

"SOLUTIONS" IS THE NEW BUZZ WORD



DRIVE FORCES OF THE TRANSFORMATION PROCESS

- ✓ Cost awareness
- ✓ EU 2020 target
- ✓ Corporate social and environmental responsibility

ENERGY SERVICES SECTOR TRANSFORMATION (LIGHTING SYSTEMS)

- ✓ Installed base in SEE is more than 5 billion USD - industry, hospitality, retail, logistic warehouses and many more
- ✓ More than 2500 companies currently active and more than 100 companies created every month - traders, installers, construction, consultants
- ✓ "Box movers" versus "Trusted consultant" approach
- ✓ Solutions driven demand based on LED technology - market size of 70-80 billion USD

FROM GLOBAL TO LOCAL AND FROM LOCAL TO GLOBAL

- ✓ Huge market that is easily accessible
- ✓ Relatively easy to build in-house knowledge and to develop solutions
- ✓ Local companies can access international market