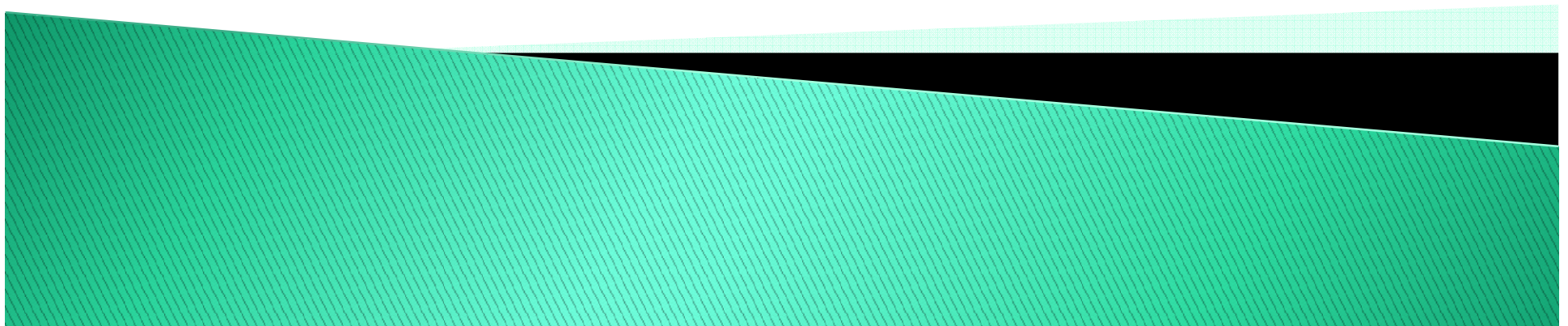


ROLE OF THE MARKETING COMMITTEE



1. Why the Board decided to create a Marketing Committee
2. Role of the Marketing Committee
3. Members of the Marketing Committee
4. Road map 2012 / 2013

1. Why the Board decided to create a Marketing Committee

The Board of the OpenTherm Association identified the need to further promote both the protocol and the Association itself. OpenTherm also needs to keep updated about the market general trends and evolve according to these trends.

The idea of setting a focus group within members came out of this assumption.

The primary objective is to boost the visibility of OpenTherm within the HVAC sector, hence attract potential new members and position the protocol as one of the main standards. A further aim is to even better integrate OpenTherm in a complex and moving market.

2. Role of the Marketing Committee

- Drive the continuous market analysis
- Suggest actions according to the market trends
- Boost the protocol and the association's notoriety within core target groups through focused action plans
- Develop required marketing tools and keep them update (ex. Opentherm group on social networks)
- Favor the continuous dialogue between members

3. Members of the Marketing Committee

- K. Meinicke / Honeywell
- F. Overweg / Remeha
- A. Snijder / Home Automation Europe
- J-F Canard / Overkiz

Info.: Any person wishing to join, please contact J-F Canard (jf.canard@overkiz.com)

4. Road map 2012 / 2013

2012:

- Actual start of activity through SWOT analysis of protocol + setting of top priorities (by country & by market segment)
- Action plan based on priorities set and approved by Board
- Promotion about Association's presence on Mostra Convegno 2012
- Identification + planning of next marketing activities (other exhibition than Mostra Convegno & ISH ? – Exchange program or joint event with another Alliance? ...)

2013:

- Promotion about Association's presence on ISH 2013
- Further exhibition in one of the identified focus countries : Ecobuild London March 2013