

**legrand** + **macadamian**

# The Future of Legrand

A high-level collaborative vision for the home systems of the future

## Developing a Strategy

Macadamian and Legrand engaged in a strategic workshop to ideate and develop a vision for Legrand to proactively position itself as a leader in a rapidly-evolving home systems landscape.

→ To where being more + how IT  
works + how robotics go with it  
+ Zon-off

## The Future of Legrand

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#### Developing a Strategy

Macadamian and Legrand engaged in a strategic workshop to ideate and develop a vision for Legrand to proactively position itself as a leader in a rapidly-evolving home systems landscape.

→ To where things will go + how IT  
works + how Legrand fits in with it  
+ how off

#### The Objectives

Three key objectives guided the visioning process

- What does Legrand's strategy look like?
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→ To where Army NuVo + four IT  
workers + four executives to NuVo  
+ 20% off

## The Objectives

Three key objectives guided the visioning process

- What does NuVo's strategy  
+ how does NuVo relate to  
NuVo
- What does the market offer? ✓
- High-level plan for moving forward?



1. How do we develop a strategy for coming up with a unique and award-winning Legrand experience?

2. What is the future of NuVo within a reimaged Legrand?



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2. What is the future of NuVo within a reimagined Legrand?



3. What is the high-level plan for moving forward, and how can Macadamian help?



How things are.

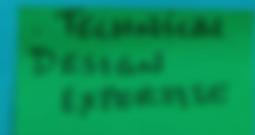
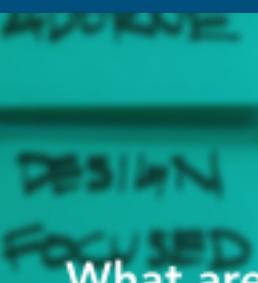


### 3. What is the high-level plan for moving forward, and how can Macadamian help?



How things are.

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#### What are we good at?

Legrand's international reach, strong reputation and extensive experience in hardware are its key strategic strengths. A design-focused culture and technical expertise has produced highly regarded brands and products lines such as Adorne and NuVo. The ability to manufacture quality products, established manufacturing and distribution channels are fundamental to embrace moving forward.

# How things are.

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ADORNE

nuvo products  
+ solutions

TECHNICAL  
DESIGN  
EXPERTISE

DESIGN  
FOCUSED

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NEW FEATURES,  
NEWERS & NEW  
INFLUENCES

HIGHLY REACHING  
GLOBAL MARKET  
+ TEAM HIGHLIGHTS

ACROSS THE  
HOME MARKET  
LEADS THE MARKET

Product  
Launches

## What do we fear?

We are in the midst of massive and rapid shifts in the home systems industry as highly capable and resourceful technology companies are beginning their incursions into the market. In the face of increasing pressures to remain relevant, Legrand must also cope with decentralized decision making, and a lack of clear brand recognition and strategy for addressing the challenge moving forward.

BRAND  
LIVE BETTER

COHERENT &  
RELEVANT  
ORGANIZATION

COMMUNITY  
INNOVATION HOME

WIN AGAIN

→ HIGH TEE  
→ BEST LINE  
→ HIGH LINE

→ HIGH LINE  
→ HIGH LINE

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## What can we do?

With a clear understanding of Legrand's strengths and those of perceived competitors, opportunities exist to proactively shape a brand and experience as the answer for a unified home systems ecosystem. By already having product wired into people's homes, Legrand is in a unique position to create a compelling vision as a provider of a home's "senses" for others to tap into.

How things can be.

\* A  
BRAND  
like ours

COHERENT &  
RECOGNIZABLE  
ON GLOBAL  
SCALE

COHERENCY  
IN-HOUSE HOME

WIN AWARDED  
AT INNOVATION

CONFIDENTIAL

→ Diversify  
→ Scale  
→ Cost, Int'l  
→ Strategic  
Partnerships

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## How things can be.

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① STRATEGY FOR NEXT 4Q  
→ ALIGN EXECUTIVES

### The Game Plan

② Moving forward, Macadamian proposes the following.

DISCOVERY / DESIGN / DEVELOPMENT

→ FOR NIV 20?

→ PERSPECTIVES VISION TO

## How things can be.

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① STRATEGY FOR NEXT 4Q  
→ TO ALIGN EXECUTIVE'S

### The Game Plan

② Moving forward, Macadamian proposes the following.

DISCOVERY/DESIGN/DEVELOPMENT  
→ FOR NIV 20?  
→ PLANNING, VISION TO ...

Legrand is at a crossroads in its evolution and must proactively respond to market changes or risk becoming buried by highly capable, motivated, and wealthy companies more than eager to enter its space.

In a home systems market primed for rapid growth, Legrand must leverage its experience and

→ for NvNo 20?  
→ what's vision to ...

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In a home systems market primed for rapid growth, Legrand must leverage its experience and expertise by focusing on its strengths: providing the infrastructure within the home for other companies to rely on.

Legrand can become the undisputed source and single solution for a home's "senses". By enabling others to leverage Legrand's eyes, ears, voice, and nervous system with cross-platform compatibility, Legrand plays to its strengths as the infrastructure provider of the wired home.

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Resulting in a resilient company able to withstand market turbulence with a clear focus on providing best in-class design, and interoperability for a long-term solution to a wired home.

The time to implement this ambitious vision is now.

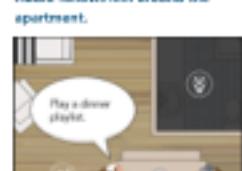
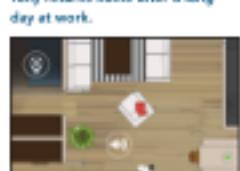
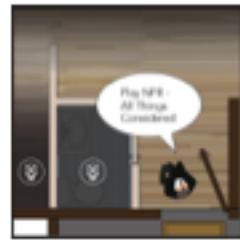
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## What it could look like.

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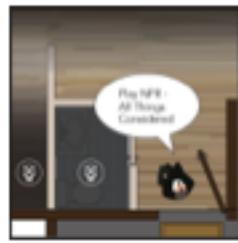


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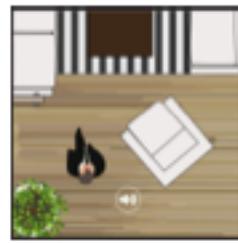
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Tony returns home after a long day at work.



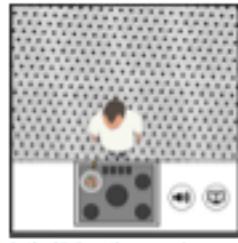
As he opens the door, the lights turn on, and voice control activates.



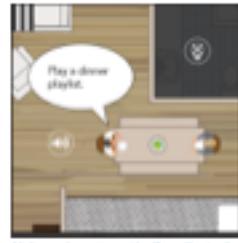
Audio follows him around the apartment.



The apartment requires no manual intervention on his part.



In the kitchen, the screen is enabled showing related videos.



Volume is automatically adjusted for ambient noise.



Nina has had a sound night's sleep.



Her Jawbone band indicates she is about to awake and lights turn on.



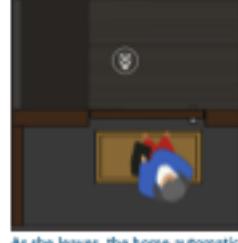
She trusts that her system knows her and will play something great.



Her home system is synced with her calendar and other operating systems.



She benefits from seamless integration with Apple and Google.



As she leaves, the home automatically shuts itself.



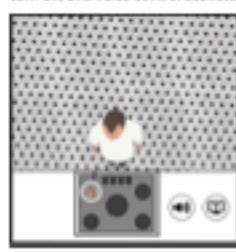
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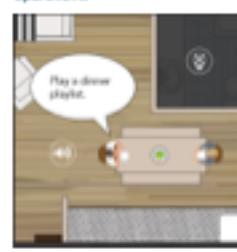
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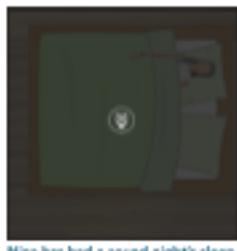
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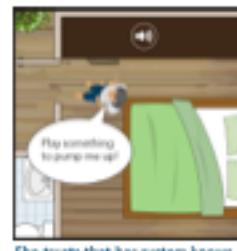
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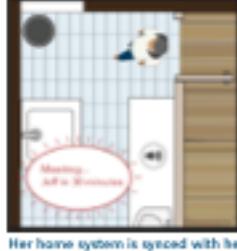
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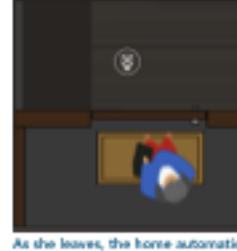
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As she leaves, the home automatically shuts itself.

macadamian

# Thank you.

We are global



Macadamian

250+ employees and growing

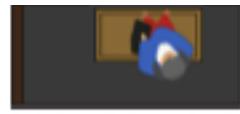
500+ global clients



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At the leave, the toilet automatically shuts itself.

macadamian

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## We are global



Macadamian

250+ employees and growing

500+ global clients

1000+ projects

88% customers are repeat customers

**macadamian.com**

We are global



Macadamian

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