

ETHERMA PRESSRELEASE.

**Focus on international expansion.
New export business developer for ETHERMA.**

Henndorf, November 10th, 2021 - Despite the challenges of last year, the ETHERMA Group, based in Henndorf near Salzburg, recorded a double-digit growth in 2020. One of the reasons for this is the focus on constant international expansion. As of now, Stig Eikedal Andersen is driving the further international development of the company forward as Business Export Developer.

For ETHERMA, which is already active in over 10 countries, internationalization is an important part of the corporate strategy. Another important step has now been taken.

"Despite the extraordinary challenges of the past year, we have achieved a very strong result. Every member of our family business has played their part. Bas Spekrijse and I are very proud of this team effort. With the strengthening of the organization by Stig Andersen in the export area, we are taking another important step towards the vision of our fathers - protection and preservation of the environment through CO₂-free room temperature control. " says Managing Director Thomas Reiter.

"I'm really looking forward to the new tasks and challenges at ETHERMA. For 40 years now, ETHERMA has been living the idea of clean heating. Today this topic is more relevant than ever. The climate protection goals can only be achieved if we can make the building sector, as one of the largest CO₂ emitters, cleaner. I see electric heating - be it electric underfloor heating or infrared heating - as the most efficient and economical way of heating. It is my endeavor to advance this topic also on an international level, "says Stig Andersen when he started at ETHERMA.

The new person responsible for the export area adds: "ETHERMA has huge potential on the international market - because the high quality Made in Austria and Germany are also a sales argument internationally. As a family company with its wide range of products, ETHERMA can respond to customer requests with absolute flexibility and also implement new products in a short time and bring them to market maturity. It is my job, together with all of my colleagues, to further advance the vision of clean heating internationally. "

With this passion, Stig Andersen started as an Export Business Developer at ETHERMA in November 2021 and will continue to expand international potential in the future. He is supported by Thomas Reiter, who is primarily responsible for internationalization at ETHERMA. On the agenda are the expansion and development of sales in all European countries.

Stig Andersen has a solid technical background and has spent most of his career in sales positions that have even taken him to Africa. For the past 12 years he worked for Nexans, being responsible for sales, export and product management in the very successful heating cable sector.

At ETHERMA he is looking forward to the wide range of products in the field of electrical heating. He will primarily continue to expand the good market position in the existing markets, analyze and work on future markets and thus further advance the opportunities of electrical heating systems internationally, always with the focus on lasting relationships with our customers by providing them with the best possible service and support.

About ETHERMA

ETHERMA is one of the market leaders in the field of electric heating and has been part of the Viessmann Group since 2018. The family company has been developing and producing innovative, high-quality heating solutions in Austria that are used worldwide for 40 years. In addition to underfloor and infrared heaters, the range also includes radiant heaters and frost protection systems. "ETHERMA quality means decades of experience, the use of the latest materials, the constant improvement of our services and

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products and a clear focus on innovation and design." Explains Managing Director Thomas Reiter. "In this way, our customers can trust the ingenious heating solutions from ETHERMA and are always one step ahead of their time." In the future, ETHERMA will continue to shape the path of electric heating through innovation and competence.



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