





### Agenda



**Michael Rauterkus** President **GF Building Flow Solutions** 

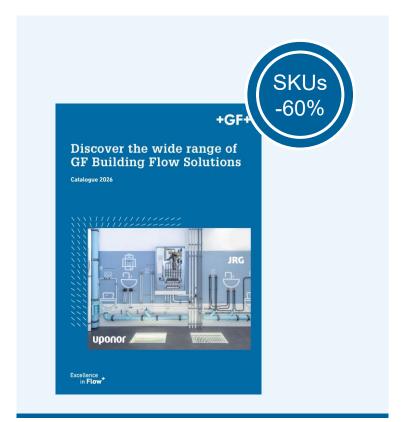


- **Building Flow Solutions Strategy 2030**
- Integrated heating and cooling solutions for superior comfort



+ Building Flow Solutions **Strategy 2030** 

### Integration successfully executed in volatile market conditions ...



Complexity in portfolio reduced



**Footprint and organization** streamlined



Systematic focus on customer and channel synergies



### ... now shifting gears to accelerate growth



Attractive product synergies launched



Combined portfolio launched at ISH 2025



Award-winning innovation pipeline contributing to growth



## Industry trends continue to drive demand for easy-to-install solutions for efficient heating and cooling



80% of energy used in EU homes is for heating, cooling and hot water

### **Energy** efficiency

**Energy Performance** of Buildings Directive (EU) will push to renovate

### **Sustainable** solutions

CO<sub>2</sub> reducing solutions remain as a priority

#### **Digitalization** & Al

Al will drive the demand for smarter services and products

### Construction productivity

Prefabrication required for job site efficiency

#### Labor safety & shortage

"Easy to install" solutions to address a loss of skilled labor







## Strategy 2030 focuses on expanding channels and strengthening the push-pull business model



**Maximize the core business** 

- Strategic pricing
- Installer pull focus



Grow with new opportunities

- Expansion in retail
- Global project organization



Lead with innovative solutions

Solutions for installation and energy efficiency



Foster a "One GF" performance culture

Al-powered operational excellence

### Moving from push to pull with clear focus on training the installer base



Installer training

- Launch of digital training platform
- Invest in new training centers



**Events & roadshows** 

- Bring trainings to wholesale locations, local fairs and events
- Organize and leverage major events
  - GF Americas Flow Symposium 2026
  - ISH 2027



**Brand awareness** 

Activate A&P and sponsorship media to increase installer reach



**Loyalty & incentives** 

- Tool campaigns
- Enhanced loyalty programs and digital services

Aging workforce and energy transition will drive significant shortage of skilled installers by 2030



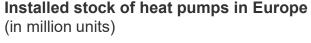
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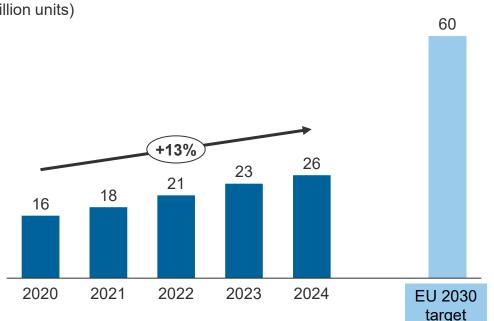


### Growing demand for energy-efficiency upgrades and enhanced comfort drive renovation markets

#### EU policy push continue to drive adoption of heat pumps

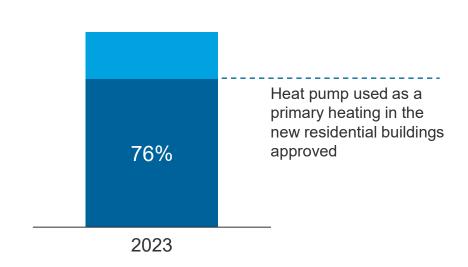
new cooling market opportunities as well





Heat pumps usage in the new planned buildings in Germany (as % of total market)

**Heat pumps are dominant in Germany which drives** 



Source: Euroconstruct, EHPA, IEA, GF BFS analysis







+ Local heat distribution networks require easy-to-install solutions with low heat loss

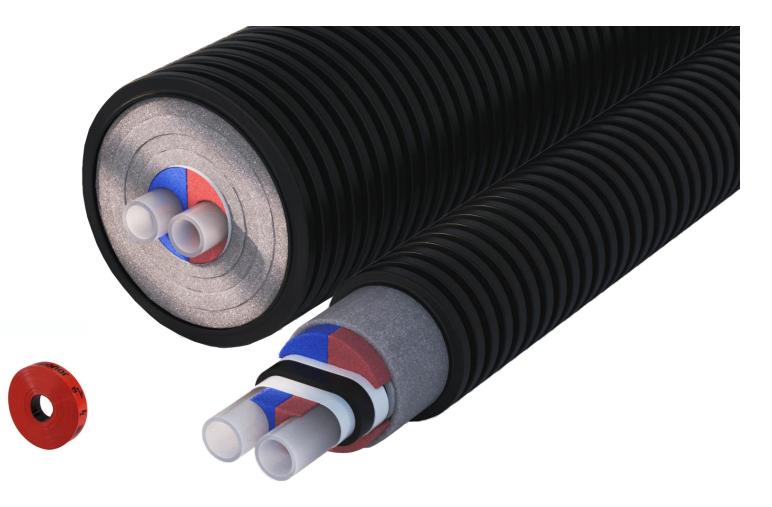


#### **Ecoflex VIP 2.0**

- Best-in-class insulation
- Less outer pipe diameter and heat loss
- Superior flexibility and time savings

Pre-assembled packages to easily **connect heat pump** – pipe pre-cut as per customers' needs





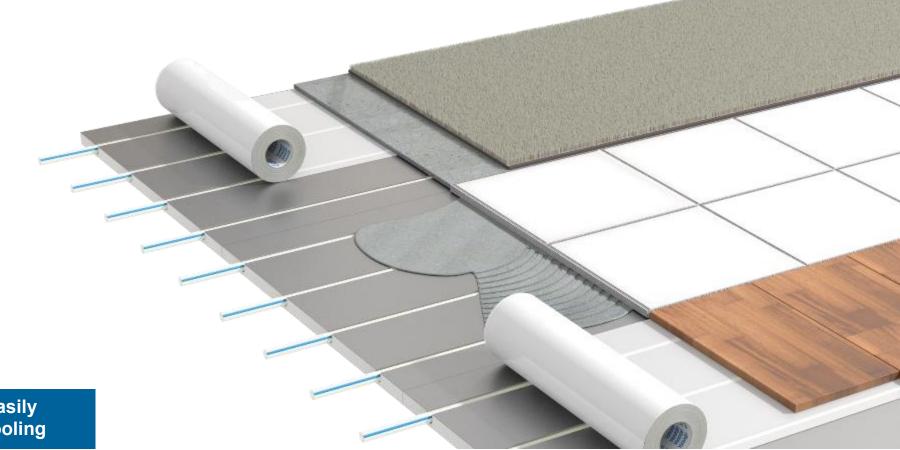


+ Underfloor heating and cooling in renovation: space limitations in height, cost-intensive, time-consuming

# Revolution in renovation: low profile, easy-to-install, direct-flooring solutions for radiant heating and cooling

#### Siccus 16

- Direct flooring compatibility
- Ultra-low 20 mm height
- Up to 40% faster installation
- One person installation





The same system can be easily also used for underfloor cooling



# Direct tiling solution: fewer installation steps, no drying time, faster completion

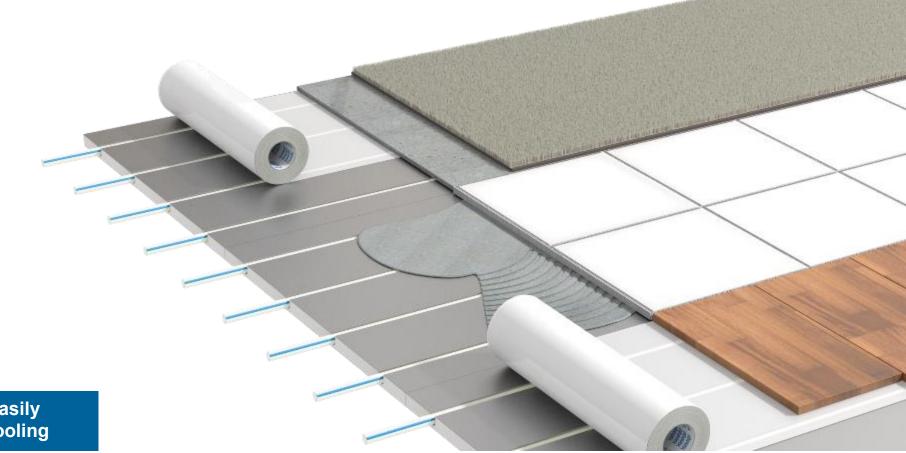




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### The comfort challenge





## Energy reduction and comfort through AI technology, seamlessly connected to the heat pump

Smatrix AI wireless control system continuously adjusts the heat pump output for maximum comfort and efficiency

