NETATMO

Netatmo reveals its new visual identity

Paris, September 2nd, 2016 - For its 5th anniversary, Netatmo, a revolutionary smart home company developing groundbreaking, intuitive and beautifully-designed connected consumer electronics, reveals its new visual identity. The new graphic chart includes a new logo, a new graphic design and the creation of different product categories - corresponding to each area of the connected home. Netatmo thereby affirms its leading position in the connected home market and its capacity for innovation.

A new logo to illustrate Netatmo's success

With all letters in uppercase, Netatmo's new logo uses a slightly reworked Proxima typeface and refined sans-serif font. It becomes more visible and is easy to read. This new logo has been created by Netatmo's internal graphics studio.

Netatmo's new logo portrays the company's success and ambition: famous for its dynamism, Netatmo stands out on the smart home market due to its innovative approach.

"This new strong, sustainable identity is in line with our strategy. It reflects the creative energy that Netatmo has displayed for the past 5 years and demonstrates our commitment to offer innovative, smart and beautifully-designed products. The evolution of our visual identity is an important step in our development and in the expansion of our product lines," explains Raphaëlle Raymond, Netatmo Marketing VP.

Combining modernity and dynamism, the Proxima typeface has been applied to all of the brand's media communications: the website, mobile phone applications and printed documents.

New product categories, identified by strong icons

Present in several areas of the connected home, Netatmo products and accessories are now grouped under three categories:

- **Weather** – the Personal Weather Station, the Additional Module, the Rain Gauge, and the Wind Gauge
- **Energy** – the Smart Thermostat and the Smart Radiator Valves
- **Security** – Welcome, the indoor security camera; Presence, the outdoor security camera and the Tags

For easy identification, the product categories are represented by a specific icon and are associated with a colour:
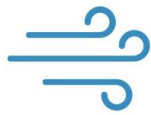
Weather, represented by the atmospheric motions icon.

Energy, represented by the heat flow icon.

Security, represented by the fingerprint icon.

As of today, all packaging displays the new visual identity.

About Netatmo

Netatmo is a revolutionary smart home company, developing groundbreaking, intuitive and beautifully-designed connected consumer electronics. Truly smart, Netatmo's innovative products provide a seamless experience that helps users create a safer, healthier and more comfortable home.

Netatmo carefully designs the mechanics, electronics and embedded software of all its products to the highest standards. Netatmo also creates the mobile and web applications that fully realise their potential.

Since 2012 Netatmo has released ten devices and accessories, divided into three categories:

- **Weather** for the Personal Weather Station and its accessories. The Personal Weather Station allows users to keep track of what is happening in their indoor and outdoor environments in 175 countries. It is the world's largest collaborative weather station network.
- **Energy** for the Smart Thermostat and the Smart Radiator Valves. Both products are designed by Philippe Starck. They allow users to save 37% on energy to heat their

home. The Smart Thermostat sets a program to reflect the users' habits. It also allows users to control their heating remotely from a smartphone. The Netatmo Valves set a heating schedule for each room of the house, reflecting their occupation and the family's rhythm of life.

- **Security** for the security cameras Welcome and Presence and their accessory. Welcome, the indoor security camera with face recognition technology, puts names to the faces it sees. The camera notifies the user exactly who's at home, their loved ones or a stranger. Presence, the outdoor security camera, detects and reports on people, cars and animals. The camera understands what it sees and lets the user know exactly on his smartphone what is happening outside his home.

Netatmo is a key player in the smart home industry, with products available through various distribution networks worldwide, from both major retailers and BtoB channels.

In November 2015 Netatmo completed a series B funding round of €30 million. The company previously raised €4.5 million in 2013.

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