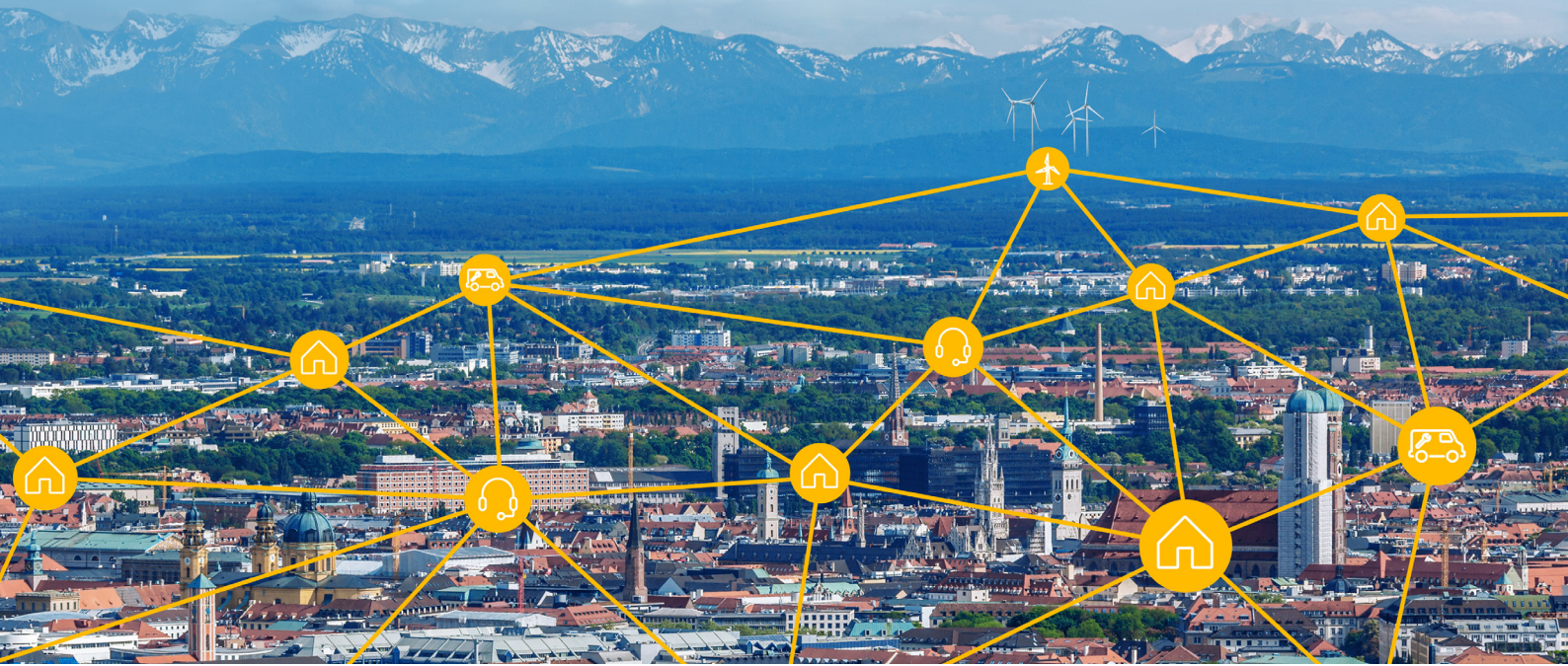


# Press Kit



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# Company profile

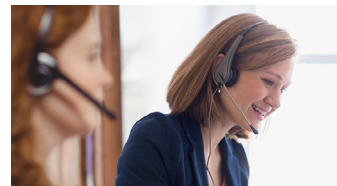
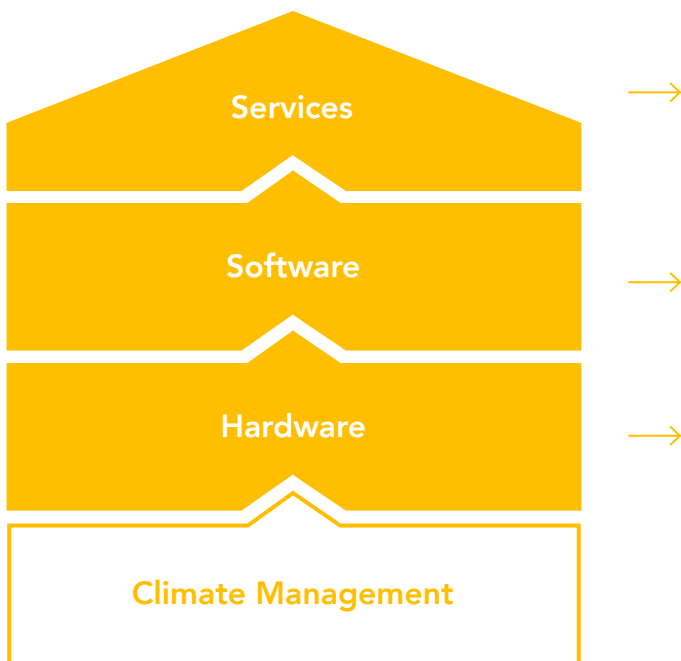
When Christian Deilmann, tado°'s co-founder and CPO, was studying in Boston he noticed that the ACs in his shared flat were either on all day to ensure that he and his flatmates came back to a nice cool home or only switched on when the first person returned to a hot humid home. When he got back to Germany he experienced the same issue for his heating. He knew there must be a better way, so he teamed up with his fellow student Johannes Schwarz to develop a solution, and thus tado° was born.

One third of the energy consumed around the world is used for the heating and cooling of buildings, while 79% of total energy use in EU households stems from heating and hot water.\* The systems used for this are

controlled by non-smart outdated technology. Our mission is to reduce home energy consumption through the use of state-of-the-art technology to save energy while enhancing comfort.

tado° is the European leader in intelligent home climate management. As the only cross-manufacturer platform, tado° Smart Thermostats and services connect with any kind of heating or cooling system. Customers benefit from energy-saving technology such as Geofencing and Open Window Detection, as well as from remote heating diagnostics. Founded in Munich, 2011, tado° reshapes the way energy is consumed for more comfort, savings, and wellbeing at home. [www.tado.com](http://www.tado.com)

## The leader in intelligent home climate management



# Management Team



**Toon Bouten**  
Chief Executive Officer  
(CEO)



**Christian Deilmann**  
Co-founder & Chief  
Product Officer  
(CPO)



**Emanuel Eibach**  
Chief Financial Officer  
(CFO)



**Johannes Schwarz**  
Co-founder & Chief  
Technology Officer  
(CTO)

## Vision

Every building will be heated and cooled intelligently

## Mission

Be the #1 company to manage your climate at home



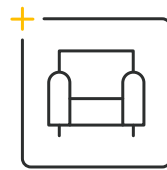
# Benefits of using tado°

tado° adapts to your lifestyle, regulates the temperature of your home, and helps you to keep a healthy indoor climate.



## Save money

Optimize your heating, reducing energy consumption and costs.



## Making your life easier

Controls your heating, so you don't have to.



## Comfortable climate

Enjoy the perfect room temperature at all times. But only when someone's home.



## Your heating in your hand

Control your heating from anywhere, anytime with the tado° app on your phone.



# The tado° app

tado°'s latest state-of-the-art software serves as your Climate Assistant and takes care of your comfort and savings through a variety of Skills.



## Geofencing

helps you save when nobody is at home.



## Open Window Detection

notifies an open window to prevent unnecessary heating.



## Weather Adaptation

integrates weather forecast information to assist in reducing your energy consumption.



## Insightful reports

display temperature & humidity profiles, heating activity, and energy savings.



## Air Comfort

helps you keep a healthy and comfortable climate at home.



## Smart Schedule

allows you to set a schedule, as simple or as complex as you need it to be.



## Auto-Assist (Add-on)

automatically adjusts your heating when triggered by Geofencing or Open Window Detection rather than sending you a notification (available in-app £2.99/month or £24.99/year).



## Care & Protect (part of Auto-Assist)

helps prevent heating system breakdowns. It monitors your heating system around the clock, notifies you if it detects unusual behavior and helps you to solve possible problems yourself.

# Heating

tado° is compatible with almost all heating systems and radiators.

## Choose the Starter Kit you need.



**Starter Kit –  
Wired Smart Thermostat V3+**  
You need the Smart Thermostat if your home has an existing wired thermostat with a combi boiler (i.e. no hot water tank).



**Starter Kit –  
Wireless Smart Thermostat V3+**  
You need the Starter Kit - Wireless Smart Thermostat if your home has either a thermostat with a wireless connection to the boiler or no thermostat at all.



**Starter Kit –  
Smart Radiator Thermostat V3+**  
For homes with a communal boiler or district heating that use radiators. Compatible with almost all Thermostatic Radiator Valves (TRV).



**Installation**  
You can easily install the Smart Thermostat and Smart Radiator Thermostats yourself. Our online installation service gives you detailed step-by-step instructions for your heating system. If you need help with an installation, we also offer a Professional Installation Service.



**Boiler Repair Services**  
tado° offers a carefree package of services focused on keeping your boiler in good health. This includes repair, maintenance and new boilers via the tado° app.

## Choose your add-ons to suit your home.



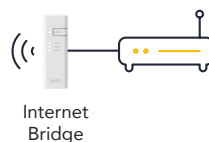
**Add-on –  
Wired Smart Thermostat**  
Add additional wired Smart Thermostats to your setup to control multiple rooms or zones individually.



**Add-on –  
Wireless Temperature Sensor**  
The tado° Wireless Temperature Sensor measures and helps to reach the desired temperature by controlling the Smart Radiator Thermostats in the room.



**Add-ons –  
Smart Radiator Thermostat**  
For multi-room control. Available in single, duo, and quattro packs.



**Internet Bridge**  
Each Starter Kit comes with the Internet Bridge which plugs into your router and connects all tado° devices to the internet.



**Buy products**  
tado° heating products are available throughout Europe on our webshop [www.tado.com](http://www.tado.com) or can be purchased from leading retailers such as: Amazon, Apple, Screwfix, Plumbase, Currys/PC World, and Argos as well through utility providers such as E.ON, Ovo Energy and SSE.

# tado° 360

tado° 360 is a B2B service that empowers energy utilities and heating service companies to remotely monitor the health of a home's heating system and to collect diagnostics that

can be used by engineers for faster, more efficient repairs and maintenance. The SaaS product revolutionises a £66B heating repair market in Europe.

## How tado° 360 works & why it matters

- tado° 360 reduces customer callouts from a European average of two to one, and in many cases this can even be reduced to none.
- When tado° detects an issue, detailed insights are relayed. The heating service company knows exactly what the problem is and can solve many issues directly on the phone or on the first visit by bringing the right replacement parts.
- This saves both the home owner and heating service company time and money, offering a new level of customer experience.



# Cooling

## Smart AC Control

The tado° Smart AC Control connects your smartphone to your air conditioner or heat pump. Using your phone's location, it automatically pre-cools before the first person returns home and turns off when the last person leaves. You can also manually control your AC or heat pump from wherever you are with the mobile app on your smartphone or tablet. The Smart AC Control serves as your Climate Assistant, it uses tado° Geofencing and Open Window Detection technology, Weather Adaptation, daily Climate Reports, the Air Comfort Skill and more.



The Smart AC Control controls the AC or heat pump via infrared signals and connects to your home Wi-Fi. Simply plug in, connect to your Wi-Fi and select your AC or heat pump brand and model – no wiring or additional devices needed.



### For remote-controlled air conditioners

The Smart AC Control works with all air conditioners and heat pumps with a remote control that displays the air conditioner's current settings (for example, fan speed, target temperature).



### Buy product

The tado° Smart AC Control can be purchased across Europe via the tado° European webshop: [www.tado.com](http://www.tado.com), or purchased from selected retailers such as Apple and Amazon.



### Smart AC Control





# tado° Energy Savings Guarantee



## Energy Savings Guarantee

tado° believes in its products and guarantees that they will help you save energy and costs. If at any point customers are not convinced, or tado° hasn't saved enough, they may return them and get a full refund.\*

\* The refund is applicable for all V3+ heating and cooling products. [www.tado.com/eg](http://www.tado.com/eg)

## Integrations



## Smart Home Integration

tado° works seamlessly with all major connected home platforms. These allow you to control all your tado° devices with your voice and combine them with other smart devices and services in your home.



# Press Contact

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