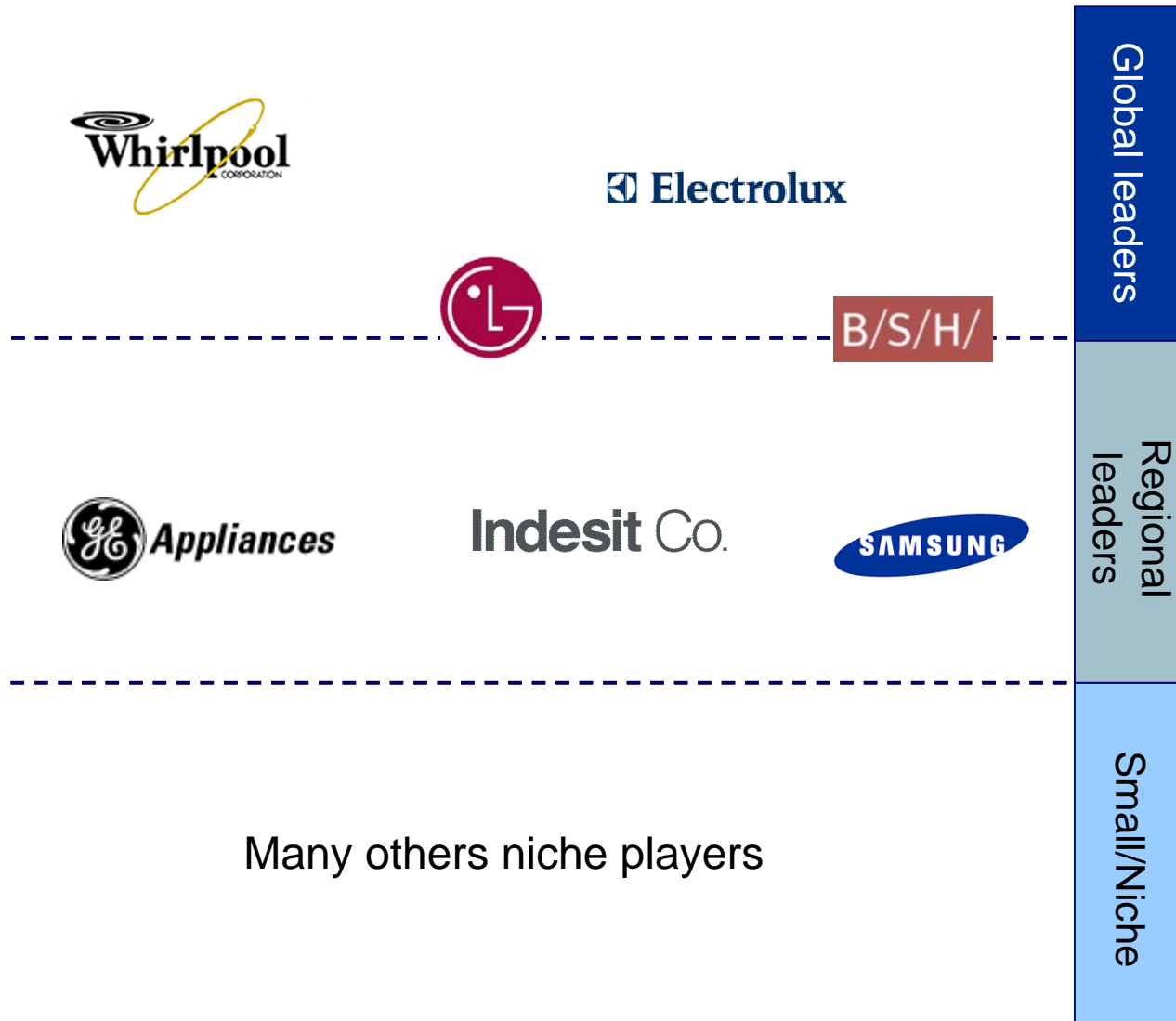


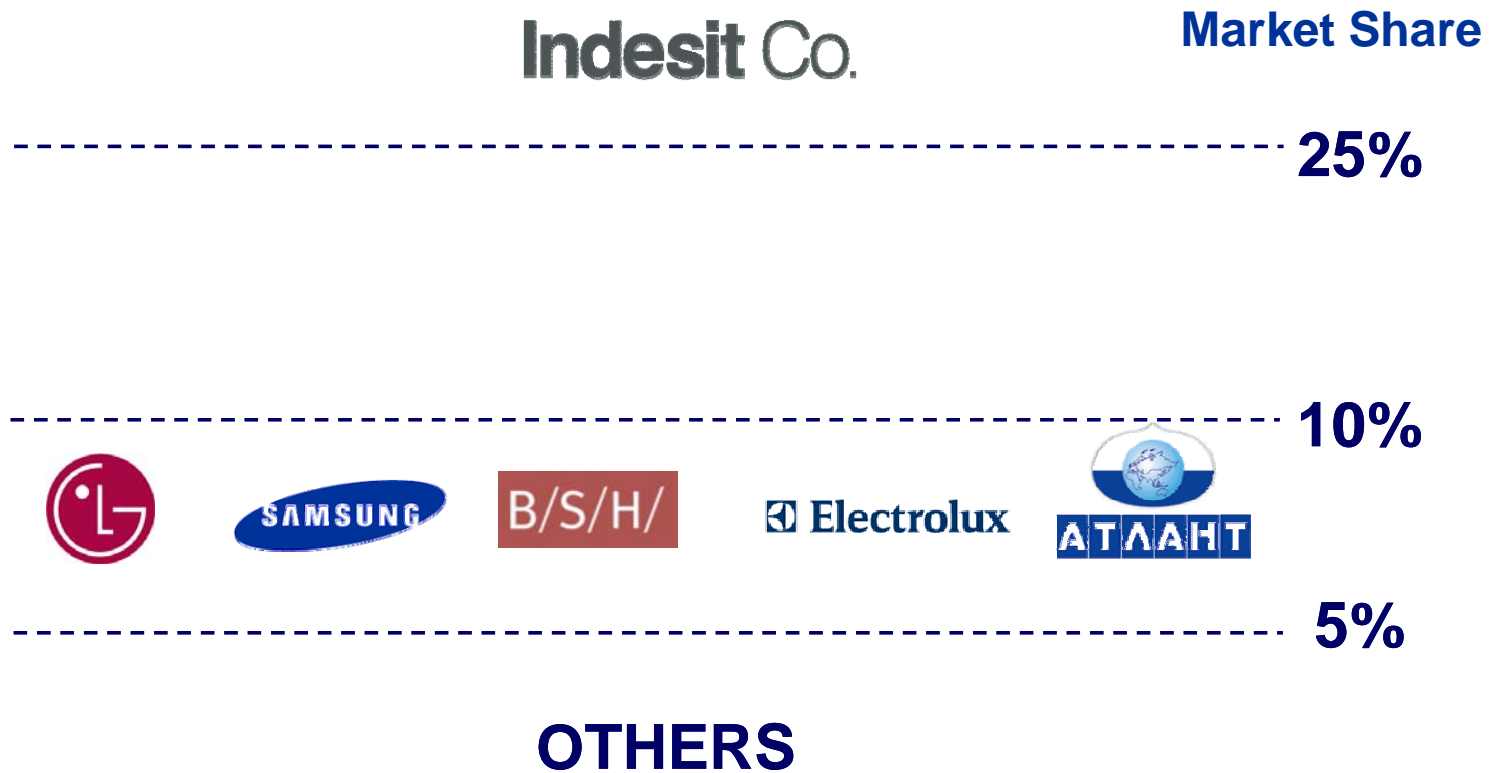
Indesit Company

Giulio D'Erme
Marketing Director CIS & Baltics

Competitive Scenario: Global



Competitive Scenario: CIS



RUSSIAN FEDERATION RESULTS

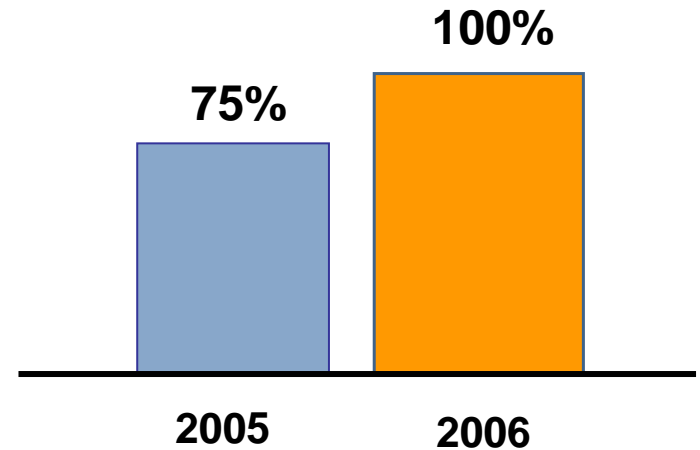
Jan – Aug 06 vs 05

Large
Domestic
Appliances

Market Share Δ vs. '06
28% **+ 5,1%**

GFK Jan-Jun 06 vs. 05

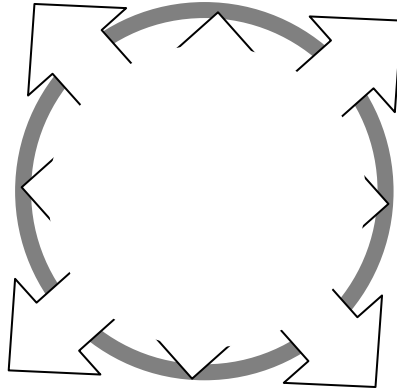
Indesit Company
market share vs. 4 key
competitors combined



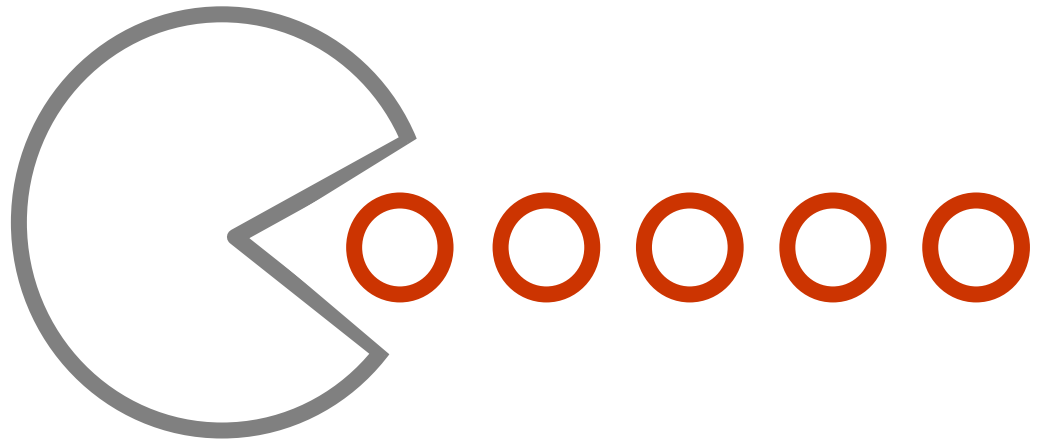
(LG + Samsung + Electrolux + Atlant)

EUROPEAN GROUPS GROWTH

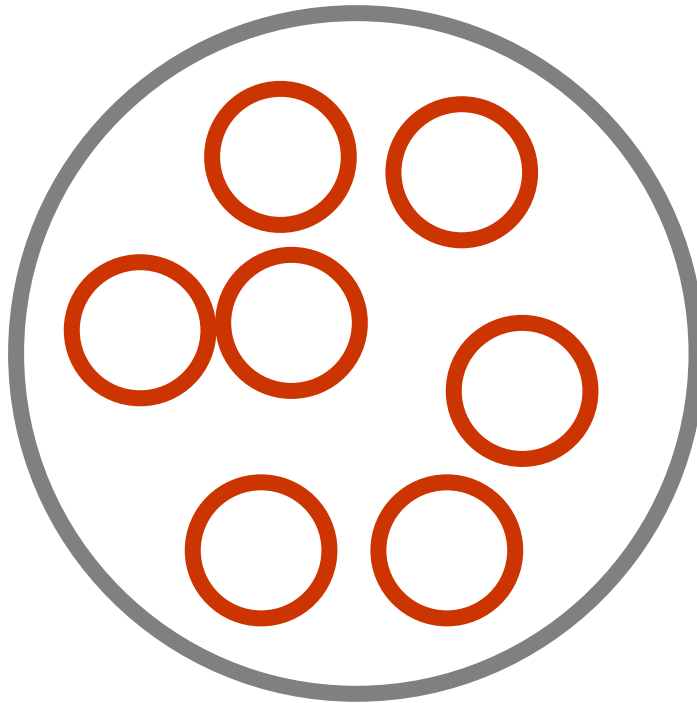
Internal growth



Growth through Acquisition



BRAND PROLIFERATION



Inconsistency

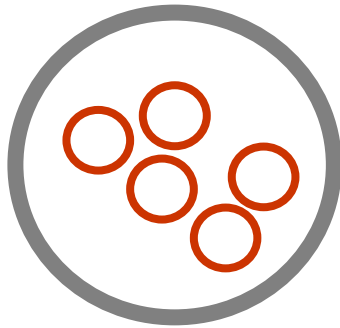
Cost

Complexity

Consumer Confusion

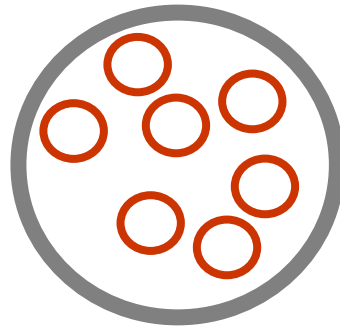
Low Impact

BRAND PROLIFERATION



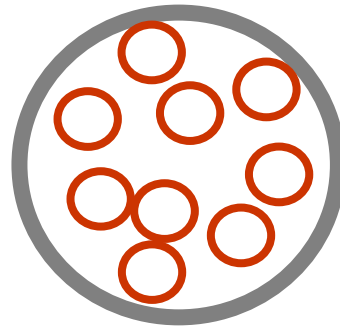
5

Indesit Company



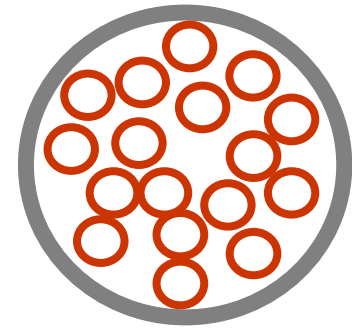
7

B/S/H/



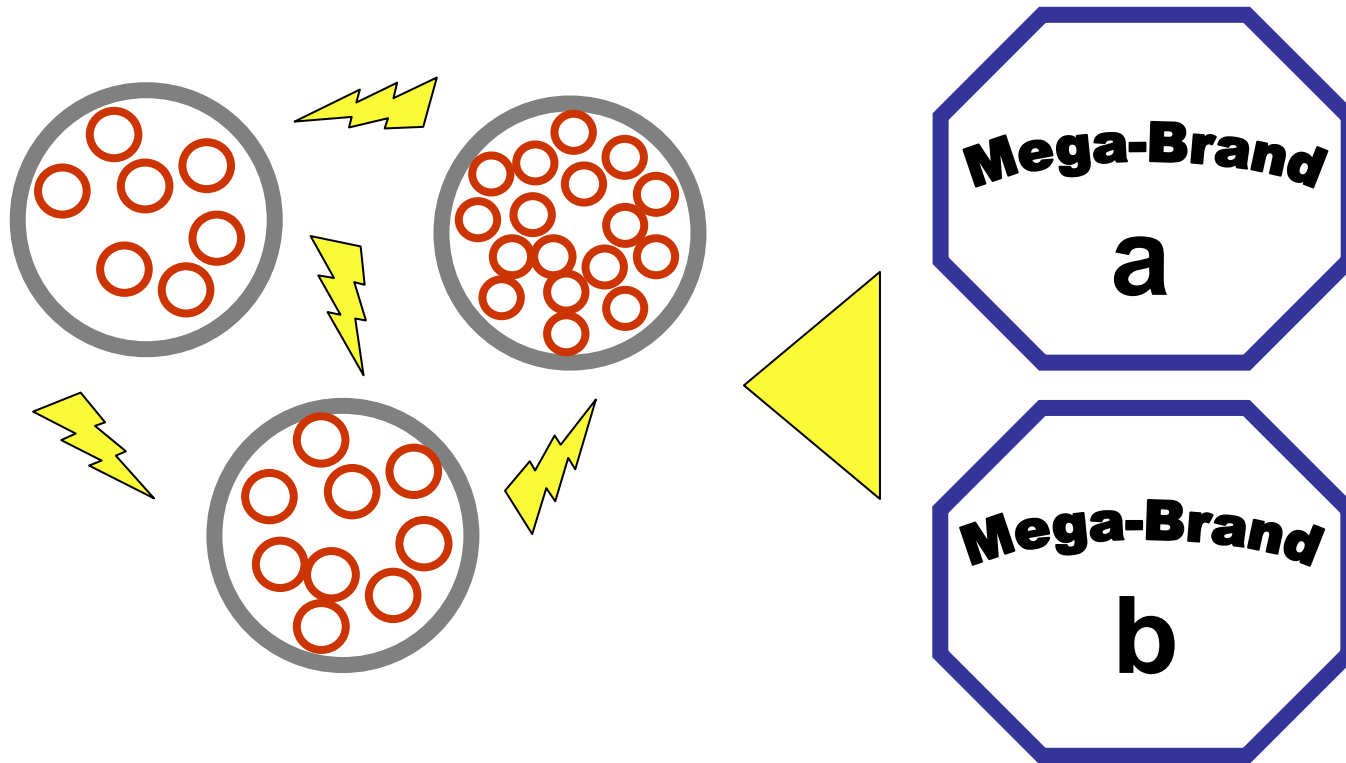
9

 Electrolux



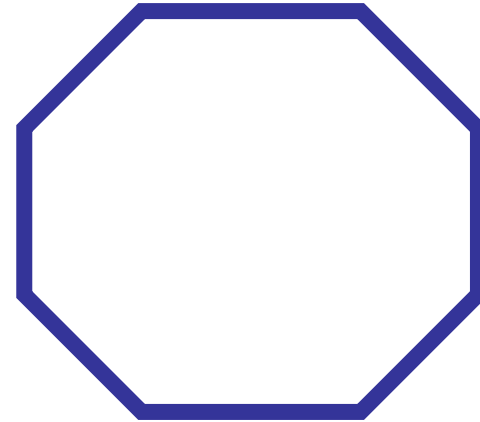
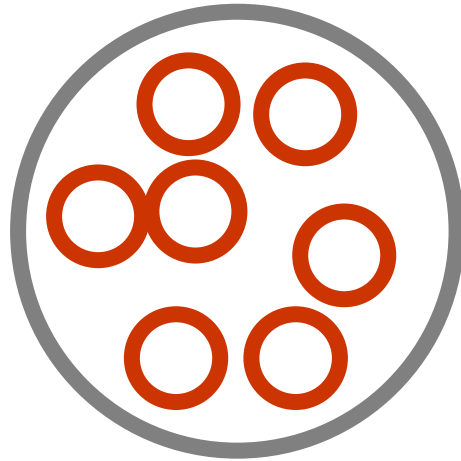
17

COMPETITIVE SCENARIO



Indesit Company  = European Group  = Brand  = Mega-brands

EU GROUPS vs. MEGABRANDS



Portfolio

Many brands

Strategy white

Core Business

Product

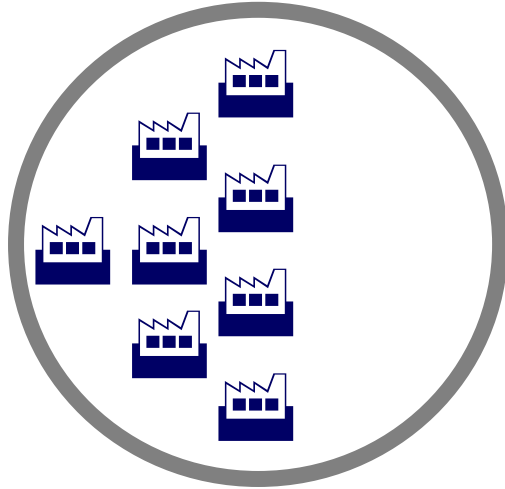
White

One brand

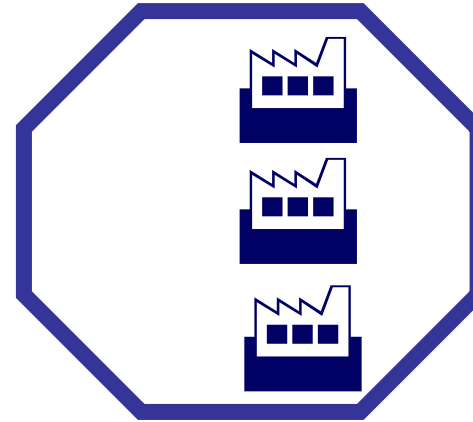
Dumping, Export

TV, Phones, White, Brown

INDUSTRIAL PATCHWORK



Industrial Patchwork
High Cost Countries
Europe Centered



Few Big Industrial plants
Low Cost Countries
Asia Centered



=European Group



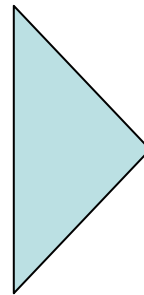
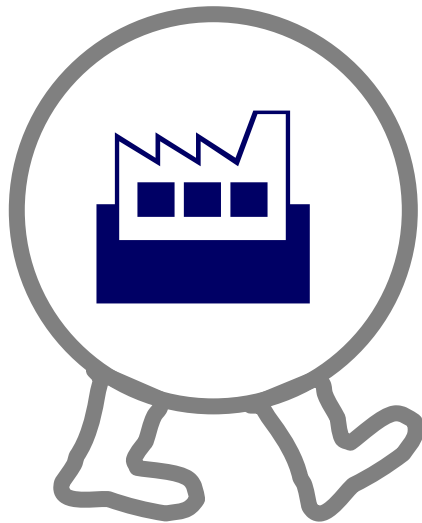
= Mega-Brands



Indesit Company

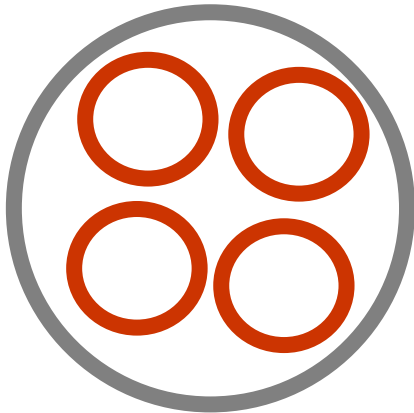
STRATEGY

INDESIT Co. STRATEGY



Move EAST
. Poland
. Russia

INDESIT Co. STRATEGY



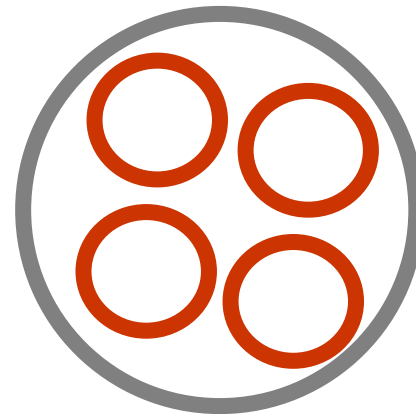
Brand Portfolio Rationalization



**Brand Portfolio
Rationalization**



1 Mega-brand



Rationalized Brand Portfolio

> 1 brand



– George Clinton –



Mainstream Listeners
Vocal Soul music



– George Clinton –
1970's
Founder of Funk



Progressive Listeners
Harder edged Funk

To alternate between the styles would not serve
neither audience creating confusion

Parliament



Mainstream Listeners
Vocal Soul music



– George Clinton –
1970's
Founder of Funk

Funkadelic

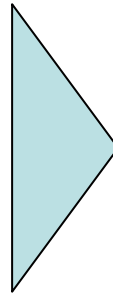


Progressive Listeners
Harder edged Funk

The same group → 2 different brand names.

Clinton branded to reflect his consumer identities instead of his band members

“Companies must
focus on
consumer equity
rather than
brand equity”

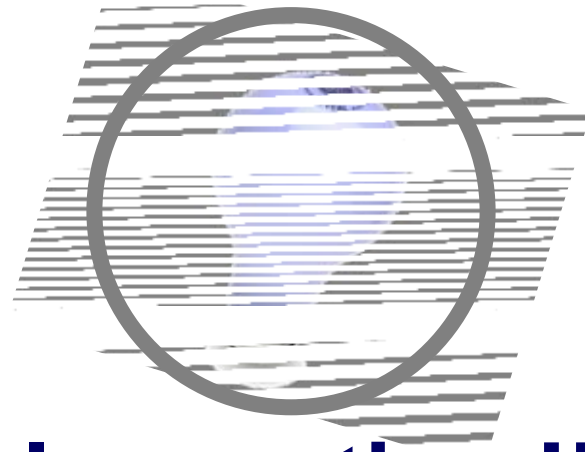


 **ARISTON**

 **INDESIT**

STINOL

INDESIT Co. STRATEGY



Innovation !!



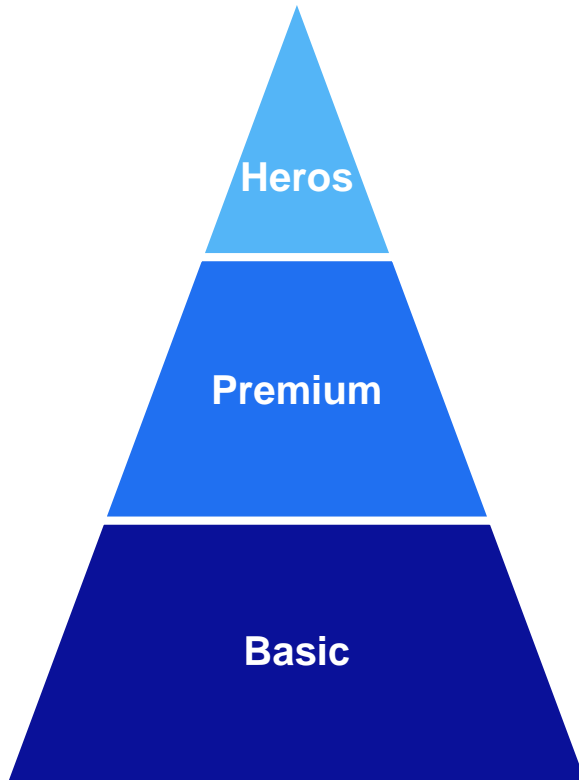
Indesit Company



Indesit Company

Product Strategy

Products



Mobile phone

Look, feel, (functionality)
Product Hero



Voice - email
Smart phone



Voice communication
traditional mobile phone



Products

AQUALTIS



Indesit Company

March 2007

Indesit Moon



Indesit Company

Product Strategy



Products

Washing

Look, feel, functionality
Piece of Art, Innovation



Heros

Special Functions
Super silent, Display



Super Silent



Premium

Simple, Reliable



Basic

Products

Indesit Company

The Value of Innovation.....

Italian Example

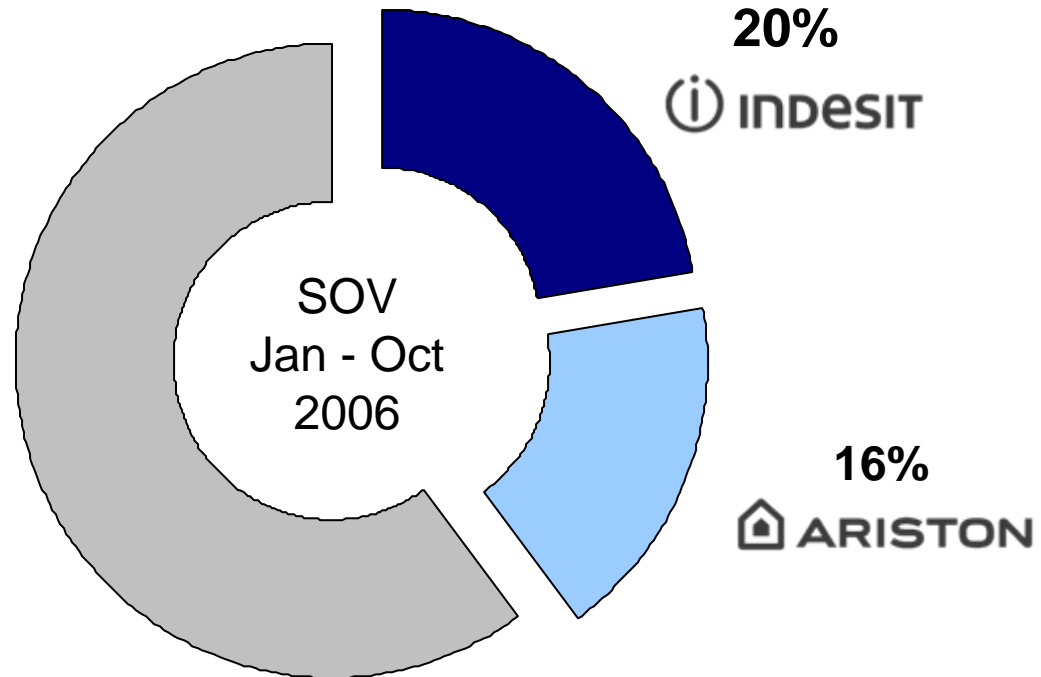
	Model	Value MS %	Unit Price €
1	Aqualtis AQXXL 109	2.4%	566
2	Bosch WAA 12160	2.0%	278
3	REX RL 60 A	1.5%	293
4	Indesit WIL 66	1.2%	266
5	Zoppas P6 Perfect	1.1%	304
6	Aqualtis AQXXF 129H	1.0%	656

Powerful Communication...



Communication

Strong Investment in TV



1st Brands in Share of Voice in the Category
Only two brands (No Stinol)

Aqualits Video

Thanks You for the Attention !!!