

LEGRAND  
GROUP  
PROFILE



36,000  
employees

A turnover of approx.  
€ 5.5 billion

Italy

R&D = 5% of  
turnover

Present in 180  
Countries

Subsidiary in 90  
Countries

Main markets  
USA, France,  
Italy

## 2000/2010

**Van Geel** (2004 – The Netherlands)  
**On Q** (2005 – United States)  
**Zucchini** (2005 – Italy)  
**TCL** (2005 – China)  
**ICM Group** (2005 – France)  
**Cemar** (2006 – Brazil)  
**Shidean** (2006 – China)  
**RM Kabelbaner** (2006 – Denmark)  
**Vantage** (2006 – United States)  
**HPM** (2007 – Australia)  
**Macse** (2007 – Mexico)  
**UStec** (2007 – United States)  
**Kontaktor** (2007 – Russia)  
**TCL Wuxi** (2007 – China)  
**Alpes Technologies** (2007 – France)  
**PW Industries** (2008 – United States)  
**Estap** (2008 – Turkey)  
**HDL** (2008 – Brazil)  
**Electrak** (2008 – United Kingdom)  
**Inform** (2010 – Turkey)  
**IndoAsian Switchgear** (2010 – India)  
**Metasystem Energy** (2010 – Italy)

## 2011/2015

**Electrorack** (2011 – United States)  
**Intervox** (2011 – France)  
**SMS** (2011 – Brazil)  
**Middle Atlantic** (2011 – United States)  
**Megapower** (2011 – Malaysia)  
**Numeric UPS** (2012 – India)  
**Aegide** (2012 – The Netherlands)  
**Daneva – JV\*** (2012 – Brazil)  
**NuVo Technologies** (2012 – United States)  
**Seico** (2013 – Saudi Arabia)  
**S2S Onduleurs** (2013 – France)  
**Adlec Power** (2013 – India)  
**Tynetec** (2013 – United Kingdom)  
**Lastar Inc** (2014 – United States)  
**Neat** (2014 – Spain)  
**SJ Manufacturing** (2014 – Singapore)  
**IME** (2015 – Italy)  
**Raritan Inc.** (2015 – United States)  
**Valrack** (2015 – India)  
**QMotion** (2015 – USA)

## 2016

**Fluxpower** (Germany)  
**Primetech** (Italy)  
**Luxul Wireless** (United States)  
**Pinnacle Architectural Lighting** (United States)  
**CP Electronics** (United Kingdom)  
**Jonteck** (United Kingdom)  
**Trias – JV\*** (Indonesia)  
**Solarfective** (Canada)

**SINCE 1954**  
**150 ACQUISITIONS**





One of Legrand's two world brands, the seat of industrial complexes and of the Research & Development Centre for electronics, home automation and connected objects, operating on an international scale for the entire Group

In Italy, its mission is to strengthen its leadership on the market of electric and digital infrastructures for residential and tertiary sector buildings

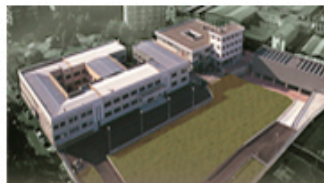
796 million €  
2,682 employees

66% Domestic market  
34% Export





**VARESE**  
Wiring devices



**CORSICO-MI**  
IME - Measuring  
instruments and  
integrated systems

**ERBA-CO**  
Video Door  
Entry system,  
Home Automation



**TRADATE-VA**  
Cabinets and  
distribution boards



**ALESSANDRIA**  
Metal trunking



**OSPEDALETTO  
LODIGIANO-LO**  
Main warehouse



**TORRE DEL GRECO-NA**  
Automatic modular  
circuit breakers



**BERGAMO**  
Power circuit  
breakers



**BRESCIA  
MUSCOLINE**  
Busbar



**LONGARE-VI**  
PRIMETECH  
UPS



**REGGIO  
EMILIA**  
UPS, inverters



**TERAMO**  
Resin insulated  
transformers



<u>Executives and white-collar workers</u>	<u>1,374</u>
<u>Blue-collar workers</u>	<u>1,308</u>

of which:

<u>R&amp;D</u>	<u>455</u>
<u>Sales</u>	<u>300</u>



2,682  
OVERALL







# Brand Value

The key to success  
was the ability to create and maintain  
a **set of values**  
recognized within  
the Group and all over the world

**ITALIAN DESIGN  
INNOVATION  
COMMUNICATION STYLE**

# 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

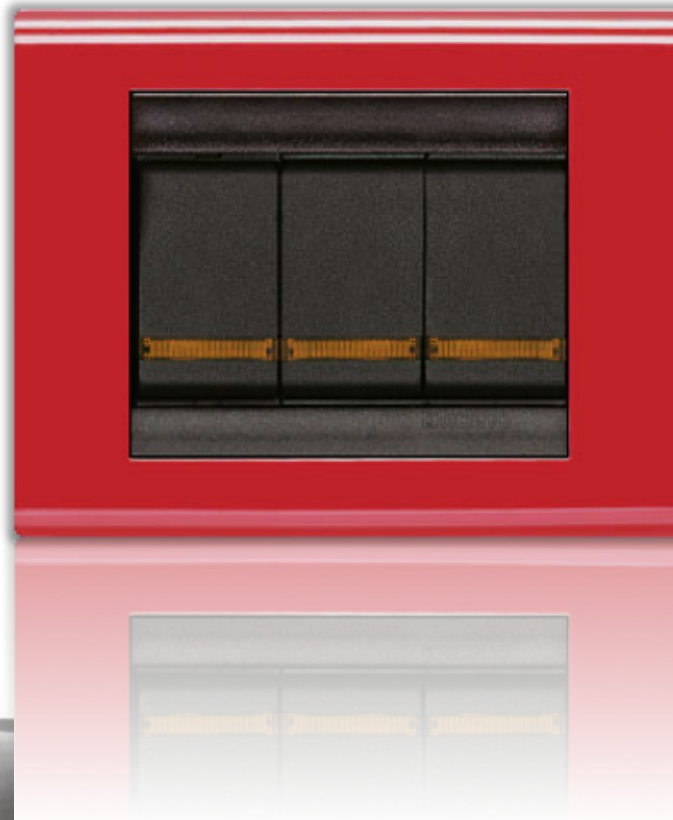
# Design & Technology

**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.

## 1980s: Living



## Multiple functions





# Design & Technology

## 1990s: Living international & Light

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



“technological thought”

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



# Innovation

## Supervision: ready for Smart Grids

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



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



# Innovation

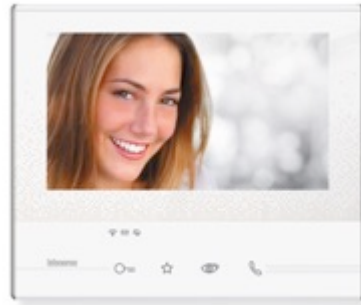
## Video door entry system & Home automation

Thanks to the acquisition of **Terraneo**, starting in the early 1980s BTicino acquired a thorough expertise in the **Access Control** market. This was the starting point of a process that, in the early 1990s, resulted in a strong know-how in electronics, allowing to keep pace with the great advancements of technology. The launch of **MyHome**, the Home Automation solution (2001), was the climax of this technological phase and of the evolution of the system-based approach.





# Innovation: Internet of Things



2015, the ELIOT programme. BTicino launches a range of Connected Objects





BTICINO  
brand awareness

84%

*Source: IPSOS survey\_Nov 2016 / Sample: Italian population, 18+ years*





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



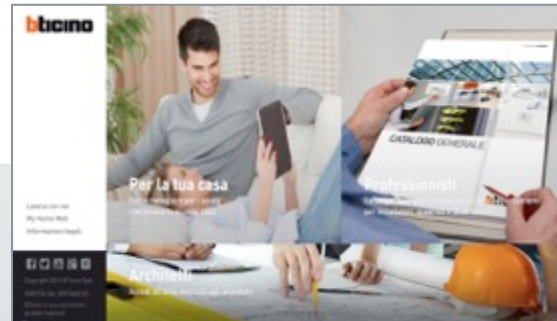


# Digital Ecosystem

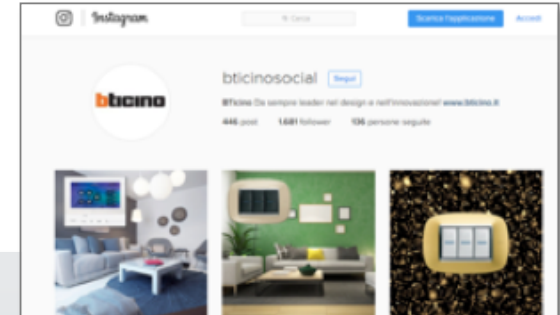
YouTube



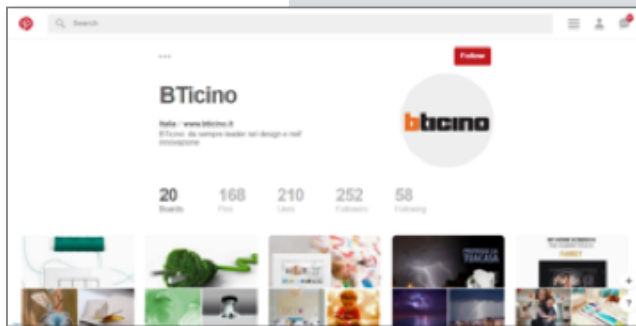
Website



Instagram



Pinterest



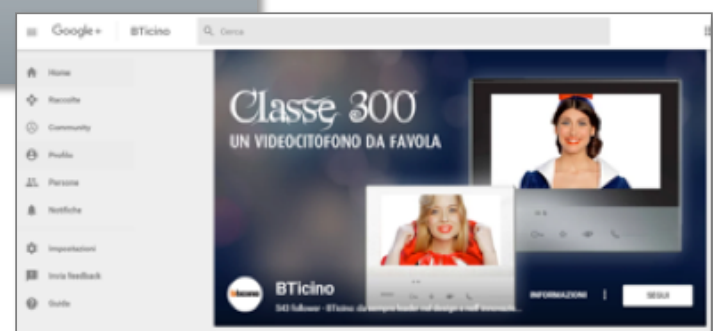
Facebook



Twitter



Google+



# Newspapers + Social Media Campaign

**Grazie! Un like a tutti voi da BTicino.**



Testimoni:

- Bruno Polidruo: BTicino... un fiume di luce...
- Stefania Cristofari: Come dovrebbe essere il design... ASSOLUTAMENTE inimitabile.
- Adriano Crescioli: Accendi la tua luce con BTicino e tutto ti sembrerà più vicino...
- Nello Ferrara: È il top. Paghi per quello che vale.
- Stefano Tamasi: Anche la Luce pretende Design!

Postati sui nostri social, pubblicati sulla Gazzetta: un grazie e un like a chi, con i suoi post, ci ha fatto trascorrere un'estate più divertente. Rileggli tutti su [facebook.com/BTicinoSocial](https://facebook.com/BTicinoSocial)

**Air bticino**  
SOTTILE COME NESSUNA

**SCRIVI UN POST MIGLIORE DEL NOSTRO: POTRESTI LEGGERLO QUI SULLA GAZZETTA!**



Testimoni:

- Marco Sposato: Avete vinto tanti premi di design. Ma soprattutto, avete vinto le resistenze di mia moglie.

LIBERA LA TUA CREATIVITÀ SU [facebook.com/BTicinoSocial](https://facebook.com/BTicinoSocial)

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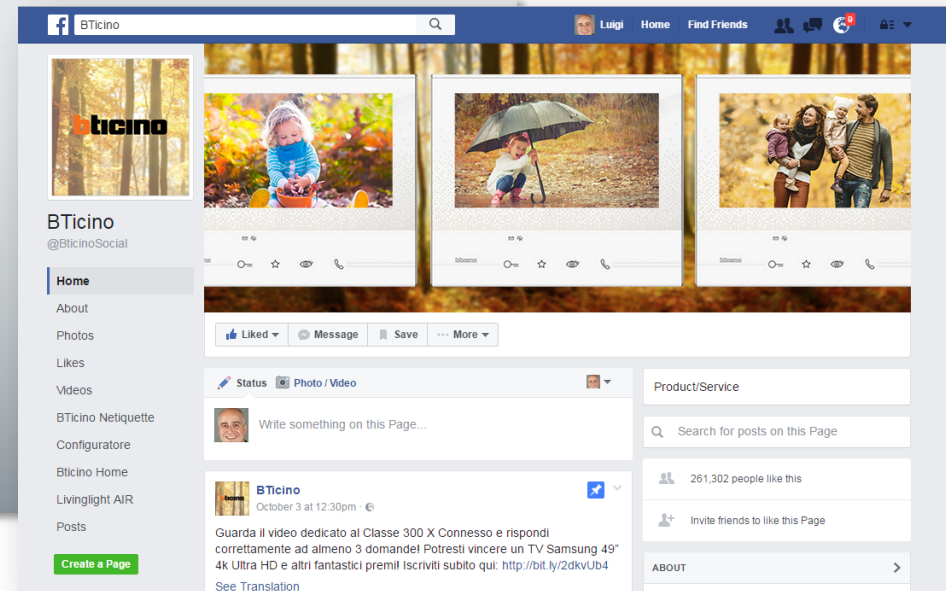


Testimoni:

- Carlo Cuccone: Ieri ho conosciuto una tipa così smart, ma così smart che... immagina che placche aveva in casa?

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**Air bticino**  
SOTTILE COME NESSUNA



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@BTicinoSocial

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About  
Photos  
Likes  
Videos  
BTicino Netiquette  
Configuratore  
BTicino Home  
Livinglight AIR  
Posts

Create a Page

Guarda il video dedicato al Classe 300 X Connesso e rispondi correttamente ad almeno 3 domande! Potresti vincere un TV Samsung 49" 4k Ultra HD e altri fantastici premi! Iscriviti subito qui: <http://bit.ly/2dkvUb4>

See Translation

261,302 people like this

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ABOUT

GAZZETTA DELLO SPORT  
'SOCIAL' CAMPAIGN

# Event Campaigns on newspapers



GAZZETTA DELLO SPORT  
EPIPHANY 2016



GAZZETTA DELLO SPORT  
EUROPEAN FOOTBALL  
CHAMPIONSHIPS 2016



CORRIERE DELLA SERA  
SPECIAL EDITION '140 YEARS'