

Market perspective; A manufacturers' point of view

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Market perspective;
A manufacturers' humble
and naive point of view









Many impressive presentations;

- Research
- Testing
- Installations and applications

...from very knowledgeable presenters




<3% of sprinkler market

- Watermist is not the best solution for all applications, but 3%?
- Are we happy with that?
- What is the goal?
- Do we have a goal, or do we need one?

A larger market share is important to be able to fund further innovation, for better fire suppression systems, to save more lives and property.

It's often easier to get from A to B, if you know where B is

Someone smart once said

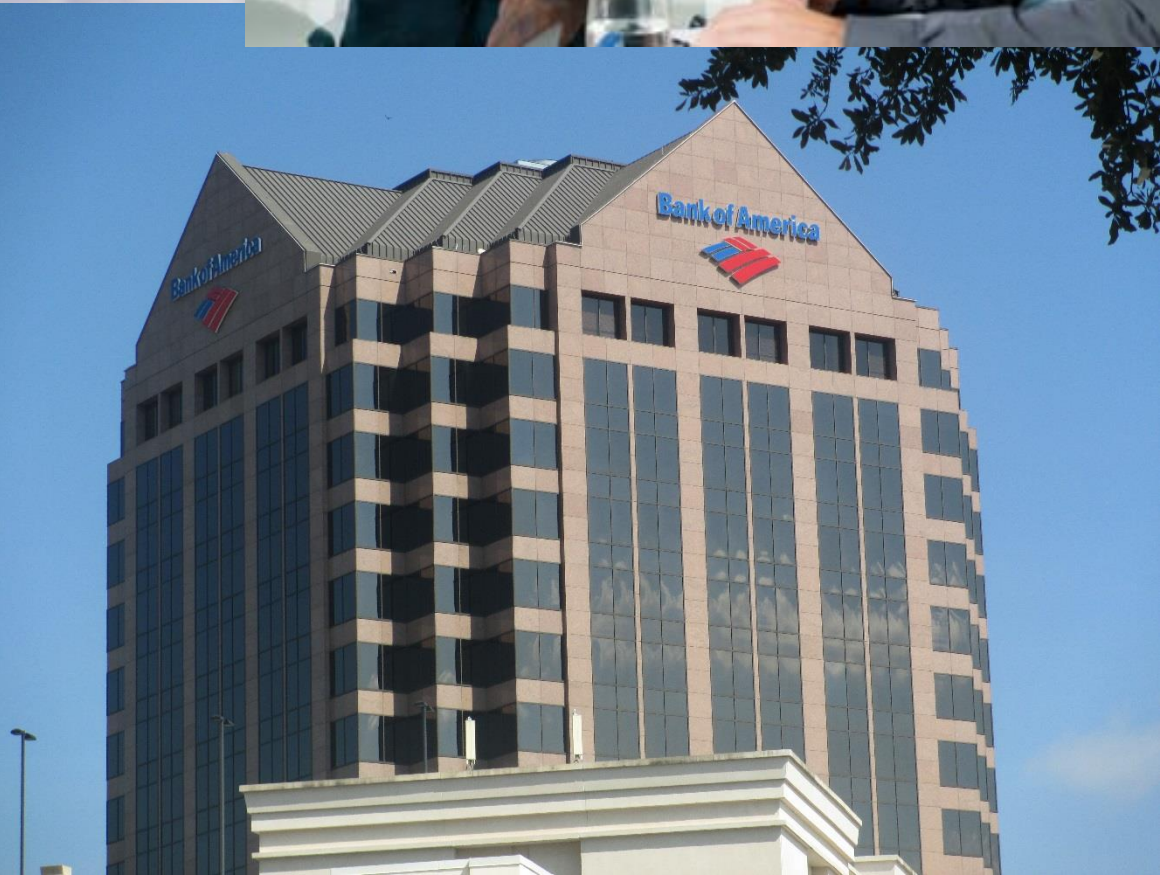
A large, fluffy golden retriever stands on the left, looking towards a small dachshund on the right. They are in a snowy environment with falling snow. The golden retriever has a speech bubble above it, and the dachshund has a speech bubble above it.

My paws
are freezing!

Buddy, you think
you've got problems!



Fidelity[®]
INVESTMENTS



The Financial Planning Process

1
Gathering
Client
Information

2
Establish
Goals &
Objectives

3
Analysing
Financial
Situation

4
Developing
& Presenting
Financial Plan

5
Implementing
Plan

6
Monitoring
&
Reviewing
Financial
Plan





Clip from South Park



How does this tie in with watermist?

Getting good advice is important – that is why we are willing to pay for it.

Our market also involves advisors – fire engineers, designers

Are they matching up the right solutions with the need for their clients?



Welcome
to campus



2008

May

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
				1		

DAYS OF THE WEEK!
¡Días de la Semana!

Tuesday	Tues.
martes	tercero
Yesterday was	Ayer era
Monday	Mon.
lunes	segundo
Tomorrow will be	Mañana
miércoles	cuarto

Block Area

RECREATION
27







Medical Center



EMERGENCY



Emergency
Patient Parking



Main Entrance



Physician
Parking

EMERGENCY





516

518

520

522

524

526







An aerial photograph of a helicopter rotor hub with a large, conical spray of water being discharged from the center. The water is white and turbulent, contrasting with the dark blue of the surrounding water. The rotor hub is metallic and has a circular disc above it. The background is a vast expanse of blue water with some whitecaps.

**The World Champion
5mm/m²/minute**

LOWER

.8%

**SOUTHPARK
BANK** SAVINGS AND LOANS





Is it good advice?

Access to clean water is hard to come by in many places – and will not be easier

We're soon writing **2016**, and the international standards require minimum amounts of water!



LOWER

.8%

**SOUTHPARK
BANK** SAVINGS AND LOANS



Role of the advisor – the fire engineer, designer

Extremely important role in our market

Educating them will be critical to gain market share

Every manufacturer do

- but subjective role

Credible organization for manufacturers to refer to

- IWMA, independent with professional weight

Statements we often hear

Yes, watermist sounds like a great solution,
and it definitely is the future...

...but for this specific project we'll go with
sprinklers



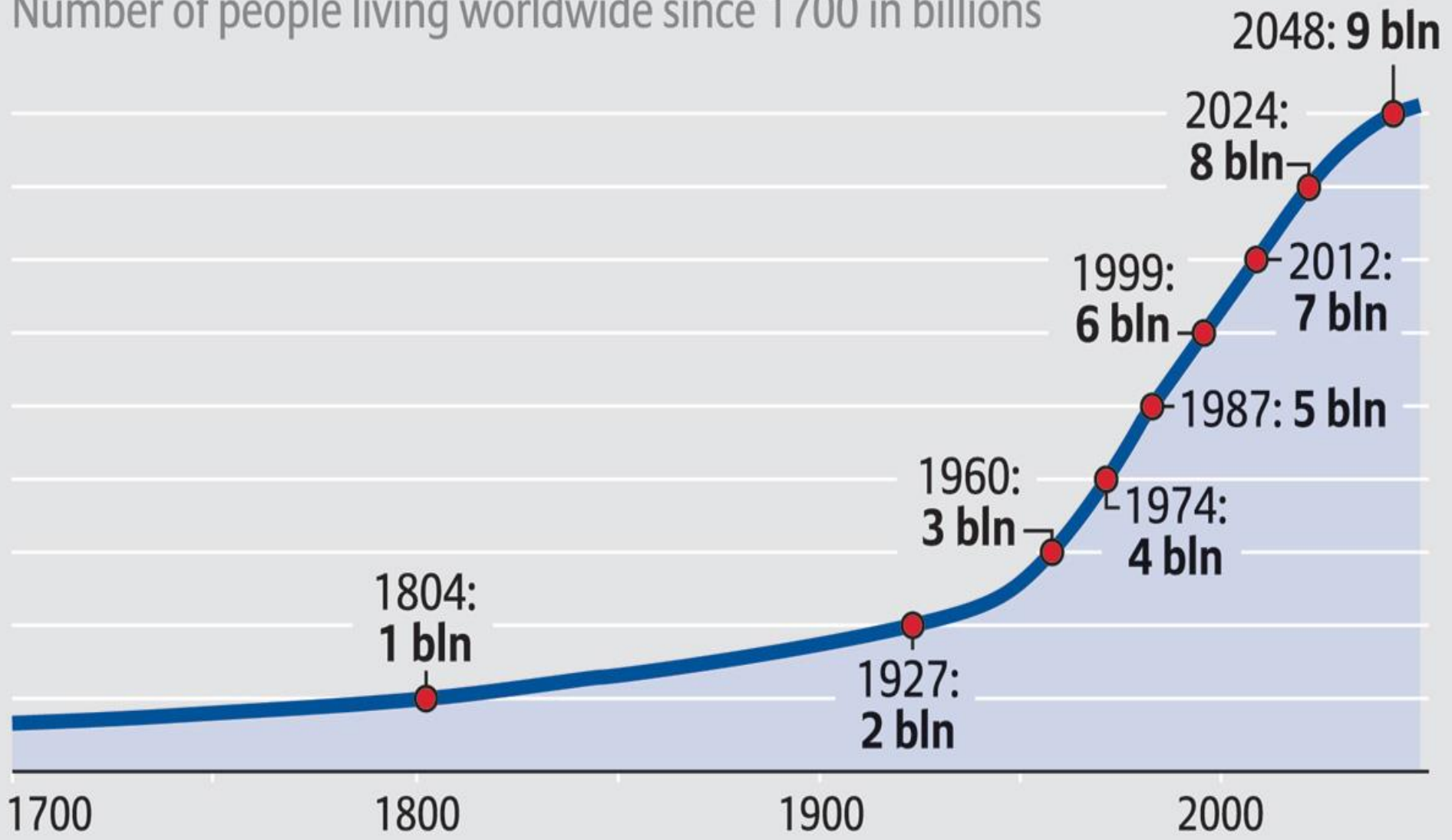
SENSE OF URGENCY

Successful Directions



POPULATION OF THE EARTH

Number of people living worldwide since 1700 in billions



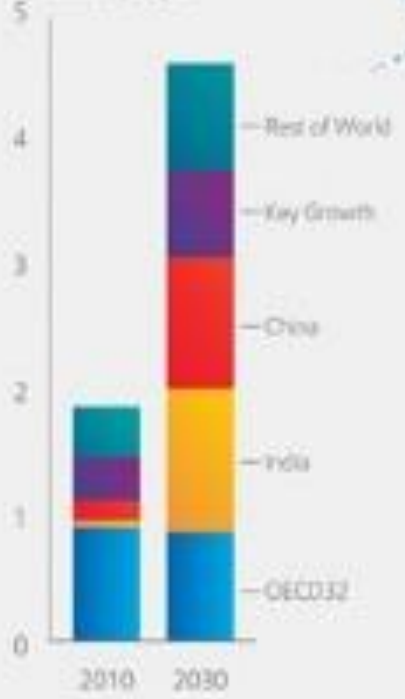
Source: United Nations World Population Prospects, Deutsche Stiftung Weltbevölkerung

For further information please visit: www.knowledge.allianz.com

Expanding global middle class

Middle class by region

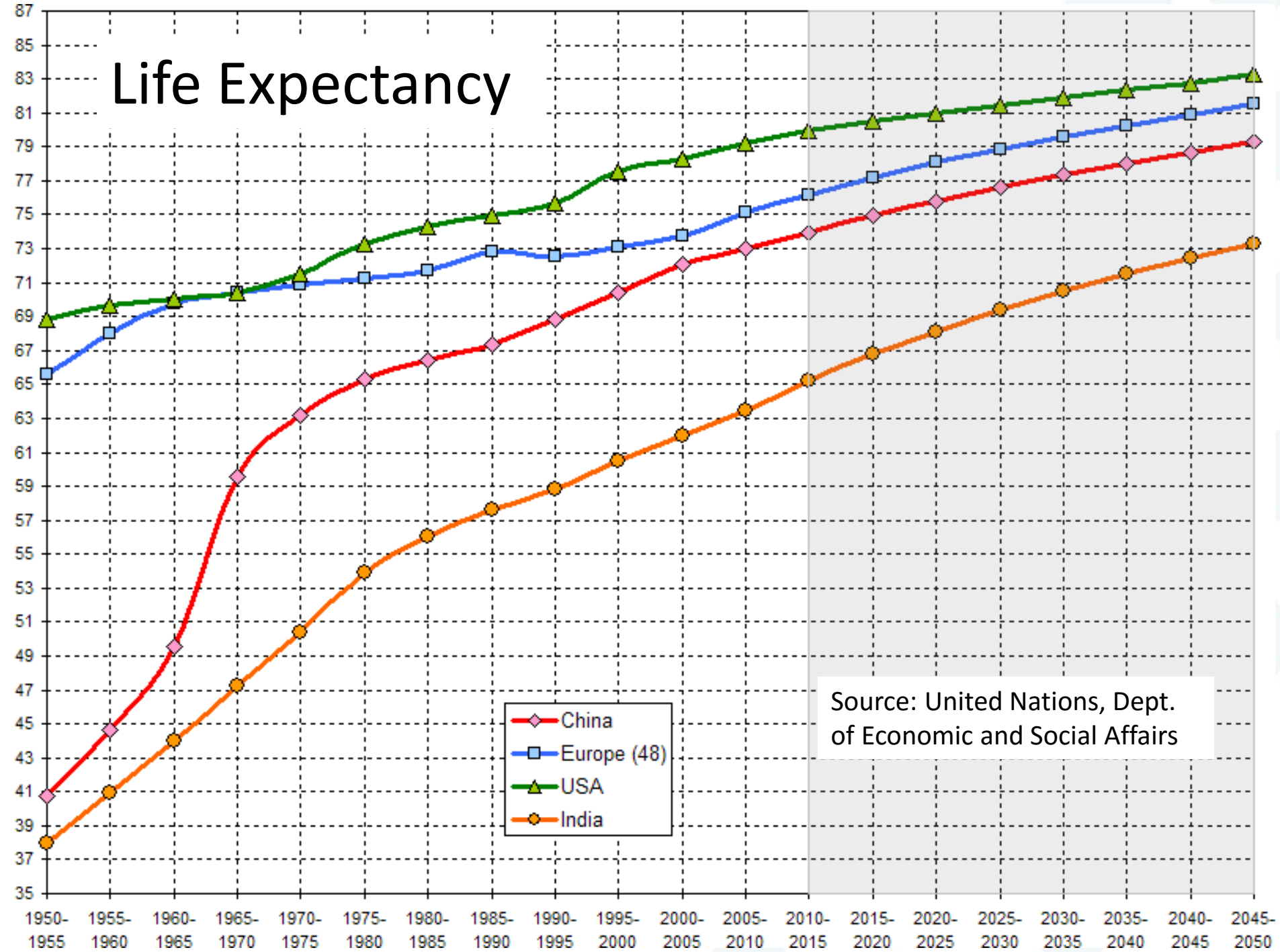
Billion people



Source: The Brookings Institution



Life Expectancy



Source: United Nations, Dept. of Economic and Social Affairs



FACTORY

3

2

ML002



6 global trends that will benefit the
watermist market tremendously if...

...we dare to communicate that we want
a piece of this growth

...we level the playing field



A 3D maze with a red border and a red arrow pointing out of an opening. The maze is made of white blocks with a red border. A red arrow points out of an opening on the right side of the maze. The text "Demystify the mist" is overlaid on the maze in blue.

**Demystify
the mist**

KEEP IT SIMPLE STUPID



KISS FM

Proven and documented

Less water

Smaller dimensions

Higher quality

Competitive price

References

- ✓ International water mist standard
 - ✓ EN 14972
 - ✓ Inter Nordic Standard, Residential - 23 months

- ✓ IWMA's phase 2 of the Ordinary Hazard- Project for watermist systems

- ✓ Advantages of watermist clearly and objectively communicated
 - ✓ By the IWMA today - We have the experts, the research and the testing. References.

Imagine the conversation between buyer and sprinkler co after standards are in place;

B: So the watermist system is proven as effective?

SC: Eh, yeah...

B: But the sprinkler system requires more water?

SC: Yes, usually...

B: Larger pipe dimensions then?

SC: Yes, because...

B: Of lesser quality?

SC: Well, we don't need corrosion free...

B: So if the system should operate, potentially more water damage, longer stoppage time?

SC: Well...

B: And the systems cost about the same?

SC: Apparently

B: So remind me why we should choose sprinkler?

SC: 140 years of experience

Do we believe him?



Absolutely!

I believe he is right, and the text is very simple

A lot of great work has been done...

Some hard work remains...

...but I am certain the watermist business will
be a good place to be over the coming
decades!

Thank you for listening!

...to this humble and naive perspective