



PRESS RELEASE

“Gigaset elements” to start with first shipments on July 4, 2013

Munich, July 02, 2013 – Gigaset will begin shipping the first starter kits for “Gigaset elements,” its new connected home solution, on July 4, 2013. They will initially be supplied to selected customers in order to increase the load on the new system in a controlled manner. This is the first step in a precisely timed sales launch. As announced, the solution will go on sale through the company’s wide-ranging network of specialty retailers – with their more than 14,000 potential outlets – in September 2013. As a result, “Gigaset elements,” the sensor- and cloud-based solution for home networks, will be launched right in time for the high-volume Christmas trading period.

“We’ve readied the new and innovative system on time for the second quarter and are now commencing the strategic rollout. This structured approach will enable us to cater for demand when the high-volume Christmas trading period starts and secure the necessary deliveries via specialty retailers and our own online shop in September,” says Gigaset CEO Charles Fränkl. “Gigaset elements’ is a key component of our ‘Gigaset 2015’ strategy, which we aim to use to tap into new growth segments.”

“Made in Germany” for the mass market

“Gigaset elements” is a solution for the connected home which connects people with their home while they are away from it. It comprises intelligent sensors, a DECT ULE base station, a free app and a learning, secure cloud. The starter kit just launched will focus on the issue of security. It lays the foundation for a system that will be able to be extended in future and contains a door sensor, motion sensor and base station, as well as offering access to an iOS or Android app. The system will cost less than 200 euros and there will be no extra charges. “Gigaset elements” allows modular expansion. Additional components will follow. Further solutions for the fields of energy management or care are planned.

“We’re proud to have succeeded in developing such an innovative and groundbreaking product and making it available to the first customers in such a short time,” says Fränkl. “Gigaset elements’ is ready for the mass market because it has a low price and is easy to

install and use. Under our rollout plan, we are living up to our mission of delivering quality ‘Made in Germany’ strategy,” adds Nicholas Ord, Head of Gigaset’s Home Networks Business Unit.

“Gigaset elements” is the brand in Gigaset’s growth segment of “Home Networks.” “Home Networks” is a key pillar in the “Gigaset 2015” alongside the growth segment “Business Customers” with the brand “Gigaset pro” and the company’s core business of “Consumer Products.” The first prototypes of “Gigaset elements” were presented to a trade audience at IFA back in August 2012.

Note to the editorial teams:

More information on “Gigaset elements” and its current and future functions can be found on the official [Gigaset elements homepage](#). We also keep you up-to-date about the latest on “Gigaset elements” and other topics relating to Gigaset on our [corporate blog](#). If you don't wish to miss any news, you can subscribe to our newsletter on the Gigaset elements homepage or follow us on [Twitter](#).

Gigaset AG, Munich, is an internationally operating company in the area of communications technology. The company is Europe's market leader in DECT telephones. The premium supplier ranks second worldwide with around 1,400 employees and a market presence in around 70 countries.

Gigaset AG is listed on the Prime Standard of Deutsche Börse and so is subject to the very highest requirements for transparency. Its shares are traded on the Frankfurt Stock Exchange under the symbol ‘GGS’ (ISIN: DE0005156004).

More information on Gigaset elements can be found at <http://www.gigaset-elements.de>

More information on Gigaset can be found at <http://www.gigaset.com>

Gigaset in the social web:



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