

## Press release

### **Webcast instead of conventional press conference: heating technology manufacturer Vaillant Group reveals its annual results online**

- **Annual press conference streamed live online with chat function**
- **Moderated digital format for trade and financial journalists**
- **Focus on new business models with digital services and results from the 2015 financial year**

**Remscheid, 1 June 2016** – The Remscheid-based family-run company Vaillant Group has hosted its annual press conference exclusively online as an interactive webcast – the first company in the heating, ventilation and air-conditioning technology industry to do so. In its new digital format, the conference was directed at trade and financial journalists. The chat function gave all participants an opportunity to pose questions to the members of the Vaillant Group Management Board directly during the live stream. The Web conference focused on business developments from 2015 and the outlook for 2016. The activities of the Vaillant Group in the areas of connectivity, digital services and sales initiatives, as well as the subject of Industry 4.0, also took centre stage.

“The Vaillant Group is taking a leadership role. We are the first company in the industry to host a press conference in a purely online format,” says Dr Jens Wichtermann, head of Vaillant Group Corporate Communications. “This approach is modern, offers lots of information and makes it easier for journalists to attend as no travel is required. They can follow the event live from their workplace or on a tablet or smartphone when they are on the go. As a result, we can reach a significantly larger audience than with a conventional press conference.”

Specialist provider Nasdaq took care of the technical implementation of the live stream. Nasdaq implements more than 15,000 webcasts a year around the world. The journalistic

# VAILLANT GROUP

event was broadcast from the Vaillant Expo brand experience centre at the Vaillant Group headquarters in Remscheid.

The **Vaillant Group** is an internationally operating heating, ventilation and air-conditioning technology concern based in Remscheid, Germany. As one of the world's market and technology leaders, the Vaillant Group develops and produces tailor-made products, systems and provides services for domestic comfort. The product portfolio ranges from efficient heating appliances based on customary fuels to system solutions for using regenerative energy sources. In financial year 2015 the company, which has been family-owned since its founding in 1874, achieved with more than 12,000 employees sales totalling about €2.4 billion.

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Caption: Webcast instead of conventional press conference  
Picture source: Vaillant Group