

November 2022

FIRE & LIFE SAFETY BUILDING **A NEW FUTURE**

2022 | FIRE LATAM BUSINESS REVIEW

Honeywell

LATAM BUSINESS REVIEW

1. OPENING & WELCOME

2. LATAM PANEL LEADERS

- 2022 YTD RESULTS
- 2023 GROWTH INITIATIVES & STRATEGIES
- PORTFOLIO UPDATES - NPI
- FIRE LATAM ORGANIZATION AND A&ES SUPPORT
- OPEN QUESTIONS

3. CLOSING SESSION

Honeywell

WELCOME

HONEYWELL FIRE SOLUTIONS



Honeywell

Your first line of defense against
smoke, flame, and gas leaks

FIRE LATAM | 2022 YTD RESULTS

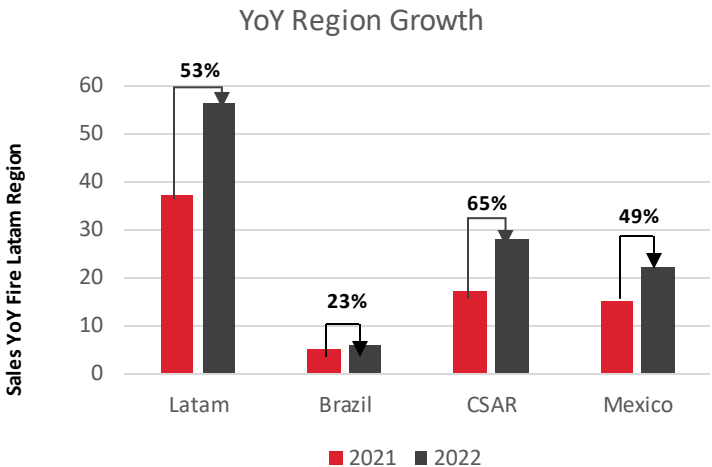
WORKED WELL

- ✓ Forecast and advanced purchases
- ✓ Better segment coverage, multi brand strategy
- ✓ Support F2F Meetings, Partners events
- ✓ NFPA Cetification

IMPROVEMENT NEEDED

- ❑ Specification program with A&E
- ❑ Tech Support bandwidth
- ❑ Customer experience purchase process
- ❑ NPI launch

LATAM SNAPSHOT YoY RESULTS



Main Verticals YoY Growth

Vertical	YoY Growth
Comercial Real State	107%
Industrial	57%
Hospitality	567%
Datacenters	110%
Large Retail	300%






Main Brands YoY Growth

Brand	YoY Growth
CLSS	471%
Fire-Lite	95%
Gamewell-FCI	135%
Notifier	38%
Silent Knight/Farenhyt	119%
System Sensor	71%
Xtralis	46%

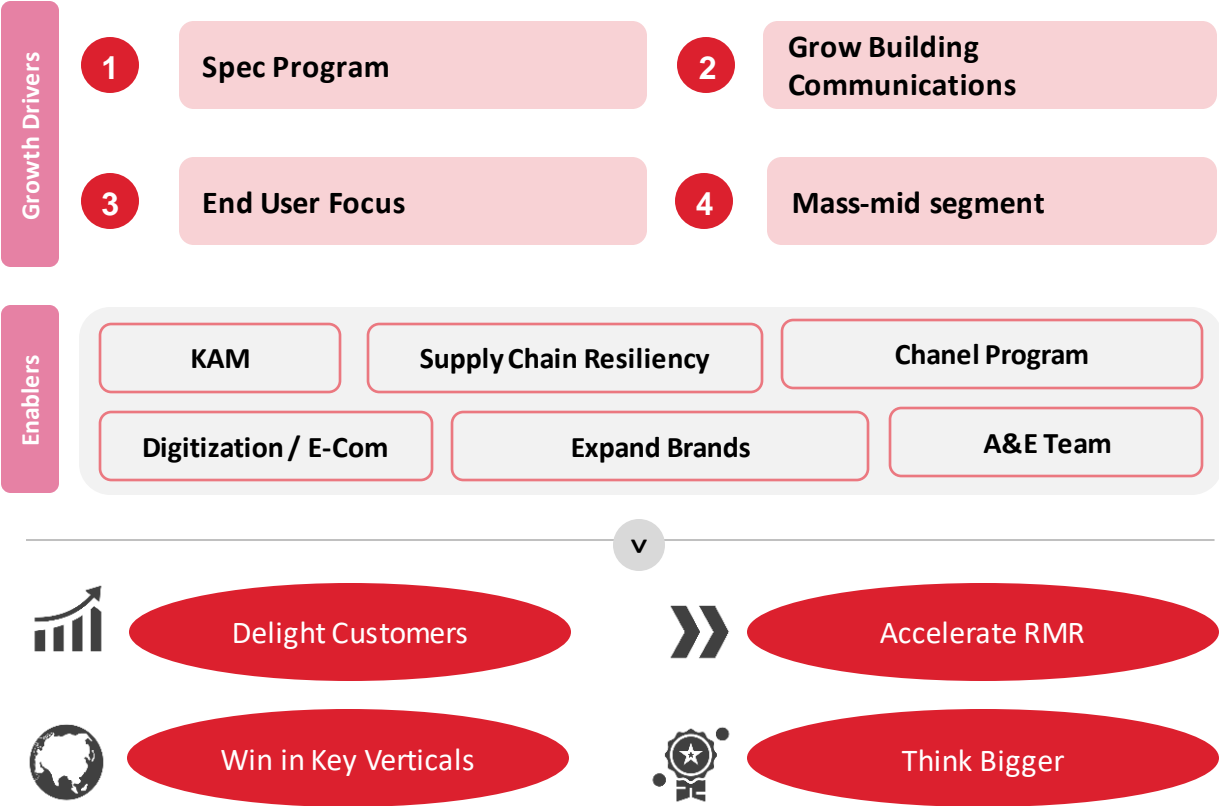
Jan – Sept 2021
Jan – Sept 2022

FIRE | STRATEGIC PRIORITIES

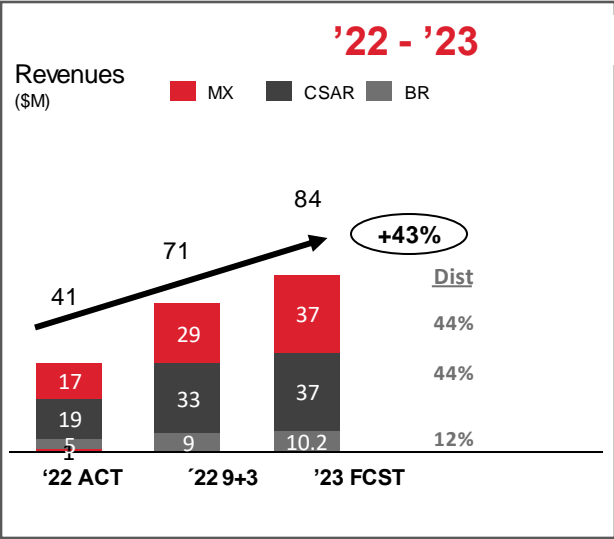
MARKET DYNAMICS

-  GLOBAL UNCERTANTY
-  NEW GOVERNMENTS
-  TECHNOLOGY DISRUPTION
-  REGULATION
-  COMPETITION

STRATEGIC PRIORITIES



2023



- Sustainable Growth CAGR 43%
- Customer Centricity
- Simplify our Business

Strategy Consistent | World-class Execution to Delight Customers

FIRE | LATAM SPECIFIER PROGRAM

Goal

Build trusting relationships and stickiness with existing and potential Honeywell brand specifiers/influencers throughout a robust specifier program that will deliver value added tools and recognition in order to increase probability to choose our solutions over the competition.

Why is it important?

To Honeywell:

- Increase demand generation on early stages (Predesign & Design).
- Grow the pipeline and orders.
- Strategic initiative aligned with verticals.
- Increase value added on customer journey.

To Specifiers:

- Need to specify faster and better with the latest technology available.
- Technical support that is updated and always available.
- Be rewarded for their loyalty to the brand.

To HBT sales team:

- Improve relationships and increase exposure.
- Better flow of information (market intelligence).
- Deliver more value that differentiates from competitors.

How to measure

- Pipeline in NEX (specific dashboard)
- New influencers attraction.
- SBI Metrics
 - Amount of specs per app eng.
 - Visits per month.
- Level of engagement (focus on competitors).
- Conversion rate

Resources

- Define project leader and team (flow)
- Tier classification.
- Legal support
- Budget:
 - Translations
 - Events & awards.
 - Digital tools.

Current situation

130 A&Es database

NO KPI to measure footprint and progress.

100% comm. team NFPA 72 certified (37)

Strong relations of AM, AE, BDM and leaders with influencers.

12 years avg. fire experience per person.

Influencer= A&E, End user, Insurance company.

Main pillars

Dedicated Tech Support

- App Eng. ready to specify.
- Product Training.
- Go/to trust advisor.
- Assigned accounts.
- Involve HTS for D+I.

Data/ training Access & Availability

- My HBU.
- Site: BIM, ppt, videos, formats, datasheets for folders, etc.
- Local Language.
- Log in info. tracking.

HBT Specifiers club

- Rank contribution.
- HBT Specifier Forum.
- Awards & tours.
- Participation in summits.
- Free certifications.

Projection

Pipeline from Specs.



\$20 M

\$25 M

\$31 M

Hit rate
(HON VS Competitorsspec)



45%

55%

65%

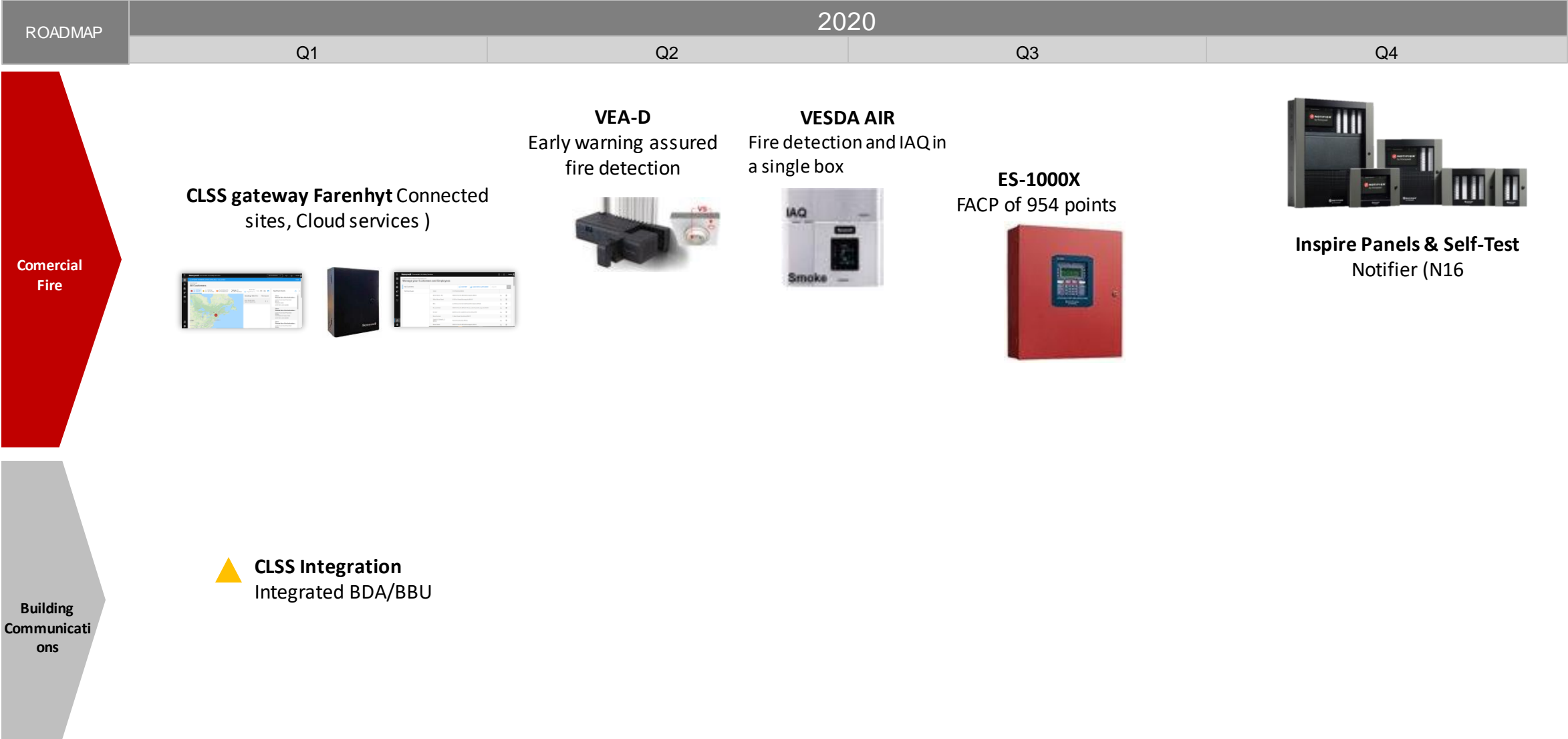
2022

2023

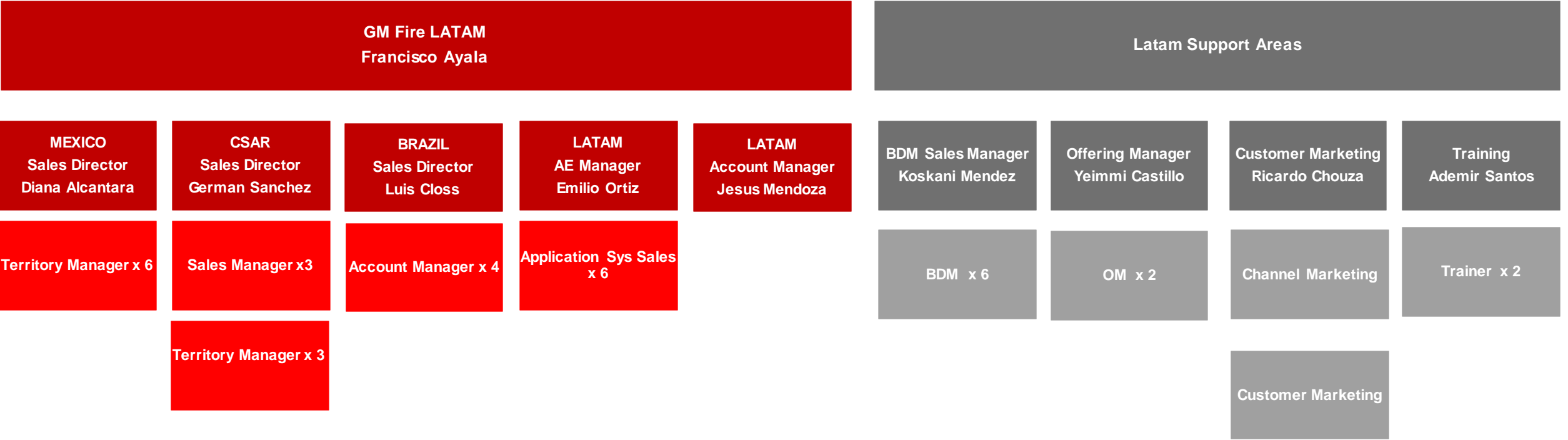
2024

2025

FIRE LATAM | NPI ROADMAP 2023



FIRE | SALES ORG CHART



THANK YOU