

# BTICINO: GLOBAL SPECIALIST IN ELECTRICAL AND DIGITAL BUILDING INFRASTRUCTURES

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THE  
LEGRAND  
GROUP



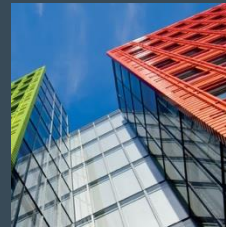
INDUSTRIAL  
SITES  
IN ITALY



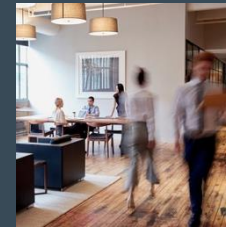
BTICINO



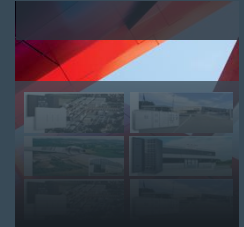
OUR  
SOLUTIONS



OUR  
VALUES



ANNEXES





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# THE LEGRAND GROUP



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IL GRUPPO  
THE GROUP



SITI  
SITES



BTICINO



SOLUZIONI  
SOLUTIONS



VALORI  
VALUES



ALLEGATI  
ANNEXES

**bticino**

**37 000**  
Employees

**Residential  
Service  
Industrial**

**6,9 billion €**  
turnover 2021

# LEGRAND: THE SPECIALIST IN ELECTRICAL AND DIGITAL BUILDING INFRASTRUCTURES



Global specialist, Legrand offers a complete product range for commercial, residential and industrial buildings.



Transforming innovation into solutions of comfort, well-being and simplicity, Legrand innovations allow its customers to live better, at work and at home.



Experience, the breadth of its product range, its international presence and the strength of its brands makes it a global leader.



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**bticino**

# NUMBERS

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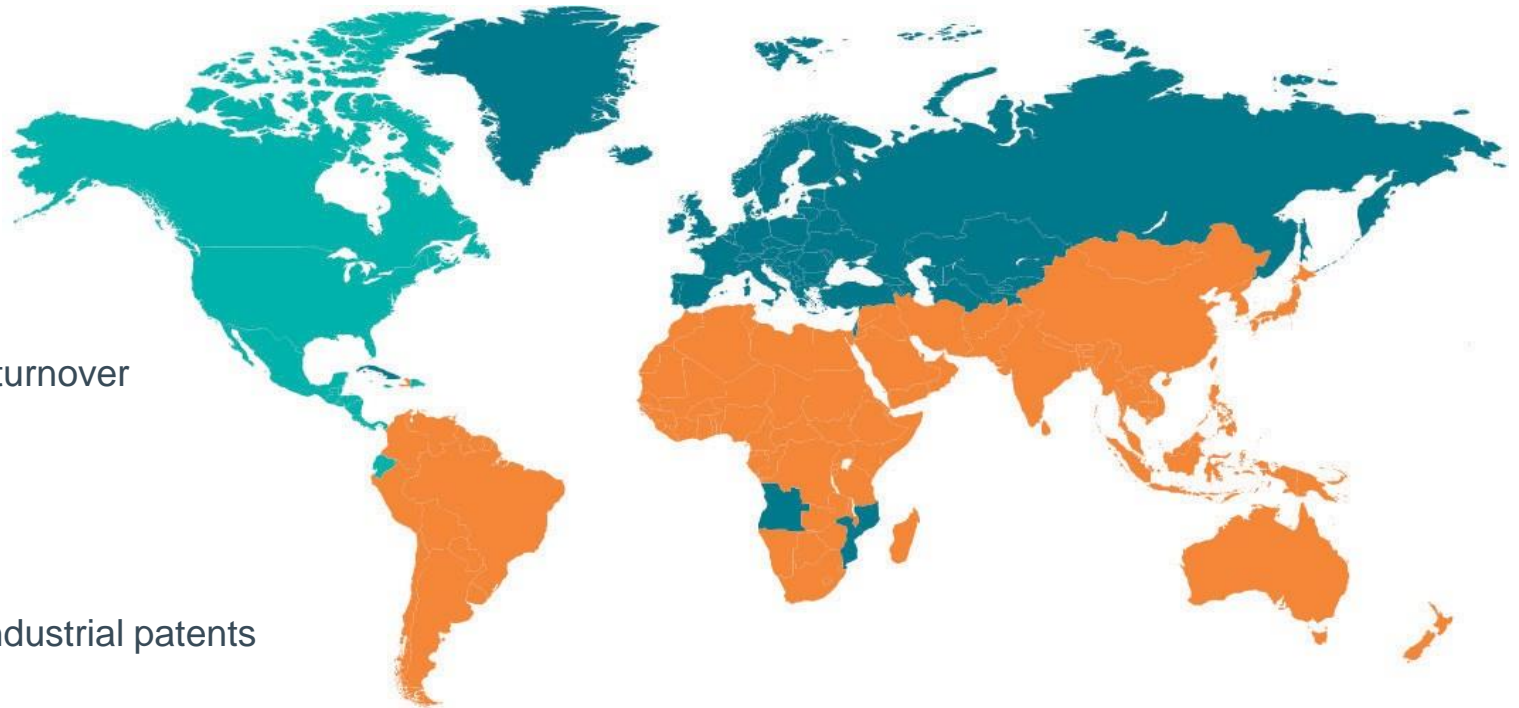
A turnover of approx. **€ 6,9 billion** in 2021

It can be found in **180** countries (with industrial sites in **90** countries)

**37,000** employees, **2,200** of whom are in R&D

R&D = **5%** of turnover

**3,800** active industrial patents



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IL GRUPPO



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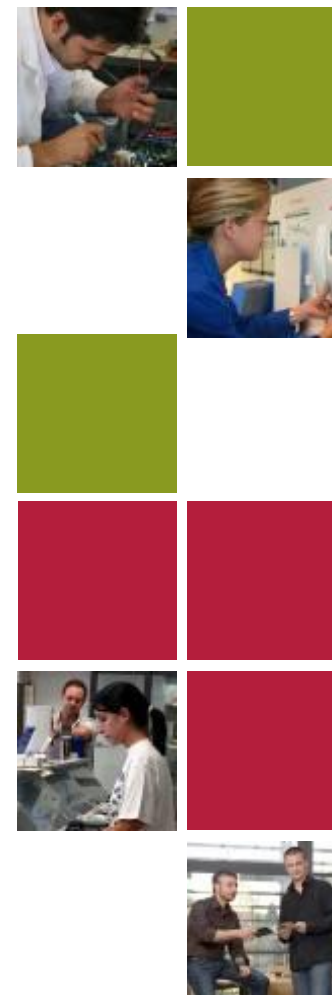
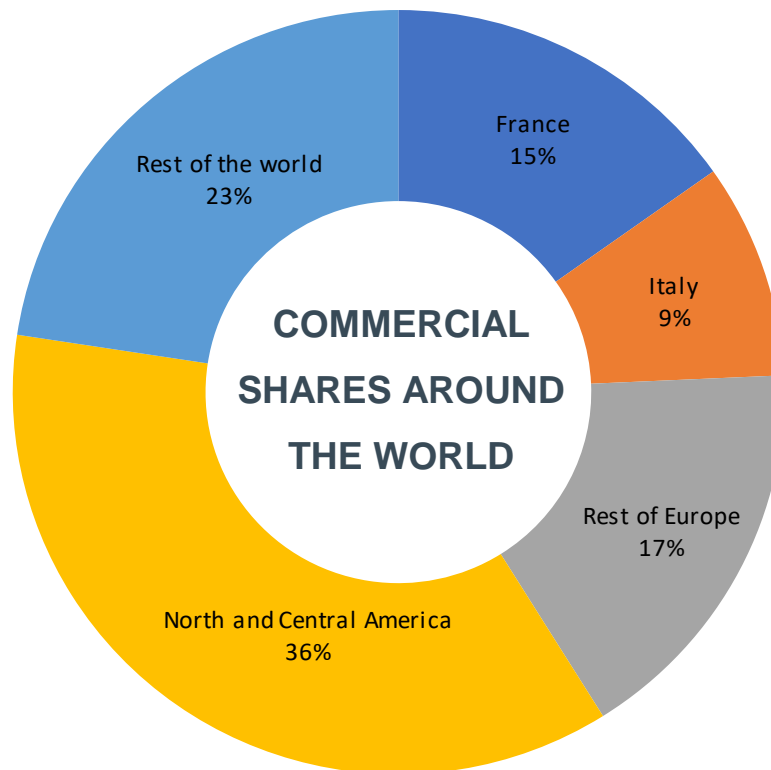
VALORI



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**bticino**

# AN INTERNATIONAL GROUP WITH STRONG DEVELOPMENT POTENTIAL



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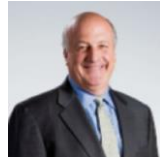


# 3 MACRO-REGIONAL AREAS

A global presence, to be closer to its customers.



**CEO**  
Benoît Coquart



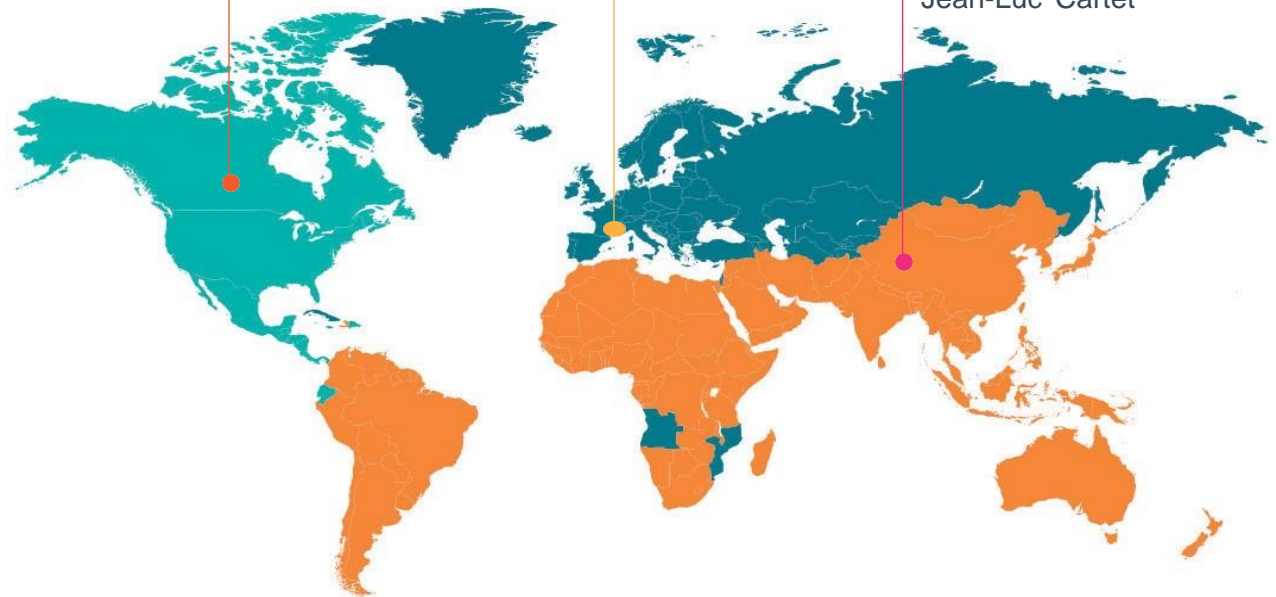
**Legrand  
North and Central  
America**  
John Seldorff



**Europe**  
Frédéric Xerri



**Rest of the world**  
Jean-Luc Cartet



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# THE GROWTH OF THE LEGRAND GROUP

## 2000/2010

Van Geel (Holland)  
On Q (United States)  
Zucchini (Italy)  
TCL (China)  
ICM Group (France)  
Cemar (Brazil)  
Shidean (China)  
RM Kabelbaner (Denmark)  
Vantage (United States)  
HPM (Australia)  
Macse (Mexico)  
UStec (United States)  
Kontaktor (Russia)  
TCL Wuxi (China)  
Alpes Technologies (France)  
PW Industries (United States)  
Estap (Turkey)  
HDL (Brazil)  
Electrak (United Kingdom)  
Inform (Turkey)  
IndoAsian Switchgear (India)  
Metasystem Energy (Italy)

## 2011/2015

Electrorack (United States)  
Intervox (France)  
SMS (Brazil)  
Middle Atlantic (United States)  
Megapower (Malaysia)  
Numeric UPS (India)  
Aegide (Holland)  
Daneva (Brazil)  
NuVo Technologies (United States)  
Seico (Saudi Arabia)  
S2S Onduleurs (France)  
Adlec Power (India)  
Tynetec (United Kingdom)  
Lastar Inc (United States)  
Neat (Spain)  
SJ Manufacturing (Singapore)  
IME (Italy)  
Raritan Inc. (United States)  
Valrack (India)  
QMotion (United States)

## 2016/2020

Fluxpower (Germany)  
Primetech (Italy)  
Luxul Wireless (United States)  
Pinnacle Architectural Lighting (United States)  
CP Electronics (United Kingdom)  
Jonteck (United Kingdom)  
Trias – (Indonesia)  
Solarfective (Canada)  
Milestone (United States)  
Finelite (United States)  
OCL (United States)  
Server Technology (United States)  
AFCO System Group (United States)  
Borri – JV (Italy)  
Netatmo (France)  
Kenail (United States)  
Shenzhen Clever Electronics (China)  
Gennet (Dubai)  
Trical (New Zealand)  
Modulan (Germany)

Universal Electric (United States)  
Focal Point (United States)  
Compose (United States)  
Champion One (United States)

## 2021

Ecotap (Holland)  
Ensto Building Systems (Finland)

## 2022

Geiger (Germany)  
Emos (Czech Republic)

Since 1954

**174**  
acquisitions



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# BTICINO

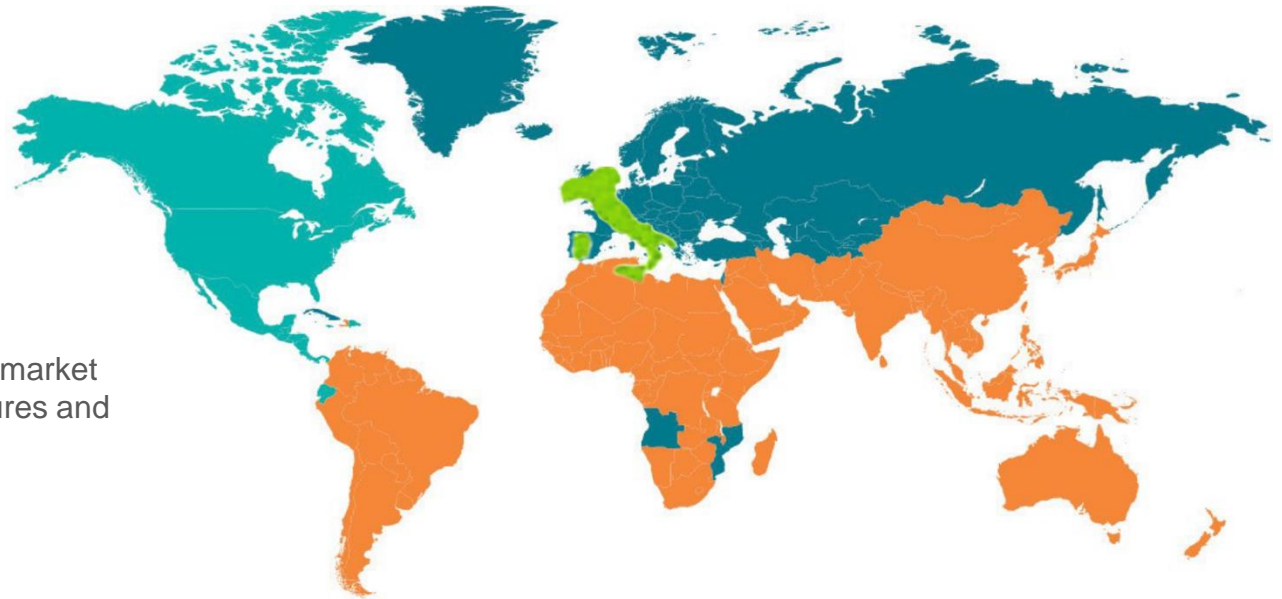
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World brand together with Legrand, site of industrial and Research & Development establishments for electronics, home-automation and connected objects for the whole Legrand Group.

€ **920** million turnover in 2021  
approximately **2,600** employees

**64%** Domestic Market  
**36%** Export

In Italy BTICINO's mission is to strengthen its leadership on the market of electric and digital infrastructures and in the tertiary sector buildings





# INDUSTRIAL SITES AND RESEARCH & DEVELOPMENT SITES IN ITALY



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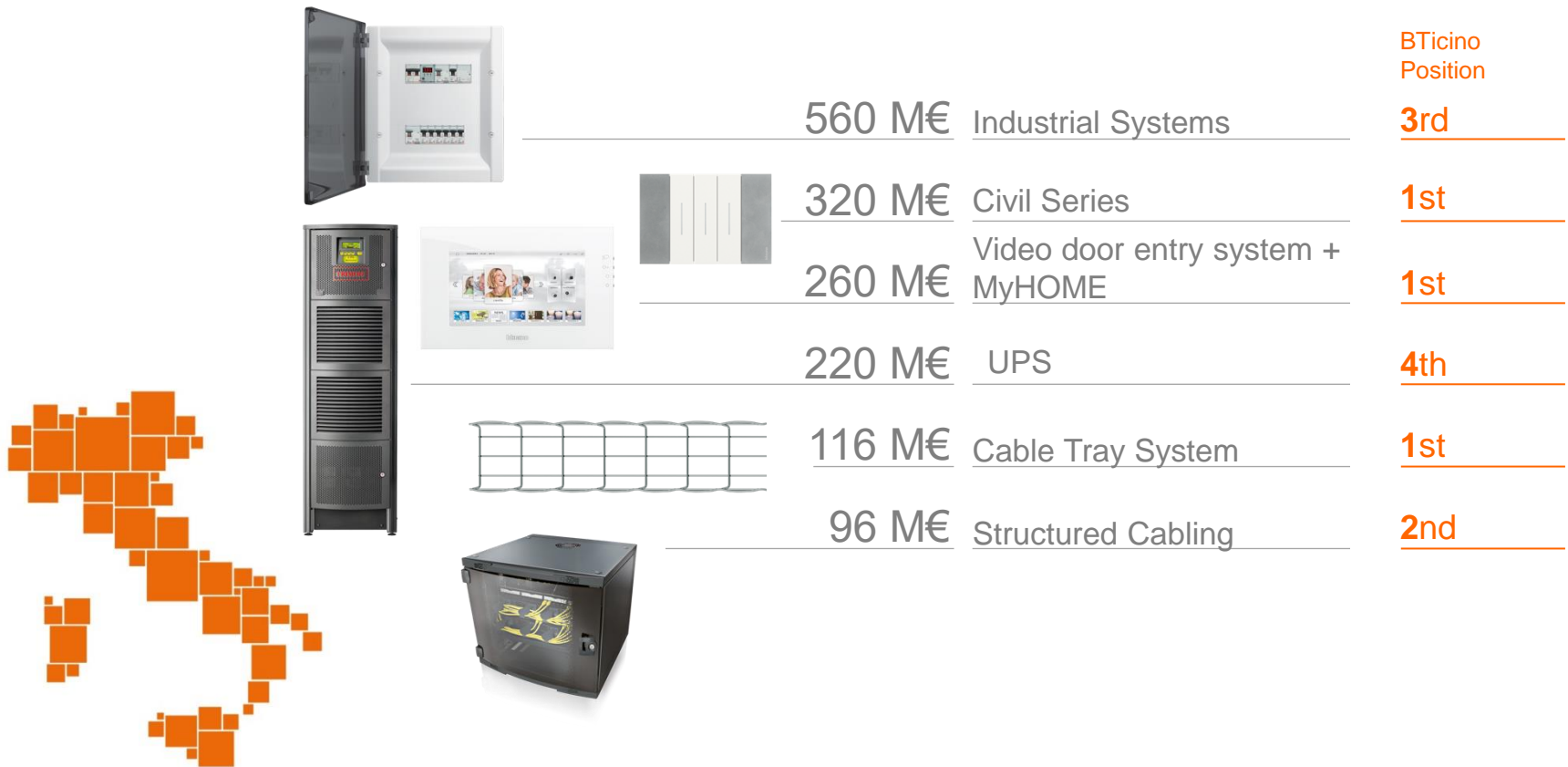
# BTICINO INDUSTRIAL SITES

\* SITES WITH  
'RESEARCH AND  
DEVELOPMENT'  
CENTRES





# BTICINO IN THE ITALIAN MARKET (4,7 M€)



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# BTICINO IN ITALY – ITS OWN FORCE

approximately  
**2,600**  
employees



<u>Graduates</u>	<u>493</u>
<u>Sales Force</u>	<u>287</u>
<u>R&amp;S</u>	<u>486</u>



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# BTICINO BRAND AWARENESS

# 82%

Source: IPSOS survey\_Nov 2017 / Sample: Italian population, 18+ years



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OUR  
SOLUTIONS  
FOR BUILDINGS



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# INNOVATION

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Supervision:  
ready for  
Smart Grids

To Italian installers and regulators, the BTICINO brand has always been a synonym for Power and Protection



Innovative, cutting-edge solutions for Building Automation Supervision and Measurement



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# INNOVATION

With the acquisition of **Terraneo**, at the beginning of the 1980s, BTICINO achieved all-round expertise in the **access control** market.

That was the starting point of a process which has delivered high-level know-how in electronics, to meet the great technological changes of the last decades. With the launch of **MyHome** (2001) home automation has achieved further technological progress thanks to its system approach.

## Video door entry system & Home automation



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# INTERNET OF THINGS



2015: with the Eliot programme, BTICINO launches a range of Connected Objects



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# LIVING NOW

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LIVING  
**n o w**®

Designed and produced by BTICINO in Italy, it revolutionises the relationship between cover plate and function, with elegance and advanced technology.

With LIVING NOW the traditional electrical system becomes a connected system.

LIVING NOW reinterprets the appearance of the control, leaving more room for the user interface and modifying home management in a smart way.



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# OUR VALUES



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# OUR VALUES

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## BRAND VALUE



## BTICINO VALUES

The key to our success was the ability to create and maintain a **set of values** recognized in Italy and all over the world:

**DESIGN**  
**TECHNOLOGICAL INNOVATION**  
**ELEGANCE OF COMMUNICATION**



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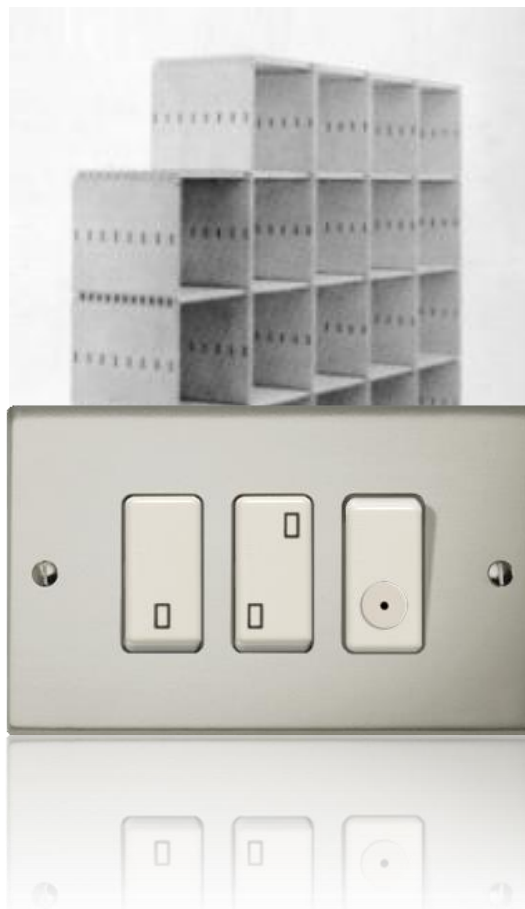
The Bticino logo is displayed in a smaller, bold, sans-serif font. The letter 'b' is orange, while the remaining letters 'ticino' are black.

# OUR VALUES

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## ITALIAN DESIGN

- Thanks to its design, characterised by sober and essential lines, MAGIC was the first residential **modular** line, and became the archetype of switches for residential applications and a benchmark on both the domestic and international markets



# Modularity

## 1960s Magic

Magic, 1961



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# OUR VALUES

# 1980s: Living

## DESIGN & TECHNOLOGY

- **LIVING CLASSIC** is the line that was able to meet the expectations of Interior Architecture. Light points began being considered as true furnishings. **The system evolved as individual electronic devices were being introduced.**



## Multiple functions



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# OUR VALUES

## DESIGN & TECHNOLOGY

- The **LIVING INTERNATIONAL & LIGHT** system:  
new ergonomic principles, a wide range of **electronic functions** and the first **HOME AUTOMATIC SOLUTIONS** ever conceived for product ranges



# 1990s: Living international & Light



«**technological thought**»

We consider technology as an integral and complementary part of product design



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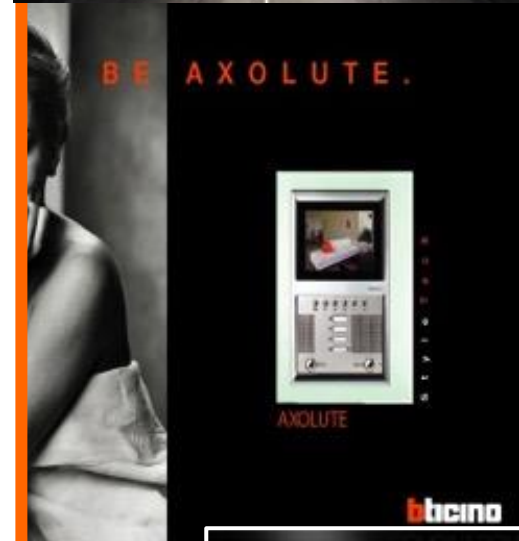
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## Multi-channel Communication

a strategy that multiplies contact points through both traditional and digital media, events, trade fairs, and points of sale.

A Brand unique experience, for professional clients and suppliers.






# OUR VALUES

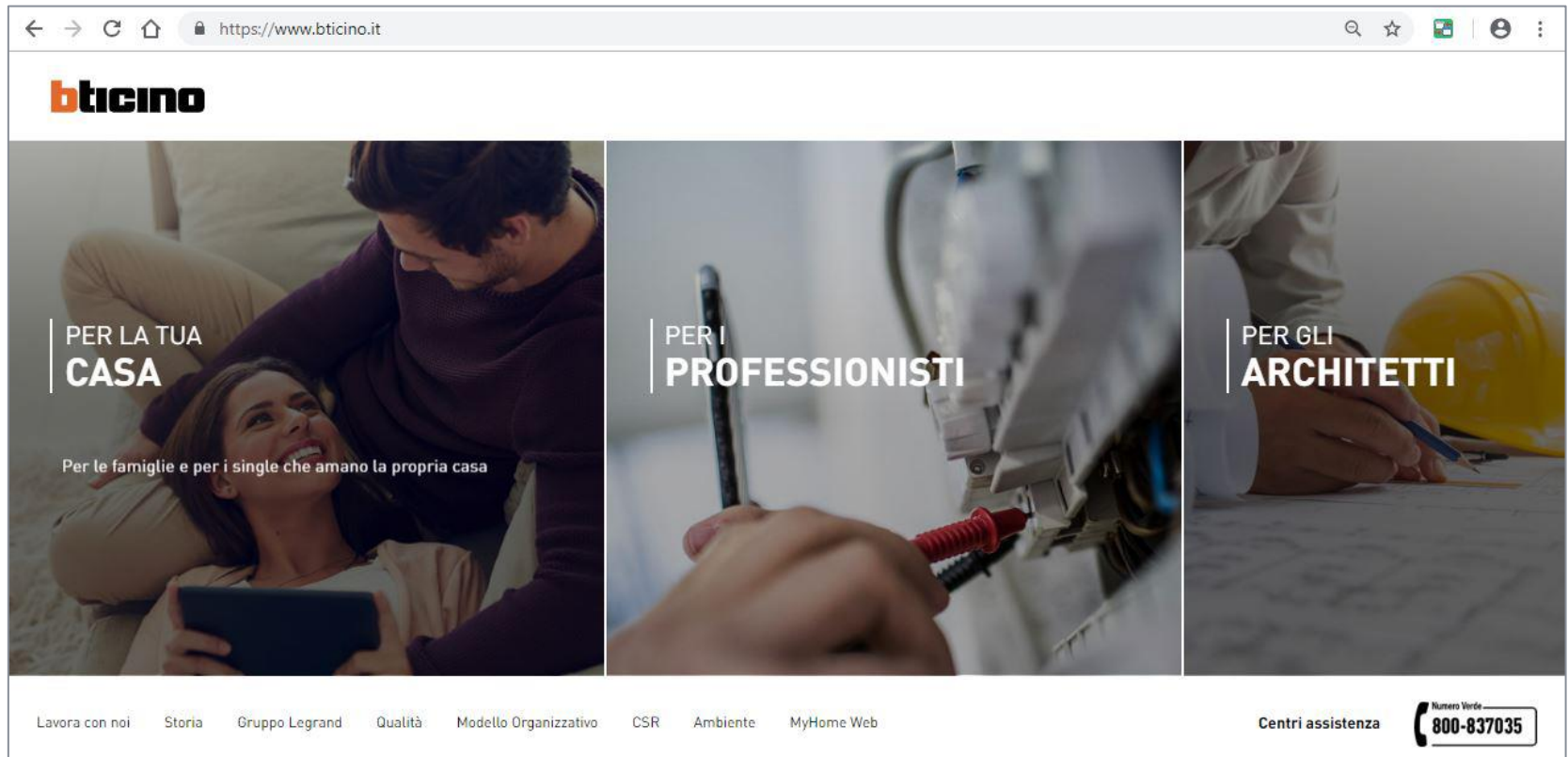
## DIGITAL ECOSYSTEM

## WEBSITE

**www.bticino.it**  
3 million visitors/year  
205k visitors/month  
15 million pages seen

## SOCIAL

	<b>FACEBOOK 435k</b>	likers
	<b>TWITTER 10k</b>	followers
	<b>YOUTUBE 9 Mio</b>	views
	<b>INSTAGRAM 21k</b>	followers



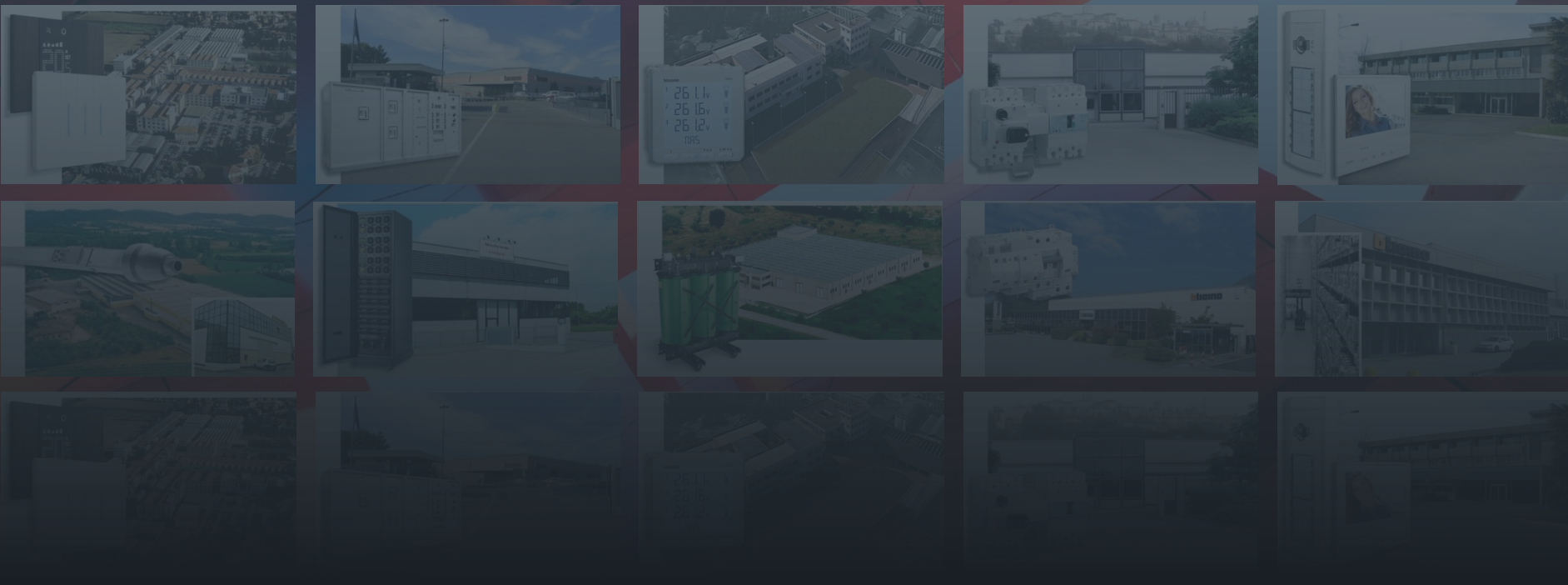
The screenshot shows the homepage of the bticino.it website. The browser address bar displays "https://www.bticino.it". The website header features the bticino logo. The main content area is divided into three vertical panels:

- PER LA TUA CASA**: Accompanied by a photo of a man and a woman looking at a tablet. Below the heading, it reads "Per le famiglie e per i single che amano la propria casa".
- PER I PROFESSIONISTI**: Accompanied by a close-up photo of hands working on a cable connection.
- PER GLI ARCHITETTI**: Accompanied by a photo of hands drawing on architectural plans with a yellow hard hat in the background.

The footer contains a navigation menu with the following items: "Lavora con noi", "Storia", "Gruppo Legrand", "Qualità", "Modello Organizzativo", "CSR", "Ambiente", and "MyHome Web". On the right side of the footer, there is a "Centri assistenza" section with a "Numero Verde" icon and the phone number "800-837035".



# ANNEXES



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# VARESE

## Wiring devices

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# TRADATE - VA

## Cabinets and distribution boards

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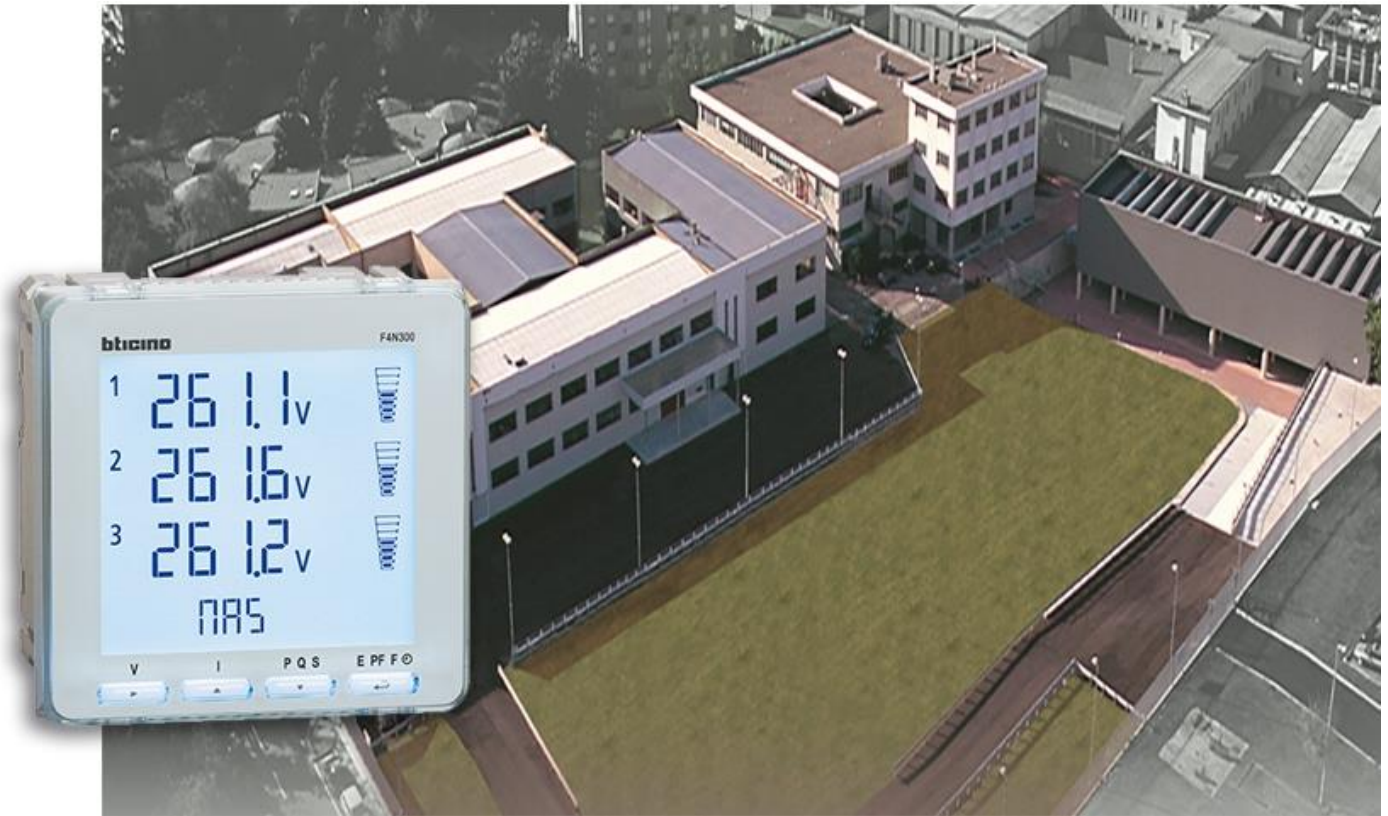


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# CORSICO - MI

## IME – Measuring instruments and integrated systems



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# BERGAMO

## Power circuit breakers

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# ERBA - CO

## Video Door Entry system, Home Automation, IOT



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# BRESCIA, MUSCOLINE

## Busbar

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# REGGIO EMILIA

## UPS, Inverters



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# TERAMO

## Resin insulated transformers



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# TORRE DEL GRECO - NA

## Automatic modular circuit breakers



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# ALESSANDRIA

## Metal trunking

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# OSPEDALETTO LODIGIANO

## Main warehouse



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