



LANDMANN - Company Presentation



LANDMANN is active internationally

LANDMANN has been operating in the market since 1966 and at an early stage adopted an international approach.

Sales companies exist in practically all the relevant European sales markets.

The buying process is covered by our own buying companies in South-East Asia.

Among other things, the company has many years of active business relationships with the following customers:

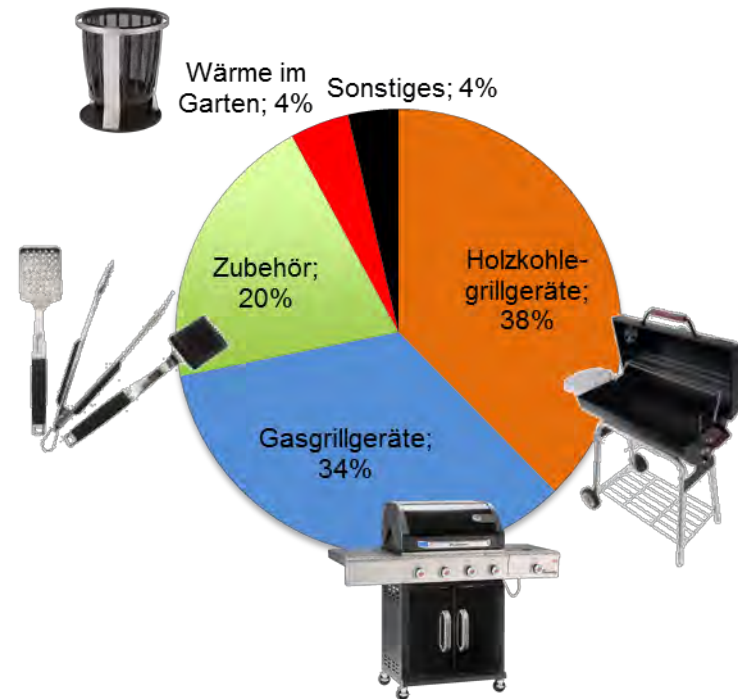


LANDMANN – The product range

Your world of BBQ



Product portfolio:

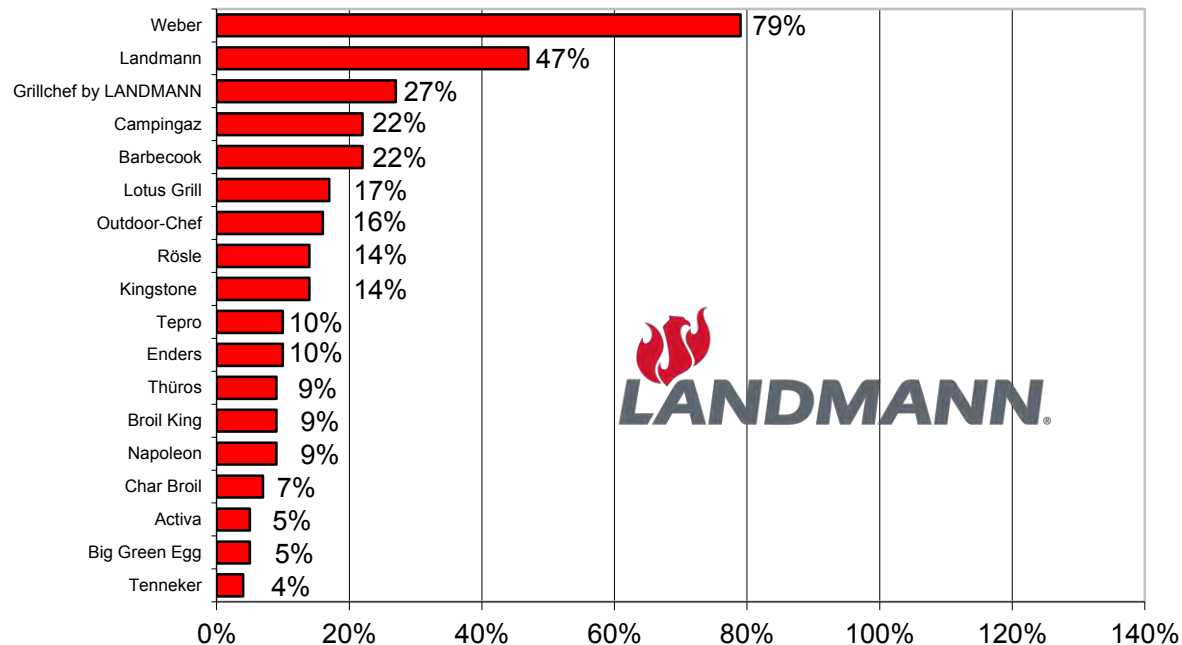


Source: 2015 fiscal year according to sales in %

LANDMANN is a well-known European brand

Brand awareness

The barbecue market is dominated by the LANDMANN and Weber brands with aided brand awareness figures of 47% and 79% respectively.



Source:
Consens / Brand research
Germany 2015 / Key Facts

LANDMANN also occupies similar market positions in Scandinavia and the United Kingdom.
LANDMANN is brand leader in Hungary and Rumania.

LANDMANN is ... innovative

LANDMANN has been awarded numerous innovation prizes by the trade press in recent years.



The product design is conducted in cooperation with German design agencies. Since 2009, LANDMANN has been cooperating with the INDEED agency from Hamburg, among others.

**Neu
heiten
15
16**
diyonline.®

KATEGORIE GARTEN
TOP-NEUHEIT



INDEED

Designing answers to what's next.



LANDMANN is ... communicative

B2B / Shop-in-Shop System

Modular shop placement at POS

Flexible merchandise placement. Integration of accessory articles.

Status: Listing of over 500 POS-Shops



B2B / POS Promotions and Cooperations

LANDMANN has a great deal of experience in cooperation with well-known partners and in the development and implementation of complex trade promotions



B2C / Online

Facebook with over 19,000 fans

LANDMANN Grill App with over 65,000 downloads



LANDMANN is ... communicative

B2C / LANDMANN Roadshow

Barbecue know-how
attractively and practically presented

Barbecue-Edutainment with Björn Pasternak,
German BBQ-champion and professional
Caterer

Perspective to the diversity of Barbecue as well
as tips and tricks

Refined barbecue recipes
to try at home



B2C / LANDMANN Cup 2016

BBQ-Championship with renowned
Barbecue teams from Europe in different BBQ-
discipline

Professional moderation

Together with the BBQ-Champion for forth time
and the brand ambassador Michael Hoffmann

Presentation of the assortment with sales-
support on the sales-floor

Strong communication support (Print, online)



Profit from a brand with national coverage

Der Feinschmecker 5-2016 – „Mit dem Spitzenmodell der neuen Smokerreihe von Landmann ist man gerüstet für stundenlanges Garen im Stil des American BBQ.“



LANDMANN is a cooperation partner

Become a part of our long-running strategic partnerships and benefit from:

- Joint trade promotions
- Flyer advertising
- Competitions
- Event sponsoring
- Press advertising



Mondelez
International

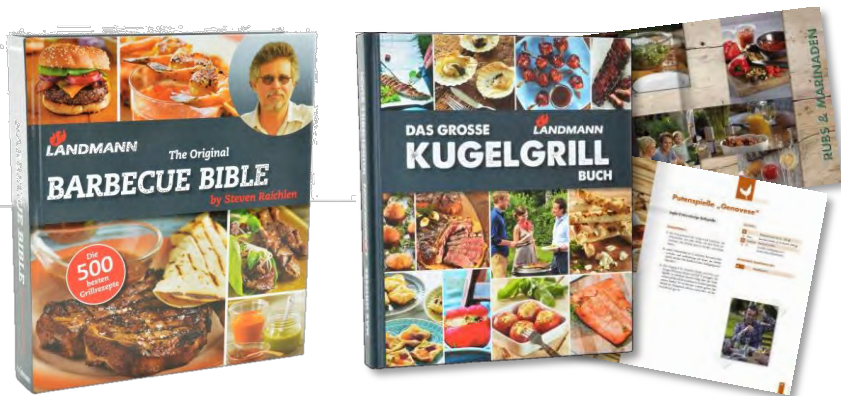


LANDMANN is barbecuing expertise

Generate added value for your customers

LANDMANN Barbecue books

- The Original BARBECUE BIBLE by Steven Raichlen
- 560 pages with tips and tricks
- 500 recipes from all over the world
- Worldwide circulation 5 million copies
- The big LANDMANN Kettle-grill Book
- 240 pages with tips and tricks
- 111 delicious barbecue recipes
- By the world's BBQ champion



LANDMANN Grill-App

- With over 65,000 downloads
- Available free-of-charge for the iPhone and iPad
- Recipes from the world barbecue champion Michael Hoffmann
- With shopping list function
- With individual invitation cards



Jetzt kostenlos im AppStore



LANDMANN is barbecue competence

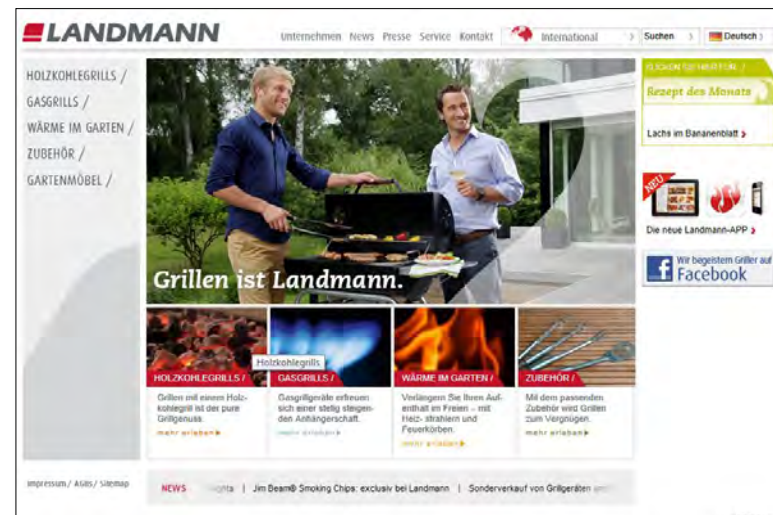
Our fans are also your fans

Facebook: For over 19,000 fans we offer a community focused on the theme of barbecuing

- Barbecue competence, fun and product information
- Castings with over 1,800 participants
- Postings with organic coverage of up to 35,000 Facebook users
- Postings with paid coverage of up to 193,025 Facebook users

LANDMANN Homepage: 490,000 visitors click on LANDMANN

- Product information
- 360 Degree animation
- Product videos
- Barbecue tips
- Spare part orders
- Product videos



* Number of visitors to the LANDMANN website in 2015

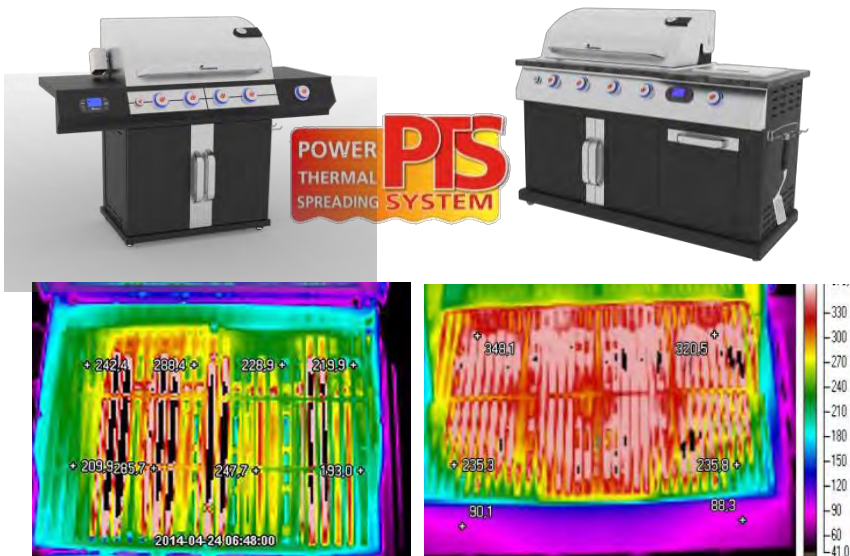
Unique innovations make the difference

We guarantee a high innovative capacity based upon our extensive market knowledge

Technical product innovations

Innovative gas-burner technology

- Uniform temperature distribution
- No cold zones
- No heat blocks
- Patent pending

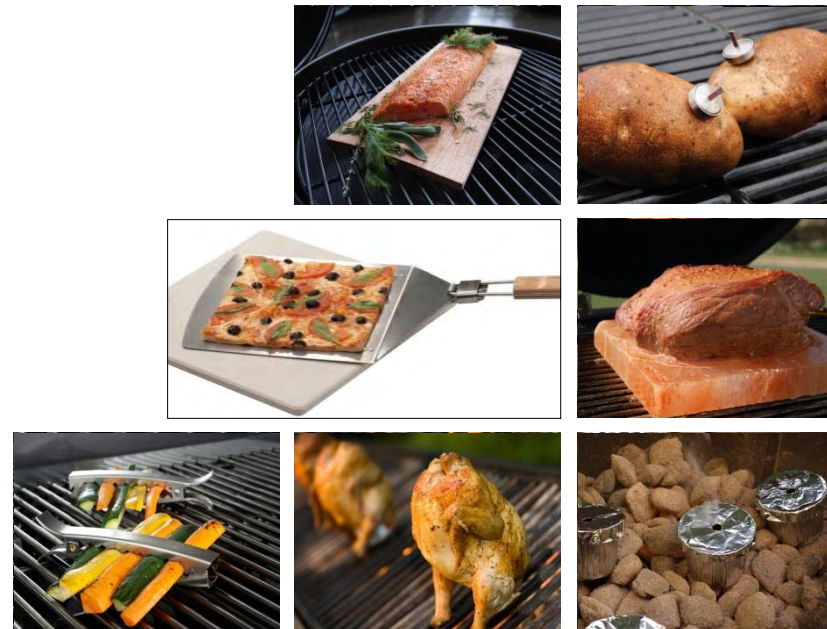


Competitor W

LANDMANN PTS-System

Trend Innovations

- Mood Manufacturing – enjoy with all the senses
- Trend towards more barbecue diversity in the area of barbecue accessories
- Own product line with consistent brand image



LANDMANN is... on the sales floor

Partnership on several levels

From 2 m² for barbecue equipment with a flexible product-outfitting and integration from barbecue accessories on minimum space



Individually space concept with Spaceman: needs-based product lines + efficient axis



As introduction or development of the partnership



Top selling articles or full-range supplier



LANDMANN is... your partner

Generate added value for your customers

B2C / LANDMANN product training

- Presentation of LANDMANN philosophy
- Product properties, USPs and application notes
- Exclusive presentation of new products at the relative specialist retailer
- Training material will be provided free of charge
- Intensive training before start of cooperation with an annual update

B2B / LANDMANN sales support

- Catalogues with actual themes like 'smoked and slow food', vegetarian from the Wok' or 'culinary variety from cermaic barbecue'
- Flyer with product informations
 - Highlight the product advantages
 - Thematic, f.e. smoking
 - Generate added value with recipes and tips for barbecue

