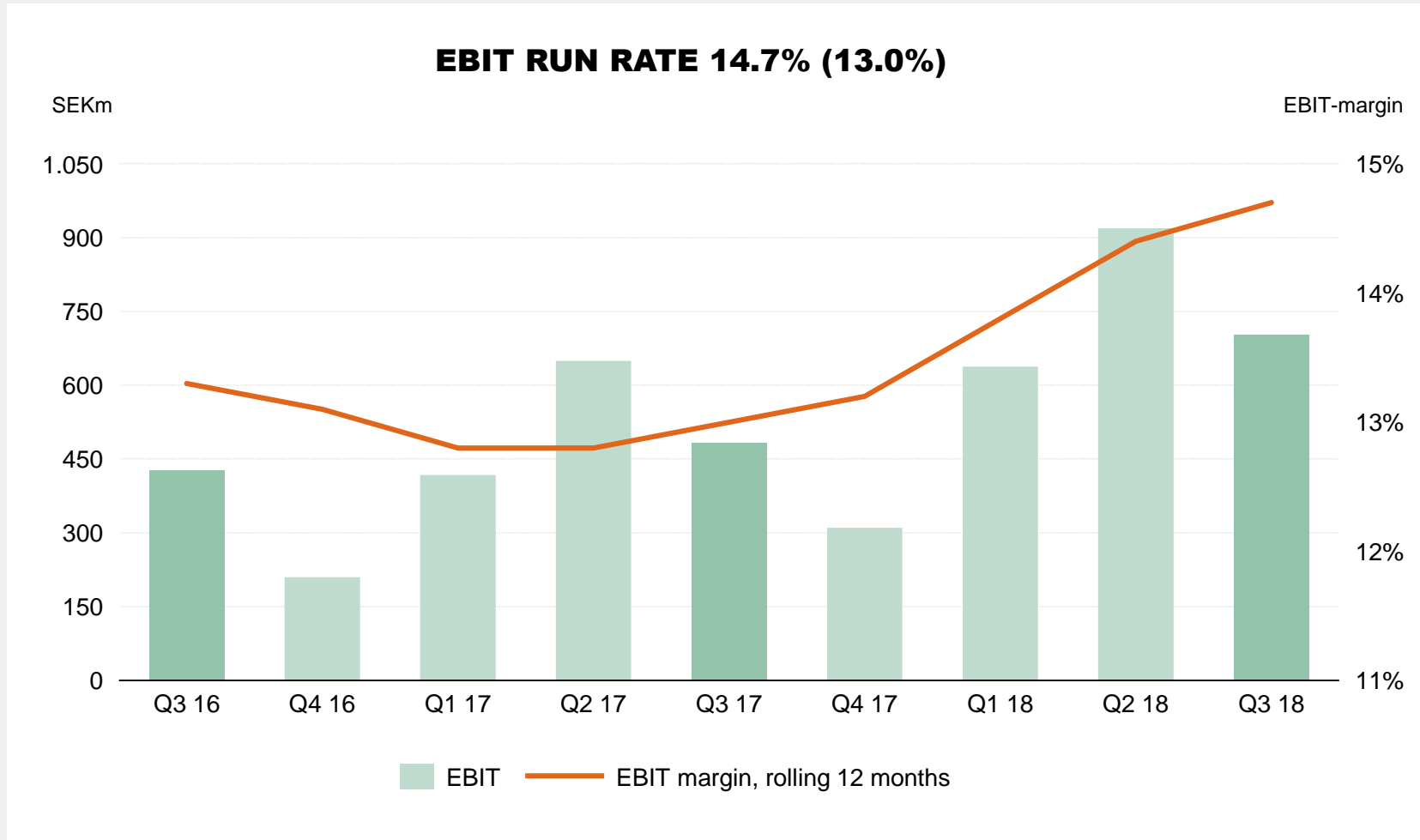
All data LTM 2018, including SeaStar proforma 2017 sales

SALES GROWTH IN CONSTANT CURRENCY



- Average quarterly organic growth of 9%

EBIT AND EBIT MARGIN BEFORE I.A.C



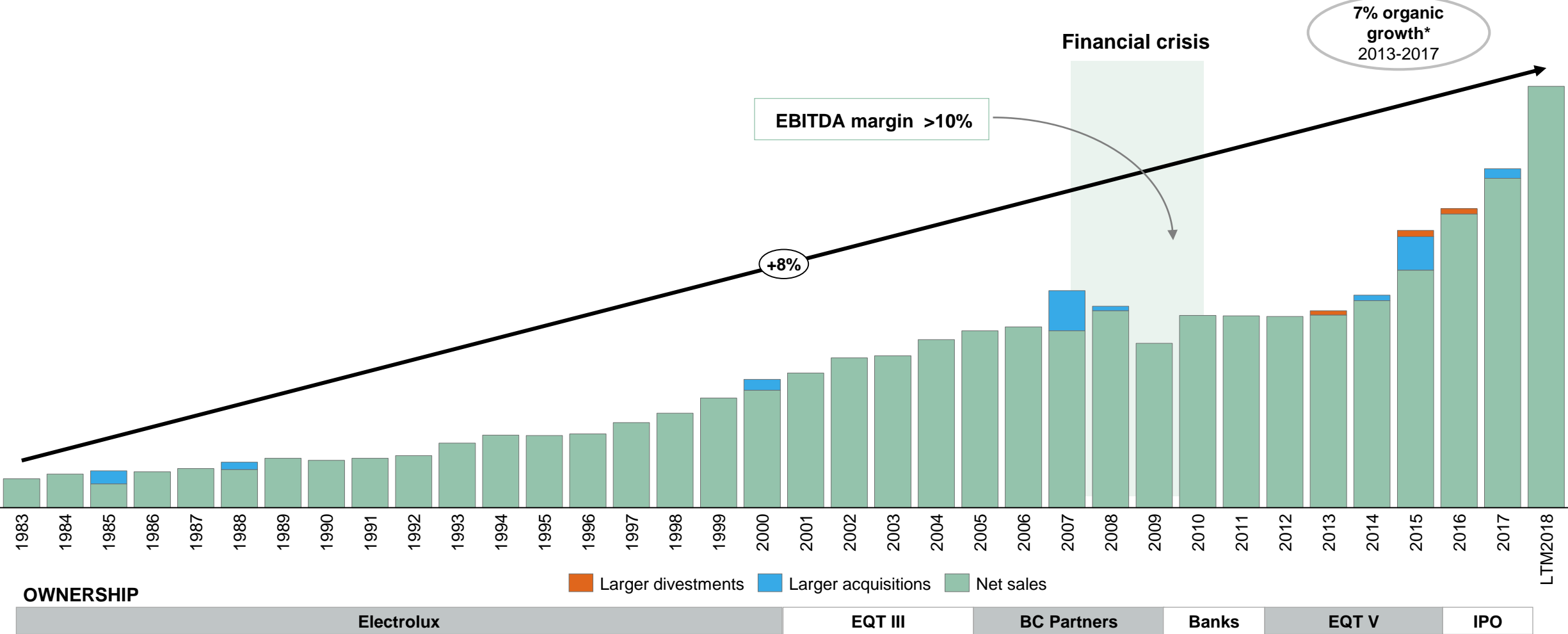
- 1.7% point EBIT margin improvement rolling 12 months

OUR PORTFOLIO



Mobile living made easy.

LONG TERM GROWTH





TODAY AND TOMORROW

Mobile living made easy.

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STRUCTURE OF OUR INDUSTRIES



Niche markets

Fragmented markets

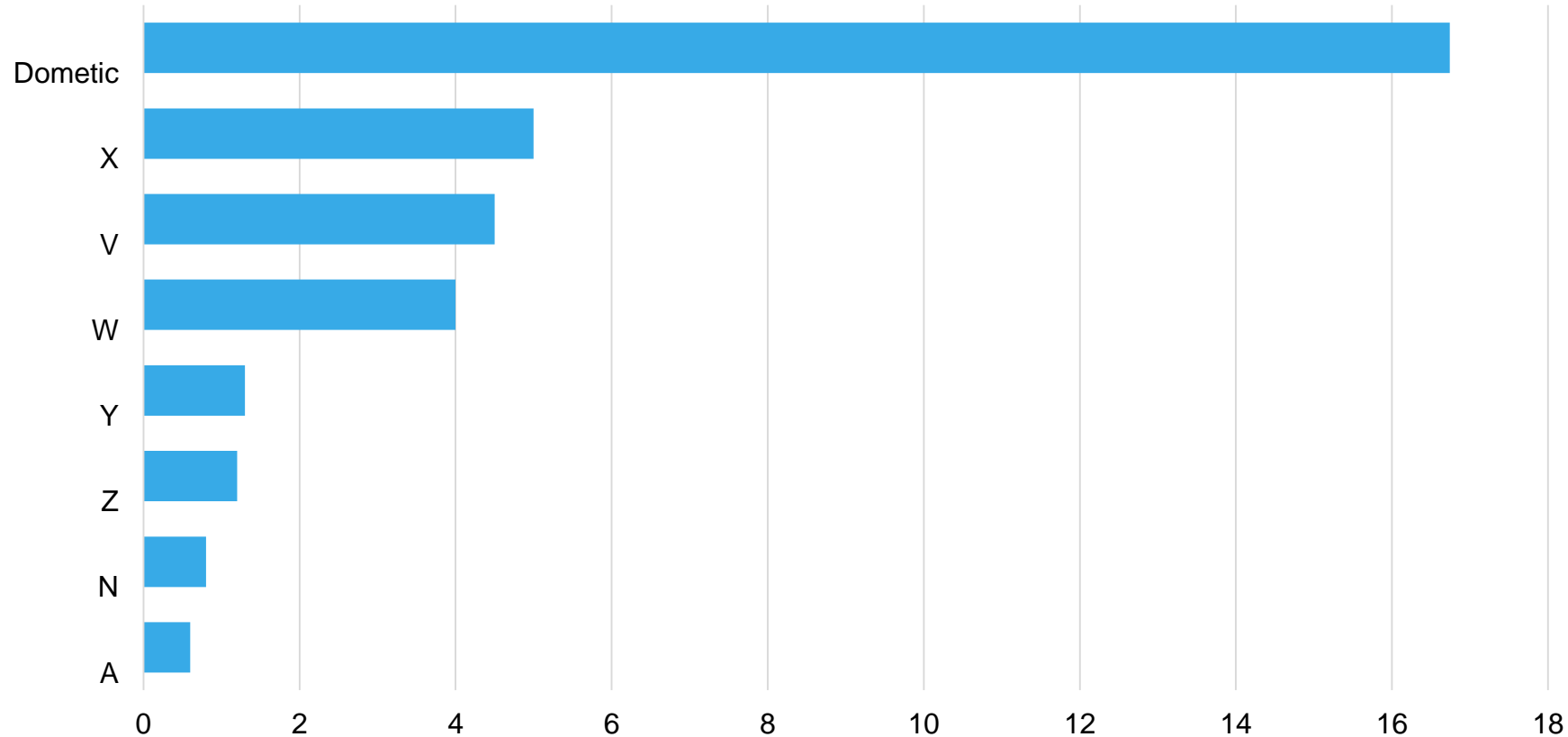
Low innovation rate

Historically relatively easy to make money

Not industrialized

THE LARGEST COMPANY IN MOBILE LIVING

SALES IN OUR MOBILE LIVING MARKETS ⁽¹⁾



(1) Dometic 0618 LTM net sales, in bSEK

- **Nr. 1 in refrigeration globally**
- **Nr. 1 in AC globally**
- **Nr. 1 in active Mobile Cooling globally**
- **Nr. 1 in cooking globally**
- **Nr. 1 steering systems globally**

And still so many growth opportunities in the areas above and in new areas ...

DOMETIC'S POSITION

**Market
consolidator -
46 acquisitions**

**Only global
player**

**Strong market
position**

**Unparalleled
AM network**

**Millions of
installed
products**

THE PAST 12 MONTHS

**CHALLENGE
OURSELVES**

**REFINED
STRATEGY**

**TOOLBOX
FOR
EXECUTION**

ACTION

FROM STRATEGY TO ACTION - GROWTH

TODAY

ACTION

CLEAR OWNERSHIP

Too generalistic



Reorganization of sales team

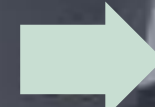


Clear ownership and specialists

Several Marine brands

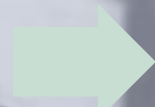


Dometic Marine



1 head of Dometic Marine per Region

Low Retail presence in US



Retail team & Pathfinder



1 head of Dometic Retail per Region

Lodging within the regions



Global business

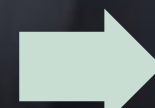


1 head of Dometic Lodging per Region

Limited E-commerce



1 single e-commerce platform



New Head of E-commerce

FROM STRATEGY TO ACTION – COST REDUCTIONS

TODAY

Fragmented R&D structure

85% of value produced inhouse

30 000 SKUs

3000 suppliers

28 factories



ACTION

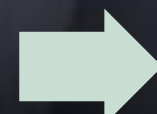
Global development sites

Much higher level of outsourcing

30% reduction by 2019

50% reduction of suppliers

MFP in process



CLEAR OWNERSHIP

New CTO
Global Products


New sourcing organization

New CTO and
Head of Operations

New sourcing organization

New Head of
Operations

OUR ASPIRATIONS

- 
- ✓ Build a strong, **global industrial group**
 - ✓ Strengthen the position as the undoubted market leader and the **shaper of the Mobile Living industry**
 - ✓ **Reduce** our **volatility exposure**
 - ✓ **Create** additional **value for our stakeholders**
 - ✓ Create opportunities for **personal development**

Q&A





↗ DOMETIC
**MOBILE LIVING
MADE EASY.**

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↗ **DOMETIC**