

# DOMETIC AT METSTRADE 2022

## PRESS BRIEFING

November 16, 2022







 **DOMETIC** **OUTDOOR**





# **JUAN VARGUES**

**PRESIDENT AND CEO**

# DOMETIC OVERVIEW

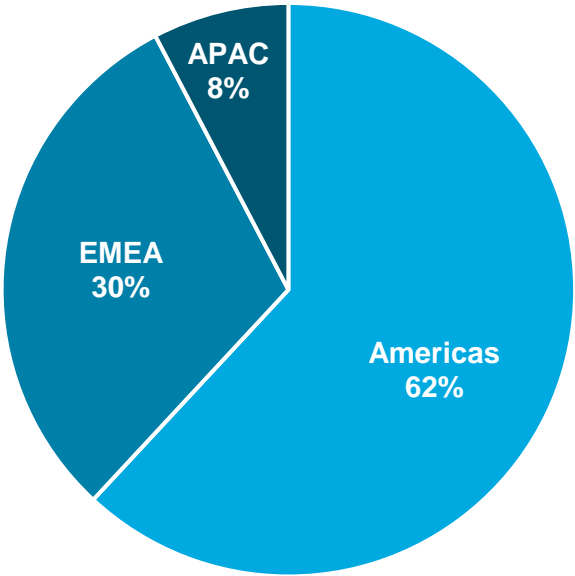
ANNUAL REVENUE,  
SEK b

29

NO. OF  
EMPLOYEES

8,000

Net sales by geographic region



PRODUCTS SOLD  
IN MORE THAN

100

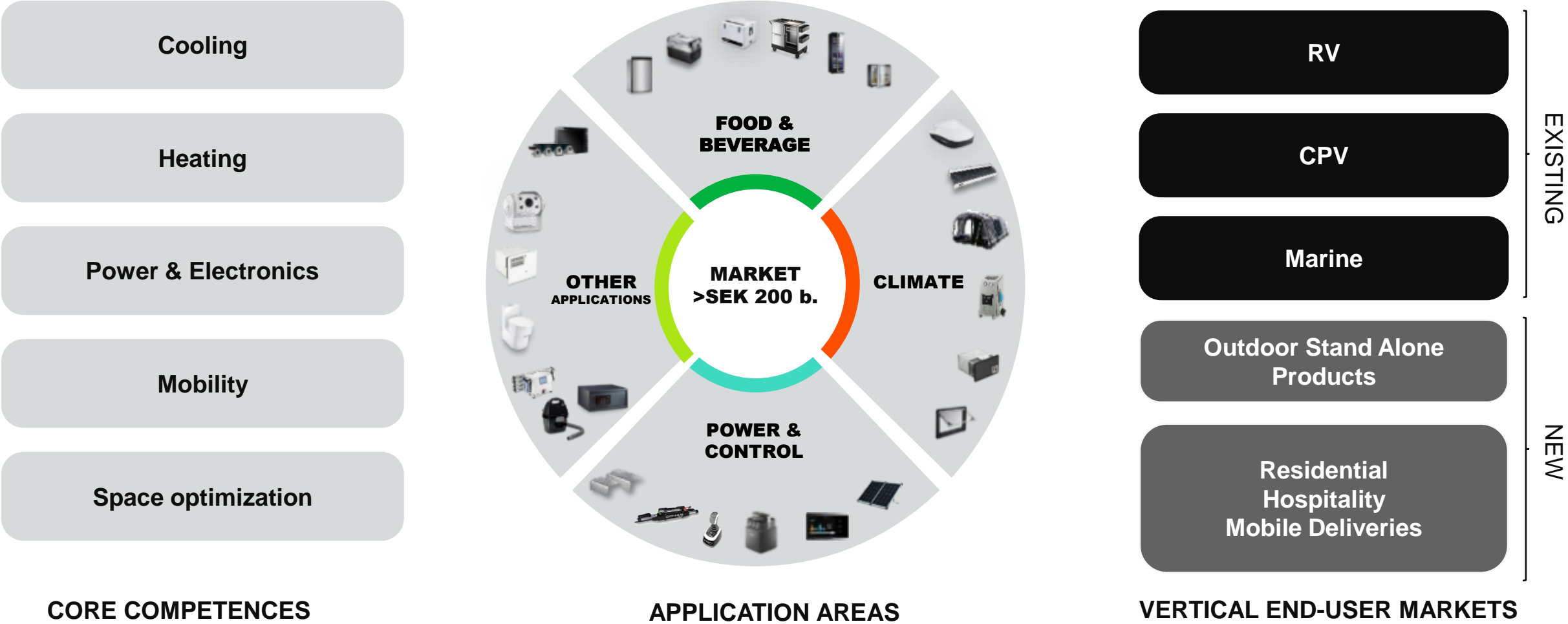
COUNTRIES

SALES  
OFFICES IN OVER

30

COUNTRIES

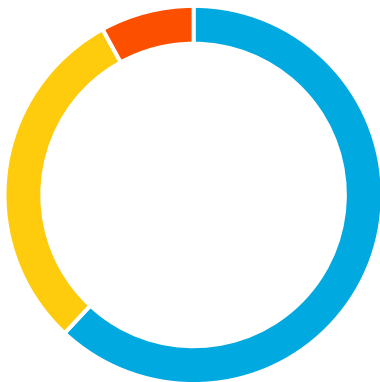
# CORE COMPETENCES SERVING SEVERAL APPLICATION AREAS AND VERTICAL END-USER MARKETS



# A WELL DIVERSIFIED BUSINESS

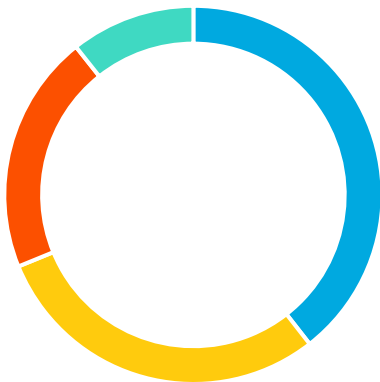
DIVERSIFICATION ACROSS GEOGRAPHIES, PRODUCTS AND CUSTOMERS ADDS RESILIENCE

Sales by geographic region



- Americas 62%
- EMEA 30%
- APAC 8%

Sales by application area



- Food and Beverage 39%
- Climate 29%
- Power & Control 21%
- Other Applications 11%

Sales by sales channel



- OEM 44%
- Service & Aftermarket 28%
- Distribution 28%

Sales by reporting segment



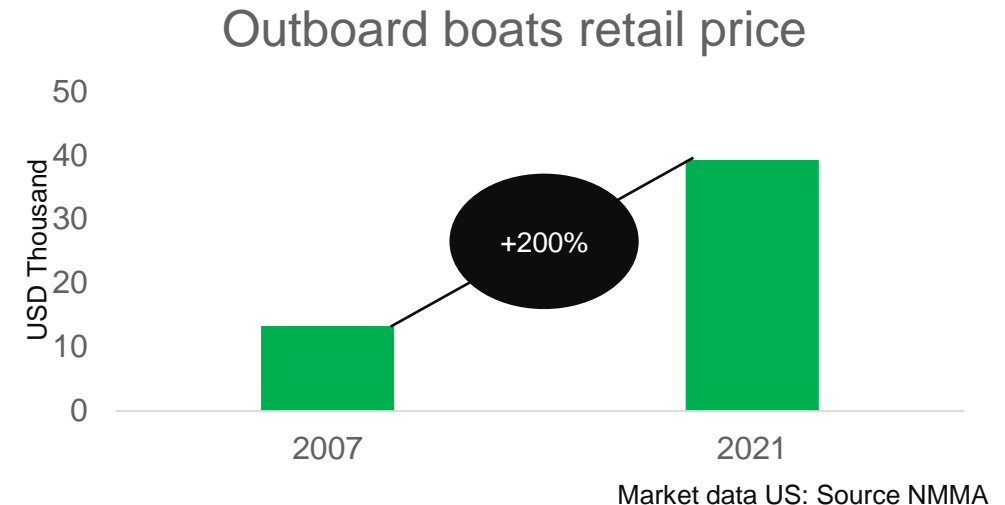
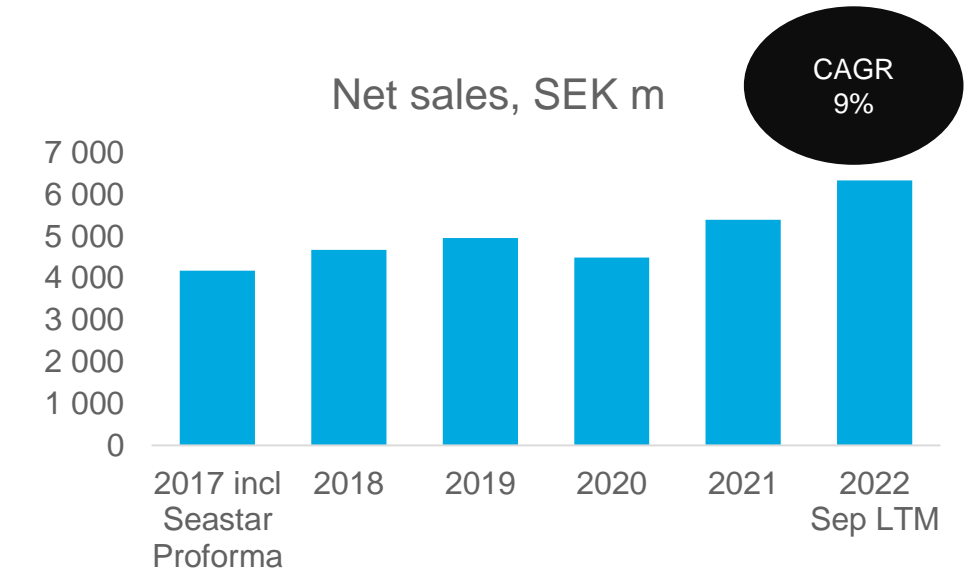
- Americas 24%
- APAC 7%
- EMEA 27%
- Marine 21%
- Global incl Igloo 21%



# DOMETIC MARINE BUSINESS

## A GROWING BUSINESS

- Successful acquisition of Seastar in December 2017
- Current offering includes Steering and Control, Power solutions, Climate Control and Fuel systems
- More content per boat and higher price per boat driven by:
  - More engines/power per boat
  - Technology shift to hydraulic and electronic systems
- Service & Aftermarket ~45% of Dometic Marine sales
  - Move towards electronic steering offers convenience and more service opportunities over time
  - Huge installed base bring upgrade opportunities to new technology
- Opportunities for further global expansion
  - ~75% of net sales in North America

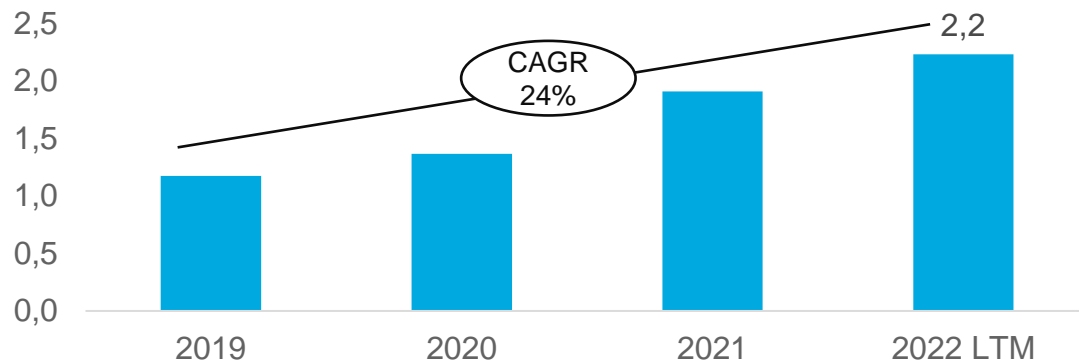


# MOBILE POWER SOLUTIONS

MEETING THE RAPIDLY INCREASED END-USER DEMAND FOR SUSTAINABLE AND EFFECTIVE OFF-GRID PRODUCTS

- Established a global platform of Mobile Power Solutions
- Six acquisitions completed in 2021-2022 across three geographical regions
  - Strong underlying growth driven by electrification trends
  - Great opportunity in addressing the installed base of existing vehicles and boats
- EBITA margins above Dometic average

Dometic net sales, SEK b







# **ERIC FETCHKO**

**PRESIDENT OF SEGMENT MARINE**

# ELECTRIFICATION IN MARINE

## DOMETIC'S ROLE IN THIS TRANSITION

Dometic is driving many innovations over the years

- The first hydraulic steering
- Advanced “drive-by-wire” electronic shift/throttle controls
- State-of-the-art joystick control system that has revolutionized recreational boating
- Industrialization of digital integration for boats
- Connected climate control systems

Dometic is the leading supplier for advanced steering and climate control devices for the marine boating market.

Evolution includes innovation from mechanical to hydraulic then electro-hydraulic, and now fully Electric Power Steering (EPS) systems

Dometic has partnered with leading engine manufactures, boat builders and others to create innovative solutions for tomorrow's electric-powered boats



# NEWS AT THE SHOW

- DAME Nominated Optimus Wake Boat
- Mobile Power Solutions for Marine
- Marine Gateway
- Sierra brand update





# ELECTRIC STEERING FOR WATERSPORTS BOATS

## DOMETIC OPTIMUS ELECTRIC STEERING ACTUATOR FOR WAKE BOATS

- Proven electric power steering technology specifically engineered for inboard powered boats popular for skiing, wake boarding, wake surfing and other watersports activities
- Not just another steering actuator, this is a connected device which takes the guess work out of recreational wake and surfing activities
- The electrification of the steering system and integration via Canbus to other control facets of the boat such as wake gates and trim tabs resulting in a better all-around watersports experience
- Nominated for DAME Design Award 2022



# MOBILE POWER SOLUTIONS FOR MARINE

## DOMETIC POWER MANAGEMENT SYSTEM

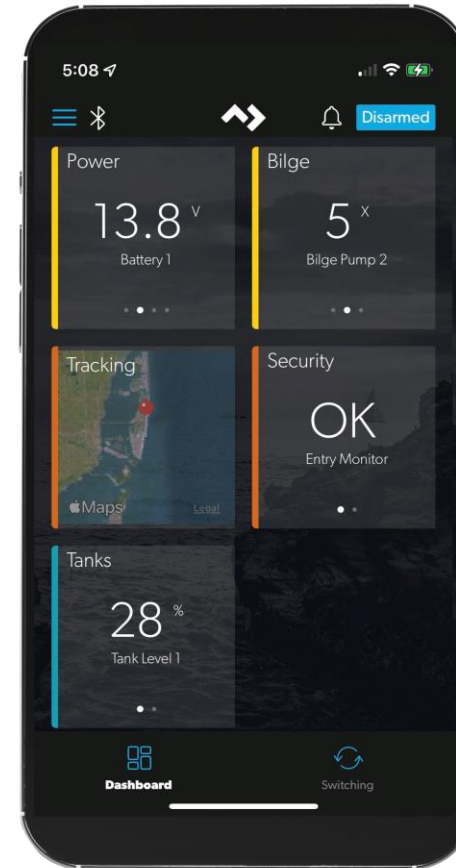
- By acquisition of Balmar in 2021, Dometic's marine portfolio added battery management and hi output charging capabilities
- Compliments Dometic Marines proven digital integration, "Boat in a Box"
- Introducing proven marine power management system in global markets
- Dometic portfolio is broad: from battery monitoring system, inverters, regulators, chargers and solar power solutions.



# DOMETIC MARINE GATEWAY

## ENABLING THE CONNECTED DEVICE

- Marks Dometic brand's entry into Internet-based marine telematics market
- Provides boat builders and boaters with advanced monitoring, control and vessel security functions
- Monitor and control multiple devices and digital systems whether onboard or away, anywhere in the world
- Dometic's intuitive tile-based mobile app makes it easy to view status information and control connected devices through any compatible Android or iOS mobile device





# INTRODUCING SIERRA BRAND

## NEW CONSOLIDATED, GLOBAL MARINE PARTS BRAND

- Dometic's 56 year old Sierra brand re-imagined
- The new Sierra brand consolidates Dometic marine product brands and other outdoor power equipment markets
- Covers both marine and land products
- **Sierra brand** offers wide range of parts and aftermarket products from power control system, engine service parts to sanitary and food & beverage solutions.

The logo for the Sierra brand, featuring the word "SIERRA" in a bold, blue, sans-serif font. To the right of the text is a stylized blue star with a registered trademark symbol (®) inside its upper right point.



# Q&A





**^> DOMETIC**