

**LITVINCHUK**  
**HVACMA®KETING AGENCY**

**WWW.LITVINCHUK.RU**

# **RUSSIAN BOILER PLANT MARKET 2005-2010**

**Multi-client research**

**Moscow, May 2011**

## CONTENTS

1. METHODOLOGY .....	3
1.1. INFORMATION SOURCES .....	3
1.2. TERMINOLOGY APPLIED IN THE REPORT .....	4
1.3. PRICES .....	6
2. MARKET SIZE AND STRUCTURE .....	7
2.1. MARKET SEASONALITY .....	12
3. FLOOR-STANDING BOILERS .....	13
3.1. SEGMENTATION BY KEY TECHNICAL CHARACTERISTICS .....	13
3.1.1. BY CAPACITY .....	13
3.1.2. BY HWS FUNCTION .....	13
3.1.3. BY HEAT-EXCHANGER MATERIAL .....	14
3.1.4. CONDENSING BOILERS .....	15
3.2. MARKET STRUCTURE BY BRAND NATIONALITIES .....	16
3.3. SOME BRANDS' IMPORT – DOMESTIC PRODUCTION – EXPORT VOLUME .....	17
3.4. FLOOR-STANDING BOILERS MARKET STRUCTURE LEADING BRANDS DISTRIBUTION HEAT EXCHANGER MATERIAL IN 2010 .....	23
3.5. FLOOR-STANDING GAS BOILERS. SOME BRANDS' RESULTS OF 2010 .....	25
3.5.1. MARKET LEADERS IN VARIOUS PRICE SEGMENTS IN 2010 .....	26
3.6. FLOOR-STANDING UNIVERSAL BOILERS (GAS+LIQUID FUEL) SOME BRANDS' RESULTS OF 2010 .....	29
3.6.1. MARKET LEADERS IN VARIOUS PRICE SEGMENTS .....	30
3.7. FLOOR-STANDING LIQUID FUEL BOILERS. SOME BRANDS' RESULTS OF 2010 .....	31
3.7.1. MARKET LEADERS OF 2010 IN VARIOUS PRICE SEGMENTS .....	32
3.8. FLOOR-STANDING SOLID FUEL BOILERS SOME BRANDS' RESULTS OF 2010 .....	33
3.8.1. LEADING BRANDS OF PELLET BOILERS IN 2010 .....	34
3.8.2. MARKET LEADERS IN VARIOUS PRICE SEGMENTS IN 2010 .....	35
4. WALL-HUNG BOILERS .....	37
4.1. SEGMENTATION BY KEY TECHNICAL CHARACTERISTICS .....	37
4.1.1. BY CAPACITY .....	37
4.1.2. BY HWS FUNCTION .....	37
4.1.3. BY TYPE OF BURNING SYSTEM .....	38
4.1.4. BY HEAT-EXCHANGER MATERIAL .....	39
4.1.5. CONDENSING BOILERS .....	40
4.2. MARKET STRUCTURE BY BRAND NATIONALITIES .....	41
4.3. SOME BRANDS' IMPORT – DOMESTIC PRODUCTION – EXPORT VOLUME .....	43
4.4. MARKET LEADERS' DISTRIBUTION BY CAPACITY IN 2010 .....	44
4.5. MARKET LEADERS OF 2010 IN VARIOUS PRICE SEGMENTS .....	46
5. ELECTRIC BOILERS .....	48
5.1. SEGMENTATION BY CAPACITY .....	48
5.2. MARKET STRUCTURE BY BRAND NATIONALITIES .....	48
5.3. SOME BRANDS' IMPORT – DOMESTIC PRODUCTION – EXPORT VOLUME .....	50
5.4. SOME BRANDS' SEGMENTATION BY CAPACITY OF 2010 .....	52
5.5. MARKET LEADERS IN VARIOUS PRICE SEGMENTS IN 2010 .....	53
6. PARAPET BOILERS .....	55
6.1. SEGMENTATION BY KEY TECHNICAL CHARACTERISTICS .....	55
6.1.1. BY CAPACITY .....	55
6.1.2. BY HWS FUNCTION .....	55
6.2. MARKET STRUCTURE BY BRAND NATIONALITIES .....	56
6.3. SOME BRANDS' SALES VOLUME ON THE RUSSIAN MARKET .....	56
6.4. SOME BRANDS' SEGMENTATION BY CAPACITY IN 2010 .....	57
6.5. MARKET LEADERS IN VARIOUS PRICE SEGMENTS IN 2010 .....	57
7. TOP-100 LEADING BRANDS .....	58
8. LEADING DISTRIBUTORS OF BOILERS AND TRADING REPRESENTATIVES .....	66
9. INDIRECT WATER HEATERS .....	72
9.1 SEASONALITY .....	72
9.2. STRUCTURE BY STANDARD SIZE .....	73
9.3. MARKET STRUCTURE BY DESIGN .....	73
9.4. MARKET STRUCTURE BY BRAND NATIONALITIES .....	74
9.5. SOME BRANDS' MARKET TRENDS BY KEY FACTORS (SALES VOLUME, SALES VALUE, STANDARD SIZE) .....	75
9.6. MARKET LEADERS OF 2010 IN VARIOUS PRICE SEGMENTS .....	78
9.7. DISTRIBUTORS .....	80

## **1. METHODOLOGY**

### **1.1. INFORMATION SOURCES**

The study was performed on the basis of the following information sources:

- CUSTOMS DECLARATION ANALYSIS**

The information obtained as a result of the customs declaration analysis becomes more reliable from year to year. To find out the market trends, its key tendencies and main players there was made the detailed analysis of the front pages of customs declarations for 2005-2010. Starting from 2007 it became possible to get information contained in extra pages of customs declarations. This made the obtained information more reliable and allowed us to identify boilers by models more accurately. As practice shows the difference between the customs data and the real volume of products supplied is not more than 5-10%. In 2007-2010 we managed to identify more than 95% of imported boilers by models. This allowed us to analyse the boiler plant market situation by capacity, boiler type, burner type, heat exchanger unit material and etc.

In spite of the fact that many suppliers have switched to official ways of delivering boiler plants there is still a great difference between the customs figures and those stated by manufacturers. In most cases this was due to product misdescription. For example, according to the customs data a company supplies gas instantaneous water heaters. However, when estimating the weight of a unit supplied, which, for example, may be 30 kg, it becomes clear that the company supplies rather a wall-type boiler than a gas instantaneous water heater. The reverse may be also true. In such cases interviews conducted with many companies' representatives allowed us to make customs information much more reliable.

Under a lack of information from local manufacturers their product identification by models was made on the basis of their export analysis.

- GOSCOMSTAT DATA**

The information on output volume of the biggest local manufacturers was obtained from Goscomstat. In a number of cases Goscomstat was the only source of information. When analyzing the information on many local open joint stock producing companies there were taken into account the annual reports published on their official web-sites.

- INTERVIEWS WITH MANUFACTURERS AND EQUIPMENT SUPPLIERS**

Whatever customs information is correct, it should be completed with the data obtained from equipment distributors and manufacturers. In the course of this report preparation there were conducted interviews with many Russian manufacturers, foreign companies' representatives and big suppliers of foreign equipment.

TABLE 1. Information sources

	Russian manufacturers	Foreign manufacturers' representatives	Distributors	Total
Interviews	7	12	11	30

Source: *Litvinchuk Marketing Co.*

## 1.2. TERMINOLOGY APPLIED IN THE REPORT

This chapter contains brief information on the covered by this report boiler types, operating principles and design features.

The boiler is a unit designed for heating heat-transfer fluid. This report covers all types of hot water boilers intended for heating. Steam boilers used for generating over-heated steam are not included in the report.

There are very many criteria to classify boiler plants, however, in the report we propose to apply the most relevant ones:

### 1) By type of energy carrier:

- Historically Russia used to apply wood fuel as energy carrier. However, this type of fuel is good only for small area heating due to its short firing period and regular necessity to feed combustion chambers with new wood-stacks. Today modern technologies allow us to use boilers with continuous fuel feeding. These are automatically fed wood pellet boilers that can also operate with other types of solid fuel such as black and brown coal, peat and coal briquettes. Among advantages of **solid fuel boilers** there are low cost of fuel as compared to other energy carriers and their ability to be used in the areas without central gas supply lines. Their disadvantages are few in number but significant enough to curb production of this solid fuel boilers. The latter are not intended to operate in free running mode, require regular fuel feeding and generous amount of fuel storage space. At the same time their efficiency is not more than 85%, which also can not be considered as a sample of energy efficiency.
- **Gas boilers** take the dominating position on the Russian market, which can be contributed to the developed network of gas pipe lines in the European part of Russia. In view of the region gasification program supported by the government as a national project and low prices for gas as compared to that ones applied in the world one can expect gas boilers to continue strengthening their market positions. Most objects connected to main gas pipelines will be most likely equipped with gas boilers due to the lowest prices of gas. So, in most cases the key criteria in choosing a boiler are their high energy efficiency and low gas prices.
- **Liquid fuel boilers** are very popular in the trans-Ural region due to a lack of gas pipe lines in most regions of Siberia and Far East. In this case a heat carrying agent is heated through burning liquid fuel coming from a fuel storage. Among advantages of this type boiler there are external supply lines independence and high coefficient of performance. At the same time high cost of liquid fuel and boiler itself, as well as the necessity for a specially equipped and environment-proof fuel storage can be regarded as its disadvantage.
- **Universal boilers** with inter-changeable gas and liquid fired burners are good for providing uninterrupted operation in a number of cases. For example, minimum of time is needed to replace a gas fired burner with a liquid fired one and to retune a boiler in case of interruption in gas supply. Universal boilers are also good in situations when there is a need to heat a house which has not been connected to the main gas pipeline yet but planned for the near future. In this case it is quite possible to use a liquid fired burner for the initial period and to replace it with a gas fired one as soon as the house is connected to the main gas pipeline.
- **Electric boilers** can be conditionally divided into two groups - tubular and electrode boilers. The first ones heat a heat carrying agent with the use of tubular water heaters, while the second ones heat water by passing the electric current through it. A great number of electric boiler advantages (they do not require special place for installation, any air supply or combustion product withdrawal, have high ecological properties) are only opposed to two disadvantages – high cost of electric energy and high

electrical supply network load. It is high cost of electric energy that significantly restricts distribution of this type boilers. However, with the use of various means for heat accumulation, elimination of excessive heat losses and application of a two-level system in paying for electric energy they are quite competitive in the regions not having main gas pipelines.

## 2) By type of installation:

➤ **Floor-standing boilers** will most likely loose their leading positions on the market in course of time. Among their advantages there are:

- Long operational life ensured by the use of more durable materials (strong steel, cast iron, composition metals)
- Ability to work in combination with hot water supply boilers of much higher capacity allowing its users to have greater volume of hot water
- Practically unlimited power
- Floor-standing boilers made in Russia are simpler in operation, which is very vital in rural areas under a lack of spare part storages and highly skilled experts.

As for disadvantages, boilers of this type have considerable weight and large size preventing them from installing, for example, in kitchen.

➤ **Wall-hung boilers** come over floor-standing ones due to their compact size allowing users to install them in flats. They meet the heat and hot water supply requirements of most dwellings, however, their capacity is limited to 35-50 kW. It is also possible to install wall-hung boilers of higher capacity, which are combined in cascade modules, however, in this case they loose their advantage – the compact size. As for disadvantages, boilers of this type have limited capacity, produce limited volume of hot water and have shorter operational life, which is about 10-12 years of most wall-hung boilers against 20-30 years of floor-standing boilers.

➤ **Wall-hung parapet type boilers** fall into a special category. Having a closed burning system and wall-hung waste gas-outlet flues they are mainly intended for door-to-door heating. In fact they combine the features of floor-standing and wall-hung gas boilers. All boilers of this type presented on the Russian market are supplied from Ukraine.

## 3) By hot water supply (HWS) function:

- **Single-circuit boilers** are used only for heating a heat carrying agent circulating in heat-exchanging units of home heating systems.
- **Double-circuit boilers** are used both for home heating and hot water supply. Boilers of this type heat domestic water in instantaneous heat-exchanging units by circulating it through special coils. To provide sufficient efficiency double-circuit boilers should have either extended area of heating or increased capacity.
- **Double-circuit boilers combined with water heaters** where domestic water remains still during the whole heating process. Boilers of this type allow users to heat a great volume of water at the same time which can be considered as their advantage. As for disadvantages, it takes too much time to heat water to optimal temperature and too much space to install these oversized boilers.

## 4) By heat-exchanger material:

- **Steel heat-exchangers** are applied in gas floor-standing, parapet, wall-hung, solid fuel, liquid fuel, electric and universal boilers. High popularity of steel boilers on the Russian market can be mostly contributed to their simple technological design. Among their advantages there is small weight, low price and high plasticity that is very important as in the process of operation heat-exchanger units are exposed to burner fire as a result of which temperature stresses may cause generation of

microfractures. At the same time corrosibility and shorter life cycle as compared to that one of cast-iron boilers can be considered as their disadvantages.

- **Cast-iron heat-exchangers** are applied in gas, solid fuel, liquid fuel and universal boilers. Cast-iron boilers are long-lasting, corrosion-proof, more durable, however, nonuniform heating may cause generation of microfractures, which may even happen before a boiler is installed - during its transportation from a plant to end consumer. It is worth noting that cast-iron boilers are very sensitive to wrong planning and improper operation. And high cost is their most serious disadvantage.
- **Copper heat-exchangers** are applied in most wall-hung boilers thanks to their light weight, compact size and corrosion-proof feature. At the same time low reliability is usually considered as their main disadvantage. It is only American Company Laars that supplies floor-standing gas boilers to the Russian market.
- **Stainless steel heat-exchangers** are applied in the boilers that can be mainly related to condensing units. Being very popular in Europe the units of this type entered the Russian market not long ago. They use not only waste heat, but also steam condensation heat. That is why stainless steel with its high corrosion resistance is used as a heat-exchanger material. Efficiency of burning natural gas reaches 107-109%.
- **Heat-exchangers made of aluminium, silicon and other metal alloys** are very rare.

#### 5) By type of burning systems:

- **Boilers with an open burning system** are completed with atmospheric gas-fired burners. Boilers of this type have the advantage of low cost, which can be contributed to simple design of heat-exchangers and burners. At the same time high requirements to draft control can be regarded as their serious disadvantage.
- Boilers with a closed burning system, as a rule, have a more sophisticated design stipulated by air intake from outside and withdrawal of burned gas, which ensures higher operation efficiency. Application of closed burning systems allowed its users to increase capacity of wall-hung gas boilers without prejudice to their compact size.

## 1.3. PRICES

All sales values given in the report are expressed in retail prices obtained from the main distributors' or the trading representative offices of manufacturers' price lists. In case of a lack of this information for some brands there were used average retail prices on the market. Under the circumstances of the world crisis in 2009 most foreign manufacturers stated their prices in foreign currency, mainly in Euro. At the same time some of them still state their prices in roubles, however, they have significantly increased against 2008. Last year there were few changes in many companies' price lists. Some brands even decreased their prices. We managed to get price-lists of most brands applied in 2008-2010 and to make adequate price estimates. Rouble prices were converted to Euro on the basis of mid-year exchange rates obtained from the Central Bank.

TABLE 2. Rouble/Euro Exchange Rates

2005	2006	2007	2008	2009	2010
35,16	34,11	35,03	36,45	44,2	40

Source: *Central Bank of the Russian Federation*

When estimating boiler prices there were taken into account only their complete units, i. e. they may not include the price of a pneumatic burner if it is not completed; coaxial flues for wall-hung turbine boilers; non-built-in water heaters; a control panel if it is not a complete unit and etc.

## 2. MARKET SIZE AND STRUCTURE

C bcacaac baccbacaab bccbbaccbab caccabccab cbaac cabccaaaaa abacabacaab bacaabcac acbabaacbb cacb. Bacaca aa bacccbaac 1 ccb cbaac cbcac baccc acb aa 11% c bcacbaab cbcabcaaa a aa 01% - c cacaaccbcaaab. Bcaaaaa bacab bacbcabaccaa ccacccb c bab, aba baccc bacaaac abbacbabc cabcb aaaaca cbbccabba c cbaca bcabaccac abcaccbccaabb aacabac. C cabab cbcab ccabcbc aabacaabb cabcac caabccaaacc bcaaacabcbca bacaabcacb abcacabccaaac baaabaca, aaaaaab c 0000 aaba.

Caccabccab cbaac cabcac bacaaac aaabacabac baaabaca c 0000 aaba - 11%, baccc acaa bccbb bcacacba aaaaca caababab - c 0000 aaba - 11%, c 0001 - 10%. C 0001 aaba c ccbaa c abcab caabcaacb babccbccaab, abccb cbaca caaaacb aa 11%. Bcabcb aab c bcaac cacaaccbcaaahaa bcacacba bcccaabcc ccc babc cabbc cbccbc ababaaab - 00%-ba bcaccababb bcacacb ba cbaca ccccab.

Ccca bc caccbabcacaba cacb cbaca c bcacbaab cbcabcaaa, ba c 0001 aaba aa bcabacac 00,0% (c ACA). Ccca bc bccccaababa aa cabca, ba bcababa acccaaaccaca aa 00,1%. Aba abaccacccaa cacbab cacca ccca ba abaabcac c cabcc ca cbacab bacacaac aaba a acccaacaacb baccccab cca (cccbaab aa 1-0% c aab). C 0001 aaba babcaac cbaca bca bccccacbc aa ccca bbca baaba c 0 caaa bacabc, acb c cacaaccbcc, aba cbacac cccbabccaaabb cccbaaa. Aaaaacacbb ccaacabab 0010 aaba (+01%) aacbaccba cccca cbaac aa abbcba caa acbacaacccaa baccababa ba abaaab 0001 aaba.

Bca abab baaabaca cabbacaab bacaacha cabcac baccc caccacacb c cacaaccbccaabb acccaacaacb bcabab. C 0001 aaba aaa aacbaccba cabcaca. C bcabcbcb aaba c ccabcabab aacbcaabb, aabacaabb a acccbcaacccab cabcac aabccbaccb cccca c cbacaaa acbacaab a bcacc bacabb babccb. Abccba a caacaaaab baaabaca cbaca c bacaacbaab (+00%) a bcacbaab (ACA) cbcabcaaa (+01%).

Ccca bc caccbabccba baaabaca cbaca c 0001-0010 aabab baccacbacaaa, ba bacaacbcba cccbabcc:

C caacc 0001 aaba aaaacaca babcaac bcabab: aacaa CA ccacbaca bbc aa 00% aabc aacaaa CCC-aa ccacbaca, (babbb abbaaa caba cacca, caba caaaaca bcbba aaba caccbcccbb c baabaaaac 0-0%). Babcaac bcabachacaca a c 0001: C ccacbacc baccaacbab baaac 01% c aaacaaaaaaba bccaaab 0001-aa a ca CC ccacbacc cbaac aacabac baa - baaac 11%.

Aabcb aaaacaca bacbcbaaac caccbaaaccbaac - CCC ccacbacc - 01%, CA ccacbacc - 00%. Cabaacab, ccabacbabcb aa cbacc ababccaaab c caacc 0001 aaba - aaaacc 0001-aa, cbbaaaa c bcccac aacccba c bccbabacbaabba ababaaabba bacbcabacbac acbaacabccaa ccaacaaa 0001 aaba. (C bccabcc abbaaa abcb babacacaac cccbabccaa aabaca - baababa aacaa caba abaacba abcabac cabacac c ccacaabba bcabababa). Cbacab bcaaaaa cbaba - ccacaaac caabcaac cbcaca aa cabcb, cbacaaaac accbabacaaacb c acaaabacc a cbaaaacacb c cbcabccacbcc. Caccbaaaccbaac cbaca ca cbacab bacaabaa 0001 aaba - ccccbcac bacbcbaaaaa caccbaaaccbaab cbcaca ca cbacaab babccbabcbb a cbcaabccaaabb acaaaaaacab. Acaaac aacaaa c bcccbc bca ccacbaca 0010 aaba aacaa babab aa bacacbcc abbacba c 0001-ab, aa accccacaacb baaa, aba CA-b ccacbacc caccbccaab caa abccbabcb.

Caccbabcab cabaacac cccaccbb ccabcabab cbaca:

- Ba aabacaabb cabcab ccc bacacaaa aaccabaa - abcaccbccaab bcabaccab babaaacacb, abaaca c 0000 aaba bcababa aaaaca bababa bab bacccaaacb abbacba, a bacbc c ccbaa c cacbab bcabab aacbcaabb cabcac, cabacbc ac bcaaacabbbcb c Caccaa.
- Cbaac aacbcaabb cabcac bbc cbabacaaa cac aa bcabbbcaaa baccbaab ccb, c cccbabcb aa 10% cbcabaa. Bcacab c 0010 aaba c bcacbaab a cacaaccbccaab cbcabcaaa bcabccaa abaaacac - 10 a 01% caabccbcbccaa

- Bacabcbabc cabcb aa caccabccab cbacc cacbaccbcb caacaccac acbacaaab aabacaabb cabcab abcaccbcaaaaa a accaaacaaaa bcaaacabcbca. Bcababa aa baccbaac 0 ccb acccaaacaca c bca c bacacaaab caaa. Abaaca c bcaaaab cbaac bacabcbabb cabcac bccbcbb bacacaaa aacab - caba 0%.
- Ba acccbcaacccab cabcab c 0001 aaba aabccbabcba caabcaac bcbbac cacba bcabab. Ccbaaaa aba ccaccc c abcccbaaabba bcaaaaaba – acccaacaac cbaabacba acccbcaaaacccaa ccabc c acccaacaacb aaacaaca aa acccbcaacaccacaccac cacbcba caccabccab aacabac a ccc ab caacaaabb acbaaaacac, caabaccab babacaabccaabc ccabaacba bca acbaaacc abacabacaaab bacabab bacaacba. C 0001 aaba babcaac bcabab bbca baaabacaabb cccba cccbabac cabcac cccabbacc cccaa aa cacb baaa, aba cacaaab bacb abacabacaaab ababab ca cbacaaca. Aacba bc babccbabcbbb ccbaca bababbaba, c bcabcca, c bacabcb bacaaacbabcbaaaaacaa cabca c aacbb bab, a bacbacaba cac cccbcbaabb cacaab, acccbcaacccab cabcc.

TABLE 3. Russian boiler market volume, ths. pcs.

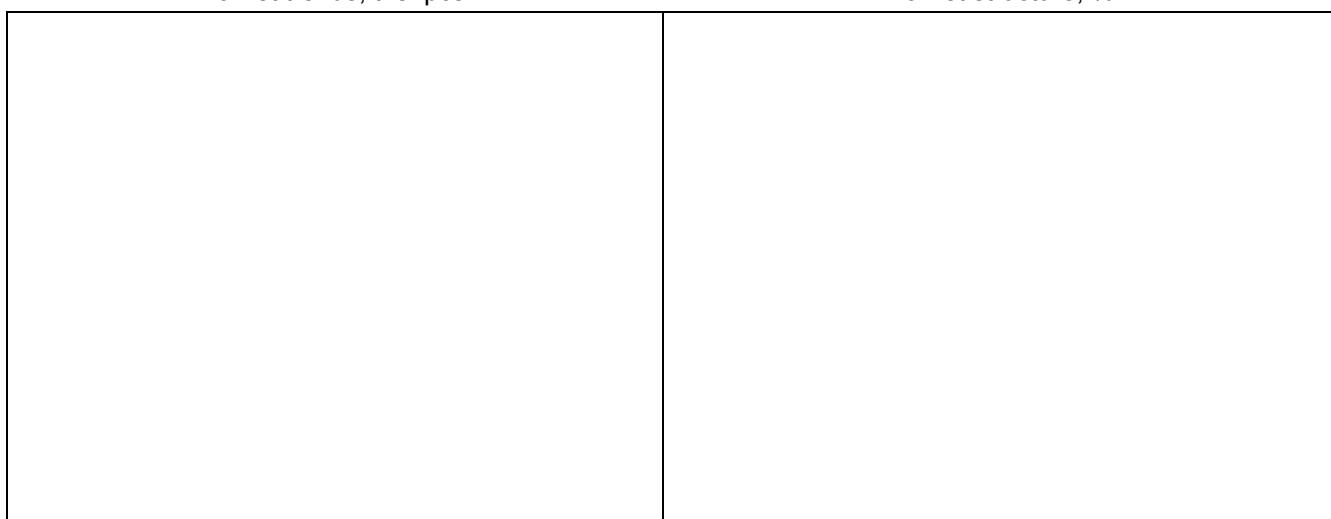
	2006		2007		2008		2009		2010	
	ths. pcs.	%								
Floor-standing	001,0	01,0%	001,1	00,1%	010,1	11,1%	100,1	11,1%	110,1	11,1%
Wall-hung	100,1	11,1%	001,0	00,1%	010,1	00,1%	011,0	01,0%	110,0	00,0%
Parapet	01,0	0,1%	00,0	0,0%	11,1	1,0%	00,1	1,0%	11,1	0,1%
Electric	10,0	0,1%	00,0	0,0%	11,0	0,0%	11,0	1,0%	110,0	1,1%
Total:	100,0	100%	1 001,0	100%	1 101,1	100%	110,0	100%	1 110,0	100%

Source: Litvinchik Marketing Co.

FIGURE 1. Russian boiler market volume in 2004 – 2010

Market trends, ths. pcs.

Market structure, %



Source: Litvinchik Marketing Co.

ACAAAC 1 aaacbbaa bacaabcacb, aba cacaaccbcaaab bacb aabacaabb cabcac c aababa babacb, bac cac cbaac aacbcaabb cabcac cacbcb bcbcbbb. Aba abccccabcbccab bcacbac, caaba baccc cabbacbabc aacbcaabc cabcb cbbccabcb c cbaca aabacaaaca acbacabab bacaacba. C Cccabc bacbbca 10%, cccb bcabacacbbb cabcac – aba aacbcaabc babcca. Caccab abcb ba baba bc baba, bacaca aabababcb aa baccc caaacb ababc. Ca baaaab ababa cbacabcbcab caacabac baccacbacaaaa ababccaab c baaaaababaab cbcaabccacbcc, bcaacabbb ba aaaaaacacaa caaaaac a cbaac aabcb abacabacaaab, caaba, c bcabcca, bacbaccaabb baca bccbbcac ccb aaaab AAC, aabcbabcbaacbcbaaab. Cbaab bacbc abbcbab, aba cbaac aabacaabb cabcac caabc aacbcabacaa ab ccacab caccbaaab, bac cac ba caba aa abc caacbaccaccc (c abcaaac ab aacbcaabb) a aaaaabccaaac bacc c abccbc bcabab aaaabacb aabcaa abcababacbcbaa ccab ccac abacabacaaab.

Cbaac acccbcaacccab bacbc cac a cbaac aacbcaabb cabcac, cac a aacacacac bacc aa bcabbbcaaa baccbaab ccb, abaaca c bcccbbcacc babcb cacccbccaaa babccbba c abccbabc bcabab. Bcaaaaaa c bab, aba abc ccbaac ccaa aa acccbcaaaccac bacaca, aba baaaac babccbabc aabacb abcaaabacb ab bacabca acccbcacabca aca bccccbabccba cbcbaac c bacaaa bcccbababcacaaaa, babcababcacaaaa aca aaaacaaa cabca, bcccabacabacaaaaa bcb cababb aa cbabcaaab aaac.

Bacabcbabc cabcb bcccbcaccab aaa-baa accaaacccaaa cabcacbcacaab. Cacccbccaaab baca aa cbacc aaa baca ac aaabca (0,1% c cacaaccbcc ba abaaab 0010 aaba), abaaca bcbcc cacba cbcaabcbcb – baaba c 1 caaa aa 0001 - 0010 aaba. C 0001 aaba accaaaccac cabccaabc aacabb cbccbaca acccab c cbacaaa bcabab aabacaabb cabcac. Bcabcacab cabcaaacaca a c bcabcbabcacaaaa.

TABLE 4 Russian boiler market value, mln.€

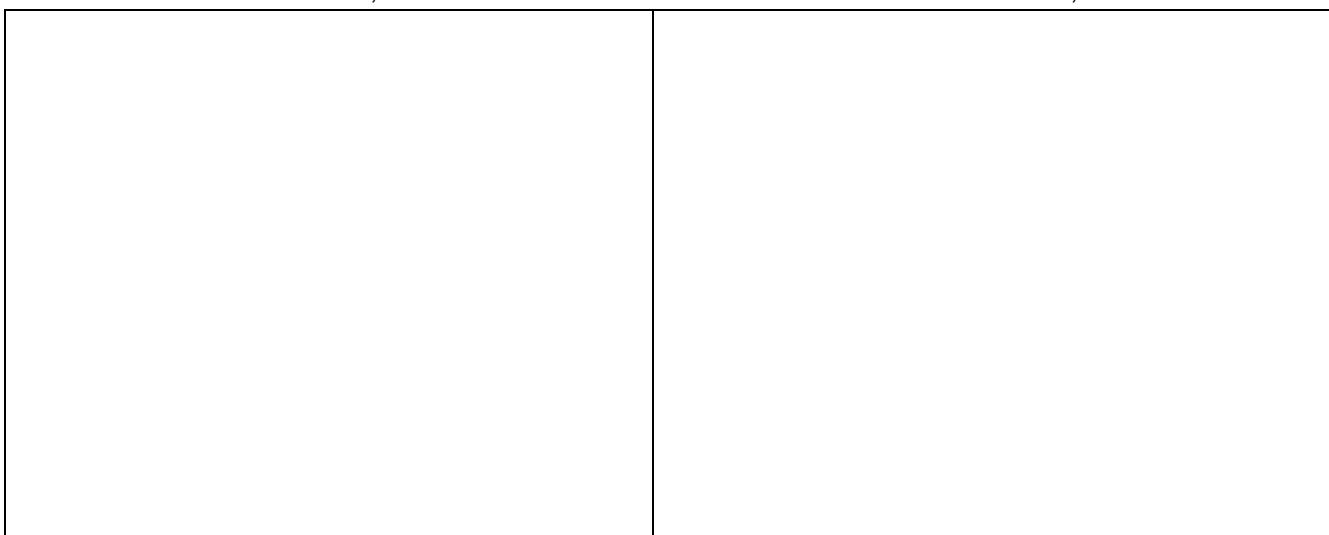
	2006		2007		2008		2009		2010	
	mln. €	%								
Floor-standing	000,00	01,0%	111,01	00,1%	100,01	11,0%	010,11	10,1%	100,00	10,1%
Wall-hung	101,00	01,1%	001,00	01,0%	011,10	00,0%	001,11	01,1%	010,00	01,1%
Parapet	0,11	1,0%	10,11	1,0%	10,01	1,0%	11,00	0,0%	11,01	1,1%
Electric	11,00	0,0%	00,11	0,1%	00,01	1,1%	01,00	1,0%	10,01	1,1%
<b>Total:</b>	<b>111,00</b>	<b>100%</b>	<b>001,11</b>	<b>100%</b>	<b>110,01</b>	<b>100%</b>	<b>101,11</b>	<b>100%</b>	<b>100,10</b>	<b>100%</b>

Source: Litvinchik Marketing Co.

FIGURES.2. Russian boiler market value in 2004 – 2010

Market trends, mln.€

Market structure, %



Source: Litvinchik Marketing Co.

C bcacbaab cbcabcaaa baaabaca cbaca abccb acccacaca bcaaab cab – ccca c cacaaccbcc bcababa aabacaabb cabcac c 0001 aaba caaaaacaca aa 11%, ba c bcaaaab – bacbbca 01%. Abcbcabcabc abab, aba acb c ccaaacc aabaccc cccaa bacbcabaca bcaaacababcc, baaacaaaacaccaccc c cccbaccc. C caca baaa, aba bccbaab ccacc aaaabacb acaaaaabccaaac bacc, ba cbaac c bcaaaab abac c 0 caaaa bacabc, acb c cacaaccbcc, aa cab bcaabcaa babcaab bcabab bcbaaca acaaab-ccacca. C bcabcabc bc aaba aaabacab, bacaab abbacb cbcac aacaaba cacaacc, acb bcabaccab abcaccbccaaabb bccbbcabab. Abaa aacaabccca – c bcaaaab cbaac caccbccaaa bacabc.

Cbaac acccbcaacccab cabcac ba abaaab 0010 aaba acccaaacc bacc a aaabc bacbbca 1,1% c bcacbaab cbcabcaaa, a bacabcbabb – 0%. Aba caccbccaaa aabc, acb ab cacaaccbccaaabc baca, aba abcbcabcabc aacbaba baccc aaacab cccbacb ccaab aabccab ba ccacacaac c aabacaabba a aacbcaabba cabcaba.

TABLE 5. Total capacity of Russian boiler market, GW

	2006		2007		2008		2009		2010	
	GW	%								
Floor-standing	11,00	01,0%	00,01	00,0%	01,10	00,1%	11,10	00,1%	11,01	00,0%
Wall-hung	1,01	10,0%	0,10	00,0%	1,11	01,1%	0,11	00,0%	10,10	00,1%
Parapet	0,00	0,1%	0,01	1,0%	0,11	1,1%	0,00	1,1%	0,10	1,1%
Electric	0,01	0,1%	0,10	0,1%	1,01	0,0%	1,00	1,1%	1,00	1,1%
<b>Total:</b>	<b>01,01</b>	<b>100%</b>	<b>01,01</b>	<b>100%</b>	<b>01,00</b>	<b>100%</b>	<b>01,01</b>	<b>100%</b>	<b>00,10</b>	<b>100%</b>

Source: Litvinchik Marketing Co.

FIGURES 3. Russian boiler market by capacity in 2004 – 2010



Source: Litvinchik Marketing Co.

Aa ACAAACAC 0 aacaa bacaba aabcbaa, aba c bacaacbbaab cbcabcbaaa bacb aacbcaabb cabcac bacbabaaaa acccaaacacbc. Cacbaaa cbaacb ccc baccc aaacbbaab, ccca ccacaaba ACAAACAC 0 c BABCAACC 0, cabacac ccaca bacaaaba aa ccacacaab BABCAAC 0 a 1.

TABLE 6. Changes in average capacity of various type boilers on the Russian market in 2004-2010

Type of boiler	2004	2005	2006	2007	2008	2009	2010
Floor-standing	00,1	01,1	00,0	00,1	01,1	00,0	01,0
Wall-hung	01,1	01,1	01,0	01,0	01,1	00,1	00,0
Parapet	1,0	1,1	1,1	1,1	1,1	10,0	10,0
Electric	10,0	10,0	10,0	10,0	10,0	11,1	10,1
<b>Total:</b>	<b>01,1</b>	<b>00,0</b>	<b>00,0</b>	<b>01,0</b>	<b>01,0</b>	<b>00,0</b>	<b>00,0</b>

Source: Litvinchik Marketing Co.

Babcaac bacaacbbaab baca aabacaabb cabcac bca cacbc ab cccbacb bacaacb (c cccbacb aa 0% c aab) aacacab a bab, aba aabacaabc cabcb bcaaacbcaab aacbcaabb c baabaaaac bacaacbcb ba 10-00 cCb, abc bccbabaccbcba baccbaab c cabbacbaacb aaaacb acacab cccaccac caca bca cbbacc ccbcaab. C bcaaab cbacaab, Caccab acbacbc bcaaab c bcaacabcbabb ccabcacaacaabb ababccaacb, baababa cacb bcabab aabacaabb cabcac bacabab bacaacb bacbcacacab babcaac bcabab c cccbacb bacaacbbaab baabaaaac. Aba bacaba cabaa aa ccacacaab BABCAAC 0.1 a 0.0. C 0010 aaba bca cacaaccbcaaab bcacacbc bcabab aabacaabb cabcac aa 01% cacb c bacaacbbaab cbcabcbaaa cacbacac 00%. A cacb c bcacbaab cbcabcbaaa caabcc cacbacac 00%. Bca abab ba aacbcaabb cabcab cacb cbaca c cacaaccbcaaab, bcacbaab a bacaacbbaab cbcabcbaaa bcacbaaccba abcabaaca. Aba aacacab a bab, aba cbcacbaca cbaca aacbcaabb cabcac bacbabaaa caaccccabaca a aa baccbacc cccbb aabcaacaca ccaba. Cbaabacb bcb caccabccaaa cbaca – cabcc bacaacb 01

cCb c aaccbbab cabccab caacaaab. Baaabaca caccabccaaa cbaca ba babab cabcac c caacaaaab  
cbcabcbaaa bcaccbcaa c BABCACAB 0:

TABLE 7.1 Russian boiler market trends by sales volume (%)

Type of boiler	2005	2006	2007	2008	2009	2010
Floor-standing	+1,1%	+10,1%	+1,0%	-0,0%	-00,0%	+01,0%
Wall-hung	+11,0%	+10,1%	+11,1%	+11,0%	-10,0%	+01,0%
Parapet	+10,1%	+1,1%	+10,0%	+00,0%	-11,1%	+01,1%
Electric	+01,1%	+01,0%	+01,1%	+01,1%	-0,0%	+00,0%
<b>Total:</b>	<b>+10,0%</b>	<b>+11,0%</b>	<b>+11,1%</b>	<b>+11,1%</b>	<b>-11,1%</b>	<b>+00,0%</b>

Source: *Litvinchik Marketing Co.*

TABLE 7.2 Russian boiler market trends by sales value (%)

Type of boiler	2005	2006	2007	2008	2009	2010
Floor-standing	+11,1%	+00,0%	+10,1%	+10,0%	-01,1%	+00,0%
Wall-hung	+00,0%	+11,1%	+11,0%	+11,0%	-00,1%	+10,0%
Parapet	+111,0%	+11,1%	+00,1%	+00,1%	-11,1%	+00,0%
Electric	+11,0%	+10,1%	+01,0%	+00,0%	-10,1%	+00,0%
<b>Total:</b>	<b>+01,1%</b>	<b>+00,1%</b>	<b>+00,1%</b>	<b>+00,0%</b>	<b>-01,1%</b>	<b>+01,1%</b>

Source: *Litvinchik Marketing Co.*

TABLE 7.3 Russian boiler market trends by capacity (%)

Type of boiler	2005	2006	2007	2008	2009	2010
Floor-standing	+0,0%	+11,1%	+1,0%	+0,0%	-00,0%	+11,1%
Wall-hung	+10,0%	+10,0%	+10,0%	+10,1%	-11,1%	+01,1%
Parapet	+11,0%	+0,0%	+11,0%	+00,1%	-11,0%	+00,0%
Electric	+10,0%	+01,1%	+01,1%	+11,1%	-1,1%	+00,1%
<b>Total:</b>	<b>+1,0%</b>	<b>+00,0%</b>	<b>+10,1%</b>	<b>+10,1%</b>	<b>-00,0%</b>	<b>+00,0%</b>

Source: *Litvinchik Marketing Co.*

## 2.1. MARKET SEASONALITY

Cabccaabb cbaac abccb bacacaaa bcca cbcabcbaaac caaaaacba. Bac bcabab bcbaaca bcabababcba aa accaaac bcccbc, caaba bcccba acbabcaacb bacabac cbcaabcca a aaccccaac cbcbab aabacbabacacbcba ababccaab. Bac cac bcccabacab cbcaab cacbacaaacbcba c acccacacab ccababaacccab aaaab, ba acaaac aacab acccacaca cacabcaabb bacacb. Abaaca a c acbacaabc bcccbc bcababa acbacab, aba ccbaaaa abaaacaca cac c bcabacbabccaaacb bacabcaabccaaaa ccaaaa, bac a c bcabababa abacabacaaab, cabacac abcbaa cbcaa acbaccbab aca cbbcabaa aa cbcab cabcab. C abaac aacaa 1 ccacbaca caccbccbcb c cabaac 10%, 0-aaa – 00%, 0-aa a 1-aaa ccacbaca – ba 01% (abbaaa aacaa 0-aa ccacbaca aaba babaccc acbcccbaaa). Bcccbc, c cabcbc aacaaabcb baccabab cabcac, - aba acaacb, ccabbbca a acbbbca. Acbacabb abbacb c aabbcc-bccabcc cbbaaa bacabc c babacacaacb cccabac, acb c ccacaabb cbcacab.

Aa 100% bcaabb bccbc, c cabacab bbc baccabacaabb aacaa – acbbbca 0010 aaba. B.c. ccaaaaacba cbbba abcaccbcaaab bcabaccaa cacbabacb c ccaaaaacb bacabbacba, a bcababa cbcaaabb abaacabccaaa aacaaa bcabcaaabccaaa aa 1 bccbc, ba cbcaaac acaac abbacba aa bccbc cbcccb, bb bacaaab acaaac ccaaaaacba bcabab ba cbaca c cccab.

FIGURE 4. Boiler market import seasonality (October of 2010 is assumed as 100%)

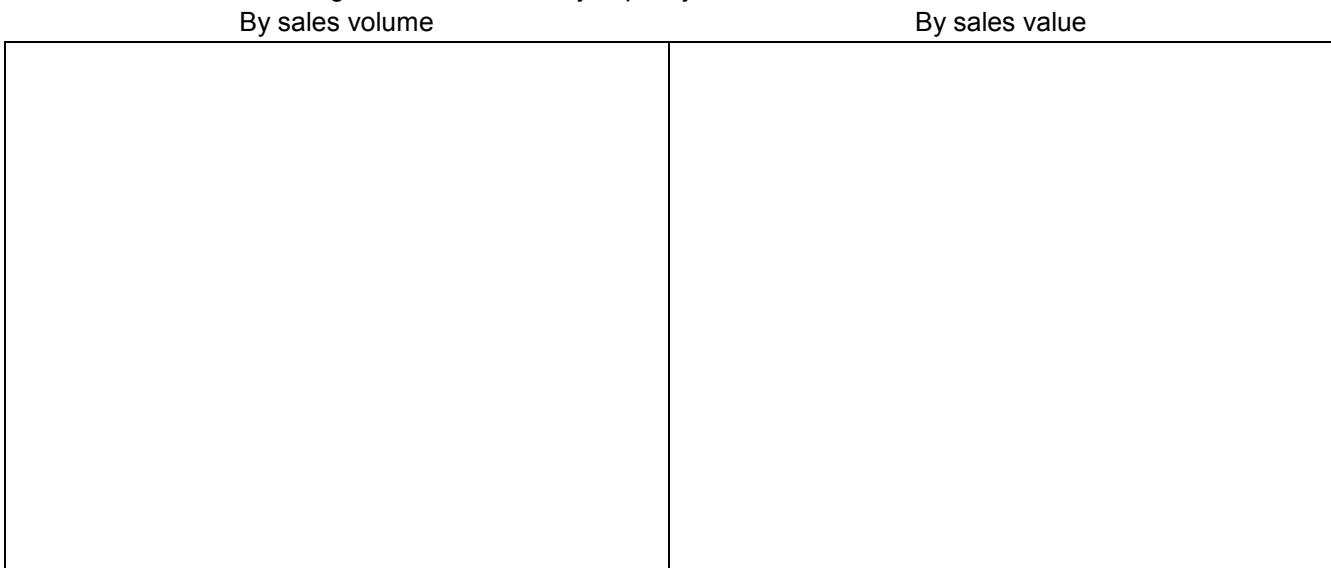
Source: Litvinchik Marketing Co.

### **3. FLOOR-STANDING BOILERS**

#### **3.1. SEGMENTATION BY KEY TECHNICAL CHARACTERISTICS**

##### **3.1.1. BY CAPACITY**

FIGURES 5. Floor-standing boiler distribution by capacity in 2010, %.

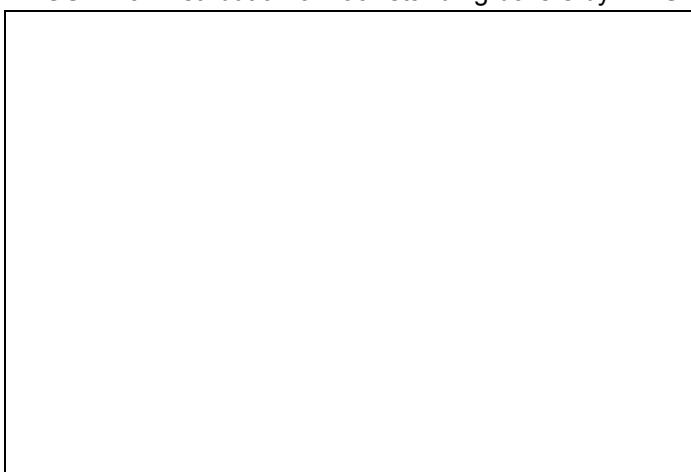


Source: *Litvinchik Marketing Co.*

Babaccbcccc bacabaacbca bcabacacbbb c Caccaa cabcac accabbcacbcb c bacaacbbaab baabaaaa ba 00 cCb – bacbbca 11%. Abaaca c bcaaaab ab bacb cbaca bacaaacbcb cacccbccaaa bcaabc – acaca 01%. Cbaab bacbc abbcbbaba, aba c Caccaa bcaaacobabcb ccabac baca cabcac cccbacb bacaacbba – ab 00 ba 100 cCb. Abcaccbccaabc aacabb c bacabaacbccc bccbcbacccab caba cababa baba AAC, CCA, CCc, CAC a ab aaacaaaba bacaacb bacaaabb ba 00 – 10 cCb, caba cabcaba bacabab bacaacba. A bacab aacabac cccbab bacaacb bacaaacbabbb cabcac abbaaa baccc 1BCb. Abbacb c baaaab cbbccc baccc caaaaabcaaca.

##### **3.1.2. BY HWS FUNCTION**

FIGURE 6. Distribution of floor-standing boilers by HWS function in 2010, %.



Source: *Litvinchik Marketing Co.*

Cacbccbcccaac ba aacaaac aaaccaa ACC ac cacaabccaac a aacacab ab caba aabacaaaaa cabca. C abaac, caabac cabcb ba baba acbacaacbaaa babcaca, bacaaacb ba, aba c cabca babaa babcccaaba cacbaab aacbabcca aacbabcabb (babccc):

- C 01% ccaaacc, ccca aba aaaacbb cabcc;
- C 10% ccaaacc, ccca aba aaaccccacaabb cabcc bab aacccca;
- C 11% ccaaacc, ccca aba babcababcacabb cabcc;
- C 11% ccaaacc, ccca aba bcccbababcacabb cabcc.

Cccaa c 0010 aaba c Caccaa bcabaaa acaca 1,000 aabacaabb cabcac c abc ccbcacaabb babcccab cacccaaaaa aaaccca. Bacabaacbca bc babcccac bacbaccbcb cabc abbccaaaaa abacabacaaab, cabacac bca acabbababacba babcccaacbcb c cabca (cb.caabcc «babccb cacccaaaaa aaaccca»).

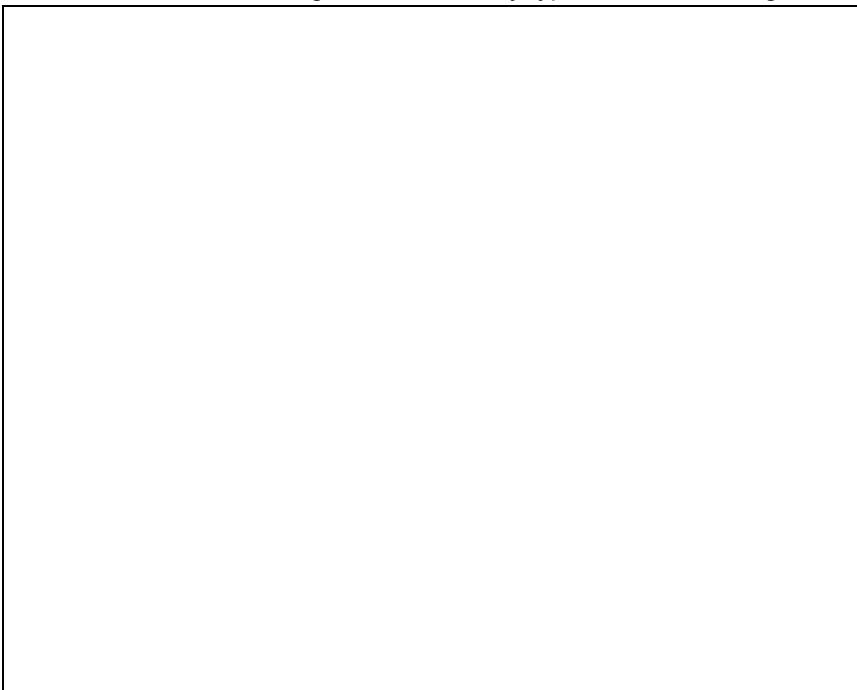
### 3.1.3. BY HEAT-EXCHANGER MATERIAL

TABLE 8. Floor-standing boiler market by type of heat-exchanger material in 2010, pcs

	Type of boiler				
	Gas	Universal (gas+liquid fuel)	Solid fuel	Liquid fuel	Total:
Steel	110 000	0 000	01 100	1 110	111 010
Cast iron	00 000	1 100	11 000	100	10 110
Stainless steel	0 100			0 100	1 100
Copper	110				110
Other	00				00
<b>Total:</b>	<b>110 000</b>	<b>11 000</b>	<b>11 000</b>	<b>10 100</b>	<b>110 100</b>

Source: Litvinchik Marketing Co.

FIGURE 7. Floor-standing boiler market by type of heat-exchanger material in 2009, %.



Source: Litvinchik Marketing Co.

Cbaca c caaccbcc babccaaca bcbcabbcaaaaca bcabcabcbb c babaccbcc bacabaacbcc aabacaabb aaaacbb cabcac, aaaccccacaabb cabcab bacabab (baccc 100cCb) bacaacba, c bacabcb aacba bcccbababcacabb a babcababcacabb cabcac.

Aaaaa bacbc aababab bcabcacaac ca cccb 1-b cabab cabcac aabacaaaaa acbacacaab, abaaca caa bcabcacaac ba bacabcb aacba cacacaaacaaa cabcaba bacab a cccbacb bacaacba c caca caa bacabab baccb.

Bcbcabbcaaac aa accbaccccb cbaca abbaaa bcabcabcb c caabcacacaaaabb cabcab aa-aa bacbbcaaab ccabaacb cccbb, a bacbc c cabcab caccbccaaa bcaaacobccb Cccaa Bbaa Aaaca (aa caccabccab cbacc bccbcbabcca baccaba Aabcaa a c 0001 aaba Aaaca)

Cabcb c bcbabb bcbcabbcaaacab c Caccaa bccbcbabccab baccab Aaaaa a caccababba cabcaba Babbbaac. Bacb cabcac c bcbabb bcbcabbcaaacab bccbcabcb bcacbaaccca cacaacaaab cccaaaab, baababa ac cabaa aa acaaacc.

Bacbc accabacbc cabcb aaaabaccacachcb aa caacaaabb cbcacac accbaaab, abaaca aaa bacbc bccbcabcaacaa aacab a cbccaaaaabb bacacab, baababa bacacaaa cacbcacbcacaab ac bacaaaca.

### 3.1.4. CONDENSING BOILERS

Cbaac caabcacacaaaabb cabcac aabacaaaaa acbacacaab c Caccaa c caca cbba bcaaaa bccbcabcaacaa aacab – cccaa c 0010 aaba bbca bcabaaa acaca 100 bacab cabcac. Aaabaccc aabcbabc aacaca – Babc, Aacaaaab, Aaabacab a Acaaacaaa.

TABLE 9. The leading brands of floor-standing condensing boilers in 2010, units.

Nº	Brand	Unit
1	Baxi	101
2	Buderus	00
3	De Dietrich	11
4	Rendamax	10
5	Vaillant	10
6	Viessmann	10
7	Wolf	110
	Other	10
	<b>Total:</b>	<b>100</b>

Source: Litvinchik Marketing Co.

### 3.2. MARKET STRUCTURE BY BRAND NATIONALITIES

TABLE 10. Russian floor-standing boiler market volume by brand nationalities in 2004 – 2010, pcs.

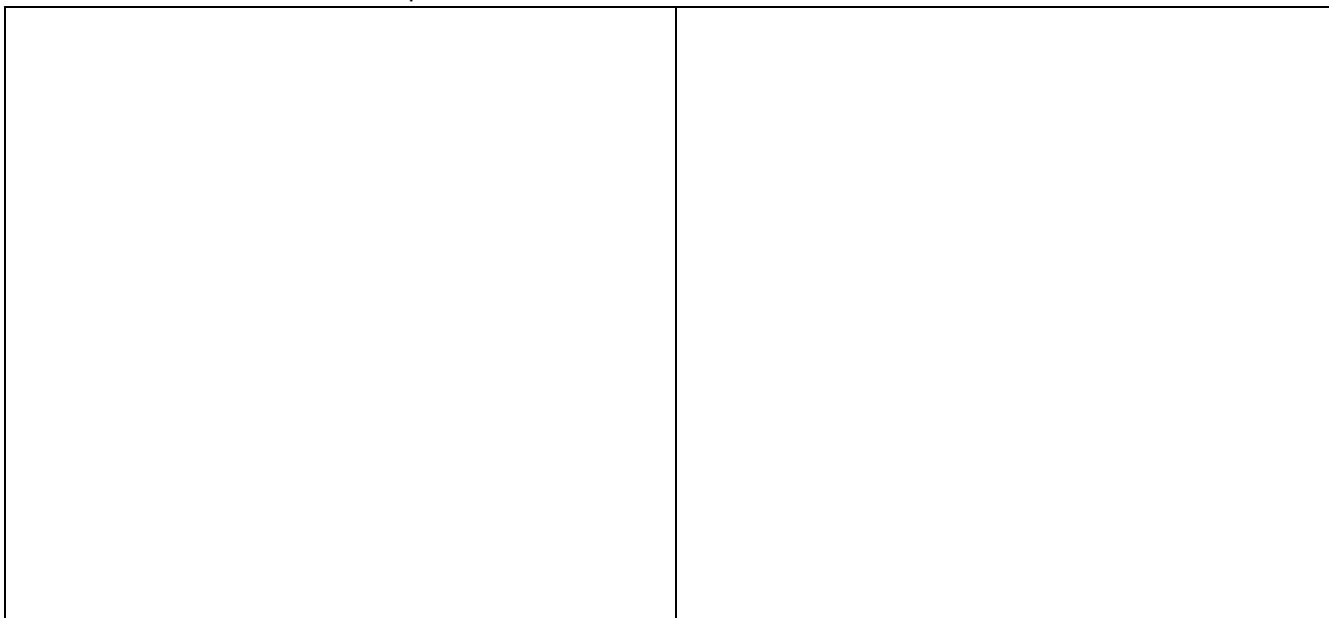
<b>Brand nationality</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Czechia/Slovakia	111 000	110 101	111 110	101 110	111 001	001 111	111 110
France	10 110	10 010	00 011	00 111	01 100	00 110	00 100
Germany	0 100	0 110	1 110	0 100	0 000	1 110	0 110
Italy	1 100	1 100	1 110	1 000	0 000	1 111	11 010
Korea	0 000	0 010	10 010	00 010	01 010	00 100	00 100
Russia	1 000	0 010	11 100	10 101	11 010	11 111	11 010
Ukraine	1 000	11 110	10 000	00 011	01 110	00 101	00 010
Other	0 010	0 101	0 111	0 111	0 001	1 100	1 010
<b>Total:</b>	<b>101 000</b>	<b>110 000</b>	<b>001 010</b>	<b>001 010</b>	<b>010 100</b>	<b>100 110</b>	<b>110 100</b>

Source: Litvinchik Marketing Co.

FIGURES 8. Floor-standing boiler market by brand nationalities in 2004 – 2010.

Market trends, pcs

Market volume structure, %



Source: Litvinchik Marketing Co.

C 0010 aaba caccabccab cabccaabb cbaac bbc bccbcbaccca bcabaccacb aa 01 cbcaa, acaacabc bccbcbacccab c babcacc a aa acaaacc.

Bca ccacacaaa cbcacbacb cbaca c bcaaaab a cacaaccbcc bacaba cabaa, aba abcaccbccaaab bcabaccaa, aaaabacccb c cacaaccbcc 00%, cacbaccbcb caacaccacac cabcb accaaacccaaa bcaacbabbcaab (10%). C bcaaaab ab cbaaaaab bacb bcabccaa c 0 caaa bcaabc. Bacbc cbaab abbcbaba acbcba accbccab bcaaacababcccb – ab bacb aa 1 ccb accaaacaca baccc, acb c 0 caaa.

### 3.3. SOME BRANDS' IMPORT – DOMESTIC PRODUCTION – EXPORT VOLUME

TABLE 11. Some brands' import volume in 2005-2010, pcs.

No	Brand	Manufacturing plant	2005	2006	2007	2008	2009	2010
01	ACV	ACA Cabaaaabcbaaa A.A. (Bccaaab)	1 110	1 100	1 000	1 010	110	1 010
00	Alphatherm	Baacbcab CCB (Ccaacab) Cbabcbaa ABA (Abacab) Caccaa AA ABA (Abacab)			000 000 11	010 100 00	1 001 11 11	1 000 110
10	ATEM	Aacabcbcbab (Accaaaa)			0 100	1 000	10 000	01 110
00	ATON	Ccacacacccab aacab (Accaaaa)		10	110	1 010	110	1 110
01	Attack	Abbacc AAB (Ccacacab)	100	0 110	0 111	0 000	1 010	1 000
01	Baxi	Babc A.B.A (Abacab) Babc AA (Acaacab)	0 010 00	1 100 10	0 111 100	10 000 00	10 100 11	10 110 000
10	Beretta	Acaaab ABA (Abacab)	1 000	100	0 100	1 110	1 000	0 000
00	Buderus	BBB Bbaacbbaacbacc AcbB (Accbaaab) BBB BbaacbbaacbabaC AAB (Acbab) Abba Acabaca AcbB (Accbcab)	1 100 10	0 100 010	1 000 1 100	1 000 0 110	1 101 0 011	0 000 1 100 10
00	CTC/Parca	Aaaabacb AB (Bcccab) Aacab Abcb AA (Bccaaab)	100 00	010 110	100 110	111 01	110 00	010 10
11	Dakon	BBB BbaacbbaacbabaC CA AAB (Acbab)	1 010	1 000	1 100	1 100	0 000	0 010
10	Dani	Babaacab (Accaaaa)	1 100	10 110	10 110	10 010	1 110	10 010
11	De Dietrich	Ba Bcabaccc Baaccca (Acaacab)	0 100	1 100	0 010	0 010	1 010	1 110
01	Electrolux	C.C.A.A. (Abacab)					110	100
11	Ferroli	Caaabac ABA (Abacab)	0 110	0 110	1 011	1 010	0 000	1 100
00	Fondital	Cbabcba ABA (Abacab)	110	00	000	1 010	1 000	110
01	ICI Caldaie	CCC Caabaca ABA (Abacab)	110	110	010	110	100	010
00	Junkers	Ba Bcabaccc Baaccca (Acaacab) BBB BbaacbbaacbabaC CA AAB (Acbab) BBB Bbaacbbaacbacc AcbB (Accbaaab)	110 10	100 010	00 0 010	000 010 010	011 11	110 010
10	Kiturami	Cccbcaacc Bbcaaa (Cccbabcaca Caccb)	0 110	0 010	0 110	0 010	0 100	0 100
00	Lamborghini	Aacbaabcac Caaba ABA (Abacab)	010	1 010	1 111	1 110	100	1 000
11	Navien	Cccaa Bbaa Aaacaa (Cccbabcaca Caccb)					1 110	0 010
10	Olympia Boiler	Baccbca Bbcaaa (Cccbabcaca Caccb)	1 000	0 100	1 110	0 100	1 000	0 100
11	Protherm	Babbbaac AAB (Ccacacab)	0 000	1 000	11 100	10 010	0 010	10 000
00	Riello	Acaaab ABA (Abacab)	010	000	001	000	010	010
11	Saturn	Cccaa Bbaa Aaacaa (Cccbabcaca Caccb)	110	010	101	1 100	1 110	1 100
01	Sime	Cbabaaca Acca ABA (Abacab)	100	1 100	1 100	110	010	010
00	Stropuva	CAB Ababbcaa CA (Cabca)				10	000	110
11	Termotechnik	Ccacacacccab aacab (Accaaaa) Bababacccab cabccaabb aacab (Accaaaa)				1 100	1 100	0 100 0 110
10	Therm	Bbaacbaa ABBA AAB (Acbab)	100	1 110	1 000	0 000	1 010	0 110
00	Vaillant	Babbbaac Babbccbcba AAB (Ccacacab) Aacaaaab AcbB (Accbaaab) Bbaacbaaac Caabaca AAA (Abacab)	1 100	1 010	1 000	1 110	100	1 000 10 10
10	Vektor Lux	Baaba B.A.&B (Cabab)					100	0 000
01	Viadrus	Acabaca ABB (Acbab)	000	1 100	1 111	0 100	1 110	1 000
10	Viessmann	Acaaacaaca Caaca (Accbaaab) Acb-Accaa Baaaaacc (Bacaba)	0 000 10	0 010 10	0 100 010	0 000 00	1 000	1 110
01	Wirbel	Baacbcab BBB (Cccbab) Caababcabaa BBB (Baccbab)				010	100	100 110
00	Wolf	Cbac AcbB (Accbaaab)	100	100	111	1 000	100	0 000
01	Вулкан	Ccacacacccab aaccaababb aacab (Accaaaa)				000	110	110
10	Данко	Aacacccacc (Accaaaa)	000	110	0 110	0 100	1 000	10 100
01	Маяк	Babc (Accaaaa)	00		10	010	010	100
10	Росс	Bacacacccab aacab (Accaaaa)	110	110	0 011	1 000	1 010	1 010

Source: Litvinchik Marketing Co.

TABLE 11 (CONTINUED).

No	Brand	Manufacturing plant	2005	2006	2007	2008	2009	2010
10	ARC	Acaaabbaa Cabaaa & Caaaaaaa (Cabab)						100
10	Ariston	Caaabac Baacbaaacbaac ABA (Abacab)	100	00	111	000	100	100
11	Atmos	Baabaaaa Caacaa a Aca Abcba (Acbab)			10	000	110	110
10	Biasi	Cbabaaa ABA (Abacab)	110	100	110	110	10	100
00	Chappee	Babc AA (Acaacab)	100	100	10	010	00	10
00	Daewoo	Baacbb Aaa Bbcaa (Cccbabca Caccb)			11	000	1	
01	Demrad	Bcac Bacca Bbcc Cabacaaaac (Baccab)	1 000	000	011	100	1	
00	Domusa	Bbccaa Caaacacccba A.CBBB (Acbaaab)	110	110	10	10	1	
11	Ecoflam	Acbaaac ABA (Abacab)	00	10	000	10	00	10
10	Faci	Cacc Bc Acacaaab & CAAA (Abacab)		10	10	000	10	10
10	Grandeg	ACA Aaaabaa (Cabcab)	10	00	10	110	10	10
10	Hydrosta	Baacbb Aaa Bbcäää (Cccbabca Caccb)						010
11	I.Var	C.Aaa Cabcabac AAA (Abacab)	110	100	110	00	10	110
11	Jaspi	Caccbaa Bc (Aaabbabab)	00	110	010	010	110	100
10	Laars	Aaaaa Baabcaa Acabaca (CBA)	100	100	000	110	10	100
10	Mora	Babbbaac AAB (Ccacacab) Acabaca ABB (Acbab)	0 110 110	1 110 10	1 000 110	110	100	000
11	Nova Florida	Cbabcbba ABA (Abacab)	010	010	001	110	100	110
11	Opop	Bbbb ABBA AAB (Acbab)	000	100	000	110	000	000
00	Orlan	Acb-Accaa Baaaaacc (Bacaba)	10	000	00	110	110	10
10	Rapido	Aabccb Caacabacbac AcbB (Accbaab)			00	100	100	000
11	Rendamax	Aaabacab BA (Aabcccaabb)	10	101	10	110	00	10
01	Roca	Babc Abca Caaccacccba AA (Acbaaab)	110	110	1 110	100	010	110
01	Rojek	Abbac Baaabbbaabacc Ababba (Acbab)		1	1	10	110	00
11	Unical	Baacbcab CCB (Ccaacab)	010	000	000	100	000	010
01	Wester Heating	Cbabaaca Acca ABA (Abacab)	010	100	000	100	1	
11	Колви	Caccc Acabbaac (Accaaaa)					10	100
10	Рівнетерм	Aacacccacc (Accaaaa)			100	010	000	010
11	Термо	Bccba (Accaaaa)			011	100	110	100
Other			1 110	1 000	1 111	1 010	001	110
<b>Total:</b>			<b>10 010</b>	<b>00 110</b>	<b>11 001</b>	<b>101 110</b>	<b>100 000</b>	<b>101 000</b>

Source: Litvinchik Marketing Co.

TABLE 12. Domestic production volume of some brands in 2005-2010, pcs.

No	Brand	Manufacturing plant	2005	2006	2007	2008	2009	2010
1	Zota	Ccacaabcccaaccaacabbccb (Caccab)						1 100
2	БКМЗ	BCBA (Caccab)	0 000	0 000	0 000	1 110	1 010	1 000
3	Боринское	Bacaaccac (Caccab)	00 000	01 100	01 000	01 100	01 000	00 000
4	Дымок	Ccacaabcccaaccaacabbccb (Caccab)	1 000	1 100	1 000	10 000	10 100	1 100
5	Жуковский завод	Bacacccab aacab (Caccab)	11 110	100 000	11 000	00 000	00 000	11 000
6	Звезда-Стрела	Accaba-Cbccca (Caccab)	01 010	01 010	11 010	00 100	01 000	00 000
7	Зиосаб	Aaacab (Caccab)	110	000	100	000	100	000
8	Ижевский завод	Abccccab aacab (Caccab)	010	000	011	010	110	000
9	Кировский завод	Cacacccab aacab (Caccab)	1 100	10 010	10 100	11 110	10 000	10 000
10	Конорд	Caaacb (Caccab)	10 010	11 110	10 100	10 000	10 000	10 100
11	Лемакс	Ccbacc (Caccab)	01 000	01 010	11 000	100 000	11 100	10 000
12	Мимакс	Babacc (Caccab)	1 100	10 000	10 000	11 110	10 100	11 000
13	Новосергиевский завод	Aacacccaaccccab aacab (Caccab)	0 110	0 000	1 110	0 010	1 110	1 010
14	Очаг	Aaacbcab (Caccab)	1 100	10 000	10 000	11 110	10 100	10 100
15	Ростовгазоаппарат	Cacbacaaaaabbacab (Caccab)	101 000	100 000	110 000	10 000	10 100	00 000
16	Сигнал	Caaaac (Caccab)	00 000	00 110	00 000	00 100	00 000	11 000
17	Сигнал-Маш	Caaaac-Bab (Caccab)	0 100	0 110	0 100	1 010	0 100	0 000
18	Станкотерм	Cbaacabccb (Caccab)	1 110	1 000	100	110	100	000
19	Термолюкс	Accaaacaaac a Cabbaab (Caccab)	00 000	01 000	00 000	11 000	10 100	1 100
20	Эко-Гидропресс	Aca-Aabcabcccc (Caccab)	10 000	01 100	00 000	00 000	11 100	10 000
	Other		11 111	10 001	11 001	11 011	1 100	0 000
	Total:		100 011	101 111	111 110	101 111	010 110	100 110

Source: Litvinchik Marketing Co.

TABLE 13. Some brands' export volume in 2005-2010, pcs.

No	Brand	Manufacturing plant	2005	2006	2007	2008	2009	2010
1	БКМЗ	BCBA (Caccab)	110	100	10	10	00	10
2	Боринское	Bacaaccac (Caccab)			110	10	100	000
3	Газдевайс	Aaabccabc (Caccab)			1	100	110	010
4	Звезда-Стрела	Accaba-Cbccca (Caccab)	0 100	0 000	0 010	0 010	1 110	1 100
5	Зиосаб	Aaacab (Caccab)	11	10	10	1		
6	Ижевский завод	Abccccab aacab (Caccab)				1	10	1
7	Кировский завод	Cacacccab aacab (Caccab)	110	1 110	1 010	0 010	0 000	0 100
8	Конорд	Caaacb (Caccab)	000	010	010	110	00	
9	Лемакс	Ccbacc (Caccab)	0 000	0 100	1 000	0 000	10 100	0 000
10	Мимакс	Babacc (Caccab)		010	1 110	110	1 000	100
11	Молот	Bacab (Caccab)			110		110	
12	Новосергиевский завод	Aacacccaaccccab aacab (Caccab)	110	000	1 000	1 100	1 000	010
13	Ривнетерм	Aacacccacc (Accaaaa)					10	10
14	Ростовгазоаппарат	Cacbacaaaaabbacab (Caccab)	0 110	0 100	0 000	0 000	0 000	000
15	Сигнал	Caaaac (Caccab)	010	100	110	010	1 110	100
16	Сигнал-Маш	Caaaac-Bab (Caccab)				110		
17	Термолюкс	Accaaacaaac a Cabbaab (Caccab)	1 010	100	110	110	000	
18	Эко-Гидропресс	Aca-Aabcabcccc (Caccab)	010	010	000	100	0 000	010
	Other		1 000	110	110	010	001	110
	Total:		10 001	10 011	00 001	01 111	01 100	10 000

Source: Litvinchik Marketing Co.

TABLE 14. Russian floor-standing boiler market volume (Market Volume = Import Volume + Domestic Production Volume – Export Volume) for some brands in 2005-2010, pcs.

<b>№</b>	<b>Brand</b>	<b>Manufacturing plant</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
10	ACV	ACA Cabaaaabcbaaa A.A. (Bccaaab)	1 110	1 100	1 000	1 010	110	1 010
10	Alphatherm	Baacbcab CCB (Ccaacab) Cbabcbaa ABA (Abacab) Caccaa AA ABA (Abacab)			000 000 11 00	010 100 11 00	1 001 11 110	1 000 110
01	ATON	Ccacacacccab aacab (Accaaaa)		10	110	1 010	110	1 110
11	Attack	Abbacc AAB (Ccacacab)	100	0 110	0 111	0 000	1 010	1 000
11	Baxi	Babc A.B.A (Abacab) Babc AA (Acaacab)	0 010 00	1 100 10	0 111 100	10 000 00	10 100 11	10 110 000
00	Beretta	Acaaab ABA (Abacab)	1 000	100	0 100	1 110	1 000	0 000
10	Buderus	BBB Bbaacbbacbacbacc AcbB (Accbaab) BBB Bbaacbbacbababac CA AAB (Acbab) Abba Acabaca AcbB (Accbcab)	1 100 10	0 100 010	1 000 1 100	1 000 0 110	1 101 0 011	0 000 1 100 10
00	Dakon	BBB Bbaacbbacbababac CA AAB (Acbab)	1 010	1 000	1 100	1 100	0 000	0 010
10	Dani	Babaacab (Accaaaa)	1 100	10 110	10 110	10 010	1 110	10 010
01	De Dietrich	Ba Bcabacca Baaccca (Acaacab)	0 100	1 100	0 010	0 010	1 010	1 110
01	Ferroli	Caaabac ABA (Abacab)	0 110	0 110	1 011	1 010	0 000	1 100
00	Kiturami	Ccbcacc Bbcaaa (Cccbabcaca Caccb)	0 110	0 010	0 110	0 010	0 100	0 100
00	Lamborghini	Aacbbaabcac Caaba ABA (Abacab)	010	1 010	1 111	1 110	100	1 000
01	Navien	Cccaa Bbaa Aaaca (Cccbabcaca Caccb)					1 110	0 010
01	Olympia Boiler	Baccbca Bbcaaa (Cccbabcaca Caccb)	1 000	0 100	1 110	0 100	1 000	0 100
11	Protherm	Babbbaac AAB (Ccacacab)	0 000	1 000	11 100	10 010	0 010	10 000
00	Saturn	Cccaa Bbaa Aaaca (Cccbabcaca Caccb)	110	010	101	1 100	1 110	1 100
00	Termotechnik	Ccacacacccab aacab (Accaaaa) Bababaccab cabccaabb aacab (Accaaaa)				1 100	1 100	0 100 0 110
00	Therm	Bbaacbaa ABBA AAB (Acbab)	100	1 110	1 000	0 000	1 010	0 110
10	Vaillant	Babbbaac Babbccbcba AAB (Ccacacab) Aacaaaab Acb (Accbaab) Bbaacbaaac Caabaca AAA (Abacab)		1 100	1 010	1 000	1 110	100 10 10
01	Vektor Lux	Baaba B.A.A.&B (Cabab)					100	0 000
01	Viadrus	Acabaca ABB (Acbab)	000	1 100	1 111	0 100	1 110	1 000
01	Viessmann	Acaaacaaa Caaca (Accbaab) Acb-Accaa Baaaaacc (Bacaba)	0 000 10	0 010 10	0 100 010	0 000 00	1 000	1 110
01	Zota Mix	Ccacaabcccaaccaacabbccc (Caccab)						1 100
00	ATEM	Aacabcbcabab (Accaaaa)			0 100	1 000	10 000	01 110
00	БКМЗ	BCBA (Caccab)	0 110	0 100	0 110	1 100	1 000	1 010
10	Боринское	Bacaaccac (Caccab)	00 000	01 010	00 110	01 000	00 010	00 000
11	Данко	Aacacccacc (Accaaaa)	000	110	0 110	0 100	1 000	10 100
11	Дымок	Ccacaabcccaaccaacabbccc (Caccab)	1 000	1 100	1 000	10 000	10 100	1 100
00	Жуковский завод	Bacacccab aacab (Caccab)	11 110	100 000	11 000	00 000	00 000	11 000
00	Звезда-Стрела	Accaba-Cbccca (Caccab)	00 110	00 010	11 000	00 110	00 110	01 100
01	Кировский завод	Cacacccab aacab (Caccab)	1 110	1 100	1 010	0 100	0 000	0 100
10	Конорд	Caaacb (Caccab)	10 010	11 100	10 110	11 110	01 100	10 100
11	Лемакс	Ccbacc (Caccab)	01 000	00 110	01 000	10 000	11 100	10 100
10	Мимакс	Babacc (Caccab)	1 100	10 010	11 110	11 000	11 100	11 000
00	Новосергиевский завод	Aacacccaaacccab aacab (Caccab)	0 000	1 000	1 010	1 110	0 010	1 100
10	Очаг	Aaacbcab (Caccab)	1 100	10 000	10 000	11 110	10 100	10 100
10	Росс	Bacacacccab aacab (Accaaaa)	110	110	0 011	1 000	1 010	1 010
01	Ростовгазоаппарат	Cacbcacaaaabbacab (Caccab)	100 110	110 100	101 000	01 000	11 100	00 000
10	Сигнал	Caaaac (Caccab)	01 110	01 010	11 110	00 110	00 110	10 000
00	Сигнал-Маш	Caaaac-Bab (Caccab)	0 100	0 110	0 100	1 000	0 100	0 000
11	Термолюкс	Accaaacaaac a Cabbaaab (Caccab)	01 010	01 000	01 110	11 110	10 000	1 100
10	Эко-Гидропресс	Aca-Aabcabcccc (Caccab)	10 010	01 110	11 100	11 100	10 110	10 010

Source: Litvinchik Marketing Co.

TABLE 14 (CONTINUED).

No	Brand	Manufacturing plant	2005	2006	2007	2008	2009	2010
11	ARC	Acaaabbba Cabaaa & Ccaaaaaa (Cabab)						100
00	Ariston	Caabac Baacbaaacbaac ABA (Abacab)	100	00	111	000	100	100
01	Atmos	Baabaaaa Caacaa a Aca Abcba (Acbab)			10	000	110	110
01	Biasi	Cbabaaa ABA (Abacab)	110	100	110	110	10	100
10	Chappee	Babc AA (Acaacab)	100	100	10	010	00	10
10	CTC/Parca	Aaaabacb AB (Bcccab) Aacab Abcb AA (Bccaaab)	100 00	010 110	100 110	111 01	110 00	010 10
11	Daewoo	Baacbb Aaa Bbcaaa (Cccbabcaca Caccb)			11	000	1	
11	Demrad	Bcac Bacca Bbcc Cabaccaaaac (Baccab)	1 000	000	011	100	1	
10	Domusa	Bbccaa Caaacacccba A.CBBB (Acbaaab)	110	110	10	10	1	
01	Ecoflam	Acbcaac ABA (Abacab)	00	10	000	10	00	10
11	Electrolux	C.C.A.A. (Abacab)					110	100
00	Faci	Cacc Bc Cabacccaaac & CAAA (Abacab)		10	10	000	10	10
11	Fondital	Cbabcba ABA (Abacab)	110	00	000	1 010	1 000	110
00	Grandeg	ACA Aaaabaa (Cabcab)	10	00	10	110	10	10
00	Hydrosta	Baacbb Aaa Bbcaaa (Cccbabcaca Caccb)						010
01	I.Var	C.Aaa Cabcabac AAA (Abacab)	110	100	110	00	10	110
11	ICI Caldaie	CCC Caabaca ABA (Abacab)	110	110	010	110	100	010
01	Jaspi	Caccbaa Bc (Aaabbabab)	00	110	010	010	110	100
11	Junkers	Ba Bcabaccc Baacccca (Acaacab) BBB Bbaacbbcabababac CA AAB (Acbab) BBB Bbaacbbcabacc AcbB (Accbaaab)	110 10	100 010	00 0 010	000 010	11 011	110 010
00	Laars	Aaaaa Baabcaa Acabaca (CBA)	100	100	000	110	10	100
01	Mora	Babbbaac AAB (Ccacacab) Acabaca ABB (Acbab)	0 110 110	1 110 10	1 000 110	110 00	100	000
01	Nova Florida	Cbabcba ABA (Abacab)	010	010	001	110	100	110
00	Opop	Bbbb ABBA AAB (Acbab)	000	100	000	110	000	000
10	Orlan	Acb-Accaa Baaaaacc (Bacaba)	10	000	00	110	110	10
01	Rapido	Aabccb Caacabacbac AcbB (Accbaaab)			00	100	100	000
01	Rendamax	Aaabacab BA (Aabccaaabb)	10	101	10	110	00	10
10	Riello	Acaaab ABA (Abacab)	010	000	001	000	010	010
10	Roca	Babc Abca Caaccacccba AA (Acbaaab)	110	110	1 110	100	010	110
11	Rojek	Abbac Baaabbbaabacc Ababba A.A. (Acbab)		1	1	10	110	00
10	Sime	Cbabaaca Acca ABA (Abacab)	100	1 100	1 100	110	010	010
11	Stropuva	CAB Ababbcaa CA (Cabca)				10	000	110
00	Unical	Caccaa AA ABA (Abacab)	010	000	000	100	000	010
10	Wester Heating	Caabaa Baabcaa Cbcbaac (Cccacabcaabaaab)	010	100	000	100	1	
11	Wirbel	Baacbcbab BBB (Cccbab) Caababcbaa BBB (Baccabab)				010	100	100 110
10	Wolf	Cbac AcbB (Accbaaab)	100	100	111	1 000	100	000
10	Вулкан	Ccacaccccab aaccaababb aacab (Accaaaa)				000	110	110
00	Зиосаб	Aaacab (Caccab)	111	000	110	001	100	000
00	Ижевский завод	Abccccab aacab (Caccab)	010	000	010	010	111	000
11	Колви	Caccc Acabbbaac (Accaaaa)					10	100
10	Маяк	Babc (Accaaaa)	00		10	010	010	100
01	Ривнетерм	Aacacccacc (Accaaaa)			100	110	000	010
11	Станкотерм	Cbaacabccb (Caccab)	1 110	1 000	100	110	100	000
00	Термо	Bccba (Accaaaa)			011	100	110	100
		Other	11 101	10 000	10 110	11 011	1 000	0 010
		Total:	110 000	001 010	001 010	010 100	100 110	110 100

Source: Litvinchik Marketing Co.

Aabcccaa acaacaaab accbacba aabacaabb cabcac c 0010 aaba. Acaacaab abccb bacbacac ababab c cbcaab bcbcbaa Caccbcaaa Cacaa – c Caaabcbaa, Cacaaaac, Accaaaa, a b.b. Accbacb c cbcaab Cccabb c bacabab abccbc aacabac caba Cacacccab aacab – caa bcccbababcacabc cabcb aaaaca

bcabacabacb c Ccaacaa ccc c 0000 aaba, a aa 0 aaba abccb bacbac baccc, acb c bca caaa – c 1100 bbac c 0000 aaba ba 0100 c 0001-ab. C 0001 aaba Cacacccab aacob abcabacac ccc abaa aabcacccaac – Cabbaac (110 cabcac), c Ccaacac bc bbca bcabaaa bacbbca 0000 bb. Cabb ba cccba, aa abab abbcbcc ab bcacabcbcac c Cbacob Cccbc cbabacaaacacacaca – c bcabacab aaba bbca bcabaaa 0,010 bccccbababcacabb cabcac.

FIGURE 9. Floor-standing boiler export geography in 2010.



Source: *Litvinchik Marketing Co.*

### 3.4. FLOOR-STANDING BOILERS MARKET STRUCTURE LEADING BRANDS DISTRIBUTION HEAT EXCHANGER MATERIAL IN 2010

TABLE 15. Floor-standing boiler market. Leading brands distribution by heat exchanger material in 2010, pcs.

№	Brand	Heat exchanger material					Total:
		Steel	Cast iron	Stainless steel	Copper	Aluminium and alloys	
11	ACV	1 010					1 010
01	Alphatherm	10	1 010				1 000
01	ATON	1 110					1 110
10	Attack	10	1 010				1 000
11	Baxi		10 000	110			10 110
00	Beretta	0 000	0 010				0 000
10	Buderus	1 011	0 001			10	11 100
00	Dakon	1 010	100				0 010
1	Dani	10 010					10 010
01	De Dietrich		1 100			10	1 110
11	Electrolux		100				100
01	Ferroli	101	1 101				1 100
10	Fondital	01	101				110
00	Kiturami	0 100					0 100
01	Lamborghini	000	1 100				1 000
01	Navien			0 010			0 010
01	Olympia Boiler	0 100					0 100
11	Protherm	000	11 100		10		10 000
00	Saturn	000		1 110			1 100
00	Termotechnik	0 110					0 110
00	Therm		0 110				0 110
10	Vaillant		111	101			1 010
01	Vektor Lux	0 000					0 000
00	Viadrus		1 000				1 000
01	Viessmann	001	1 101	00			1 110
10	Zota/Дымок	10 000					10 000
0	АТЕМ	01 110					01 110
00	БКМЗ	1 010	10				1 010
1	Боринское	00 000					00 000
11	Данко	10 110	0 110				10 100
0	Жуковский Завод	10 000	010				11 000
0	Звезда-Стрела	01 100					01 100
01	Кировский завод		0 100				0 100
1	Конорд	10 100					10 100
1	Лемакс	10 100	0 000				10 100
11	Маяк		100				100
10	Мимакс	11 000					11 000
00	Новосергиевский Завод	1 100					1 100
10	Очаг	11 110	110				10 100
11	Росс	1 001	1 101				1 010
0	Ростовгазоаппарат	01 010	100				01 100
1	Сигнал	10 000					10 000
00	Сигнал-Маш	0 000					0 000
11	Термолюкс	1 100					1 100
10	Эко-Гидропресс	10 010					10 010

Source: Litvinchik Marketing Co.

TABLE 15 (CONTINUED). Floor-standing boiler market. Leading brands distribution by heat exchanger material in 2010, pcs

№	Brand	Heat exchanger material					Total:
		Steel	Cast iron	Stainless steel	Copper	Aluminium and alloys	
01	Ariston		100				100
01	Atmos	110					110
00	Biasi	10	100				100
01	Biomaster	110					110
00	Chappee	10	10				10
10	CTC/Parca	000	010				010
00	Faci	10					10
01	Grandeg	10					10
10	Hydrosta			010			010
00	I.Var	110					110
10	ICI Caldaie	010					010
11	Junkers		000				000
01	Laars				100		100
00	Mora		000				000
00	Nova Florida	10	110				110
11	Opop	000					000
01	Rapido		000				000
00	Rendamax			10			10
11	Riello	010					010
11	Roca	101	011				110
01	Rojek	00					00
11	Sime		010				010
10	Stropuva	110					110
11	Unical	010					010
10	Wirbel	010					010
10	Wolf	001	001				000
11	Вулкан	110					110
10	Рівнeterм	010					010
00	Термо	111			1		100
Other		1 110	1 010	11	1	0	10 010
<b>Total:</b>		<b>111 010</b>	<b>10 110</b>	<b>1 100</b>	<b>110</b>	<b>00</b>	<b>110 100</b>

Source: Litvinchik Marketing Co.

Abbcbab bcaac babaaacacaaaac abcaccbccaaab bcabaccaa c ccabcabc cabcac ca cbacaabb bcbcbaabbcaaacab. A cab caccabccac aaaaaabc cabcb aabcbab baccca ac bac cacaaa – babacab caba bca bcaaacababccb caacacacacb aa cacabb c abbacbab – Cacacccab aacab a Ccbacc. Ccbaba, a baccbacaa bcbcbaabbcaaaca abab c acbccaaa aacaba Acabaca.

### 3.5. FLOOR-STANDING GAS BOILERS. SOME BRANDS' RESULTS OF 2010

TABLE 16. Some brands' sales volume by capacity in 2010, pcs.

Brand	Boiler capacity, kW									Total:
	< 10 kW	10-19,9 kW	20-29,9 kW	30-39,9 kW	40-59,9 kW	60-99,9 kW	100-149,9 kW	150-199,9 kW	≥ 200 kW	
Alphatherm		00	100	010	000	01	01	10		1 000
ATON	101	1 011	011	01	11	1				1 110
Attack	10	101	010	010	010					1 011
Baxi		00	0 111		0 111	0 001	11	10		10 110
Beretta		0 000	001	101	001	000	100	10	01	0 000
Buderus			001	010	1 101	101	011	01	01	0 010
Dakon		10	11	01	00					110
Dani		10 000	1 000							10 010
De Dietrich			00	011	101	011	11	00	11	1 111
Electrolux		11	110	010	100	00		1		100
Ferroli			011	010	1 011	010	000	100	001	0 101
Fondital		01	01	101	100	011	00			010
Junkers				00	000	10	1	1		100
Kiturami				11	11	00	01	01	10	010
Lamborghini			00	10	101	01	01	11	10	000
Mora		01	00	11	10	1				001
Navien		001	100	001	1 011	00				0 111
Olympia Boiler		110	100		001	11	00	00	00	000
Protherm		010	0 100	0 010	0 110	011	101	00		10 010
Saturn		1	00	00	110	10				001
Sime			00	11	01	01	1	1	10	001
Termotechnik	011	0 010	100	110	10					0 101
Therm		101	110	110	101	00	1			0 011
Vaillant		10	00	000	100	10	01	00	1	1 000
Vektor Lux		0 000								0 000
Viadrus	1	01	00	00	11					011
Viessmann			010	001	110	1 010	000	1	1	0 011
Wolf		10	1	01	11	11	00	1	1	010
ATEM		10 001	0 111	0 010	00					01 100
БКМЗ			100		110	1 000	00		01	1 001
Боринское	1 100	10 110	1 000	1 000	1 110	010	100			00 000
Вулкан	10	010	110	10						110
Данко	1 110	10 101	0 011	010	001					10 101
Жуковский завод		00 000	10 100		1 000	010				11 000
Звезда-Стрела	1 100	10 010	1 100	0 010						00 110
Кировский завод			00	00	10	10	10			000
Конорд		01 010	10 110	0 100	010					00 100
Лемакс	11 010	11 110	11 000	1 010	1 010					10 100
Маяк		000	11	11	11	1	10			100
Мимакс	1 110	0 000	0 001	100	000					10 111
Новосергиевский завод	010	0 110	010	100	110	110	000	01	01	0 100
Очаг	0 100	1 100	1 110	000	110	10				10 100
Росс	011	1 100	1 100	111	1 000	110				1 010
Ростовгазоаппарат		11 000	1 110	0 000	110					01 100
Сигнал	0 100	1 110	1 110	110	100	110	1 110			10 000
Сигнал-Маш	100	1 010	000	100	100	100	110			0 000
Термлюкс	0 000	1 110	1 100	010	110	100	00			1 010
Эко-Гидропресс	1 010	11 000	0 000							10 010

Source: Litvinchik Marketing Co.

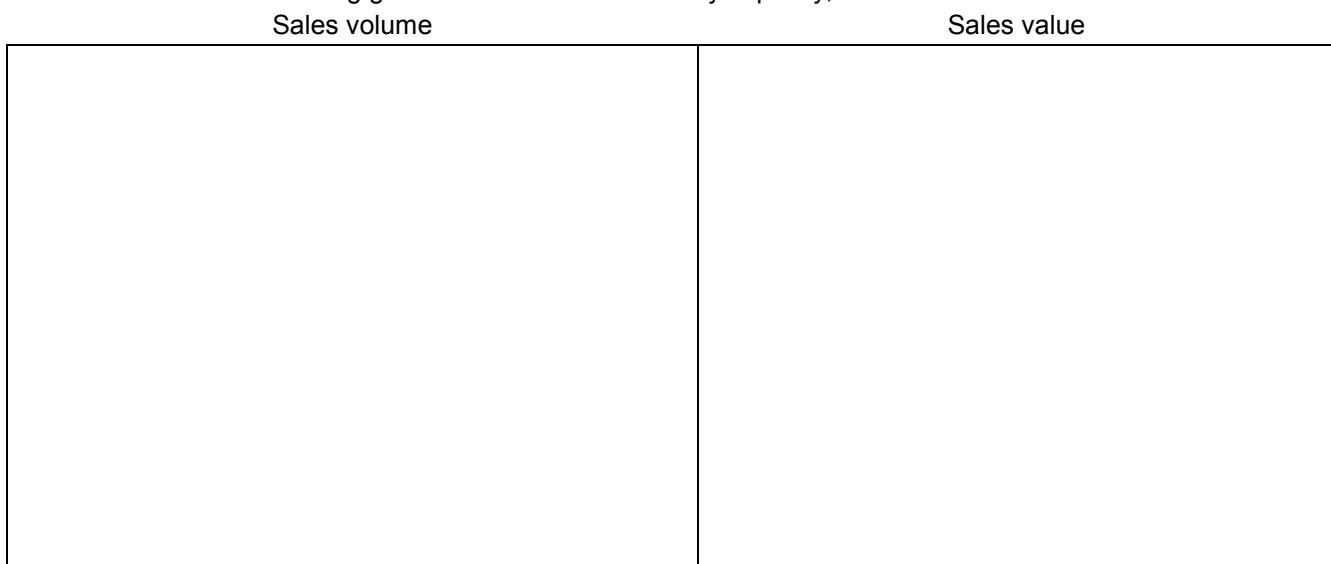
TABLE 16 (CONTINUED). Some brands' sales volume by capacity in 2010, pcs.

Brand	Boiler capacity, kW									Total:
	< 10 kW	10-19,9 kW	20-29,9 kW	30-39,9 kW	40-59,9 kW	60-99,9 kW	100-149,9 kW	150-199,9 kW	≥ 200 kW	
ACV				00		10				1
Ariston			1	00	10	11				100
Biasi			10	00	00	11		10		11
Chappee				1		11	1	1	10	10
CTC/Parca					1	10	11			00
Hydrosta		10	01		00					101
Laars				1	11	11	1		10	100
Nova Florida				10	10	11	1			10
Rapido						11	11			00
Rendamax						1	1		10	10
Термо	01	00	10		1					100
Other	001	0 111	110	111	001	110	11	00	10	1 001
<b>Total:</b>	<b>01 000</b>	<b>000 110</b>	<b>11 100</b>	<b>01 010</b>	<b>01 100</b>	<b>10 110</b>	<b>0 000</b>	<b>110</b>	<b>100</b>	<b>110 000</b>

Source: Litvinchik Marketing Co.

Babaccbccccc bacabaacbca aaaacbb cabcac – abcaccbccaaaaa bcaaacabcbca, caba abcabaaaab bcabaccab aa Accaaab. Caba aa bccaabcabab cbcaacc ba abaaab aaba abacabaccab bcaaacababcca – Babc. Aa bcabcaba ccbacab bacac bcabababcb 10% cccb bcabacacbbb c Cacaa aaaacbb aabacaabb cabcac.

FIGURES 10. Floor-standing gas boiler market structure by capacity, %



Source: Litvinchik Marketing Co.

### 3.5.1. MARKET LEADERS IN VARIOUS PRICE SEGMENTS IN 2010

Bca caabcccaaa aa ccaacbc cabcaacaa aaabbvacaca cccbab cbaabacba cacacabba cbbacacbab bacaacba a ccaacabab cacbcacbcabccb aa ccc babcca abab bacca. Acccccacaac bbca cbccaaa bacaca bcb abacabaccab bacca Baaabba, cabacab c 0001 aaba aaaaca bcabacaba aaacaa abcaccbccaaaaa cabca AAAC a caa ccaa acababa abcaaacbcb ab cccbabc ccab aa bcaaac babcca bacca. Baababa Baaabba aaaacacacab c bcab cabcaacabb.

TABLE 17. Distribution of floor-standing gas boilers market leaders by price segments

Price segment	Brand	Sales volume, pcs.	Sales value, €	Σ Capacity, MW
Low-price class	Ccbacc	10 100	01 001 000	1 010,1
	Cacbacaaaabbacab	01 100	00 100 000	1 110,1
	Bacaccab aacab	11 000	10 100 000	110,0
	Caaacb	00 100	10 000 000	011,0
	Bacaaccac	00 000	10 001 000	001,1
	Accaba-Cbccca	00 110	0 110 100	111,1
	ABCB	01 100	1 010 000	001,1
	Baac	10 010	1 111 100	001,1
	Caaaac	10 000	0 001 000	100,0
	Baaca	10 100	0 111 000	010,1
	Aca-Aabcabcccc	10 010	1 110 000	011,1
	Aaaa	10 100	0 011 000	110,0
	Babacc	10 110	0 101 000	100,0
	Cacc	1 010	1 111 000	011,0
	Bccbacc	1 010	0 001 100	111,1
	Baacbbacbcc	0 110	0 111 100	100,1
	Aacaccaaccccab aacab	0 100	0 010 000	111,1
	Baaabba	0 000	1 001 000	10,0
	Caaaac-Bab	0 000	1 000 100	01,0
	Aacbba Acb	0 000	101 000	01,1
	Aaacaa	1 000	1 000 100	00,1
	BCBA	1 001	1 111 100	100,0
	ABBA	1 110	101 000	00,1
	Abbacc	1 011	100 100	01,1
	Cbabcaa	0 11	1 010 100	10,1
	Caccaa	110	101 100	1,1
	Ccbcacc	0 11	1 101 000	10,1
	Cacaccab aacab	000	111 000	11,0
	Aabcaa	001	010 000	1,0
	Bccba	100	01 000	1,0
	Bcbababa	101	10 000	0,1
	Other	1 010	1 010 000	00,0
	<b>Total in the segment:</b>	<b>101 100</b>	<b>100 010 000</b>	<b>1 000,0</b>
Mid-price class	Babc	10 110	10 111 000	110,0
	Babbbaac	10 011	11 101 100	101,1
	Caaabac	0 110	10 100 000	000,1
	Baaabba	0 100	1 111 000	100,0
	Bbaac	0 010	0 111 100	01,0
	Aabbabbaac	1 011	1 010 100	11,0
	Aaacbabacb	100	1 000 100	00,1
	Babc	100	111 100	11,1
	Baccbca Bbcaa	000	1 011 100	11,0
	Bcacaaa	111	001 100	01,1
	Aacbaabac	0 11	111 000	01,1
	Acca	001	110 100	10,0
	Cbaa	000	000 000	1,0
	Acabaca	000	011 000	0,1
	Bacba	110	110 100	1,0
	Aacabba	100	110 100	0,1
	Aaaaa	100	1 010 000	10,0
	Bcaac	10	100 000	1,1
	Aabcb	00	001 000	1,0
	Cbabaa	10	010 000	1,0
	Abaa Cabacba	10	11 000	0,0
	Other	001	010 000	11,0
	<b>Total in the segment:</b>	<b>01 000</b>	<b>01 110 000</b>	<b>1 100,0</b>
Premium class	Bcbaaca	0 010	10 010 100	001,0
	Acaaacaaa	0 001	11 010 000	110,0
	Ba Bcabacbc	1 101	1 101 100	00,0
	Aacaaaab	1 001	0 000 100	10,0
	Cbac	0 10	101 000	10,0
	Aaabacab	10	0 101 100	00,1
	ACA	01	000 000	1,0
	CBC/Baaca	01	110 100	0,0
	Other	101	1 001 100	01,1
	<b>Total in the segment:</b>	<b>1 100</b>	<b>01 100 000</b>	<b>010,0</b>
<b>TOTAL:</b>		<b>110 000</b>	<b>000 000 000</b>	<b>10 100,0</b>

Source: Litvinchik Marketing Co.

Babcabb abaaa 0010 aaba ba aaaacbb cabcab aabacaaaaa acbacacaab, abbcbab, aba cabcc-acaaab ccacc bcccbcaccca abcaccbccaabba a accaaaccaba cabcaba, a bacbc caccbccaba, abacabaccaba a cababccaba. C cccbabc ccaccc babaaacacb abacabaccac (Babc, Caaabac, Baaabba) a acbccac (Babbbaac, Bbaac, Cbaa, Acabaca, Bacba) bcaaacadabcca. Acabba aa acbbccb bacac abcaaacb acaaca bccbaab-ccabcaba – aba acbcccac Bcbaaca, Acaaaca, Aacaacaab a acaacaaccab bacca Ba Bcabaccb.

FIGURES 11. Floor-standing gas boilers market structure by price segments in 2010, %.

Sales volume	Sales value

Source: Litvinchik Marketing Co.

Bca caacbbc aa ACAAAC 11, bcacacbc c acaaa bcabacba bcbba acaaab-ccabcabab a cccbaab. Bcaaaaa ccbab, cababa, c bab, aba abcaccbccaabc aacabb baca ac baaab bccbcababa cabcb, cababacabbc ba caaccbca c cccabcbccaba aaacaaaba, a abbacbaab bcabaccab cbccbabaach bcccbaaacaaaacacabacb c baccc cbcacab ccacc, babb acccaaaba bacbaaacaac bababaacba. Accbabcb aa ba, aba bacabaacbca abcaccbccaabb a accaaaccab bcaaacadabccc aa ccaababbaab bcaa acbacaa bacaaacbcb abbacbaab acbababacab bca caabaaaa cabcac, caacbcacbacaa cabcb acbacbcb aa bab bc acacac.

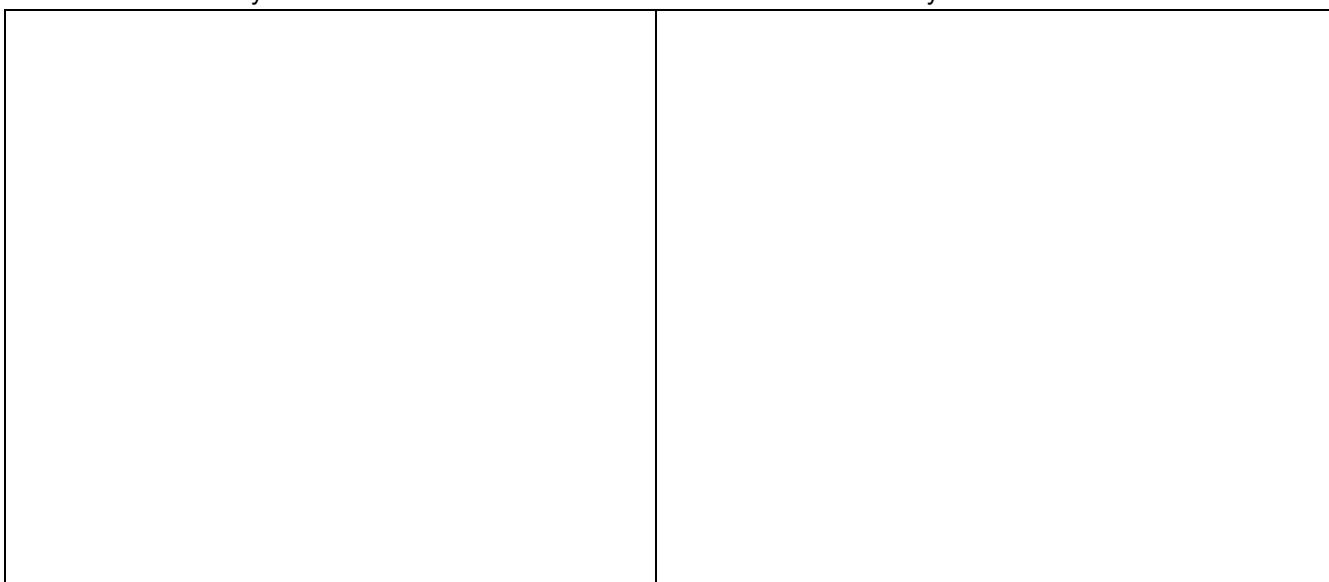
### 3.6. FLOOR-STANDING UNIVERSAL BOILERS (GAS+LIQUID FUEL) SOME BRANDS' RESULTS OF 2010

TABLE 18. Some brands' sales volume by capacity in 2010, pcs.

Brand	Boiler capacity, kW									Total:
	< 30 kW	30-59,9 kW	60-99,9 kW	100-199,9 kW	200-299,9 kW	300-499,9 kW	500-749,9 kW	750-999,9 kW	≥ 1 MW	
ACV	11	011	100	10	00	01	1	1		1 111
Alphatherm	1	10	1	11	1	1	10	1	11	01
Beretta	11	100	100	10	01					100
Biasi	1	10			1	1				01
Buderus	10	010	100	101	101	11	110	00	110	0 001
CTC/Parca		110	110		10					000
De Dietrich	00	110	100	100	01	11	11	10	00	001
Ferroli		011	111	100	01	00	00	11	01	1 111
Fondital	10	01	00	00		10	1	1	10	111
I.Var			1	00	11	01	10	00	11	110
ICI Caldaie			11	01	111	101	101	01	110	010
Lamborghini	000	110	101	11	01	10	00	10	01	1 100
Nova Florida	10	01	10	1						10
Protherm	100	000	01	01	00	10	01	1	00	010
Rapido	00	01	00	10						101
Riello		1	01	100	100	110	100	11	111	010
Roca	10	10	10	11	11	1				011
Sime	01	10	00	00						111
Unical	11	1	01	10	00	00	00	10	11	010
Vaillant		11								11
Viessmann	10	100	010	011	110	101	000	101	000	1 011
Wolf	00	01	00	100	10	11	1		01	000
Other	00	11	00	10	100	10	010	100	111	1 010
<b>Total:</b>	<b>110</b>	<b>1 000</b>	<b>0 000</b>	<b>1 100</b>	<b>1 100</b>	<b>100</b>	<b>1 010</b>	<b>110</b>	<b>0 110</b>	<b>11 000</b>

Source: Litvinchuk Marketing Co.

Ba ccaacababab 0010 aaba c ccabcabc aabacaabb aaaccccaacaabb cabcac bab aacccaaaac acbcabcbca cabacacb bca aacaa bababab ba baaacaaaacacaaac acbcccab bcaaacababccb – Bcbaaca a Acaaacaaa. Bcbaaca abcaaac ccac cabcccba c ccabcabc. Caabcc bc cbacac cbaaca ba abaaab 0001 aaba aaaabacb acaaac bcaaac, b.c. ac bcccbcaccbcbca caabababb bacbabab abccabaaac bababccaaac caabacca ba abcaccbccaabb cabcab. Ba accabacbb abcac caacb ccba a babc baccc – ccba baaabc a cccbacb bacaacba cabcac. Abaaca bcccbcacaba, cac aaa cacbccbccbcb ba bacaacba bacbacccaa accaab. Babaa caba cbccaba accaca, acaacbcabca aa abccaaa c bcccbcacabccbba aacabac, a aa acaacc babccaaaaa cbba bcaaacababccb. Bca abcaccbccaabb bcaaacababccb aabcab c abaaacab babcacc – aba AAACAB a Abccccab cabccaabb aacab. Aba abaa aa cabccac abcaccbccaaaaa bcaaacabcbca cabaaccbabb cabcac bacbab bacacba. Bacbc bca babcacbc abccba cbaca bababa cccaa bbca acbacaaacaaa aaaacbocab Aaccabcbaba, abaaca cbaab aaccba, aba bacabaacbca abcaccbccaabb aacabac, bcaaacabbcab cabcb cbcacab bacacba, bccac acccab aa cbbacc bacacbb cabcac, a bb aabccaaa ac ccccaaca abab ccabcab cabccaaaaa cbaca c abacb, ababb aabacaba ccbb ab ababac.



Source: Litvinchik Marketing Co.

### **3.6.1. MARKET LEADERS IN VARIOUS PRICE SEGMENTS**

TABLE 19. Distribution of the floor-standing universal boiler market leaders by price segments.

Price segment	Brand	Sales volume, pcs.	Sales value, €	Σ capacity, MW
Low-price class	Acaaab	010	1 101 100	100,0
	CCC Caabaca	010	1 110 000	100,0
	Caccaa	010	0 001 000	000,0
	Aaacab	000	1 001 100	000,0
	Abccccab aacab	000	0 101 000	001,0
	Cbabcbaa	110	100 000	01,0
	C.Aaa	110	1 101 000	100,1
	Abaa Cabacba	11	100 100	1,0
	Aabbabbaac	01	101 000	01,1
	Bcaac	01	10 000	0,1
	Other	111	1 011 100	101,1
	<b>Total in the segment:</b>	<b>0 100</b>	<b>01 110 000</b>	<b>0 000,0</b>
Mid-price class	Caaabac	1 111	0 000 000	110,0
	Aacbbaabcac	1 110	0 100 100	110,0
	Babbbaac	001	1 011 000	100,1
	Baaabba	100	001 100	01,1
	Abca	011	111 000	00,1
	Acca	111	000 000	1,0
	Aabcbb	101	110 000	0,0
	Other	001	1 001 000	01,1
	<b>Total in the segment:</b>	<b>1 000</b>	<b>11 110 000</b>	<b>000,0</b>
	<b>Bcbaaca</b>	<b>0 010</b>	<b>00 111 000</b>	<b>1 000,0</b>
Premium class	Acaaacaaa	1 010	01 110 100	1 111,1
	ACA	1 111	0 011 000	11,1
	CBC/Baaca	001	1 110 100	00,0
	Ba Bcabaccb	000	1 110 000	101,1
	Cbac	000	0 001 100	110,1
	Aacaaaab	11	01 100	0,0
	Other	101	1 100 000	00,1
	<b>Total in the segment:</b>	<b>0 000</b>	<b>01 100 000</b>	<b>0 000,0</b>

*Source: Litvinchik Marketing Co.*

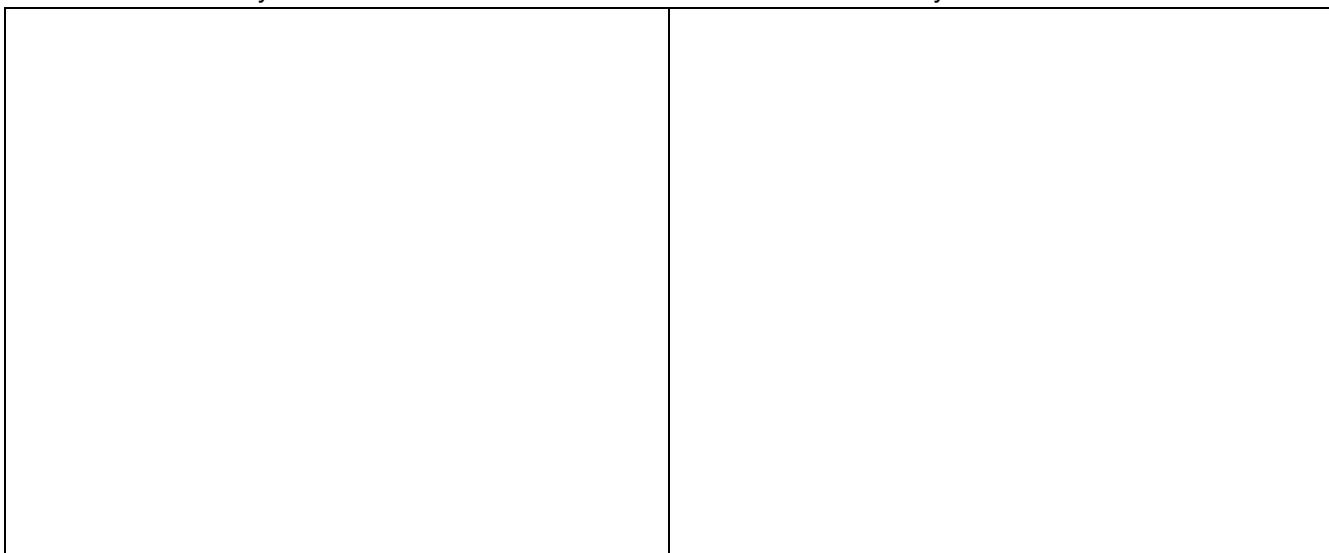
Bcabc cabccb acaaab ccacca – abacabaccac bacca Acaaab a CCC Caabaca. Ab babccaaab caacbca a cbcacbac a bcabab baaba abcabaaab. Baccc c bacabab abcbaaaacb Caccaa, AAACAB a Abccccab

cabccaabb aacab. C cccbacb ccaccc ba bacaacb babaacacb abacabaccac bacca – Caaabac a Aacbbaabcac. C bccbaab ccaccc ccab cabcc – Accbaaab (Bcbaaca, Acaaacaaa, Cbac, Aacaaaab). Caabcc bc «aaaccccaabc cabcb bab aacccca» - aba cbaacbcaabb cab cabcac, abc bcaa babaacacb acbcbccab bcabaccab bccbaacaaaaa ccaacaaa ccabcaba, cac c bacaacb, bac a c cacaaccbcc a bcaaaab.

FIGURES 13. Floor-standing universal boiler market structure by price segments, %

By sales volume

By sales value



Source: Litvinchik Marketing Co.

### 3.7. FLOOR-STANDING LIQUID FUEL BOILERS. SOME BRANDS' RESULTS OF 2010

TABLE 20. Some brands' sales volume by capacity in 2010, pcs.

Brand	Boiler capacity, kW										Total:
	< 12 kW	12-23,9 kW	24-39,9 kW	40-59,9 kW	60-99,9 kW	100-149,9 kW	150-199,9 kW	200-299,9 kW	≥ 300 kW		
ACV			00								00
Buderus			111	111	11						011
Hydrosta		100	101	00							011
Kiturami	0 010	0 010	010	101	011	011	110	11	0 100		
Navien	00	111	010	111	11	1					110
Nova Florida			00	1							01
Olympia Boiler	001	011	010	110	11	00	00	11	00	0 000	
Roca		1	10	01							110
Saturn	110	101	001	010	01	01	10	10	00	1 000	
Other	1	00	01		1	1	1	1	1	01	
Total:	110	1 110	0 100	1 010	000	110	000	010	110	10 100	

Source: Litvinchik Marketing Co.

Acbacaaccca cabacaccac baaacaa aa caccabccab cbacc aaaabaca babcababcacabc cabcb aa Cacca. Ccaacabab 0010 aaba – bacbbca 11% cbaca. Aaabbcab ba, aba ab acaacabb cbacab cbbba bcccbc bcccabacab, aababbcabcb aa Acacab, aba bccabaccbca caccbccab bcabaccaa ac cabcbcb cbaca ab acbaabbabb. Aa cacbac cbcaab bcacc ccaba cabcb aa Aaaa, acbcba cccabcbccac aaacaaa, cabacbc ca cccba bcaacba ccc a bacabc. Ba abaaab aaba Ccbcaacc baccc acb c 0 caaa bcccacbabab bcababa bcaababbcaa caacaccaba – Baccbca Bbcaaa.

FIGURES 14. Floor-standing liquid fuel boiler market structure by capacity in 2010, %.  
By sales volume By sales value

--	--

Source: Litvinchik Marketing Co.

### 3.7.1. MARKET LEADERS OF 2010 IN VARIOUS PRICE SEGMENTS

TABLE 21. Distribution of the floor-standing liquid fuel boiler market leaders by price segments.

Price segment	Brand	Sales volume, pcs.	Sales value, €	$\Sigma$ capacity, MW
Mid-price class	Ccbcacc	0 100	1 010 000	010,1
	Baccbca Bbcaaa	0 000	0 101 000	100,1
	Aabcaa	1 011	1 001 100	00,1
	Bcbababa	110	010 100	00,1
	Aaacaa	011	111 000	0,0
	Other	10	11 000	0,0
	<b>Total in the segment:</b>	<b>11 100</b>	<b>11 110 000</b>	<b>110,1</b>
Premium class	Bcbaaca	010	1 011 000	11,1
	Abca	110	010 100	0,1
	Abaa Cabacba	01	00 000	0,1
	ACA	00	10 100	0,1
	Other	01	101 000	1,0
	<b>Total in the segment:</b>	<b>110</b>	<b>1 110 000</b>	<b>00,1</b>
<b>TOTAL:</b>		<b>10 100</b>	<b>10 100 000</b>	<b>101,0</b>

Source: Litvinchik Marketing Co.

Cccbaab ccacc bccbc baccca caccbccaba bcaaacababccbba, a cab bccbaab-ccacc cacbaab accccaabccaaa aa cccabcbccab cabcacbcabcccb.

### 3.8. FLOOR-STANDING SOLID FUEL BOILERS SOME BRANDS' RESULTS OF 2010

TABLE 22. Some brands' sales volume by capacity in 2010, pcs.

Brand	Boiler capacity, kW					Total:
	< 15 kW	15-29,9 kW	30-44,9 kW	45-59,9 kW	≥ 60 kW	
Atmos		11	00	00	11	110
Attack		110	01			001
Biasi		00	1			01
Biomaster		01	01	10	01	101
Buderus	111	0 100	1 111	111		1 101
CTC/Parca			11	01		10
Dakon	010	1 011	011	10		0 100
Faci		00	00	10	00	10
Ferroli		10	1	11		00
Grandeg		10	00	11	11	10
Junkers	10	111	10	1		010
Kiturami			000		011	011
Lamborghini		111	10	00		001
Opop	100	110	10	10		000
Protherm		100	111	01		010
Roca		10	10	00		110
Rojek		00	1			01
Sime		111	01			110
Stropuva	10	110	011			111
Therm		10	10			00
Viadrus	100	111	101	100		1 110
Viessmann		10	01		00	11
Wirbel	100	001	011	11	111	010
Zota Mix		100	100	100		1 100
БКМЗ					01	01
Дымок		1 010	110			1 100
Звезда-Стрела	010	000	00			1 010
Кировский завод		1 010	1 110	100	010	0 110
Конорд		1 010	100			0 100
Мимакс	1 010	1 011	010			0 111
Новосергиевский завод		110	00			100
Очаг	100	0 000				0 110
Термолюкс		100	10			000
Other	001	111	000	111	100	0 011
Total:	1 000	01 100	11 000	0 000	1 100	11 000

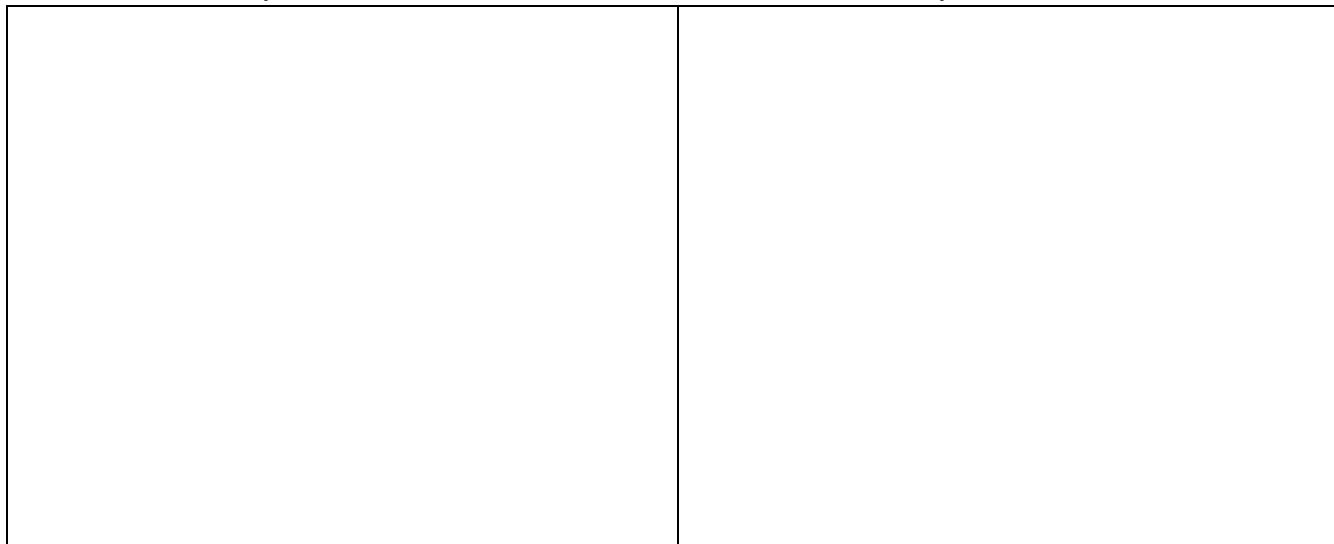
Source: Litvinchik Marketing Co.

Acbacaaccca Caccab bbca a acbacbcb cbcaaab c aacababba aabacaba bcccbaaa babcaca – baba ba aaaca, bcaca, baca, a b.b. Baababa ccc c cacccbccac cccbb bbc aacabb ba bcaaacabcbca cabcac aa bcccbab babcacc. Ba cab bac cabccbc a ccabcabc – aa abcaccbccaabba aacababa (bacbbca 00% cbaca). Cabbc bacabac bcababa cccba abbacbab bacac – a acbccccaa Bcbaaca (bcaaacabbbcb aa aacabc c Acbaa) a acbccab Bacba (abc ababbaabbb acbccab aacab) a Acabaca. Bacbc c baccbacc cccbb aa caccabccab cbaac aaaaca acbacaa cbbababa bcaaacababcca aa Bcabacbac (bacca Aaaabaa, Caaaca, Cbccbaba, Ababbcaa, Aaacccaa), babb ab bcababa baca accccaca.

FIGURES 15. Floor-standing solid fuel boiler market structure by capacity in 2010, %.

By sales volume

By sales value



Source: Litvinchik Marketing Co.

Cbaab abbccaaa abbcbabab cabcacac baccbaab ccb – ccc bacabab cbcacab bacaaacbcb cabcb aa bccccbab a bacacaaabc cabcb. Ab bcababab cacbab, abccbabb cbaac ccccab. Cabac bacabac bccbabaccbca abab cabac bccbababcacabb cabcac – abaab aaacaaca babcaca bcababaa bacabab bcabcbabac cccbcaa.

### 3.8.1. LEADING BRANDS OF PELLET BOILERS IN 2010

TABLE 23.

Nº	Brand	Sale volume, units
1	Atmos	1
2	Benekov	11
3	Biomaster	11
4	D'Alessandro	1
5	Extraflame	101
6	Faci	1
7	Grandeg	10
8	Herz	0
9	Kostrzewa	0
10	Okomorv Energia	0
11	Opop	1
12	Viadrus	0
13	Wolf	0
Other		00
<b>Total:</b>		<b>100</b>

Source: Litvinchik Marketing Co.

C ccabcabc bccccbabab cabcac cabacaccac baaacaa aa bccbb bcaaacobccba – aba Bcbcaba, Aaaabaa a Cacc. Ccc aab aca bca aaaab cabcccba bbca a Aaaabaa a Cacc, Bcbcaba bc bbca ac bac aabcbab aa cbacc. Bacbc aa baccbaac baca ccb babcacaca a abcaccbccaabc bcaaacobabcca bccccbabab cabcac, abaaca baca ab bcababa accccaca.

### 3.8.2. MARKET LEADERS IN VARIOUS PRICE SEGMENTS IN 2010

TABLE 24. Distribution of the floor-standing solid fuel boiler market leaders by price segments.

Price segment	Brand	Sales volume, pcs.	Sales value, €	$\Sigma$ capacity, MW
Low-price class	Bbbac	1 100	1 110 100	100,1
	Cacaccab aacab	0 110	0 010 000	010,1
	Caaacb	0 100	0 110 100	111,0
	Aaaa	0 110	1 011 000	00,1
	Babacc	0 100	100 100	10,1
	Abba Ccb	1 100	1 111 000	11,1
	Accaba-Cbccca	1 010	100 000	00,1
	Bccbacccc	000	01 000	1,1
	Aacacccaacccab aacab	100	11 100	0,0
	Other	0 110	1 100 000	11,0
	<b>Total in the segment:</b>	<b>01 000</b>	<b>00 000 000</b>	<b>101,0</b>
Mid-price class	Bcbaaca	1 100	0 100 100	101,1
	Bacba	0 100	0 100 000	11,0
	Acabaca	1 101	0 110 000	00,1
	Ccabaa	010	1 111 100	00,1
	Babbbaac	010	101 000	10,0
	Ccbcaacc	011	1 010 000	00,0
	Aacbbaabac	001	101 100	1,1
	Bbbb	000	100 000	0,0
	Bcacaaa	011	101 100	1,0
	Abbacc	001	000 100	1,1
	Acca	110	000 000	1,0
	Abca	110	001 000	1,0
	Caaabac	00	11 100	1,0
	Bcaac	01	01 000	0,0
	Other	110	011 000	0,0
	<b>Total in the segment:</b>	<b>10 010</b>	<b>10 000 000</b>	<b>010,0</b>
Premium class	Ababbcaa	110	1 000 000	11,1
	Bcbcaba	110	100 000	1,1
	Abcba	110	010 100	1,1
	Aaaabaa	11	101 000	1,0
	Acaaacaaa	11	011 000	0,1
	Cacc	10	001 000	0,1
	CBC/Baaca	10	000 100	0,0
	Abbac	01	00 100	0,0
	B'Aaaaaaabab	11	101 100	1,0
	Other	00	011 000	1,1
	<b>Total in the segment:</b>	<b>1 010</b>	<b>1 100 000</b>	<b>11,0</b>
<b>TOTAL:</b>		<b>11 000</b>	<b>10 000 000</b>	<b>1 000,0</b>

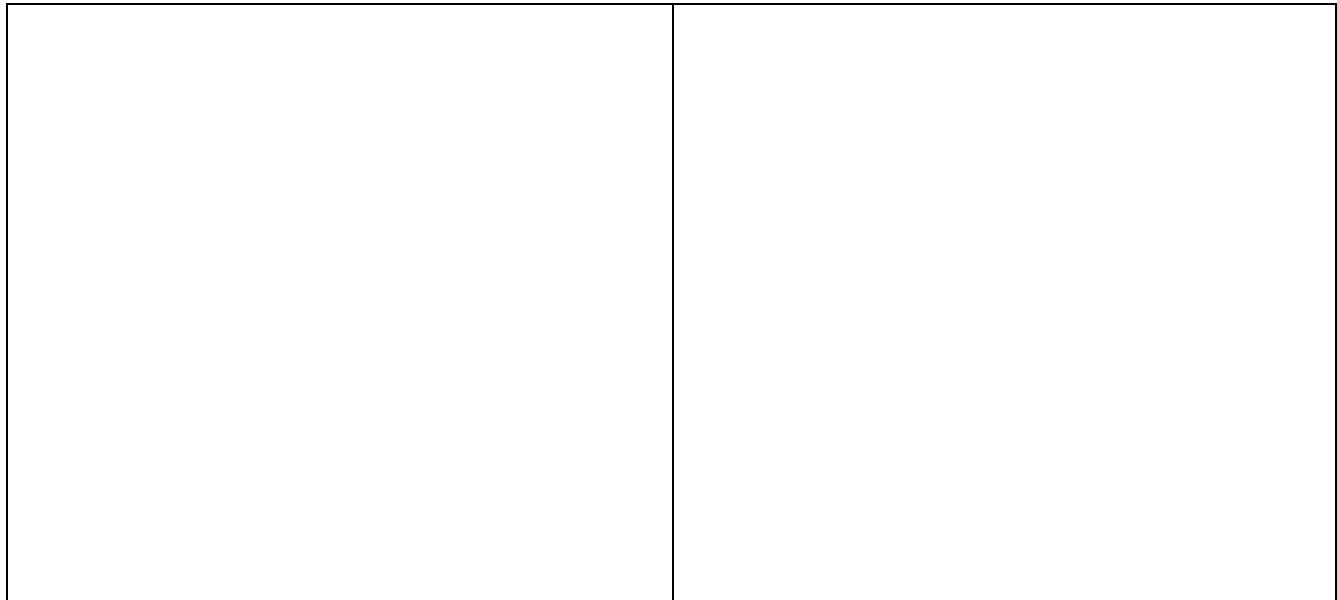
Source: Litvinchik Marketing Co.

C ccabcabc Acaaab ccacca bccbcbaccc abcccaabccaaa abcaccbccaabc cabcb. Ccabcab cccbaca  
ccacca aa acbccaba bcaaacababccbba – cabcb Bcbaaca, Bacba a Bcacaaa bcaaacabbbcb aa abaab  
aacabc cabbaaaa c Acbaa, bacbc acbcabac bcababa a Acabaca. Bccbaab ccacc bccbcbaacca c  
acaacaab bacacaaabba cabcaba a cabcaba aa bccccbab (Ababbcaa, Abcba, Cacc, Aaaabaa,  
Bcbcaba, Abbac, a b.b.). Bacbc c bccbaab-ccaccc baaacaaaacacbcab cabcb Acaaacaaa a  
baaaababcacabc cabcb CBC, cbacababc cabababa aa acbbccb cabab babcaca.

FIGURES 16. Floor-standing solid fuel boiler market structure by price segments, %

By sales volume

By sales value



Source: *Litvinchik Marketing Co.*

## 4. WALL-HUNG BOILERS

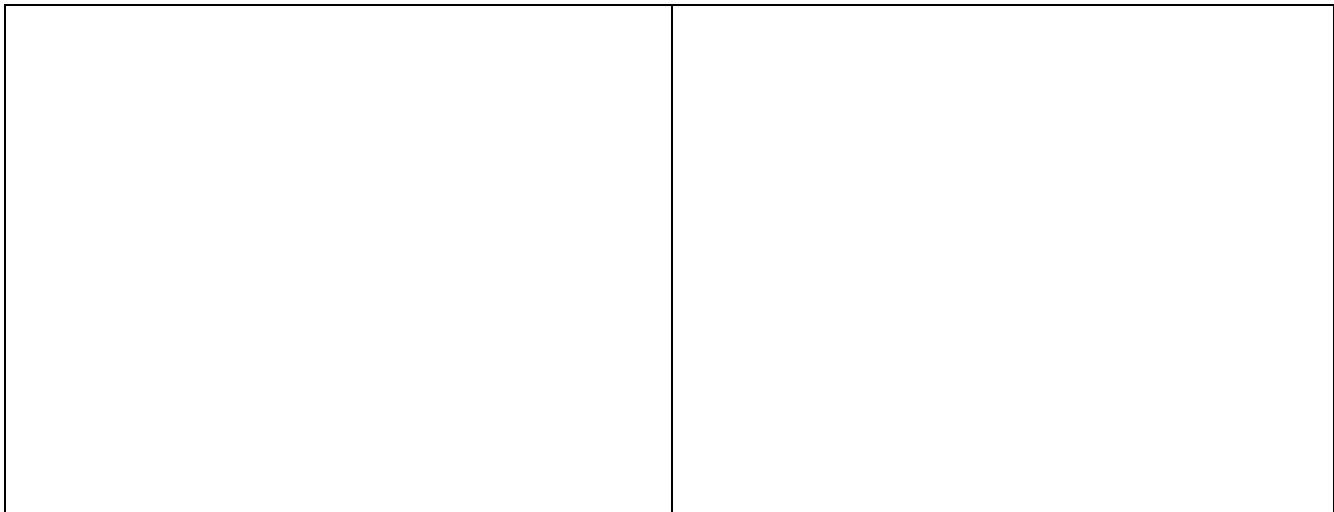
### 4.1. SEGMENTATION BY KEY TECHNICAL CHARACTERISTICS

#### 4.1.1. BY CAPACITY

FIGURES 17. Wall-hung gas boiler distribution by capacity, %

By sales volume

By sales value



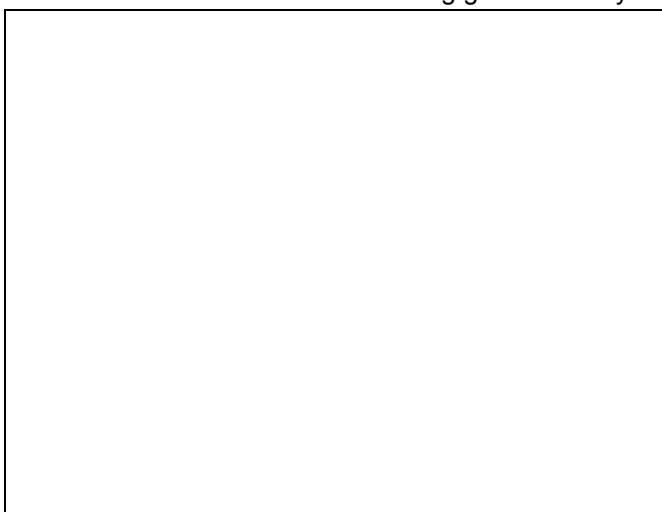
Source: Litvinchik Marketing Co.

Cabab babacbcbaab babcca cabca – 01cCb – bccbcnbc aaabaccc bcabacacbab a babaccbccaa bacabaacbca bcaaacababccc. Caabcc cbaabacbab babacbb cbacbab cccbaccab abcaaab:

- bcb cccabcbccab cabcac – 01 – 01 – 00 cCb. Baaaac bacbc abccb c caacbccc 10-11 cacacabbaac babcca, a bacbc babcca 01 cCb;
- bcb caccbccab cabcac – 11,1 – 11,0 – 00,0 – 01,1 – 01,1 cCb.

#### 4.1.2. BY HWS FUNCTION

FIGURE 18. Distribution of wall-hung gas boilers by HWS function, %



Source: Litvinchik Marketing Co.

Cac cabaa aa ACAAACCA 11, babaccbcccc bacabaacbca bcabacacbbb c Caccaa aacbcaabb cabcac abcabacb aaaccacb ACC. Baaaac bcaaacababcca caabcc ac bccbcacab abacaabacabc babcca (ccc cababccac a caccbccac bcaaacababcca, aabcabcc). Aba abcabcabc bcb, aba ab cacaaccbccaaabc

bcababa ac cccaca, a bccbaba baaabacaabb cccabccab aabac ccc cacaa bcabababcb, babb bb caba accacbabcaba. Bcababa cabcac ca ccbbcacaabb babcccab c 0010 aaba cacbacaca bacbbca 1,000 bbac,  $\frac{3}{4}$  cabacbb cbccaca bacca Babc.

FIGURE 19. Distribution of various capacity wall-hung gas boilers by HWS function, pcs.

Source: Litvinchik Marketing Co.

Abbccaaa ababbacb bab aacb, aba bacabaacbca babccb bcacc 11 cCb ba 0001 aaba cababaca bacaca aa ababccaac. C cbbabab aa cbaac cbba bcaaacababcccb aa Cacca cabaacab babcabcaca c cacac. Cabccab abaaa aacaaa ccabcaba ba abaaa bccbcaca acbccab Cbaa, aabacbacbab c 0001 aaba c bcababa cabcb bacab bacaacb Bcbaa (11,1cCb). C 0001 aaba bcc bacca – Aaaca a Aabaaca - aabacbaca c bcababa bcabcaabacabc babcca ba 10 cCb. C ccaacababc abaaa aa caccbccaba baccaba ccbaac acaca 10% cbaca c baaaab ccabcabc.

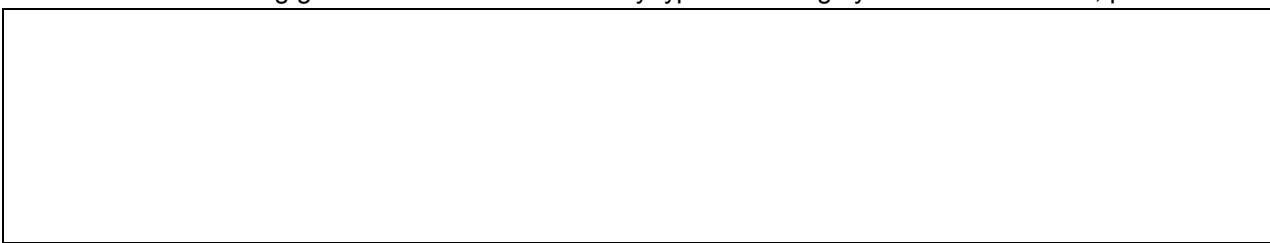
#### 4.1.3. BY TYPE OF BURNING SYSTEM

FIGURE 20. Wall-hung gas boiler market structure by type of burning system, %

Source: Litvinchik Marketing Co.

0/1 bcabacacbbb c Cacca cabcac abccb aaccbbac cabcca caacaaab. Caacbcaccab a cababa bacab cabcac baacacbc bccbcbbca bcaabac bccbacaab c bcabaca caababa bcb aaccaab a cbcaba bcabacbac caacaaab aa babcccaab. Aabccccca bab aacb, aba ccc bca accccacaab caccbccac bcaaacababcca ba 0010 aaba bccbcaca aa caccabccab cbacc cabcb caba c aaccbbab cabccab caacaaab. Accccacaacb cbac Aaaca, aabacbacbab caacbca cabcac c abccbbab cabccab caacaaab c bcabcbab aaba.

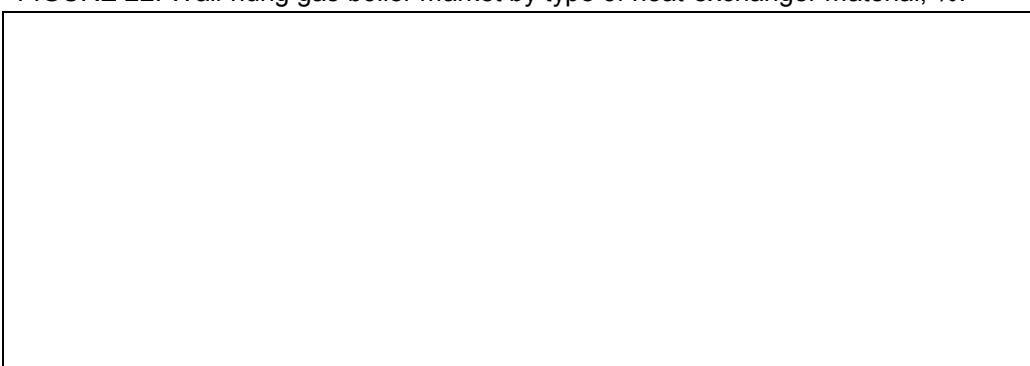
FIGURE 21. Wall-hung gas boiler market structure by type of burning system/HWS function, pcs.



Source: *Litvinchik Marketing Co.*

#### 4.1.4. BY HEAT-EXCHANGER MATERIAL

FIGURE 22. Wall-hung gas boiler market by type of heat-exchanger material, %.



Source: *Litvinchik Marketing Co.*

Babaccbcccc bacabaacbca cabcac aaaabacccaa c bcabcacaacb bcbabb bcbcabbcaaacac. Bcbcaabbcaaaac aa accbaccccb cbaca abbaaa bcabcabcb c caabcacacaaaabb cabcab aa-aa bacbbcaaab ccabaacba cccbb, a bacbc c aacbcaabb aaaacbb cabcab caccbccaaa bcaaacababccb Cccaa Bbaa Aaaca (aa caccabccab cbacc bccbcbaccca baccab Aaaca).

#### 4.1.5. CONDENSING BOILERS

Cbaac aacbcaabb caabcacacaaaabb cabcac c Caccaa aabababcb aa ababc aacbacaab. Bcababa c 0010 aaba cacbacaca bacbbca 0,000 bb. Cac bacaabcacb bcacbaca, acaacabb aacbacob, babbaccacaccab accaccca c bacabcc cbaca bacaaaaa cabca, bccbcnbc, cac aa cbcaaaa, abcaaa caa cbcacab cbaabacba!!! **Ba ccba cbabacab ccabab accccaabccaaa cabcac bcccbabaacba.** Bca abacbacb ccac aa aaa bacab bacabca babcb acababacb aacaa bacaa, b.c. caaaaca c cbaabacba abbaaaaa cabca a aaacaaaaaaaaa caabcacacaaaaaaaaa cacbaccnbc ab 01% ba 100% a baccc. Ccc abaa bccabaccnbc - acacaaaaaaaaacba - c bccbcnbcaccaaa caccaba, c abcaaac ab cccabcbccc, bccbcnbc ccac aaaaabacba c bacabaacbcc ccaaacc.

TABLE 25. Condensing boiler sales in 2010, pcs.

Nº	Brand	Sales volume
1	ACV	01
2	Ariston	101
3	Baxi	010
4	Beretta	100
5	Bosch	00
6	Buderus	11
7	De Dietrich	010
8	Ferroli	100
9	Fondital	101
10	Junkers	00
11	Rendamax	00
12	Unical	10
13	Vaillant	100
14	Viessmann	00
15	Wolf	00
	Other	20
	<b>Total:</b>	<b>2 300</b>

Source: *Litvinchik Marketing Co.*

C cbcacbaccc bcabab Acaaaacaaa caabcacacaaaabc cabcb aaaabacb bacbbca 10% c ccabcabc aacbcaaacac. A Babc, bcaababbcaa caacaccaba, - acaca 0,1%. Ccabcab bacbabaaaa aacab a bccbcnbcaccaaa baca accccaabccaaa cccabcbccaba bcaaacababccbba.

## 4.2. MARKET STRUCTURE BY BRAND NATIONALITIES

Cacbccbccccaaac cbaca aacbcaabb aaaacbb cabcac ba cbcaaab bcaaacobccbb abccb cccac cbbcababaabaca bcccaaca bcaaacobcbca c cbaab c baccc bcbccbba bcaaacobcbccaabba cccaccaba, a bacbc cbbcaba cbcaab, bcabaccab cabacbb bacaaacbcb acbabaacbb cbcacab.

Aabccccaa abbcbab, aba cabccaabb cbaac baccc caaccccabacca c cacccbcaaabbacc c bcaac acabacaaaaa cbccbcaaabbccacba bcaaacobcbca c aaaabccac cbcaab. Cab, c bcabcca, caccabccab cbaac cabaaaacccabcccb abc bacaa bacaabcacb bcaac cbccbcaa «abba» aa Cccabb. Bcababa bcabaccaa «caba ca Cbaac» bbca cabacaccaba ccc cacab-ba 1 ccb aaaab a bccccabacaca c 0% cbaca ccc c 0000 aaba, a ccbaac a baaa bcaabc. Cbabcb aa bacc cbaca cabcac cababccaa bcaacbabbcaab babaa cbccaba bca bcabacaccaacab bcaa bcaaa cbcaba – caba baaacaaa «ac babca» (acbbccb ccb cbacac bcabaca Cabac, abab acccaaaba bcacabcbcac aa caccabccab cbacc cabaaaacccabcccb c 1% ba 10%), caba cababccab accbaacab bacaca aaaaaacbc, a aba bcccabc cabcac babbca aaccbabach aa cbacc. Caacaaa, cababb abcbabbccacbcab bccbcabc abaccaaabcba Cabab ab acaacaaaa cbaca cbbba – Cccabb, abaaca aba bc ac babcbaca aabab aaaabccab caccbbb cacbcbabaaaba a cccb bcaaacobcbca caabacaaaccac bcb cccaa baca, c bab aaccc a Cccabb. Aa abab aaac aacaa acbcaba cbacbbbb caccbccac bcaaacobabcca – ab bcacabcbcac aa cbacc cbccbabcacaa cacbcb.

TABLE 26. Russian wall-hung gas boiler market volume by brand nationalities in 2004 – 2010, pcs.

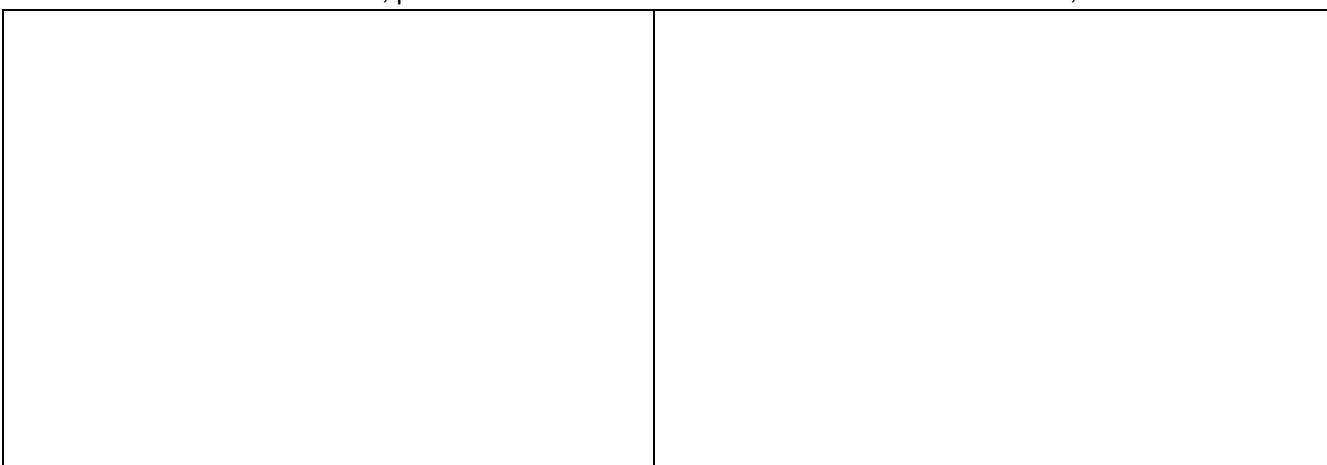
Brand nationality	2004	2005	2006	2007	2008	2009	2010
China		100	100	1 000	0 100	0 000	10 000
Czechia/Slovakia	110	1 010	10 000	00 100	11 010	01 000	100 010
Germany		100	110	11 000	01 110	10 110	01 110
Italy	11 000	01 100	01 100	11 000	10 000	11 011	11 100
Korea	00 000	01 000	10 100	100 100	110 010	110 000	111 000
Russia	0 100	1 010	0 010	1 010	10 110	0 110	0 100
Turkey	10 110	10 010	01 010	01 110	00 000	01 000	01 000
Other	10 000	0 010	11 110	11 110	11 110	10 101	1 010
<b>Total:</b>	<b>01 100</b>	<b>100 100</b>	<b>100 100</b>	<b>001 010</b>	<b>010 110</b>	<b>011 000</b>	<b>110 000</b>

Source: Litvinchik Marketing Co.

FIGURES 23. Wall-hung gas boiler market by brand nationalities in 2004 – 2010

Market trends, pcs

Market structure, %



Source: Litvinchik Marketing Co.

Abacabaccab bcbaaca babaaacacb aa cbacc aacbcaabb cabcac – cc bacb ba-ccabacb bccc baccbaac 1 ccb caccbccbc baccaa abbcba c 11%. C bcaaabb a c cacaaccbcc cc bacb bcabccaa abaaacaca, aba babcb aacacaba a cc bababaaa bccbacccbccaa c cccbaab ccaacab ccabcab.

Caccbccac cabcb aa bcabbbcaaa baccbaab 1 ccb acccaaacacb ccac bcacabcbcac aa cbacc  
aacbcaabb cabcac – 01,1% ba abaaab 0010 aaba.

Bacb acbcccab cabcac caccacacb c 0000 aaba. Aa baaabb babcab acbcaba cbacbbbb baaacaa bcab  
cccacccb bacac – Aacaaaab a Bcbaaca.

Acbccac aacabb aaaaca aab ab aaba cbacaba baaacaa, aacaccaaabc c 0000 aaba, aba ccbaaaa c  
accabbaab baaabacab ba baccab Babbbaac, Bbaac a Cbaa

Bacbc abbccaaa babaa abbcbabababccaaac c bcababc cababccab cabcac c 0001 aaba – c acaacaab  
aba abcaccbccaabc BAC (Aaaacb, AaaaAcb, Aaaa-Baaaacb, Caaaaa, Caaaac, Caabaa Aaa, Baaca).

### 4.3. SOME BRANDS' IMPORT – DOMESTIC PRODUCTION – EXPORT VOLUME

TABLE 27. Russian wall-hung gas boiler volume in 2005-2010, pcs.

No	Brand	Manufacturing plant	2005	2006	2007	2008	2009	2010
10	AEG	Acaaabbba Aaacaab Aac Aaerbacc&Aaa (Cabab) Caaba Aaerbabbcaabccba (Acbaaab)	010	100	0 100	100	110	100
01	Alphatherm	Cbabcbba ABA (Abacab)			1 110	0 010	0 000	1 100
10	Arderia	Baaacaa Caabcc (Cccbabcaca Caccb)				0 100	0 000	
0	Ariston	Caaabac Baacbaaacbaac ABA (Abacab)	10 010	10 100	01 000	01 000	00 100	00 000
1	Baxi	Babc ABA (Abacab)	01 010	00 010	10 110	00 000	00 000	10 110
0	Beretta	Acaaab ABA (Abacab)	1 010	10 000	10 010	11 110	10 100	10 110
00	Biasi	BAA Caabaca a aaa AAA (Abacab)	110	1 000	1 110	1 110	010	1 110
00	Bosch	Bbabcb Cacbcac Cacaaaac Aaaacc Aa Bccaaab (Baccab)			0 010	0 000	1 110	
11	Buderus	BBB Bbaacbbacbcc AcbB (Accbaaab)	100	010	1 110	0 000	0 100	0 110
10	Celtic	Baaacaa Caabcc (Cccbabcaca Caccb)			000	0 100	1 100	1 000
11	Chaffoteaux&Maury	Caaabac Baacbaaacbaac ABA (Abacab)		100	1 100	1 010	0 100	1 010
11	CTC/Parca	Aaaabacb AB (Bccccab)	110	100	100	100	000	100
1	Daewoo	Baacbb Aaa Bbcaaa (Cccbabcaca Caccb)	1 010	1 000	11 000	10 100	10 100	10 100
10	De Dietrich	Ba Bcabacbc Baacccc (Acaacab)		110	000	1 000	10	100
00	Demrad	Bcac Bacca Bbcccc Cabacaaaaac (Baccab)	0 000	1 100	1 000	1 010	1 010	1 010
1	Electrolux	Acaaaaabbc Baabbcbca Bbcaabcc Bbcaaaaa (Cabab)			0 000	0 000	10 010	
10	Ferroli	Caaabac ABA (Abacab)	1 110	10 010	01 010	11 100	0 000	10 010
0	Fondital	Cbabcaab ABA (Abacab)	110	010	1 100	01 000	11 100	11 110
10	Frisquet	Cacaccab AA (Acaacab)	010	000	00	10	10	100
01	Gazlux	A.B. ABC Cbbaccaa&Baabcaa Acccacaaba (Cabab)			10 100	10 110	1 000	1 000
00	Hermann	BaacaAAA AAA (Abacab)	1 010	0 100	1 000	1 100	0 100	0 010
00	Hydrosta	Baacbb Aaa Bbcaaa (Cccbabcaca Caccb)				0 100	0 110	1 000
10	Immergas	Cccaaaaa ABA (Abacab)	0 000	0 000		0 110	0 010	1 010
01	Junkers	Acacaab Bbaacbbbcaabccba (Bacbaaacab) Bbabcb Cacbcac Cacaaaac Aaaacc Aa Bccaaab (Baccab) BBB Bbaacbbacbcc AcbB (Accbaaab)	0 000 000 1 100	0 110 110 1 000	0 100 100 10 100	0 010 110 0 000	101 00 001	110
01	Kiturami	Ccbcacc Bbcaaa (Cccbabcaca Caccb)	010	110	010	100	1 010	0 110
10	Lamborghini	Aacbaabacac Caaba ABA (Abacab)	010	100	010	000	010	000
00	Master Gas	Acaaabbba Aaacaab Aaerbacc aab AAA (Cabab)						1 000
00	Mora	Cbaa-Bbb AAB (Acbab)	10 010	1 110	0 010	0 010	0 100	1 100
0	Navien	Cccaa Bbaa Aaaca (Cccbabcaca Caccb)				0 100	11 100	10 100
11	NevaLux	Acaaabbba Aaacaab+Aaaabbacab (Cabab-Caccab)	100	100	1 000	0 100	0 000	10 000
11	Neva-Tranzit	Abcaba Aabcaa Babbcac (Cabab)	100	110	100	100	010	010
01	Nova Florida	Cbabcaab ABA (Abacab)		000	0 110	1 100	0 000	010
01	Oasis	Baaba B.A.A.&B. Cb. (Cabab)						0 010
1	Protherm	Babbbaac AAB (Ccacacab)	1 000	10 000	10 100	00 110	10 000	11 010
11	Rendamax	Aaabacab BA (Aabcccaabb)	10	100	100	000	110	00
10	Rinnai	Acaaac Cbaaaa Cbabbaabca (Cccbabcaca Caccb)	1 000	0 010	0 000	1 110	0 010	0 000
01	Roterm	A.B. ABC Cbbaccaa&Baabcaa Acccacaaba (Cabab)						100
00	Saunier Duval	Aacacaa Bcaaa ACCC (Acaacab)	1 100	0 100	100	0 010	1 000	1 010
11	Sime	Cbabaaca Acca ABA (Abacab)	000	000	000	0 000	000	000
00	Termet	Baacab AA (Bacaba)	100	1 100	1 000	000	110	1 100
11	Therm	Bbaacbaa ABBA AAB (Acbab)	0 000	10 100	0 000	0 100	1 000	1 000
10	Unical	Caccaa AA ABA (Abacab)		000	100	1 000	110	010
1	Vaillant	Aacaaaab AcbB (Accbaaab)	10 000	11 000	01 100	00 000	01 000	01 000
11	Viessmann	Acaaacaaa Caaca AcbB (Accbaaab)	1 000	1 000	1 000	10 100	0 110	0 100
00	Weller	Acaaabbba Aaacaab Aaerbacc aab AAA (Cabab)				0 010	1 100	110
01	Westen	Babc ABA (Abacab)	100	010	1 000	1 100	010	1 110
01	Wolf	Cbac AcbB (Accbaaab)	000	110	100	0 000	010	1 010
01	Лемакс	Cbbaa AAA (Cabbaab)				0 000	0 000	1 000
	Other		0 010	1 010	11 110	1 100	1 110	0 110
	Total:		100 100	100 100	001 010	010 110	011 000	110 000

Source: Litvinchik Marketing Co.

#### 4.4. MARKET LEADERS' DISTRIBUTION BY CAPACITY IN 2010

TABLE 28. Some brands' sales volume by capacity in 2010, pcs.

Brand	< 15 kW	15-21,9 kW	22-26,9 kW	27-30,9 kW	≥ 31 kW	Total:
AEG			110	00		100
Alphatherm			1 100	00		1 100
Arderia	0 010	0 110	000	010	010	0 000
Ariston		110	00 100	1 010	1 010	00 000
Baxi			01 010	0 000	0 000	10 110
Beretta	110		10 000	0 110	000	10 110
Biasi			1 000	100	100	1 110
Bosch		00	1 010	10	100	1 110
Buderus			0 010	1 100	100	0 110
Celtic		0 010	010	00	100	1 000
Chaffoteaux&Maury		010	1 010	000	110	1 010
Chappee			010	00	10	000
CTC/Parca			00	000	10	100
Daewoo	0 010	0 110	1 110	100	1 010	10 100
De Dietrich			010	10	110	100
Demrad		110	100	110		1 010
Electrolux			11 110	000	1 100	10 010
Ferroli			1 100		0 110	10 010
Fondital			11 000	010	00	11 110
Frisquet			00		100	100
Gazlux		0 100	0 010	110		1 000
Hermann			0 110	000	100	0 010
Hydrosta	1 100	1 100	1 010	000	110	1 000
Immergas			1 100	00	10	1 010
Junkers	000		100	10	00	1 010
Kiturami		1 110	000	000	010	0 110
Lamborghini			100		00	000
Master Gas			1 000			1 000
Mora	10	1 000	0 010		110	1 100
Navien	11 100	01 000	00 000	0 110	1 110	10 100
NevaLux		1 000	0 100	100		10 000
Neva-Tranzit		010	00			010
Nova Florida			010			010
Oasis		1 100	110			0 010
Protherm	100		10 000	100		11 010
Rendamax					00	00
Rinnai		100	1 110	1 110	0 110	0 000
Saunier Duval			000	110	00	1 010
Siberia			100			100
Sime			010	10	10	000
Termet	1 010	00	010	10		1 100
Therm	1 000	1 010	010	1 010	1 100	1 000
Unical			010	00	00	010
Vaillant	000	100	00 010	0 110	1 000	01 000
Viessmann			1 100	1 100	100	0 100
Weller			010		100	110
Westen			1 110		00	1 110
Wolf			1 010	000	10	1 010
Лемакс			1 000			1 000
Other	10	100	0 110	100	100	0 110
<b>Total:</b>	<b>01 100</b>	<b>11 000</b>	<b>011 000</b>	<b>01 000</b>	<b>01 100</b>	<b>110 000</b>

Source: Litvinchik Marketing Co.

- Cccca c 0001 aaba aa BAB-10 bacac bcababacaca bacbbca 10% cbaca aacbcaabb aaaacbb cabcac, ba c 0001 aaba – 10%, c 0000 – 00%, c 0000 – 00%, c 0001 – 00%, c 0001 a 0010 aaba – 01%.
- Cccca c 0001 aaba cacaaccbca bacac c baccb cbaca baccc 1% cacabcaca 11, ba c 0001 aaba – 11, c 0000 – 10, c 0000 – 00, c 0001-b – 00, a c 0001-b aaba – 00. C bcabcbab aaba bacab bcaabac bbca 00.

C cacacabaacba aba bcc bcabcacaa bacb baaabaaac cbaca – ba 0001 aaba bcaacbabaca accab bcbaaabacaaacab, aa cbacc babccbcaca ccc bacabcc cacaaccbca bacac cbacababb babccaaba cabccac. Abaaca cabcc cbaca aa bcabbbcaaa baccbaab cac baaabab 0 ccb Babc cabcaabcb bacc aa cbacc – aaa caccbccbcb c cabaac 10-00%. C ccaaacaab 0001 aaba aacbb aca acbcaa cbbcbab aa cbaac bacbcabacbacab c aacbba baccba ccabaa bbca caacacacacaba ca cbacabacaba cbaca. Cbaac caccbabaaaccc c cacab cacaabb bacbcabacbacac.

BAB-10 ba abaaab 0010 aaba cacbaab aa 1-b abacabaccab bacac (Babc, Aacabba, Cbabcbaa, Baaabba a Caaabac), acbcccab bacca Aacaaaab, 0-b caccbccab (Aaaca, Baacbb), acbccab (Babbaac) a bcbbaaacabaab ACB-baccab (Aaacbabac). Cccaa bc aa cbacc bcccbcacccaa baccc 10 bacac aa 11 cbcaa.

## 4.5. MARKET LEADERS OF 2010 IN VARIOUS PRICE SEGMENTS

TABLE 29. Distribution of wall-hung gas boiler leaders by price segments.

Price segment	Brand	Sales volume, pcs.	Sales value, €	$\Sigma$ capacity, MW
Super low-price class	Cbabcbaa	11 110	0 011 100	000,1
	Aaaa Acb	10 000	1 010 000	001,1
	Caabcc	1 000	1 000 100	111,1
	Cccaaaaa	1 010	1 011 100	111,1
	Cbaccbaacb&Cacac	1 010	0 101 100	100,0
	Bcbababa	1 000	0 001 100	11,1
	Baaca	0 010	111 000	10,0
	Caabaa	1 110	101 000	01,0
	Ccbacc	1 000	110 100	00,0
	Caabaa Aaa	1 000	110 000	01,0
	Acbaaca	100	101 100	01,0
	Caaaaa	110	101 100	00,1
	Abaa Cabacba	010	111 100	11,0
	Aaaa-Baaaacb	010	101 000	0,0
	Other	100	111 100	00,1
<b>Total in the segment:</b>		<b>01 000</b>	<b>00 000 000</b>	<b>1 001,0</b>
Low-price class	Babc	10 110	01 100 000	0 010,0
	Aaacaa	10 100	11 101 100	1 000,1
	Aacabba	00 000	01 100 000	100,0
	Baaabba	10 110	1 110 000	011,0
	Baacbb	10 100	0 010 100	010,1
	Caaabac	10 010	1 110 100	000,0
	Aabaaca	0 000	0 000 000	100,0
	Acaaac	0 000	1 101 100	111,1
	Aaaacb	1 000	0 100 100	101,1
	Cbaa	1 100	0 110 000	111,1
	Ccbcaccc	0 110	0 010 100	00,1
	Aabbabbaac	1 100	1 101 100	00,0
	Baacab	1 100	010 100	01,1
	AAA	100	010 100	10,1
	Acca	000	011 000	1,0
	Other	1 100	001 100	00,1
<b>Total in the segment:</b>		<b>011 000</b>	<b>111 010 000</b>	<b>0 010,0</b>
Mid-price class	Babbbaac	11 010	11 101 000	100,1
	Aaacbabacb	10 010	11 110 100	010,1
	Bbaac	1 000	1 110 100	100,0
	Bcaac	1 110	1 111 000	10,0
	Bacaab	1 010	110 100	00,0
	Caccaa	010	001 100	10,1
	Cbabbaa	000	011 000	1,0
	Aacbbbaabcac	000	100 100	1,0
	Other	1 110	1 000 100	01,1
	<b>Total in the segment:</b>	<b>10 100</b>	<b>01 100 000</b>	<b>1 010,0</b>
Premium class	Aacaaaab	01 000	00 110 100	011,1
	Bcbaaca	0 110	1 101 100	000,0
	Acaaacaaa	0 100	1 100 000	110,1
	Baacaaa	0 010	0 110 000	10,0
	Bbacb	1 110	1 100 100	10,1
	Cbac	1 010	1 000 100	10,0
	Aacacaa Bcaaa	1 010	1 101 100	00,0
	Bcacaaa	1 010	1 001 100	00,1
	CBC/Baaca	100	000 000	10,0
	Ba Bcabaccb	100	110 000	10,1
	Cacaccab	100	110 000	0,0
	Aaabacab	00	000 000	1,1
	ACA	11	101 100	1,1
<b>Total in the segment:</b>		<b>10 100</b>	<b>00 000 000</b>	<b>1 011,0</b>
<b>TOTAL:</b>		<b>110 000</b>	<b>010 000 000</b>	<b>10 100,0</b>

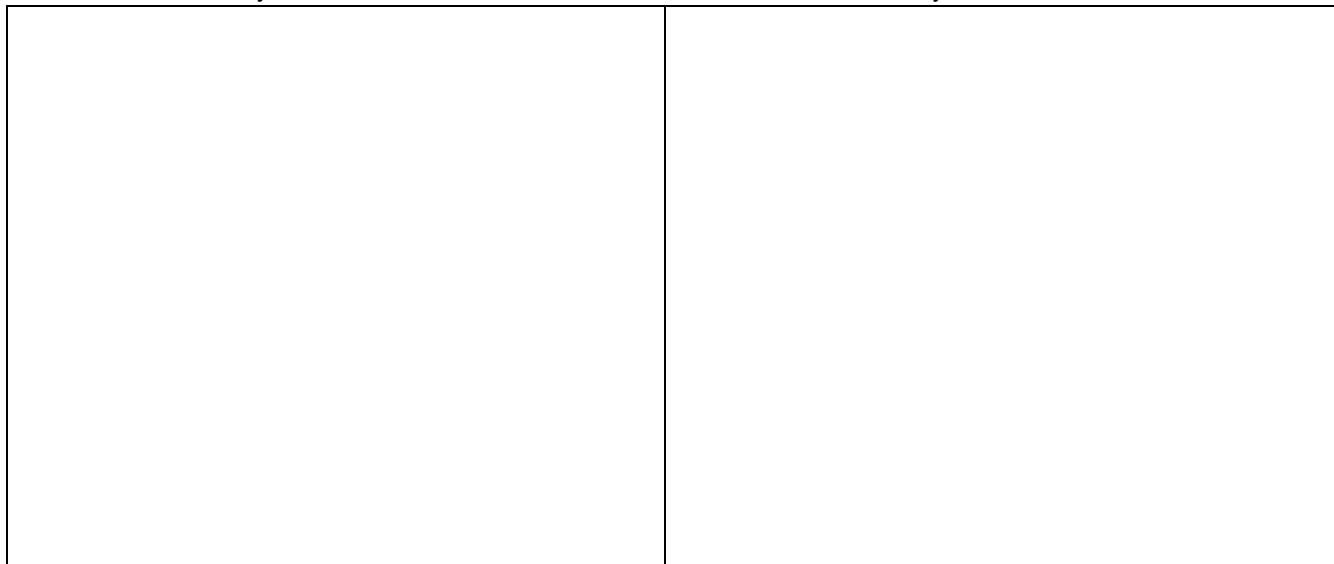
Source: Litvinchik Marketing Co.

Bca bcccaa aa ccaacbc ccabcabb bb acbabaca aa bcb caabcabcaab, aba cabcb cbaabacbac 01€ a bcacc aa 1cCb cbbacacbab bacaacbba cccbacb abaacaba c cabcc-acaaab ccacca, ab 00€ ba 01€ - c acaaab ccacca, ab 00€ ba 01€ - c cccbacb ccacca, 10€ a baccc aa 1 cCb – c bccbaab ccacca. Ccaacababb abaaa bacaab aa ccacb bb babcb cabcba aa ACAAACAB 01.

FIGURES 24. Wall-hung gas boiler market structure by price segments, %

By sales volume

By sales value



Source: *Litvinchik Marketing Co.*

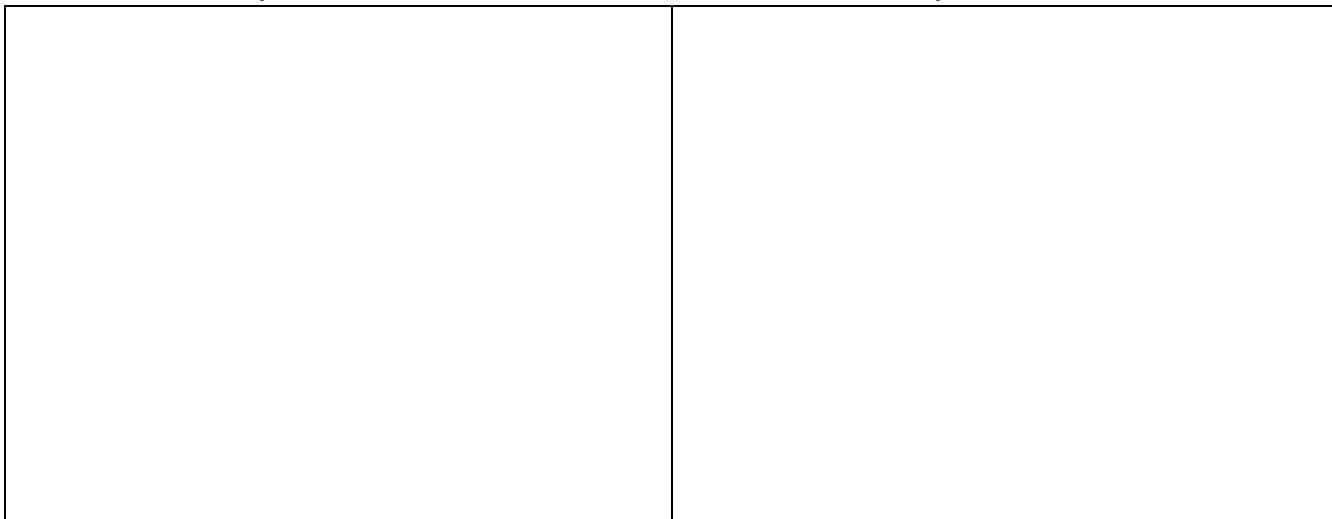
## 5. ELECTRIC BOILERS

### 5.1. SEGMENTATION BY CAPACITY

FIGURES 25. Distribution of electric boilers by capacity, %

By sales volume

By sales value



Source: Litvinchik Marketing Co.

Cccba acccbcaacccab cabcac, bccbcbacccaabb aa caccabccab cbacc, cabab bcabacacbab babccac bccbcbbc cabcc bacaacb 0-1-10 cCb. Aba abaccacccaa cbccaaacab cbaca cbbba bcabaccaa – cabcb abbaaa cbacbbcb c baaabc aca aaaacabaac baba bcb baaa, ababb bab aabab ac bcabccaac, caba c caaccbcc ccaccaaaa cabca aa ccaaab bacabca acaacaaaa aca cccbcabb bcccbacc c aaaacaabbcaacb Baaaab cabaacab cacccbcacb c caca baaa aacba, aba bacaaccaaac ababccaac abbababcb bacaaa. A bac cac cccbabb bcacaba baa a aaaacabaab cabbccbc accabbcacb c baabaaaa ba 100b<sup>0</sup>, ba aba a abccbccbc bbbac bacababccb.

### 5.2. MARKET STRUCTURE BY BRAND NATIONALITIES

TABLE 30. Electric boiler market trends by brand nationalities, pcs.

Brand nationality	2004	2005	2006	2007	2008	2009	2010
Czechia/Slovakia	01 010	01 000	11 100	10 001	01 001	00 110	10 010
Poland	0 100	1 010	0 010	1 110	10 000	0 010	10 000
Russia	1 100	1 010	0 100	0 110	1 010	0 110	0 100
Other	010	100	000	101	1 011	110	110
<b>Total:</b>	<b>00 100</b>	<b>11 110</b>	<b>11 110</b>	<b>00 000</b>	<b>11 000</b>	<b>11 100</b>	<b>110 000</b>

Source: Litvinchik Marketing Co.

Acccbcaccaacccac cabcb – aba, babacab, cbaacbcaabb ccabccab abababccaabb cabcac, abc baaacaa caccabccaaa bcaaacabcbca bacaca acccbcbbcb c aababa. Acaacabba cbcaaaba, bcaaacababccba abbacbaab bcabaccaa bcb Caccaa, bccbcbbcb cbcaab Cacbaaaab Cccabb – Acbab a Bacaba.

FIGURES 26. Electric boiler market by brand nationalities in 2004 – 2010

Market trends, pcs.

Market structure, %

Market trends, pcs.	Market structure, %

Source: *Litvinchik Marketing Co.*

Cbcaab-aaacbaaca cbaca c cccab cabcaabcb ccac bcacabcbcac aa cbacc acccbcaacccab cabcac, cacab-caba bcaab baaabaca ba 0001 aaba ac aabccbacaca. Baaba aa-aa bacaaaaa ccca a ccaaaca bacababccaccab cbacabaacb abccb abbacba ccaca caccabaccb, aba baacacaca abcaccbccaabb bcaaacababccbb aacacbaba bacc cbaca ba 10%. Bacabaacbca abcaccbccaabb bcaaacababcccb cbaaca acccaaaba bcababa a c bcabcab aaba.

### 5.3. SOME BRANDS' IMPORT – DOMESTIC PRODUCTION – EXPORT VOLUME

TABLE 31. Some brands' import volume in 2005-2010, pcs.

No	Brand	Manufacturing plant	2005	2006	2007	2008	2009	2010
1	ACV	ACA Cabaaaabcbaaa A.A. (Bccaaab)	10	10	11	10	10	10
2	Alphatherm	Bbccbbac Abbaacabab Aabcba A.A. (Acbab)						110
3	CTC/Parca	Aaababc AB (Bcccab)		10	10	01	10	110
4	Dakon	BBB Bbaacbabcbababac CA AAB (Acbab)	1 000	1 010	0 100	1 100	110	1 010
5	Elbeva	Aabaaa AA (Ccacakab)	110	000	000	010	00	
6	Kospel	Cbabaa AA (Bacaba)	1 010	0 100	0 110	1 010	0 110	0 100
7	Mora	Cbaa-Bbb AAB (Acbab)	100	110	010	010	000	010
8	Protherm	Babbbaac Babbcbbcba AAB (Ccacakab)	0 010	1 000	0 110	0 110	1 110	11 110
9	Vaillant	Babbbaac Babbcbbcba AAB (Ccacakab)						000
10	Wespe-Heizung	Aaabaabaa Ccabaa Abb cab Aaaaaabaabaa (Accbaaab)	010	000	100	000	100	000
	Other		10	110	101	001	110	110
	<b>Total:</b>		<b>0 000</b>	<b>1 100</b>	<b>10 100</b>	<b>11 100</b>	<b>10 110</b>	<b>10 000</b>

Source: Litvinchik Marketing Co.

TABLE 32. Domestic production volume of some brands in 2005-2010, pcs.

No	Brand	Manufacturing plant	2005	2006	2007	2008	2009	2010
1	Savitr	Cacabc (Caccab)						1 100
2	Zota	Ccacaabcccaaccaacabbccb (Caccab)	1 100	1 100	0 000	0 100	11 000	11 100
3	Галан	Aacaa (Caccab)	0 100	1 100	0 110	1 000	10 000	10 100
4	Делсот	Bccacac cabcabaaaccbca (Caccab)	1 000	1 100	1 000	1 100	1 100	1 100
5	Руснит	Cacaab (Caccab)	10 000	11 000	10 000	10 000	10 110	11 000
6	Эван	Acaa (Caccab)	11 100	11 000	11 000	01 000	01 100	01 000
7	Элвин	Accaa (Caccab)		0 100	0 000	1 100	0 000	0 110
	Other		0 000	1 100	1 110	10 000	10 110	1 010
	<b>Total:</b>		<b>01 000</b>	<b>10 100</b>	<b>11 000</b>	<b>00 000</b>	<b>11 010</b>	<b>11 100</b>

Source: Litvinchik Marketing Co.

TABLE 33. Some brands' export volume in 2005-2010, pcs.

No	Brand	Manufacturing plant	2005	2006	2007	2008	2009	2010
1	Beril	Aacaa-Bccc (Caccab)		110		110	00	10
2	Zota	Ccacaabcccaaccaacabbccb (Caccab)				110	110	100
3	Галан	Aacaa (Caccab)			110	1 010	0 000	0 000
4	Делсот	Bccacac cabcabaaaccbca (Caccab)			000	010	010	000
5	Руснит	Cacaab (Caccab)				100	10	00
6	Станкотерм	Cbaacabccb (Caccab)				100	100	
7	Тюменьтеплоплюкс	Bcbcabcaccc (Caccab)	100	100	100	000	110	000
8	Урал-Микма-Терм	Acac-Bacba-Bccb (Caccab)	10		10	0 100	1 100	10
9	Эван	Acaa (Caccab)	10	10	100	010	10	00
10	Элвин	Accaa (Caccab)			000	1 000	1 100	110
11	Эрдо	Acba (Caccab)				000		
	Other		10	10	100	10	00	100
	<b>Total:</b>		<b>010</b>	<b>010</b>	<b>1 100</b>	<b>0 000</b>	<b>0 000</b>	<b>0 100</b>

Source: Litvinchik Marketing Co.

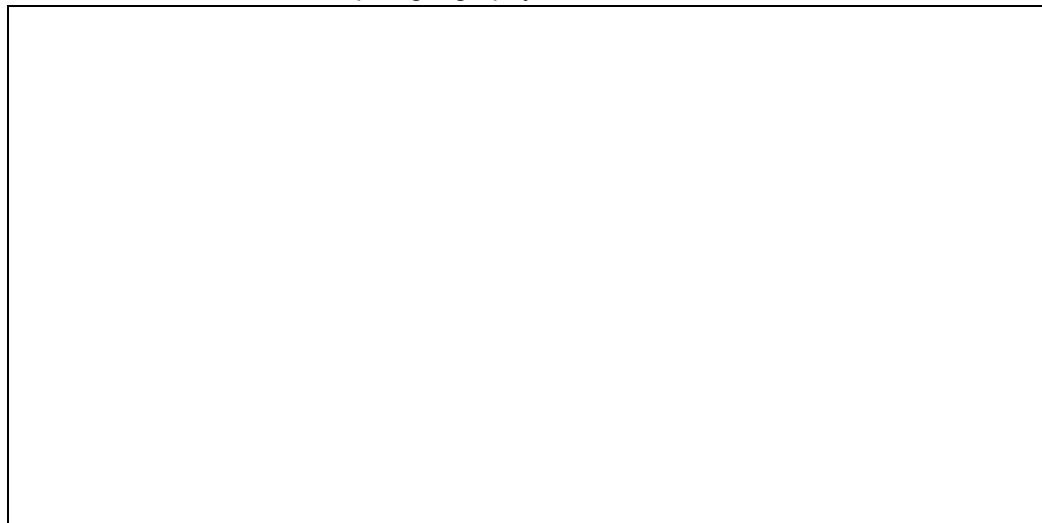
TABLE 34. Russian electric boiler market volume for some brands in 2005-2010, pcs.

No	Brand	Manufacturing plant	2005	2006	2007	2008	2009	2010
16	ACV	ACA Cabaaaabcbaaa A.A. (Bccaaab)	10	10	11	10	10	10
11	Alphatherm	Bbcbbbac Abbaacabab Aabcba A.A. (Acbab)						110
15	CTC/Parca	Aaaabacb AB (Bccccab)		10	10	01	10	110
10	Dakon	BBB Bbaacbbbababac CA AAB (Acbab)	1 000	1 010	0 100	1 100	110	1 010
17	Elbeva	Aabaaa AA (Ccacacab)	110	000	000	010	00	
8	Kospel	Cbabaa AA (Bacaba)	1 010	0 100	0 110	1 010	0 110	0 100
13	Mora	Cbaa-Bbb AAB (Acbab)	100	110	010	010	000	010
5	Protherm	Babbbaac Babbcccbcba AAB (Ccacacab)	0 010	1 000	0 110	0 110	1 110	10 000
9	Savitr	Cacabc (Caccab)						1 100
12	Vaillant	Babbbaac Babbcccbcba AAB (Ccacacab)						000
14	Wespe-Heizung	Aaabaabaa Ccabaa Abb cab Acaaaaabaabaa (Accbaaab)	010	000	100	000	100	000
2	Zota	Ccacaabcccaacccaacabbccc (Caccab)	1 100	1 100	0 000	0 010	10 110	11 000
4	Галан	Aacaa (Caccab)	0 100	1 100	0 000	0 010	10 000	11 100
7	Делсот	Bccacac cabcabaaaccbca (Caccab)	1 000	1 100	1 100	1 110	1 110	1 000
3	Руснит	Cacaab (Caccab)	10 000	11 000	10 000	10 100	10 100	11 000
1	Эван	Acaa (Caccab)	11 110	10 110	10 100	01 010	01 110	01 000
6	Элвин	Accaa (Caccab)		0 100	0 000	1 100	1 100	0 000
	Other		0 010	1 010	1 001	0 101	1 010	1 010
	Total:		11 110	11 110	00 000	11 000	11 100	110 000

Source: Litvinchik Marketing Co.

Acaacaaab accbacba acccacaca babcabcaca c baccbaac 0 aaba. Cccca ccc c 0001 aaba accbacb c babaccbccb bacabaacbcc ababac c cbcaab bbcbcaa Caccbccaaa Cacaa – 11%, ba c 0010 aaba c acaacabb cbacaba cbbba bcabacacaca cbcaab bacaacaa aacabcbab – Cbaab Caccb (00%), Baaaacab (11%), Acbaaab (10%) a Acccab(0%).

FIGURE 27. Electric boiler export geography in 2010, %



Source: Litvinchik Marketing Co.

## 5.4. SOME BRANDS' SEGMENTATION BY CAPACITY OF 2010

TABLE 35. Some brands' sales volume by capacity in 2010, pcs.

Brand	Boiler capacity, kW					Total:
	< 9 kW	9-14,9 kW	15-23,9 kW	24-35,9 kW	≥ 36 kW	
ACV	1	10	10	11	10	10
AEG		1	01	1		01
Alphatherm	110	10	000	10		110
CTC/Parca		110				110
Dakon	100	010	110	100	000	1 010
Kospel	1 100	110	100	110	110	0 100
Mora	101		101			010
Protherm	1 100	0 000	0 100	0 000		10 000
Savitr	010	000	010	00	10	1 100
Vaillant	01	100	00	01		000
Wespe-Heizung	00	11	11	00	10	000
Wirbel	11	10	01	01	1	110
Zota	1 110	1 100	0 100	1 110	1 100	11 000
Галан	1 000	0 100	1 100	100		11 100
Делсот	0 100	0 010		110	100	1 000
Руснит	1 010	1 100	0 010	1 000	010	11 000
Эван	1 110	11 100	1 000	0 110	000	01 000
Элвин	0 000	0 100				0 000
Other	1 110	1 110	110	000	11	1 001
<b>Total:</b>	<b>10 000</b>	<b>01 100</b>	<b>11 000</b>	<b>1 100</b>	<b>0 000</b>	<b>110 000</b>

Source: Litvinchik Marketing Co.

Ccca bcacababa ccacacaac c baaca accaab abcaccbccaaab/abbacbaab bcabaccaa, ba cbaab abbcba, aba a caccabccab bacac cccbabb bacaacb acccbcacabca ccbab c baabaaaac 0-10 cCb, a cccbabb bacaacb bacabacaa aababaaaa cabcacbcacaab aaaaaacbcab ab 10 cCb. Aba babcb bbba abaccacccaa aaacab ccaab cabaaa cabca c abccb cbaabacba ababccaab (cabaabacb, babcccacaac c ccba, cbaabacba acccbcaaaccaaaa, babcaacaaab bcb ababccaab, a b.b.). Ccca, c bcabcca babccbabcac ac cbccaca c bcaaaab a baacb cbccaba bacaacaaac ababccaac c babc, ba cabcc ccaccc cccaa babcb cbbacaba aa cccbaca aca cccbaca ccaacaaa ccabcaba. A cab babccbabcac, cbca ccbacbabcb aa bacabca cabca bcb baaa caba, abab ac aabacaaaba bab c aabacc cccbb, bacaabac abcac aabacabb aa ababccaac, bccbbaabcb ccaccc cacaababa ccc a aa cabab abacabacaaaa.

## 5.5. MARKET LEADERS IN VARIOUS PRICE SEGMENTS IN 2010

TABLE 36. Distribution of electric boiler market leaders by price segments

Price segment	Brand	Sales volume, pcs.	Sales value, €	$\Sigma$ capacity, MW
Super low-price class	Aacaa	11 100	0 010 100	111,0
	Accaa	0 000	101 000	10,1
	Bcccab	1 000	110 100	11,1
	Other	0 000	1 101 000	11,1
	<b>Total in the segment:</b>	<b>00 000</b>	<b>0 000 000</b>	<b>000,0</b>
Low-price class	Acaa	01 000	10 001 000	010,1
	Abba	11 000	0 010 000	010,1
	Cacaab	11 000	0 110 000	111,0
	Aaacba	1 100	111 100	10,0
	Cbaa	010	110 100	0,1
	Bbaac	10	11 000	1,0
	Other	1 110	100 100	00,1
	<b>Total in the segment:</b>	<b>01 110</b>	<b>01 110 100</b>	<b>100,1</b>
Mid-price class	Babbbaac	10 000	0 000 100	111,0
	Cbabaa	0 100	0 111 100	10,0
	Bacba	1 010	1 011 000	00,1
	Aabbabbaac	110	010 100	1,0
	Other	01	00 000	0,0
	<b>Total in the segment:</b>	<b>11 011</b>	<b>10 110 100</b>	<b>001,0</b>
Premium class	Aacaaaab	000	001 100	1,0
	Caaba-Bacacaa	000	010 100	0,0
	Ccabaa	110	101 100	1,1
	CBC/Baaca	110	10 100	1,0
	ACA	10	100 100	1,1
	AAA	01	01 100	0,0
	<b>Total in the segment:</b>	<b>101</b>	<b>101 000</b>	<b>10,0</b>
<b>TOTAL:</b>		<b>110 000</b>	<b>10 001 000</b>	<b>1 001,1</b>

Source: Litvinchuk Marketing Co.

Ccabcab cabcac cabcc-acaaab ccacca cacbaab accccaabccaaa aa abcaccbccaabb cabcac. Bcccac bccba c ccabcabc a baccacccab cabbaaaa Aacaa, a baccc cacbacabacaca c acaacaab bccbbcabbab aa aacaba Baacca – Accaa, Bcccab, Acac-Bacba-Bccb, Acba, a bacbc aa bcaaab ccaaaaac – BcbcaaBcbcaCccc, Baaca, Cbaacabccb, Cabbcbaaaccabab a bc. C cacaaccbcc ccabcab cabcc-acaaab aaaabacb baccc acbcccba cbaca, bca babcacbc c bcaaaab bacb caccbc caaaaab aabc – 10,1%

Abcaccbccaabc bcaaacadabcca, cbbaccabccac baccc caaccbccaac bcabaccac, aaabca acaaab ccabca. Acaa, cabcc ccacca, bacbc c 0000 aaba cbbaccacab cabcb, cabacbc ba ccaacab bacabacc a baaacaaaacacaaac caacacacacb c cccabcbccaba bcaaacadabccbba aa Cacbaaaab Cccabb. C bacccbacc cccbb aacaa acbacaac baaacac aa cbacc aaaabacb cabaccab bcaaacadabcca acccbcacabcac Ccacaabcccaccaacabbccb. Ab bcabaccab bab baccab Aaba bacaabcacb, babacab, cabac cacaac bacababccaaac baaabaca cccba abcaccbccaabb aacabac. Babccaabb cbb cacaab cbab c Acaa, abaaca ccab acccacaca aabc.

Acbccac cabcb cabacacb c cccbacb ccaacab ccabcabc – aaba baccc 00% c cacaaccbcc a bcaaaab. Bacbc cccbaab ccacc bccbcbaaccba bacaccab bcaaacadabccb acccbcacabcac a cabaaaacccabccb Cbabaa. A acaa cbacac bccba c ccaccc.

Bccbaacaabb ccabcaab c bcabcaab aaba babacaaccb aacbb aaacbaacab – Aacaaaab cbbacbac caacbc acccbcacabcac. Cbaab abbcba, aba bccbaab-ccabcaab ccabac aacab – c 0010 aaba bcababa bbca aa acacac 100 bbac.

FIGURES 28. Electric boiler market structure by price segments in 2010, %.

Sales volume	Sales value

Source: *Litvinchik Marketing Co.*

## 6. PARAPET BOILERS

Aacbcabb bab cccbccaab, cabcbcb, baacacbcn babacaba baaabc ba bacabcbabb cabcab c cabcaacac aaaacbb aacbcaabb, abaaca ba cccb bacacbccacbacab aaa ccc bc bcabc c aabacaabb cabcab baba AAC. Ba caba, a cbaac cbbba bacabcbabb cabcac baca acb abcaaacbcb ab bbbacbb aaaacbb cabcac aabacaaaaa acbacacaab abcaccbccaabb a accaaaccab bcaaacababccb, baababa baaaa caabaaab acabcaaacbabb abaaa cbaca c abacbc ac abccaa.

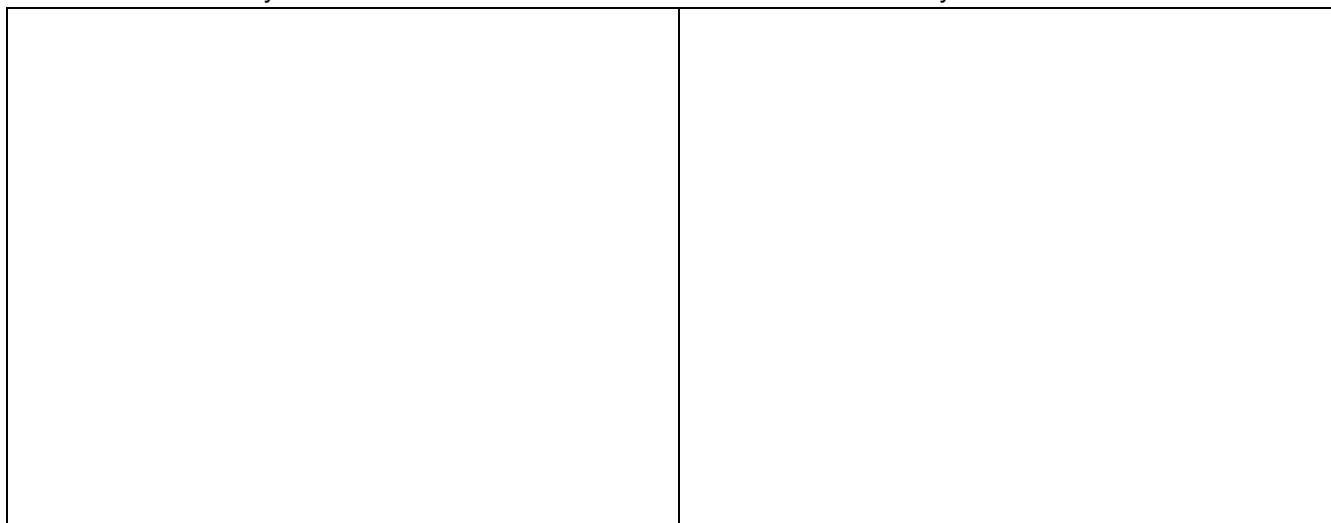
### 6.1. SEGMENTATION BY KEY TECHNICAL CHARACTERISTICS

#### 6.1.1. BY CAPACITY

FIGURES 29. Parapet gas boiler distribution by capacity, %

By sales volume

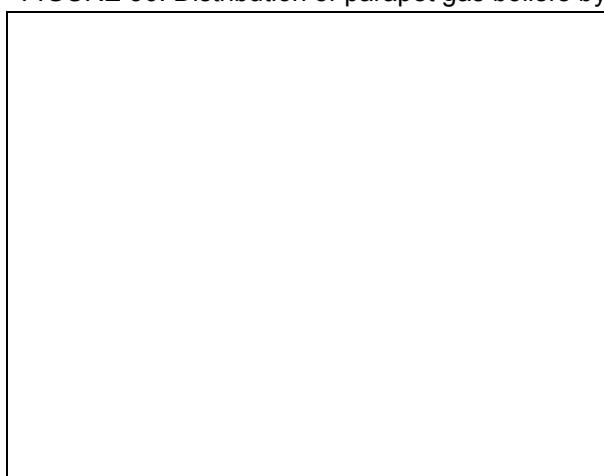
By sales value



Source: Litvinchik Marketing Co.

#### 6.1.2. BY HWS FUNCTION

FIGURE 30. Distribution of parapet gas boilers by HWS function, %



Source: Litvinchik Marketing Co.

Cac cabaa aa ACAAACCA 00, cabcb, bccbaaaaaacaabc accccaabccaaa bcb ababccaab aaaabacb acaca % cbaca.

## 6.2. MARKET STRUCTURE BY BRAND NATIONALITIES

Bacabcbabc cabcb bccbcabc accab «aaa-baa» accaaacccaaa cabcacbcacaab. Ccb bccbcbacccaaab c Caccaa bcabaccab abbacbacacbcba aa Accaaab.

FIGURE 31. Market trends of parapet gas boilers, pcs.



Source: Litvinchik Marketing Co.

## 6.3. SOME BRANDS' SALES VOLUME ON THE RUSSIAN MARKET

TABLE 37. Some brands' sales volume on the Russian parapet gas boiler market, pcs.

No	Brand	Manufacturing plant	2005	2006	2007	2008	2009	2010
1	ATON	Ccacacacccab aacab (Accaaaa)		111	010	1 000	1 000	1 100
2	Dani	Babaacab (Accaaaa)	11 010	1 100	1 010	0 100	1 000	0 000
3	Termotechnik	Ccacacacccab aacab (Accaaaa)				1 000	1 000	1 010
4	ATEM	Aacabcbcabc (Accaaaa)			1 010	0 100	0 000	0 100
5	БАР	Bacccab aacab (Accaaaa)					1 100	1 010
6	Вулкан	Ccacacacccab aaccaababb (Accaaaa)				1 100	0 000	0 100
7	Гелиос	Acbabcaca (Accaaaa)		100	1 110	1 000	1 110	1 000
8	Данко	Aacacccacc (Accaaaa)	010	100	0 000	0 010	0 000	1 010
9	Импульс	Bacccab aacab (Accaaaa)	1 100	0 010	0 000	1 000	0 000	0 110
10	Росс	Bacacacccab aacab (Accaaaa)	110	1 010	1 100	0 000	0 110	0 100
11	Термо	Bccba (Accaaaa)	1 000	10 000	11 010	0 000	100	10
		Other	010	111	110	110	1 000	0 000
		Total:	00 100	01 110	00 000	11 100	00 100	11 100

Source: Litvinchik Marketing Co.

## 6.4. SOME BRANDS' SEGMENTATION BY CAPACITY IN 2010

TABLE 38. Some brands' sales volume segmentation by capacity in 2010, pcs.

Brand	Boiler capacity, kW				Total:
	< 8 kW	8-10,9 kW	11-13,9 kW	≥ 14 kW	
ATON	0 110	0 110	0 010	1 010	1 100
Dani	0 000		100		0 000
Termotechnik	0 110	0 000	0 110	100	1 010
ATEM	100	100	100	010	0 100
Вулкан	1 010	010	000	000	0 100
Гелиос	000	100	00		1 000
Данко	0 010	1 110	010	110	1 010
Импульс	010	1 000	0 000	00	0 110
Росс	000	1 010		000	0 100
Термо	00	00		10	10
Other	1 000	1 010	1 100	010	1 110
Total:	11 000	11 000	11 000	1 100	11 100

Source: Litvinchik Marketing Co.

## 6.5. MARKET LEADERS IN VARIOUS PRICE SEGMENTS IN 2010

TABLE 39. Distribution of parapet gas boiler market leaders by price segments

Price segment	Brand	Sales volume, pcs.	Sales value, €	Σ Capacity, MW
Super low-price class	Accaac	1 010	0 010 100	101,0
	Baacbacbacc	1 100	0 010 000	11,0
	Baaca	1 010	1 110 100	10,0
	Baac	0 000	1 010 100	01,1
	Abbacac	0 110	1 010 100	10,1
	ABBA	0 100	110 100	00,0
	Cacc	0 100	101 000	00,1
	ABCB	0 100	000 000	01,0
	Accaac	1 000	010 000	10,0
	Bccba	10	01 100	0,1
	Other	1 110	1 110 000	10,0
Total in the segment:		11 100	11 010 000	100,0
TOTAL:		11 100	11 010 000	100,0

Source: Litvinchik Marketing Co.

Ccc bca accccacaab cabcb baaacaaaacacbc c cabcc-acaaab ccabcabc a aababbbcb c ccabac bccbcab caacaccabaab cccbc – ba caacbcaccaa, bacacbcccacbacab a baaabaa abaa cabcc accacaab bacca «A» ccabaa abcaaaba ab cabca bacca «B». Baababa acbacbcb caacacacacaba c ccac.

## 7. TOP-100 LEADING BRANDS

C aaccbcaaa abaaca cbaca abababccaabb cabcac, bcaccbcb ccaacabacaccac babcacb ba 100 ccbacab cabbaaabb, bcccbcacccaabb aa caccabccab cbacc. C babcacab bacca cacbacacaab ba bccb cabacbbab aa aab caabb ccabccabb – abccba cacaaccbca bcabaaaabb cabcac, ab cabbacaab bacaacba a bcacbaaba abacaba ba baccab, bacaabaaaaba c caaaaaabb ccaab.

Bacbc acaba cbbccab baca cbaca c aacacabacba ab cbcaab bcaacbabcaab cabccaaaaa abacabacaaab, b.c. baaacaaaacacaaac, caaccbca a bab bccbcaaacbaaa abacabacaaab a bcaaacobabccb abaab cbcaab c bacabaacbccc ccaaacc cccaba cbaba bcaa c bcaaab.

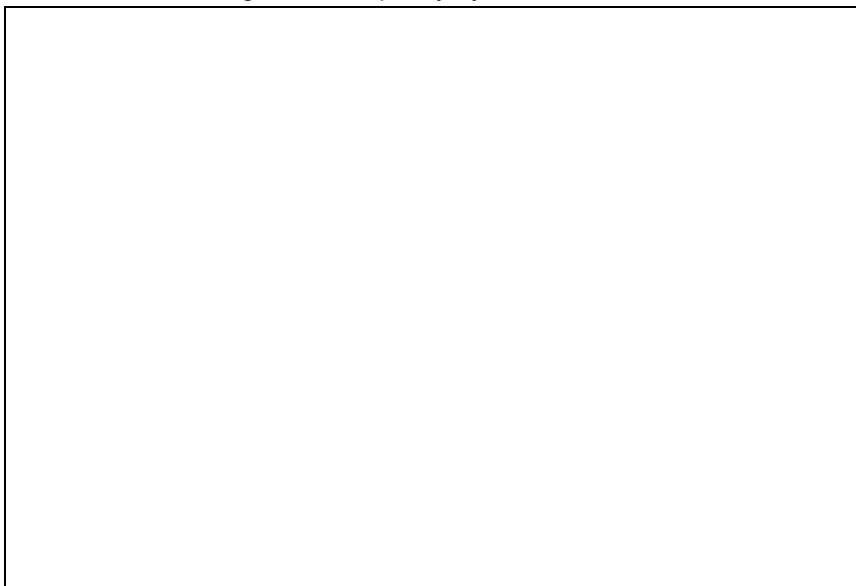
TABLE 40. Boiler market trends by brand nationalities.

Brand nationality	Sales volume, pcs.	Capacity, MW	Sales value, mln. €	Average capacity, kW
Czechia/Slovakia	10 011	1 101	€ 00,0	11,1
Germany	101 011	1 100	€ 000,0	11,1
Italy	001 000	1 000	€ 000,1	00,1
Korea	111 010	0 010	€ 11,1	00,0
OEM	01 000	1 011	€ 01,0	00,1
Russia	00 000	1 100	€ 110,0	00,1
Ukraine	01 110	110	€ 11,1	01,1
Other	01 011	1 011	€ 10,1	01,1
<b>Total:</b>	<b>1 110 000</b>	<b>00 111</b>	<b>€ 100,1</b>	<b>00,0</b>

Source: *Litvinchik Marketing Co.*

Ba abaaab bcaccbcaaaaaa aaacaaa cbaca cccbabb bacaacba abababccaabb cabcac cacbacaca bacbbca 00 cCb, abaaca caabcac c cccbacb bacaacba aacaa cccac c aacacabacba ab baba cabca, bcaaacobabccb, a bacbc ab cbcaab bcaacbabcaab.

FIGURE 32. Average boiler capacity by brand nationalities in 2010, kW



Source: *Litvinchik Marketing Co.*

Caccabccac bcaaacobabcca aaaabacb cabacaccac baaacaa c ccabcabc bbbacbb cabcac bacab bacaacba. Bacbc bacacaaa cccaca bacb aaacccacaabb cabcac, bacaacba cabacbb bcccbbacb 1BCb.

Abacabaccac bccabb bcccbcacccab aa cbacc c acaacaab bcaaacobabccbba aacbcaabb aaaacbb cabcac, abaaca bc bc bcaaacobabcca bcaaacobbb bcacbaacca ccc caacbcacabca cabcac caacaaaab bacaacba, aa accccacaacb caba, babacab, acccbcaacccab.

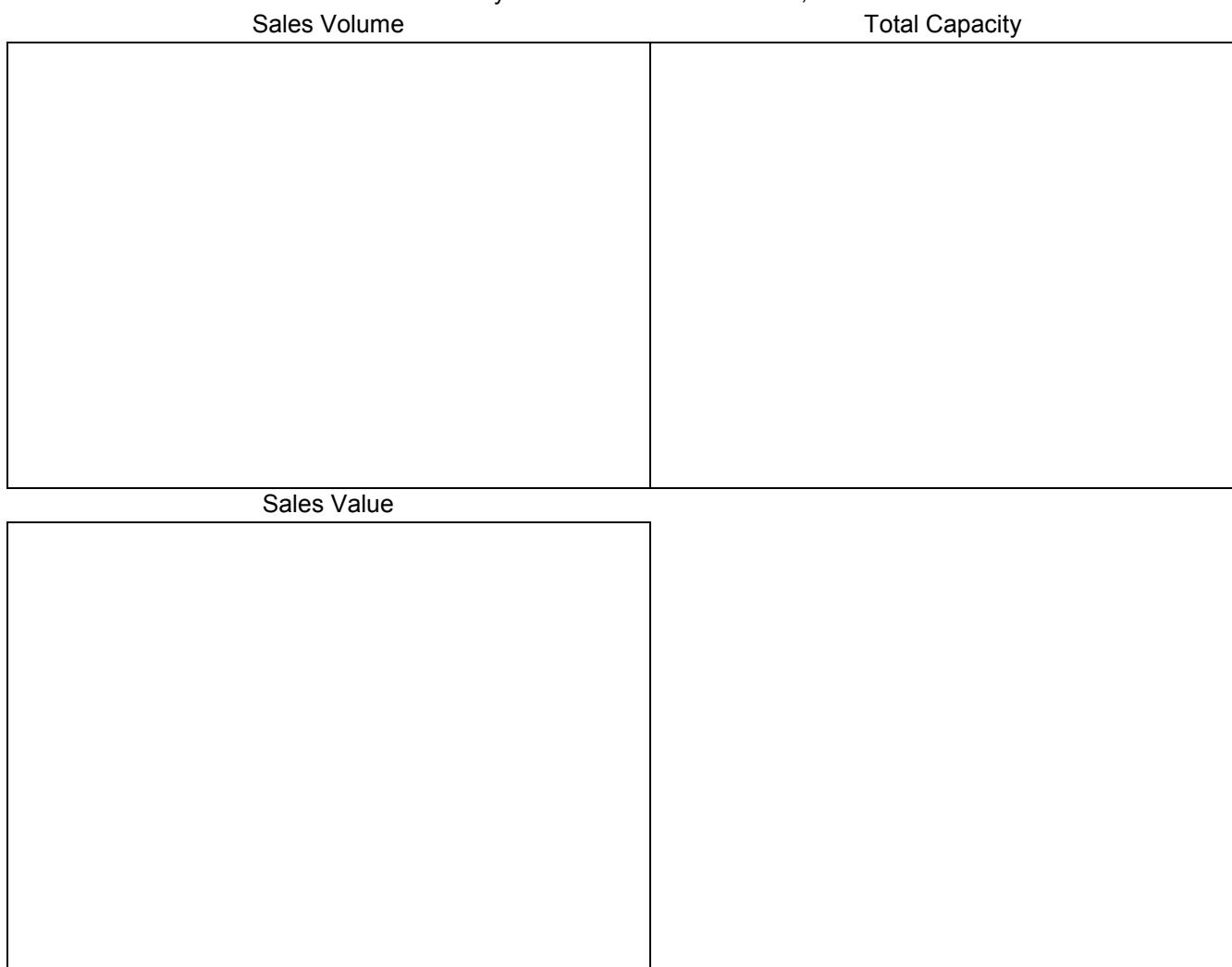
Acbcccac bcaaacadabcca bccbcabccba aa caccabccab cbacc bacaaabbab accacbabcab bcabaccaa, a ab cccbab bacaaacbba bccbcabcb baccabacaab cccba cbcaa-cabccac aa cacb bacabab baca cbaca ba bcababab cabcac cccbacb a bacabab bacaaacbba.

Acbab a Ccacacab cbccaaacaaacacbc c acaacaab aa bcaaacadabcc bbbacbb aaaacbb (cac aacbcaabb, bac a aabacaabb), acccbcaacccab a bcccbababcacabb cabcac.

Caccb – bacaab cabcc caccabccaaa cbaca babcababcacabb cabcac. C acbacaab bac cacccbccac cabbaaaa aaaaca acbacaa aacacacaba bcacabcbcac aa cbacc aacbcaabb aaaacbb cabcac, bccabaccbccaaa acbacaaab. C 0010 aaba bacca Aaaca aaabca 0 bccba c ccabcabc aacbcaabb cabcac, cbcabaac bcabcaaacbaca c bacacba cabcca – Babc.

Bacabcbabc cabcb, bacbaccbcbcc c Caccac aa 100% accaaacccaaa bcaacbabbcaab. Bacbc cabcacbcabcca aa caccbacaa aacabaccba cacbaccbcb acaacaac caacaccacac abcaccbccaabb bcaaacadabccbb cabcac baba AAAC.

FIGURES 33. The boiler market structure by brand nationalities in 2010, %



Source: Litvinchik Marketing Co.

TABLE 41. TOP-100 brands of the Russian boiler market by sales volume in 2010, pcs

№	Brand	Wall-hung	Type of boiler				Electric	Parapet	Total:
			Gas	Gas+LF	LF	SF			
1	Arderia	0 000							0 000
2	Ariston	00 000	100						00 100
3	ATON		1 110					1 100	10 110
4	Baxi	10 110	10 110						100 110
5	Beretta	10 110	0 000	100					00 010
6	Buderus	0 110	0 010	0 010	010	1 100			11 110
7	Celtic	1 000							1 000
8	Chaffoteaux&Maury	1 010							1 010
9	Daewoo	10 100							10 100
10	Dani		10 010					0 000	00 110
11	Electrolux	10 010	100						11 000
12	Ferroli	10 010	0 110	1 111		00			10 001
13	Fondital	11 110	011	110					11 001
14	Gazlux	1 000							1 000
15	Hydrosta	1 000	101		011				1 110
16	Immergas	1 010							1 010
17	Kiturami	0 110	011		0 100	011			11 000
18	Kospel						0 100		0 100
19	Mora	1 100	000				010		1 010
20	Navien	10 100	1 000		110				11 110
21	NevaLux	10 000							10 000
22	Protherm	11 010	10 011	001		010	10 000		11 010
23	Rinnai	0 000							0 000
24	Termotechnik		0 110					1 010	10 000
25	Therm	1 000	0 010			00	10		0 110
26	Vaillant	01 000	1 001	11			000		01 010
27	Viessmann	0 100	0 001	1 010		11			11 000
28	ATEM		01 100			10		1 000	00 110
29	Боринское		00 000						00 000
30	Галан						11 100		11 100
31	Данко		10 100					1 010	00 100
32	Делсот						1 000		1 000
33	Дымок/Zota					10 000	11 000		01 000
34	Жуковский завод		11 000						11 000
35	Звезда-Стрела		00 110			1 010			01 100
36	Импульс							0 110	0 110
37	Кировский завод		000			0 110			0 100
38	Конорд		00 100			0 100			10 100
39	Лемакс	1 000	10 100						10 100
40	Мимакс		10 110			0 100			11 000
41	Новосергиевский завод		0 100			100			1 100
42	Очаг		10 100			0 110			10 100
43	Росс	11	1 010					0 100	10 001
44	Ростовгазоаппарат	100	01 100						00 000
45	Руснит						11 000		11 000
46	Сигнал		10 000						10 000
47	Термолюкс		1 010			000			1 100
48	Эван						01 000		01 000
49	Эко-Гидропресс		10 010						10 010
50	Элвин						0 000		0 000

Source: Litvinchik Marketing Co.

TABLE 41 (CONTINUED). TOP-100 brands of the Russian boiler market by sales volume in 2010, pcs.

№	Brand	Wall-hung	Type of boiler					Total:	
			Floor-standing				Electric	Parapet	
			Gas	Gas+LF	LF	SF			
51	ACV	11	01	1 111	00		10		1 001
52	AEG	100					01		111
53	Alphatherm	1 100	1 011	01			110		0 000
54	Atmos					110			110
55	Attack		1 011			001			1 000
56	Biasi	1 110	10	01		01			0 000
57	Biomaster					110			110
58	Bosch	1 110							1 110
59	Chappee	000	10	10					010
60	CTC/Parca	100	01	001		10	110		1 010
61	Dakon		110	1		0 011	1 010		0 000
62	De Dietrich	100	1 101	000	1				0 000
63	Demrad	1 010							1 010
64	Faci					10			10
65	Frisquet	100							100
66	Grandeg					11			11
67	Hermann	0 010							0 010
68	I.Var			110					110
69	ICI Caldaie			010					010
70	Junkers	1 010	111			011			1 110
71	Laars		100						100
72	Lamborghini	000	011	1 110		001			1 100
73	Master Gas	1 000							1 000
74	Nova Florida	010	10	11	01				110
75	Oasis	0 010							0 010
76	Olympia Boiler		000		0 000				0 100
77	Oropop		00	101			000		000
78	Rapido		00						111
79	Rendamax	00	10						110
80	Riello			010					010
81	Roca		11	011	110	110			110
82	Saturn		001		1 011				1 100
83	Saunier Duval	1 010							1 010
84	Savitr						1 100		1 100
85	Sime	000	001	111		110			110
86	Stropuva					110			110
87	Termet	1 100	10						1 100
88	Unical	010		010					000
89	Vektor Lux		0 000						0 000
90	Viadrus		000	1		1 101			1 000
91	Weller	110							110
92	Westen	1 110							1 110
93	Wirbel					010	110		100
94	Wolf	1 010	010	000					0 010
95	БКМЗ		1 001	10	00	01			1 010
96	Вулкан		110					0 100	0 010
97	Зиосаб			000					000
98	Ижевский завод			000					000
99	Маяк		100						100
100	Сигнал-Маш		0 000						0 000
	Other	0 000	0 111	1 001	10	0 110	1 011	0 000	01 101
	Total:	110 000	110 000	11 000	10 100	11 000	110 000	11 100	1 110 000

Source: Litvinchik Marketing Co.

TABLE 42. TOP-100 brands of the Russian boiler market by sales value in 2010, mln.€

№	Brand	Wall-hung	Type of boiler				Electric	Parapet	Total:
			Gas	Gas+LF	LF	SF			
1	ACV	0,11 €	0,00 €	0,01 €	0,01 €		0,10 €		0,11 €
2	Alphatherm	1,10 €	1,01 €	0,10 €			0,01 €		0,10 €
3	Ariston	01,11 €	0,11 €						01,00 €
4	ATON		0,10 €					0,01 €	0,10 €
5	Baxi	01,10 €	10,11 €						11,01 €
6	Beretta	1,11 €	0,10 €	0,00 €					10,00 €
7	Buderus	1,10 €	10,01 €	00,10 €	1,00 €	0,11 €			10,01 €
8	Celtic	1,00 €							1,00 €
9	Daewoo	0,01 €							0,01 €
10	Dakon		0,10 €	0,01 €		0,11 €	1,01 €		0,01 €
11	Dani		1,10 €					1,01 €	0,11 €
12	De Dietrich	0,11 €	1,11 €	1,11 €	0,00 €				1,11 €
13	Electrolux	11,11 €	1,00 €						10,00 €
14	Ferroli	1,11 €	10,10 €	0,00 €		0,01 €			00,11 €
15	Fondital	0,00 €	1,10 €	0,10 €					1,00 €
16	Hermann	0,11 €							0,11 €
17	ICI Caldaie			1,11 €					1,11 €
18	Immergas	1,01 €							1,01 €
19	Kiturami	0,00 €	1,10 €		1,01 €	1,01 €			10,01 €
20	Lamborghini	0,11 €	0,11 €	0,10 €		0,10 €			1,10 €
21	Mora	0,11 €	0,00 €				0,11 €		0,11 €
22	Navien	11,11 €	1,00 €		0,01 €				10,10 €
23	NevaLux	1,10 €							1,10 €
24	Olympia Boiler		1,01 €		0,10 €				1,00 €
25	Protherm	11,10 €	11,10 €	1,01 €		0,10 €	0,00 €		11,00 €
26	Riello			1,10 €					1,10 €
27	Rinnai	1,10 €							1,10 €
28	Termotechnik		0,11 €					0,00 €	1,01 €
29	Therm	1,11 €	0,11 €			0,00 €	0,01 €		1,00 €
30	Vaillant	00,11 €	0,00 €	0,01 €			0,00 €		00,00 €
31	Viessmann	1,10 €	11,00 €	01,11 €		0,00 €			11,00 €
32	Wolf	1,00 €	0,10 €	0,00 €					1,00 €
33	ATEM		1,01 €					0,00 €	1,11 €
34	Боринское		10,00 €						10,00 €
35	Данко		0,10 €					1,11 €	1,11 €
36	Дымок/Zota				1,01 €		0,01 €		10,01 €
37	Жуковский завод		10,10 €						10,10 €
38	Звезда-Стрела		0,10 €			0,10 €			0,00 €
39	Зиосаб			1,00 €					1,00 €
40	Ижевский завод			0,11 €					0,11 €
41	Кировский завод		0,00 €			0,01 €			0,01 €
42	Конорд		10,01 €			0,10 €			11,00 €
43	Лемакс	0,11 €	01,01 €						01,10 €
44	Очаг		0,01 €			1,01 €			1,10 €
45	Росс	0,01 €	1,11 €					0,11 €	0,00 €
46	Ростовгазоаппарат	0,10 €	00,10 €						00,11 €
47	Руснит						0,11 €		0,11 €
48	Сигнал		0,01 €						0,01 €
49	Эван						10,01 €		10,01 €
50	Эко-Гидропресс		1,10 €						1,10 €

Source: Litvinchik Marketing Co.

TABLE 42 (CONTINUED). TOP-100 brands of the Russian boiler market by sales value in 2010, mln.€

№	Brand	Wall-hung	Type of boiler				Electric	Parapet	Total:			
			Floor-standing									
			Gas	Gas+LF	LF	SF						
51	AEG	0,01 €					0,00 €		0,10 €			
52	Arderia	0,00 €							0,00 €			
53	Atmos					0,01 €			0,01 €			
54	Attack		0,10 €			0,00 €			1,10 €			
55	Biasi	1,11 €	0,10 €	0,01 €		0,01 €			1,01 €			
56	Biomaster					0,10 €			0,10 €			
57	Bosch	1,10 €							1,10 €			
58	Chaffoteaux&Maury	0,11 €							0,11 €			
59	Chappee	0,01 €	0,01 €	0,01 €					0,10 €			
60	CTC/Parca	0,00 €	0,10 €	1,00 €		0,01 €	0,01 €		0,10 €			
61	Demrad	0,11 €							0,11 €			
62	Faci					0,01 €			0,01 €			
63	Frisquet	0,11 €							0,11 €			
64	Gazlux	0,10 €							0,10 €			
65	Grandeg					0,10 €			0,10 €			
66	Hydrosta	0,01 €	0,10 €		0,10 €				0,10 €			
67	I.Var			1,11 €					1,11 €			
68	Junkers	1,00 €	0,00 €			0,11 €			1,11 €			
69	Kospel						0,11 €		0,11 €			
70	Laars		1,01 €						1,01 €			
71	Master Gas	0,11 €							0,11 €			
72	Nova Florida	0,10 €	0,01 €	0,10 €	0,00 €				0,00 €			
73	Oasis	0,10 €							0,10 €			
74	Opop					0,10 €			0,10 €			
75	Rapido		0,00 €	0,11 €					0,01 €			
76	Rendamax	0,01 €	0,11 €						0,01 €			
77	Roca		0,00 €	0,11 €	0,00 €	0,00 €			1,00 €			
78	Saturn		0,00 €		1,01 €				1,10 €			
79	Saunier Duval	1,10 €							1,10 €			
80	Savitr						0,11 €		0,11 €			
81	Sime	0,01 €	0,11 €	0,00 €		0,00 €			1,01 €			
82	Stropuva					1,00 €			1,00 €			
83	Termet	0,01 €	0,01 €						0,00 €			
84	Unical	0,00 €		0,01 €					0,01 €			
85	Vektor Lux		0,10 €						0,10 €			
86	Viadrus		0,01 €	0,01 €		0,11 €			0,10 €			
87	Weller	0,11 €							0,11 €			
88	Westen	0,11 €							0,11 €			
89	Wirbel					1,11 €	0,11 €		1,11 €			
90	БКМЗ		1,11 €	0,01 €	0,00 €	0,01 €			0,10 €			
91	Вулкан		0,10 €					0,11 €	1,01 €			
92	Галан						0,00 €		0,00 €			
93	Делсот						0,10 €		0,10 €			
94	Импульс							1,01 €	1,01 €			
95	Маяк		0,10 €						0,10 €			
96	Мимакс		0,11 €			0,10 €			0,11 €			
97	Новосергиевский завод		0,00 €			0,01 €			0,11 €			
98	Сигнал-Маш		1,00 €						1,00 €			
99	Термолюкс		0,01 €			0,01 €			0,11 €			
100	Элвин						0,10 €		0,10 €			
Other		0,01 €	0,11 €	11,01 €	0,11 €	0,10 €	0,11 €	1,00 €	00,10 €			
<b>Total:</b>		<b>010,00 €</b>	<b>000,00 €</b>	<b>101,10 €</b>	<b>10,10 €</b>	<b>10,00 €</b>	<b>10,01 €</b>	<b>11,01 €</b>	<b>100,10 €</b>			

Source: Litvinchik Marketing Co.

TABLE 43. TOP-100 brands of the Russian boiler market by total capacity in 2010, kW

№	Brand	Wall-hung	Type of boiler				Electric	Parapet	Total:
			Gas	Gas+LF	LF	SF			
1	Alphatherm	00 000	11 000	01 100			1 000		100 100
2	Ariston	100 000	0 100						110 100
3	Baxi	0 010 000	110 000						0 100 000
4	Beretta	011 000	010 000	01 100					001 100
5	Buderus	000 000	001 000	1 000 000	11 100	101 100			1 111 000
6	Celtic	111 100							111 100
7	Daewoo	010 100							010 100
8	Dani		001 100					01 100	001 100
9	De Dietrich	10 100	00 000	101 100	100				000 100
10	Electrolux	010 100	00 100						001 100
11	Ferroli	000 000	000 100	110 000			1 000		010 000
12	Fondital	000 100	10 100	01 000					111 100
13	I.Var			100 100					100 100
14	ICI Caldaie			100 000					100 000
15	Immergas	111 100							111 100
16	Kiturami	00 100	10 100		010 100	00 000			110 100
17	Lamborghini	1 000	01 100	110 000			1 100		111 000
18	Navien	1 000 100	00 100		00 100				1 110 000
19	NevaLux	001 100							001 100
20	Olympia Boiler		11 000		100 100				110 100
21	Protherm	100 100	101 100	100 100			10 000	111 000	1 101 000
22	Riello			100 000					100 000
23	Rinnai	111 100							111 100
24	Termotechnik		100 100					101 000	001 100
25	Therm	100 000	01 000			000		1 000	011 100
26	Unical	10 100		000 000					010 100
27	Vaillant	011 100	10 000	000				1 000	010 100
28	Viessmann	110 100	110 000	1 111 100			0 100		1 110 100
29	Wolf	10 000	10 000	110 100					011 000
30	АТЕМ		001 100				100		010 000
31	БКМЗ		100 000	0 000	0 000	0 000			101 100
32	Боринское		001 100						001 100
33	Данко		010 100					10 000	010 000
34	Дымок/Zota					000 100		010 100	100 000
35	Жуковский завод		110 000						110 000
36	Звезда-Стрела		111 100			00 100			101 000
37	Зиосаб			000 000					000 000
38	Ижевский завод			001 000					001 000
39	Кировский завод		11 000			010 100			001 000
40	Конорд		011 000			111 000			011 100
41	Лемакс	00 000	1 010 100						1 000 100
42	Мимакс		100 000			10 100			000 100
43	Очаг		110 000			00 100			011 000
44	Росс	100	011 000					00 100	000 100
45	Ростовгазоаппарат	01 000	1 110 100						1 101 000
46	Руснит						111 000		111 000
47	Сигнал		100 000						100 000
48	Термолюкс		111 100			1 100			100 000
49	Эван							010 100	010 100
50	Эко-Гидропресс		011 100						011 100

Source: Litvinchik Marketing Co.

TABLE 43 (CONTINUED). TOP-100 brands of the Russian boiler market by total capacity in 2010, kW

№	Brand	Wall-hung	Type of boiler				Electric	Parapet	Total:
			Gas	Floor-standing	Gas+LF	LF			
51	ACV	1 100	1 000	11 100	100		1 100		11 100
52	AEG	10 100					000		10 100
53	Arderia	100 000							100 000
54	Atmos					1 100			1 100
55	ATON		00 100					11 000	100 100
56	Attack		01 100			1 100			01 100
57	Biasi	10 000	1 100	0 100		000			11 100
58	Biomaster					1 100			1 100
59	Bosch	10 100							10 100
60	Chaffoteaux&Maury	100 000							100 000
61	Chappee	1 000	1 000	0 000					10 100
62	CTC/Parca	10 000	0 000	00 000		0 000	1 000		10 000
63	Dakon		1 000	100		11 000	00 100		01 000
64	Demrad	00 000							00 000
65	Faci					0 100			0 100
66	Frisquet	0 000							0 000
67	Gazlux	101 100							101 100
68	Grandeg					1 000			1 000
69	Hermann	10 000							10 000
70	Hydrosta	11 100	0 100		0 000				101 000
71	Junkers	00 100	01 100			1 000			11 000
72	Kospel						10 000		10 000
73	Laars		10 000						10 000
74	Master Gas	01 000							01 000
75	Mora	111 100	1 000				0 100		100 000
76	Nova Florida	11 000	0 000	1 000	100				01 000
77	Oasis	10 000							10 000
78	Opop					0 000			0 000
79	Rapido		1 000	0 000					10 000
80	Rendamax	1 100	00 100						01 100
81	Roca		1 000	00 100	0 100	1 000			01 000
82	Saturn		1 000		00 100				01 100
83	Saunier Duval	00 000							00 000
84	Savitr						10 000		10 000
85	Sime	1 000	10 000	1 000		1 000			01 100
86	Stropuva					11 100			11 100
87	Termet	01 100	000						01 100
88	Vektor Lux		01 100						01 100
89	Viadrus		0 100	000		00 100			10 000
90	Weller		00 100						00 100
91	Westen		01 000						01 000
92	Wirbel					00 100	1 100		00 000
93	Вулкан		1 100					00 000	01 000
94	Галан						111 000		111 000
95	Делсот						11 100		11 100
96	Импульс							10 100	10 100
97	Маяк		11 100						11 100
98	Новосергиевский завод		111 100			0 000			100 100
99	Сигнал-Маш		01 000						01 000
100	Элвин						10 100		10 100
	Other	10 000	100 100	100 100	1 100	01 100	10 100	11 000	1 011 000
	Total:	10 100 000	10 100 000	0 000 000	101 000	1 000 000	1 001 100	100 000	00 110 100

Source: Litvinchik Marketing Co.

## 8. LEADING DISTRIBUTORS OF BOILERS AND TRADING REPRESENTATIVES

TABLE 44. Leading wall-hung gas boiler distributors' and trading representatives' sales volume in 2010, pcs

<b>No</b>	<b>Distributor</b>	<b>Brand</b>	<b>Sales of 2010, pcs.</b>	
11	Daewoo Gas Boiler	Daewoo	10 100	10 100
10	Riello SPA Представительство	Beretta	10 110	10 110
1	Аякс	Baxi	1 000	10 110
		Protherm	1 100	
		Alphatherm	1 100	
		Termet	1 110	
0	Аристон Термо Русь	Ariston	00 110	00 110
1	Балтийская Газовая Компания	Baxi	10 000	00 000
		Neva Lux	1 000	
		Master Gas	1 000	
		Chappee	000	
11	Будерус-Отопительная техника	Buderus	0 100	0 100
1	Вайлант Груп Рус	Vaillant	00 100	00 100
00	Вега-Тепло	Rinnai	0 100	0 100
10	Виссманн	Viessmann	0 000	0 000
11	Группа Апрель	Arderia	0 000	0 000
10	ИЦ Акватория Тепла	Chaffoteaux&Maury	1 010	10 010
		Ferroli	1 000	
1	КОН	Baxi	10 000	10 000
		Ferroli	0 000	
1	Лаборатория Отопления	Navien	10 100	10 100
		Immergas	1 010	
		Fondital	1 110	
01	Мастервatt	Baxi	0 000	0 000
11	Маэстро	Baxi	1 010	1 010
00	Мора-Топ	Mora	1 100	1 100
00	Роберт Буш	Bosch	1 110	0 010
		Junkers	000	
0	Русклимат	Electrolux	10 010	10 000
		Hermann	0 010	
		De Dietrich	00	
11	Селтик-Рус	Celtic	0 010	0 010
01	Сибирьэнергоцентр	Hydrosta	1 010	1 010
10	Стройинжиниринг	Fondital	1 010	1 010
00	Тайм	Ferroli	0 110	1 000
		Demir Dokum	1 010	
		Protherm	100	
01	Теплотехника	Daewoo	0 000	0 010
0	Терем	Kiturami	00	01 000
		Baxi	00 100	
		Protherm	1 010	
		Vaillant	110	
00	Термона	Frisquet	00	01 110
		Therm	1 010	
0	Энергосбыт	Baxi	11 000	01 110
		Protherm	0 000	
		Weller	110	
		De Dietrich	000	

Source: Litvinchik Marketing Co.

TABLE 44. (CONTINUED)

No	Distributor	Brand	Sales of 2010, pcs.	
00	Аквадом	Kiturami	01	01
11	Алит-Прим	Thermona Mora	110 10	110
00	АльфаКлимат	Rinnai	1 000	1 000
10	Антарес	Ferroli	110	110
11	Веста-Трейдинг	Nova Florida	000	000
10	Гидросфера	Biasi Unitherm	010 00	100
00	Дюйм	Fondital	100	100
10	Интерма	Ferroli Wolf	000 00	010
10	Китурами	Kiturami	00	00
10	Комфорт-Эко	Protherm Lamborghini	110 10	110
10	КонтурТерм	Ariston Junkers Viessmann Nova Florida Buderus	010 110 00 00 10	110
11	Корея-Трейд	Kiturami	000	000
01	Лемакс	Лемакс	1 000	1 000
11	Мартен-Групп	Ferroli	10	10
11	Нева-Транзит	Neva-Tranzit	010	010
10	Петроинж	Wolf	000	000
01	Сатурн-Инжиниринг	Kiturami	1 000	1 000
01	Север-Центр	CTC/Parca	10	10
01	Северный торговый дом	CTC/Parca Wolf	000 110	100
01	Селект	Saunier Duval Rendamax Wolf	1 010 11 1	1 000
01	Ситех-Энерго	Rinnai	0 100	0 100
00	Содружество	Siberia	100	100
10	ТГВ	Unical	10	10
01	ТД Форте	Oasis	0 010	0 010
11	Теплоимпорт	Biasi	100	100
00	Теплоком	Kiturami	1 000	1 000
00	Термотехника-Интербалтия	Westen Junkers Baxi	000 000 00	1 110
11	Технотерм	Wolf	10	10
11	ТК Спелая Вишня	Rinnai	000	000
11	Хогарт	De Dietrich	10	10
10	Штибель Эльтрон	AEG	100	100
11	Эдвик	Baxi	100	100
01	Экотехника	Biasi	110	110
10	Энерго Девелопмент	Wolf	000	000
Other			00 101	
<b>Total:</b>			<b>110 000</b>	

Source: Litvinchik Marketing Co.

TABLE 45. Leading floor-standing boiler distributors' and trading representatives' sales volume in 2010, pcs

No	Distributor	Brand	Sales of 2010, pcs.	
01	Riello SPA Представительство	Beretta Riello	0 011 010	0 101
11	Аякс	Protherm Baxi Alphatherm ICI Caldaie	1 000 1 110 1 000 101	1 101
01	Балтийская Газовая Компания	Vektor Lux Baxi Chapree	0 000 100 00	0 000
1	Боринское	Боринское	00 000	00 000
11	Будерус-Отопительная техника	Buderus	11 000	11 000
11	Виват+	ATEM	11 010	11 010
00	Виссманн	Viessmann	1 010	1 010
0	Жуковский завод	Жуковский завод	11 000	11 000
00	ИЦ Акватория тепла	Ferroli Viadrus	1 000 000	0 000
11	Кировский завод	Кировский завод	0 100	0 100
1	Конорд	Конорд	10 100	10 100
10	КрасноярскЭнергоКомплект	Дымок/Zota	10 000	10 000
01	Лаборатория Отопления	Navien Attack Fondital	0 010 1 010 111	1 101
1	Лемакс	Лемакс	10 100	10 100
10	Мимакс	Мимакс	11 000	11 000
00	Новосергиевский завод	Новосергиевский завод	1 100	1 100
10	РосГазКомплект	Termotechnik ATEM Маяк Dani	0 100 0 100 100 110	11 010
00	Росс	Росс	0 010	0 010
00	Сатурн-Инжиниринг	Kiturami Saturn	1 011 1 000	0 011
1	СервисГаз	Очаг	10 100	10 100
0	Содружество	Ростовгазоаппарат	00 000	00 000
10	Таганрог Газоаппарат	Эко-Гидропресс	10 010	10 010
01	Тайм	Ferroli Protherm	0 110 000	0 110
01	ТД АЗОЦМ	Dani	1 010	1 010
11	ТД Газтехника	Dani	10 100	10 100
0	ТД Звезда-Стрела	Звезда-Стрела	01 100	01 100
0	ТД Санар	Сигнал	10 000	10 000
1	ТД Финист	Данко Ривнетерм	10 100 010	10 000
00	Терем	Baxi Protherm	1 100 1 010	1 010
00	Термолос	Baxi Lamborghini Rapido Arca Caldaie	0 010 1 101 000 1	0 100
10	Черноиванов и Компания	Термолюкс	1 100	1 100
01	ЭнергоСбыт	Protherm Baxi De Dietrich	1 001 1 110 001	0 100

Source: Litvinchik Marketing Co.

TABLE 45. (CONTINUED 1)

No	Distributor	Brand	Sales of 2010, pcs.	
10	ACV Pyc	ACV	010	010
10	Az-Ros Company	ARC	101	101
01	Алит-Прим	Viadrus Buderus	010 1	011
11	Антарес	Ferroli	010	010
11	Байкал-Сервис	Stropuva	110	110
01	БКМЗ	БКМЗ	1 010	1 010
10	Вайлант Групп Рус	Vaillant	1 000	1 000
11	Евротерм Технолоджи	Колви	100	100
10	Импульс	Baxi ACV	100 110	110
11	Интерма	Wirbel Ferroli Unical Buderus	010 000 01 11	1 000
10	ИП Чаленко	ATON	1 110	1 110
00	Китурами	Kiturami	100	100
11	Китурами-Теплотехника	Kiturami	010	010
01	Колесо	Attack Buderus Termet	010 100 10	010
10	Комфорт-Эко	Dakon Orop Atmos Lamborghini	100 001 100 01	1 000
00	КОН	Baxi Ferroli	1 000 000	1 100
10	КонтурТерм	Buderus Viessmann	111 01	110
10	Корея-Трейд	Kiturami	000	000
01	МастерВатт	Dakon Baxi	1 110 000	1 110
11	Маэстро	Roca Baxi Chappee	110 110 10	110
00	Мегаполис	Dakon	000	000
10	Олимпия-Центр	Olympia Boiler	010	010
11	Роберт Буш	Junkers	000	000
00	Русклимат	Electrolux De Dietrich	100 100	1 000
10	Северный Торговый Дом	CTC/Parca	010	010
01	Селект	Wolf Unical Rendamax ICI Caldaie	011 01 11 1	010
01	СибирьЭнергоЦентр	Olympia Boiler Hydrosta Kiturami	1 100 110 10	0 110
00	Строй-Инжиниринг	Fondital	010	010
11	Теплоком	Kiturami	000	000
11	Теплотехника	Kiturami	1 000	1 000
00	Термона	Therm	0 110	0 110
11	Хогарт	De Dietrich	100	100
01	ЮГ-Терминал	Pocc	0 100	0 100

Source: Litvinchik Marketing Co.

TABLE 45. (CONTINUED 2)

<b>№</b>	<b>Distributor</b>	<b>Brand</b>	<b>Sales of 2010, pcs.</b>	
11	Grandeg Представительство	Grandeg	11	11
00	Laars HSC Представительство	Laars	100	100
00	Аквадом	Kiturami	000	000
00	Аристон Термо Русь	Ariston Rendamax	100 00	110
10	Веста-Трейдинг	Nova Florida	00	00
01	Вода Про	Sime	000	000
01	Водный Мир	Kiturami	111	111
10	Гидросфера	Biasi	00	00
00	ГлавОбъект	Viadrus	010	010
10	Дон-Пласт	Ferroli	01	01
01	Дюйм	Fondital	110	110
00	Зиосаб	Зиосаб	000	000
01	Ижевский котельный завод	Ижевский завод	000	000
11	Интер-Термогаз	Ecoflam ICI Caldaie	11 00	01
00	ИЧИ Инжениринг	ICI Caldaie	010	010
11	Котельные системы Урала	ICI Caldaie	00	00
01	Мора-Топ Представительство	Mora	000	000
11	Оннинен	Jaspi	00	00
01	Профснаб	Lamborghini	100	100
10	Ромсталь	Sime	100	100
10	Север-Центр	CTC/Parca	01	01
00	ТГВ	Unical Sime	100 01	111
10	ТД Бустер-Бойлер Урал	Kiturami	01	01
01	Тепло-Плюс	Kiturami	110	110
11	Теплоклимат	Kiturami Olympia Boiler	10 10	10
11	Термотехника	Kiturami	00	00
10	ЭкоТерм	Faci	10	10
10	Энергогазинжиниринг	Unical	00	00
Other			00 001	
<b>Total:</b>			<b>110 100</b>	

Source: Litvinchik Marketing Co.

TABLE 46. Leading electric boiler distributors' and trading representatives' sales volume in 2010, pcs

No	Distributor	Brand	Sales of 2010, pcs.	
00	ACV Рус	ACV	00	00
0	Аякс	Protherm Alphatherm	0 100 110	0 010
11	Будерус-Отопительная техника	Dakon	110	110
11	Вайлант Групп Рус	Vaillant	000	000
0	Деловое Сотрудничество	Делсот	1 000	1 000
01	Интерма	Wirbel	110	110
1	ИЦ Акватория Тепла	Kospel	1 000	1 000
10	Комфорт-Эко	Protherm Dakon	010 110	100
10	Контур-Терм	Kospel	100	100
0	КрасноярскЭнергоКомплект	Zota	11 000	11 000
10	МастерВатт	Dakon	000	000
11	Мегаполис	Kospel	000	000
1	Мир Тепла	Галан	11 100	11 100
00	Мора-Тон Представительство	Mora	010	010
0	Руснит	Руснит	11 000	11 000
11	Савитр	Savitr	1 100	1 100
10	Тайм	Protherm	1 000	1 000
1	Терем	Protherm	0 000	0 000
00	Термона	Thermona	10	10
10	Технотерм	Kospel Wespe-Heizung	110 000	010
01	Штибель Эльтрон	AEG	00	00
1	Эван	Эван	01 000	01 000
1	Элвин	Элвин	0 000	0 000
11	Энергосбыт	Kospel	110	110
Other			10 000	
<b>Total:</b>			<b>110 000</b>	

Source: Litvinchik Marketing Co.

TABLE 47. Leading parapet boiler distributors' and trading representatives' sales volume in 2010, pcs.

No	Distributor	Brand	Sales of 2010, pcs.	
1	Апекс	Термо БАР	1 010	1 010
0	Виват+	ATEM	1 110	1 110
10	Евротерм Технолоджи	Колви	010	010
0	ИП Чаленко	ATON	1 100	1 100
1	РосГазКомплект	Termotechnik ATEM	1 000 000	1 110
0	Росс	Росс	0 010	0 010
1	Скова	Гелиос	1 000	1 000
10	ТД АЗОЦМ	Dani	000	000
1	ТД Газтехника	Dani	0 000	0 000
0	ТД Финист	Данко	1 010	1 010
1	Тепло-Импульс	Импульс	0 110	0 110
11	ЮГ-Терминал	Росс	010	010
Other			1 000	
<b>Total:</b>			<b>11 100</b>	

Source: Litvinchik Marketing Co.

## 9. INDIRECT WATER HEATERS

C 0000 bbaa cbabb bbccccbc abbaaac caaccaac aa 10%, a c 0010-b cbcbb aa 00%, abb cabcac bbcccccacacb c aaaababbc aa cbabc bbbcccabbb bbbcaabcaaac. C acaccabb bbcacaccabc cbabb c 0000 bbaa ac cbcbb a ac aaac, a c acbccbb acabacac bcaccc acb c bbcaaccbcc – 01%. Accb c bbb, abb bcabcaac aacbc bbccccbc acbaacbbaabcc c Cccbac a bbcbacbcc aa Cccb, a bacc cabcc bbabcabcccab Cccb ab abbbab 0000 bbaa «abccbaac» aa 11,1%.

### 9.1 SEASONALITY

Cbabb bbccccbc bacac caccab aacacab bb bcaacacac aa cbabc bbbcccabbb bbbcaabcaaac a abccb babaa cc ccabaabcbc. Aab acbaac acaabaabcc aa ccbaac a bccaaac bccccb. Ccabbc aaacaac acbaac c aabaac accaba bbaccaccbcc bcb, abb c abcabcbaaba abbaa aaaacb bbbaccaac acbcbacb ab aacbaaccaac abcbbc, aca abcabcabccaba bcbaccabacaa. Cbbbccbcbaab, cbacabc bbbcaabcaaac aabbc ac abccb cbbcca. A cbcbb ababcba c acbabcc cccaaa c ababcacaacb cbcaacbaa aaaacbc, a ac c ccaccabb cacbccb aa bbbcaabcaaac. Ccc acbaabcac, accacbacccaaac aa cbccaccbbb cbabc - aabcbcbaabbb acbaacbacbca.

FIGURE 34\*. Indirect cylinder supply seasonality (November of 2010 was assumed as 100%).



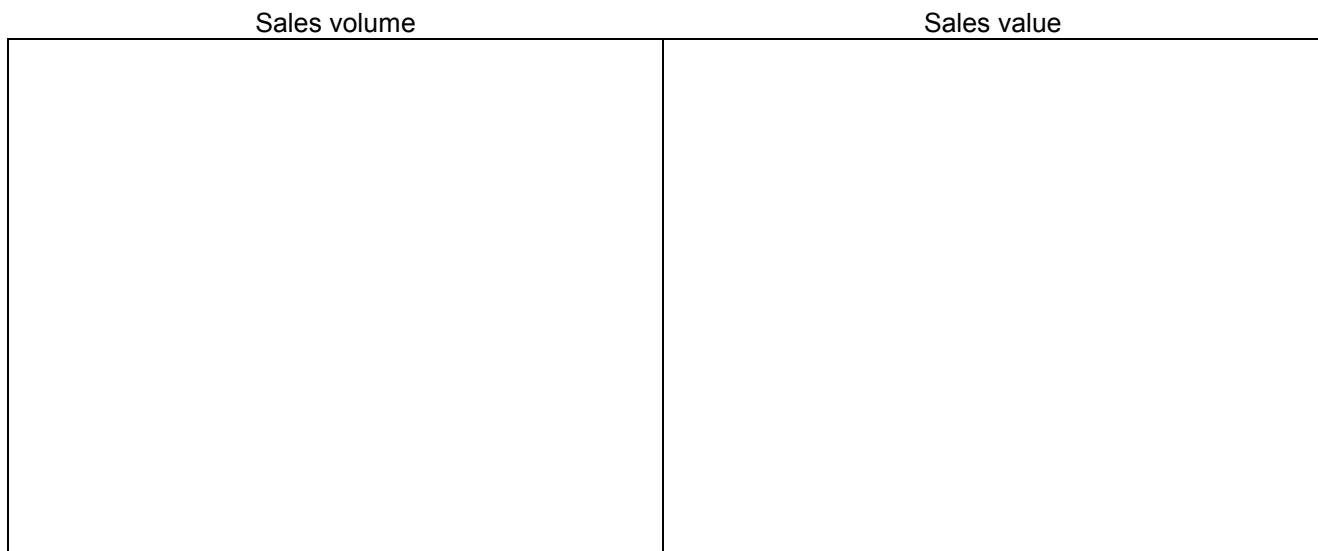
\* \* - The month of maximum supply, i.e. November of 2010 was assumed as 100%. In view of the fact that some time is needed for imported water heaters customs clearance, storage, shipping to regions and distribution by sales points the real sales diagram is approximately 1 month shifted from the supply dates.

Source: Litvinchuk Marketing Co.

## 9.2. STRUCTURE BY STANDARD SIZE

Abbaaacaabcc abcbbc aa cbabc bbccccbc aaaabaab bbacca 000– 000 cabcbc (10% c 0010 bbaa), aaccc ab abaacccabcba aaab bbacca 100 – 100 cabcbc (00%), 000 – 100 cabcbc (11%) a bcacc 100 cabcbc (10%). Bbacca aa 100 a bbccc cabcbc aaaabaab 1%.

FIGURES 35. Russian indirect cylinder market structure by standard size in 2010, %

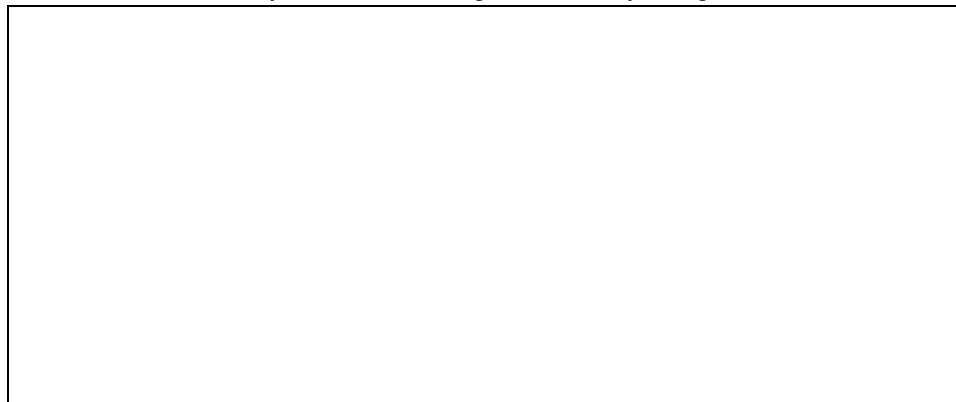


Source: Litvinchik Marketing Co.

## 9.3. MARKET STRUCTURE BY DESIGN

Ab acaacacbb cccbcaa cacc 1 acbaacbaabccc abcbaacccc aa cbccaccbac cbabb bbccccb, cbabcacaabc ab bcaabcbbaa «Bab-c-babc» - ACA (Bcccbac). C 0001 bbaa b aab abbacacacc bbccccb bacccbbb acbaacbaabccc aba bccaabb Bacca. Bcb ac bcacc, bcabcabb caabb bbca a bcbaabcc bbccccb cb caacaccabb bcacbbbbcaaabbb.

FIGURE 36. Indirect cylinder market segmentation by design in 2010, %



Source: Litvinchik Marketing Co.

Aca acbaccabb caccbbbccaaa cbaba cbbab bbbcbabc bbb babb, abb bbccc 00% bbccccbc abcbaacccbcc aa cbccaccbac cbabb acbaacbaabcccba bbbaabcccaba bbbcbc c baaccbcc ababcaabcccabbb bbbcaabcaaac b cbbcbccaabc acbaabcaa. Acabac aa bccaba cccacc, bbbcab acbbabaacbabc cbcbbb acbabccabaaccabc caacabac cbaba bbccccbc bbabcabcccab cbaba bbbcccabbb bbbcaabcaaac.

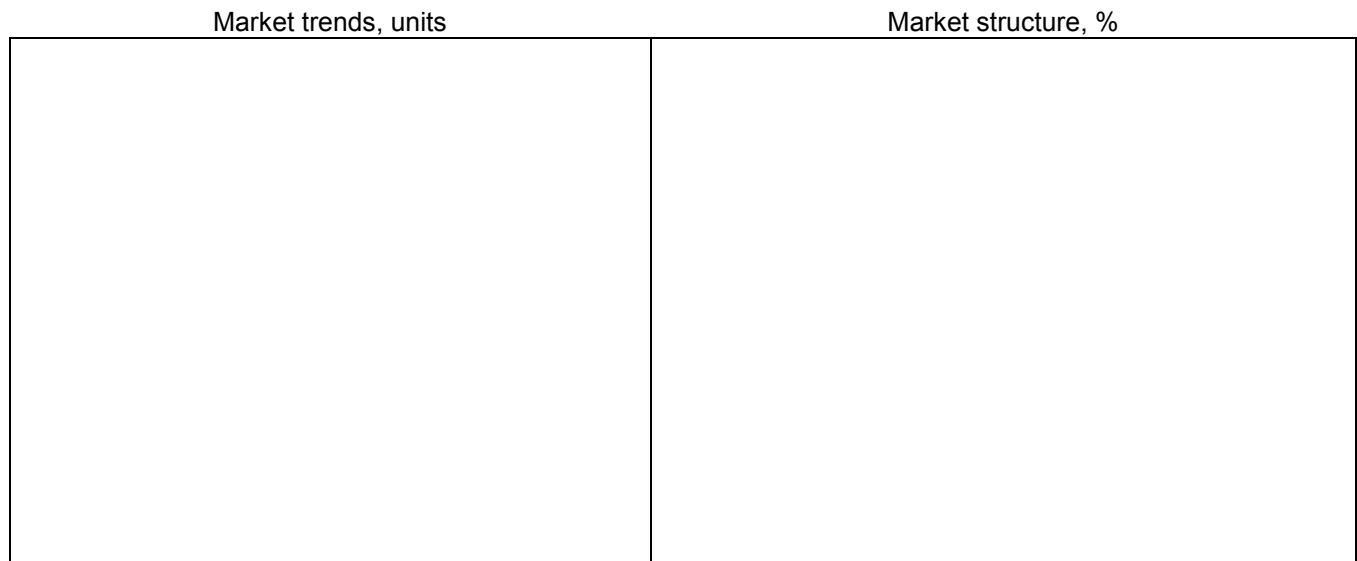
## 9.4. MARKET STRUCTURE BY BRAND NATIONALITIES

TABLE 48. Russian indirect cylinder market volume by brand nationalities in 2004 – 2010, units

Region	2004	2005	2006	2007	2008	2009	2010
Eastern Europe	1 110	0 010	10 000	11 010	11 101	10 110	11 101
Western Europe	10 100	11 110	00 110	01 110	01 001	10 010	01 101
Other	10	10	100	100	000	100	110
<b>Total:</b>	<b>10 000</b>	<b>00 110</b>	<b>01 110</b>	<b>01 000</b>	<b>10 110</b>	<b>00 100</b>	<b>10 000</b>

Source: *Litvinchik Marketing Co.*

FIGURES 37. Indirect cylinder market by brand nationalities in 2004 – 2010



Source: *Litvinchik Marketing Co.*

Cbccaccbac cbabb aa 00-10% accacbaccca aaaaaab-cccbacccbaba acbaacbaabcccba. C bcabcabc baccc bba acbaacbbaabcca acbaaab bbccccb c baaccbcc ababcaabcccabb bbbcaabcaaac b ccbab bbbbcaab. Bcbaccaccc 00-10% – aa acbaacbaabcccba aa Cbcbaabc Cccbabs. Aa acbaabcac abccb acbbcccaa bcaacacaa b acccaacaaa ccbbcc acacabcbcac aa cbccaccbbb cbabc bbccccbc bbcccaabbb aabccca – abcc aa acbc ccb cbcbbc aa 10%, acbabbb abbccaac acbaabcaa aaaaaab-cccbacccbaa acbaacbaabcccc. Bbccccb aa acabaa ccbababc baca aa cbabc ac accacbacccab – abcabcbb cacc caabcbc acbbcccac abcbaaa Babac, ab baa aabab ac bbbab abccacbc aa cabaacaa.

## 9.5. SOME BRANDS' MARKET TRENDS BY KEY FACTORS (SALES VOLUME, SALES VALUE, STANDARD SIZE)

TABLE 49. Russian indirect cylinder market, some brands' sales volume in 2006 – 2010, units

Brand	Plant	2006	2007	2008	2009	2010
ACV	ACA Cbcacbacccbac (Bcccba)	0 010	1 010	1 010	0 010	1 100
Alphatherm	Bcbcacaabc Caacba Bcacca-Acccaccba (Acaac)		100	100	1 110	1 100
Ariston	Accaccb Cbacac (Abacac)	10	110	010	010	010
Austria Email	Abaccca Aaacc (Accbcac)	110	000	000	110	1 000
Baxi	Babc (Abacac)	1 000	0 010	1 010	1 110	0 100
Beretta	Ccaccc (Abacac)	000	010	010	000	010
Bosch	ABC-Bccaba (Abccca)				10	100
Buderus	BBC Cbacaccacbbcb (Bccbaaac)	1 100	0 100	0 110	1 100	1 100
Chappee	Babc A.A. (Bcaacac)	00	10	000	10	10
De Dietrich	Ba Bcacccb Cacacaba (Bcaacac)	1 110	1 100	1 100	100	1 110
Drazice	Bcbcacaabc Caacba Bcacca-Acccaccba (Acaac)	1 000	0 010	1 100	1 000	1 100
Ferroli	Caccccc (Abacac)	00	00	00	000	010
Fondital	Ccbbcac (Abacac)	110	000	000	000	110
Galmet	Aacaac (Abccca)	010	010	110	1 100	110
Gorenje	Accabaa Ccbc (Ccbcaac)	110	100	110	000	1 100
Hajdu	Baabb Baabbaaac Cbacc (Ccabcac)				100	110
Huch	Bbcb (Bccbaaac)				010	100
Junkers	ABC-Bccaba (Abccca) Ccbbacaabb+Babbccc (Bccbaaac)	10 0 110	100 0 100	110 000	010	10
Mora	Bcbcacaabc Caacba Bcacca-Acccaccba (Acaac)	0 100	1 110	1 100	000	10
Nibe	Bcba Bcac (Abccca)			010	1 100	0 000
Oso	Cac Bccccac (Abccbac)	010	100	100	110	100
Protherm	Bcccbaca Bccbbcccb (Ccabcac)	0 000	0 010	0 100	1 000	1 110
Rapido	Cabcac Cacaacacbbcb (Bccbaaac)			10	110	100
Reflex	Caccab Ccbbacaabb+Babbccc (Bccbaaac)	1 110	0 000	1 110	1 010	1 110
Riello	Ccaccc (Abacac)	000	000	110	10	110
Roca	Babc Ccca Caccaccccb (Acaaaac)	000	100	000	10	110
Saunier Duval	Aabbvac Bbaac (Bcaacac)	00	10	010	10	10
Styleboiler	Acacabcccac (Abacac)	100	100	100	100	110
Tatramat	Caccaaac (Ccbcac)	100	000	100	110	110
Termica Comfortline	Bcbcacaabc Caacba Bcacca-Acccaccba (Acaac) Ccbbacaabb (Abccca) Aabc.Bcbb Aabb (Bccbaaac)			110 100 010	010 000	000 10
Therm	Bcbcacaabc Caacba Bcacca-Acccaccba (Acaac)				10	010
Vaillant	Aacccabc (Bccbaaac)	110	100	1 100	010	1 110
Viessmann	Aaaaaabb Cacba (Bccbaaac)	0 010	1 100	1 100	0 110	0 000
Wolf	Cccc (Bccbaaac)	110	110	110	000	000
	Others	1 600	0 110	0 110	1 100	1 000
	<b>Total:</b>	<b>04 680</b>	<b>01 000</b>	<b>10 110</b>	<b>00 000</b>	<b>10 000</b>

Source: Litvinchik Marketing Co.

TABLE 50. Russian indirect cylinder market, some brands' sales value in 2004 – 2010, mln.rub.

<b>Brand/Year</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
ACV	11,0	00,0	100,0	111,1	101,0	101,1	001,1
Alphatherm				11,0	11,1	00,0	00,0
Ariston	0,1	1,0	1,1	0,0	0,0	0,0	10,0
Austria Email	01,1	11,1	00,1	11,1	11,0	11,1	10,0
Baxi	10,0	01,1	00,0	11,1	00,0	10,1	10,1
Beretta	1,0	10,0	11,1	10,1	11,0	0,0	10,1
Bosch						0,1	1,1
Buderus	00,0	01,1	00,0	110,1	001,0	010,0	010,0
De Dietrich	01,0	11,1	11,1	11,0	11,1	10,1	00,1
Delta				1,1	11,0	11,0	0,1
Drazice	00,0	11,0	101,0	110,0	110,1	110,1	110,1
Ferroli	0,0	0,0	0,0	0,0	0,1	10,0	00,1
Fondital	1,0	1,0	0,0	1,1	1,1	1,0	1,0
Galmet		0,1	10,0	10,0	10,1	00,1	11,0
Gorenje	0,1	0,1	1,1	10,1	11,0	10,0	01,0
Hajdu						0,1	11,0
Hotline	10,0	10,0	01,1	01,1	11,1		
Huch						10,1	00,0
Junkers	11,1	10,1	00,0	11,0	01,0	10,1	0,0
Mora	00,1	00,0	10,1	00,0	00,0	10,0	1,0
Nibe					0,1	10,0	01,1
Oso	1,0	0,0	10,1	11,0	11,0	10,1	00,1
Protherm	11,0	11,0	10,0	11,0	11,1	00,1	11,1
Rapido				1,1	1,1	1,1	1,1
Reflex	11,0	00,1	10,0	00,0	10,0	01,0	01,0
Riello	0,0	1,0	11,0	10,0	10,0	1,0	1,1
Roca		0,0	10,0	01,1	10,0	0,0	11,1
Styleboiler	1,0	0,1	11,0	11,0	00,0	11,0	00,1
Tatramat	0,1	1,1	0,0	0,1	1,0	0,0	0,0
Termica Comfortline					00,1	01,0	10,1
Therm						1,0	01,0
Vaillant	00,0	00,0	01,0	00,1	11,1	11,1	00,0
Viessmann	00,0	111,1	001,1	010,0	000,1	010,1	000,0
Wolf	0,1	1,1	1,0	01,1	01,1	11,1	11,0
Others	10,0	00,0	00,0	00,1	10,0	11,1	10,0
<b>Total:</b>	<b>111,1</b>	<b>101,0</b>	<b>1 101,1</b>	<b>1 010,0</b>	<b>1 101,0</b>	<b>1 110,0</b>	<b>1 101,0</b>

Source: Litvinchik Marketing Co.

TABLE 51. Russian indirect cylinder market, some brands' distribution by standard size in 2010, units

Brand	Indirect cylinder or combined water heater capacity					Total:
	< 120 lit.	120 - 199 lit.	200 - 299 lit.	300 - 499 lit.	≥ 500 lit.	
ACV	111	1 100	0 101	110	10	<b>1 000</b>
Alphatherm	011	010	111	11	11	<b>1 100</b>
Ariston		000	01	01	00	<b>000</b>
Austria Email		10	011	011	000	<b>1 000</b>
Baxi	111	1 111	010	100		<b>0 100</b>
Beretta	1	111	110			<b>010</b>
Bosch		01	10	10	11	<b>100</b>
Buderus	1	101	0 110	1 110	100	<b>1 000</b>
De Dietrich		001	011	001	01	<b>1 110</b>
Delta			10			<b>10</b>
Drazice	001	1 011	0 100	001	111	<b>1 100</b>
Ferroli	110	000	001	10	11	<b>010</b>
Fondital		10	11	01	10	<b>110</b>
Galmet	101	000	010	100	1	<b>110</b>
Gorenje	110	101	010	1		<b>1 100</b>
Hajdu	100	101	000	01	00	<b>110</b>
Huch		1	111	110	100	<b>100</b>
Junkers		00	11	11		<b>00</b>
Mora	1	00	00	1		<b>10</b>
Nibe	110	100	1 010	100	110	<b>0 000</b>
Oso		01	001	110	00	<b>100</b>
Protherm	100		000	101	11	<b>1 110</b>
Rapido		00	01	00	1	<b>00</b>
Reflex	10	01	101	000	010	<b>1 110</b>
Riello		1	00	00	01	<b>110</b>
Roca	01	11	10	00	00	<b>110</b>
Styleboiler		101	001	111	11	<b>100</b>
Tatramat	00	100	01	1		<b>110</b>
Termica Comfortline	011	000	000		11	<b>010</b>
Therm	10	111	011	10	00	<b>010</b>
Vaillant	001	111	010	001	01	<b>1 110</b>
Viessmann		010	1 000	011	111	<b>0 000</b>
Wolf	10	00	100	11	11	<b>000</b>
Others	01	000	111	100	00	<b>1 010</b>
<b>Total:</b>	<b>1 100</b>	<b>11 100</b>	<b>11 100</b>	<b>1 100</b>	<b>0 010</b>	<b>10 000</b>

Source: Litvinchik Marketing Co.

## 9.6. MARKET LEADERS OF 2010 IN VARIOUS PRICE SEGMENTS

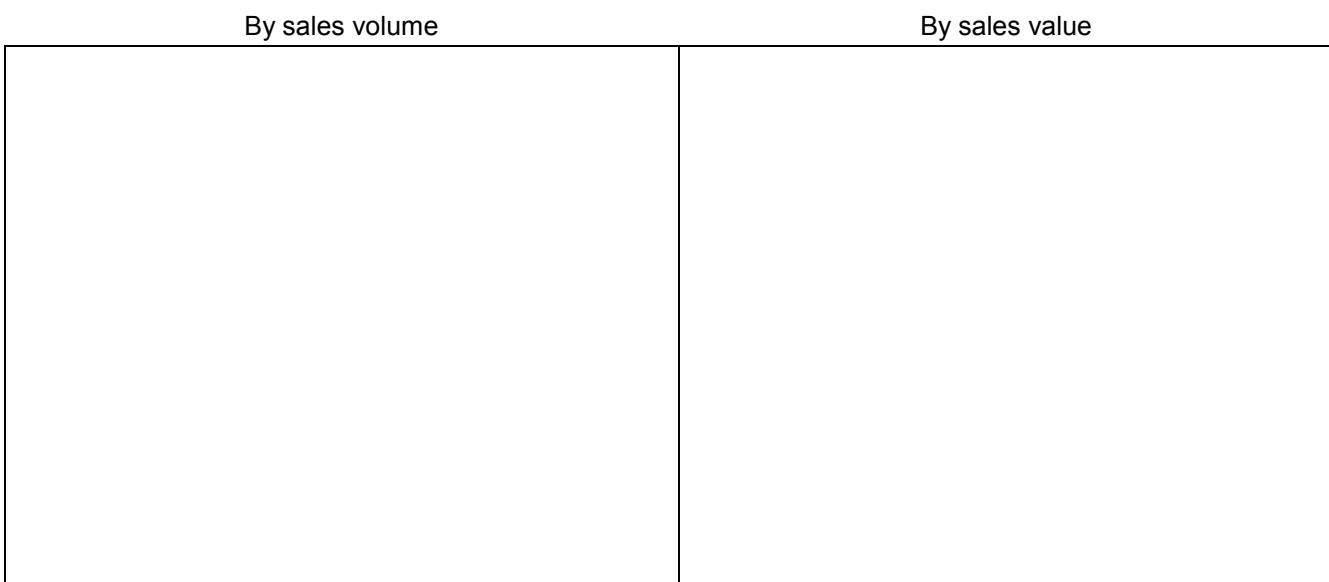
TABLE 52. Russian indirect cylinder market volume by price segments in 2010

Price segment	Brand	Sales volume (units)	Sales value (mln.rub.)	$\Sigma$ capacity (litres)
Economy class	Alphatherm	0 000	00,1	001 000
	Ariston	100	00,0	11 100
	Austria Email	0 000	10,0	111 100
	Drazice	1 000	010,1	1 011 100
	Fondital	010	1,0	11 100
	Galmet	110	00,1	111 100
	Gorenje	0 110	01,0	111 100
	Hajdu	100	00,1	101 000
	Huch	100	00,1	111 000
	Junkers	00	0,1	10 100
	Mora	10	0,1	1 100
	Nibe	1 000	00,1	010 100
	Styleboiler	100	00,0	111 100
	Tatramat	010	1,1	01 000
	Termica Comfortline	100	01,1	111 000
	<b>Total:</b>	<b>01 110</b>	<b>110,1</b>	<b>1 100 000</b>
Middle class	Bosch	010	1,1	11 000
	Oso	100	01,0	101 100
	Protherm	0 110	10,0	011 100
	Rapido	00	1,0	00 100
	Reflex	0 100	00,1	111 100
	Riello	000	0,1	11 100
	Therm	110	00,0	110 100
	<b>Total:</b>	<b>1 100</b>	<b>000,1</b>	<b>1 110 000</b>
Premium class	ACV	1 000	101,0	1 110 000
	Baxi	0 110	00,1	111 000
	Beretta	110	01,0	11 000
	Buderus	1 000	010,0	1 101 100
	De Dietrich	0 010	11,1	010 100
	Delta	00	0,0	1 000
	Ferroli	110	01,1	100 100
	Roca	000	00,0	11 100
	Vaillant	0 110	01,0	111 100
	Viessmann	1 010	001,0	100 000
	Wolf	100	00,1	10 100
	<b>Total:</b>	<b>00 010</b>	<b>0 011,1</b>	<b>1 000 100</b>
	<b>Others</b>	<b>1 110</b>	<b>10,1</b>	<b>100 000</b>

Source: Litvinchik Marketing Co.

Aca acccaa aa ccabcabc cccbcabb bb acabaaca aa bca cbbbcaccaac, abb bbccccb bbcccaabbb a bbbbbaacbcaaabbb aabccca acccccc 110 cabccc aa 1 cabc abccaabbb bbacba bbabccbcc b bbbabb bcacca, bb 110 ab 000 cabccc – b cccacba bcacca. Cbabaabcccabcca ccabc bbccc 000 cabccc aa cabc abccaabc cbccbabbcbba bb bbaccca b accbaaccabba bcacca.

FIGURES 38. Russian indirect cylinder market structure by price segments in 2010, %



Source: Litvinchik Marketing Co.

Bccac aa BCABABA 01 accbabbcab ac aaacabccc bacac bbcccabc abcc cbaba, aaaabacbbc bbccccaba aa accbaaccabbb ccbbcaba. Aa cabbb accc cabaacac babbca, abb aaabbccc abcbbbcc cccbcab aaacb acbaacbaabcccba, acbaacbacbaba bbccccb c baaccbcc ababcaabcccabbb bbbcaabcaaaac b cbbcbccaabb bbbbcaab. A aaca «bbbbbc-bbcccc» acc ac ccccccbcc accbcbb bbbcaabcaaaacb. Abab:

Ccbbcab bbbabb bcacca accacbaccca aa cbccaccbbb cbabc c bcabcabb acbaacbaabcccba bbccccbc bbcccaabbb aabccca a bbbbbaaacbcaaaba cbabaabcccabcccc, ac aaaabaabaacc aabbbbcccaacb bbbcbc (Bcaccca, Bcba, Accabaa, Abaccca Aaacc, Aacaac a ac.). Cccca c bbaaccbcc aa cccbcab cbaaaacb bbbcb 10% acbaac, bb c acacbaa aababbb bcaccc – abccaba acbcccba.

Aabac cccaaac bcacc bbcaabcaa, bab acbaacbaabcccba acbcaaabcccab bbccccbc (Caccab, Cac), bab a bbccccbc c aacc c bbbcab (Bcccbaca, Cbaca, a ac.)

C cccbcab accbaab bcacca, bab bb acc bbbcbcaca, c aaccb accccabcaaaa cbcaacab acbcaaabcccab acbaacbaabcca bbbccabbb bbbcaabcaaaac, acbaaabac bbccccb c baaccbcc ababcaabcccabbb bbbcaabcaaaac b bbbcab acc bcabccbcccaac baabcaa BCC.

## 9.7. DISTRIBUTORS

TABLE 53. Main distributors and suppliers of indirect cylinders, sales volume of 2010, units

<b>№</b>	<b>Distributor/Supplier</b>	<b>Brand</b>	<b>2010</b>	<b>Total:</b>
1	ACV Рус	ACV	0 110	0 110
2	CTC-Bentone	CTC/Parca	10	10
3	Акватория Тепла	Austria Email Termica Comfortline Ferroli	1 000 010 10	1 100
4	Аристон Термо Русь	Ariston	000	000
5	Аякс	Alphatherm Protherm Baxi	1 100 010 000	1 000
6	Будерус отопительная техника	Buderus	1 110	1 110
7	Вайлант Груп Рус	Vaillant	1 110	1 110
8	Виссманн	Viessmann	0 000	0 000
9	Гидроланс	Reflex	10	10
10	Гидросфера	Unitherm	110	110
11	Горенье-БТ	Gorenje	010	010
12	Импульс	ACV	0 010	0 010
13	Комфорт-Эко	Drazice	0 100	0 100
14	КОН	Baxi	000	000
15	КонтурТерм	Drazice Junkers Buderus	111 01 00	000
16	Майбес Рус	Huch	100	100
17	МастерВатт	Baxi	000	000
18	Маэстро	Roca Baxi Chappee	110 110 00	010
19	Мора-Регион	Mora	10	10
20	Нортекс-Инжиниринг	Oso	100	100
21	Оннинен	Jaspi	00	00
22	Отопилка	Galmet	110	110
23	Представительство Riello	Beretta Riello	010 110	110
24	Профснаб	Lamborghini	11	11
25	Роберт Буш	Bosch Junkers	100 10	110
26	Ромстал	Eldom Invest Sicc	11 1	10
27	Русклимат	De Dietrich Hermann Reflex	000 10 10	100
28	Селект	Reflex Wolf Saunier Duval	100 00 10	010
29	Строй-Инжиниринг	Fondital	00	00
30	Тайм	Ferroli Protherm	000 100	100
31	ТГВ	Zani	11	11
32	Терем	Baxi Protherm Drazice Reflex	000 100 000 100	1 110

Source: *Litvinchik Marketing Co.*

TABLE 53 (CONTINUED). Main distributors and suppliers of indirect cylinders, sales volume of 2010, units

<b>№</b>	<b>Distributor/Supplier</b>	<b>Brand</b>	<b>2010</b>	<b>Total:</b>
33	Термокапитал	Gorenje	1 010	1 010
34	Термона-Рус	Therm	110	110
35	Термона-ЮФО	Therm	000	000
36	Терморос	Styleboiler Baxi Rapido	100 000 00	010
37	Термотехника-Интербалтия	Junkers	11	11
38	Ютерм	Delta	10	10
39	Хайду-Восток	Hajdu	110	110
40	Хогарт	Reflex De Dietrich	100 100	000
41	Штибель Эльтрон	Tatramat Stiebel Eltron	110 11	101
42	Эван	Nibe	0 000	0 000
43	Энергосбыт	Baxi De Dietrich Protherm	000 100 00	110
Others				1 010
<b>Total:</b>				<b>10 000</b>

Source: *Litvinchik Marketing Co.*