

PRODUCT DEVELOPMENT



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VP Product Development

Fisher & Paykel

INDUSTRY LEADERS IN APPLIANCE TECHNOLOGY

1985: Gentle Annie

1991: Smart Drive™

1997: Active Smart™

1999: DishDrawer®

2006: CookSurface

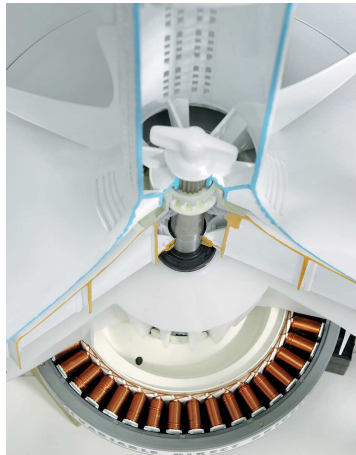
2008: CoolDrawer

2010: Compressor

1985



1991



1999



2006



2008



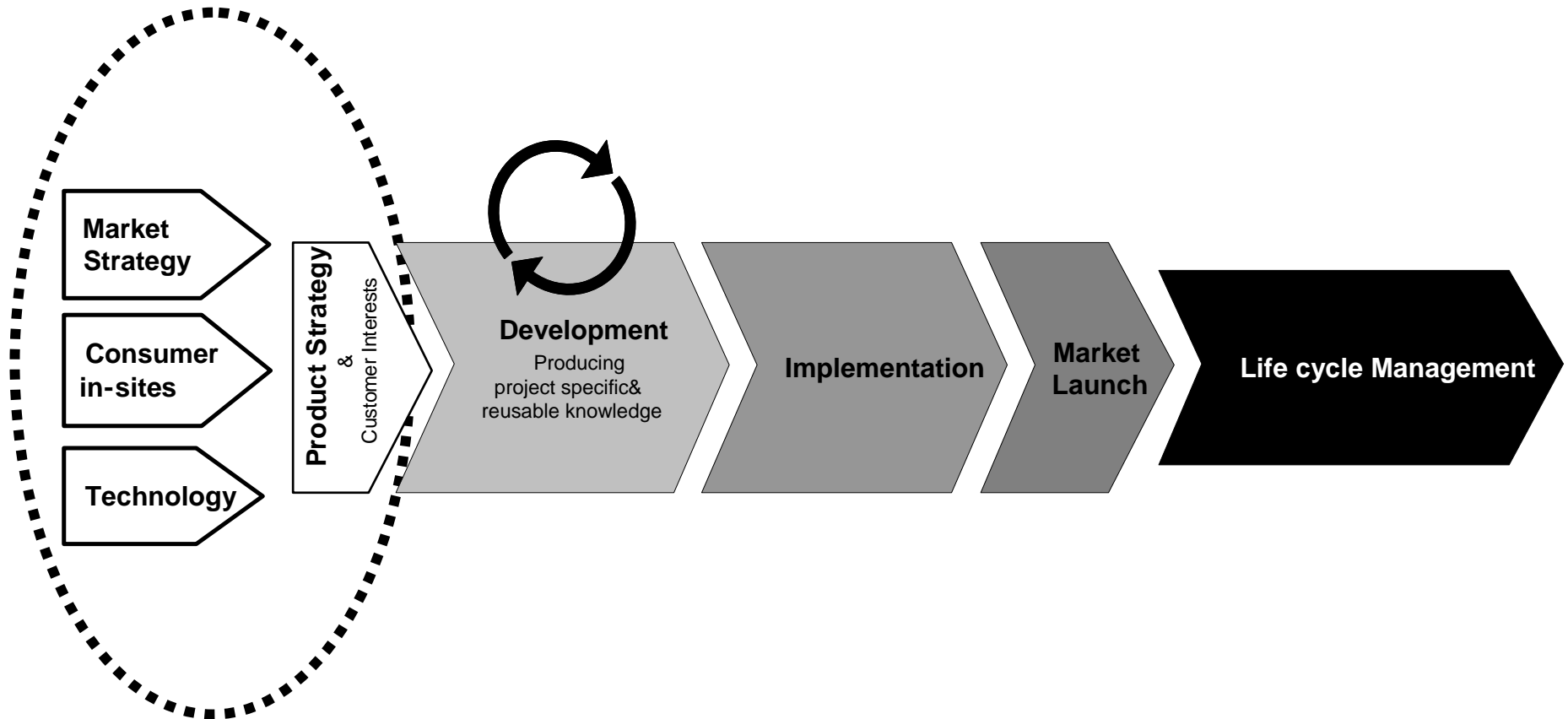
2010



Fisher & Paykel has delivered genuine product innovation that deliver real customer benefits

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PRODUCT DEVELOPMENT SYSTEM



TECHNOLOGY RESEARCH – FOCUSSED ON CORE CUSTOMER BENEFITS

Continuing our investment in technology development to underpin our drive for customer-driven innovation

- Environment – energy / water / sustainability
- Performance – that matters to customers
- Drive systems
- Customer focused differentiation
- Connectivity



DESIGN LEADERSHIP

Design Attributes

Sophisticated

Refined

Clean

Cohesive

Simplicity

Enduring

Consistency

Fitted



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NEW PRODUCT DEVELOPMENT

- Significant investment in new product development is starting to deliver. Selected examples include ...



Washing Machines – Aus & NZ – June 2011



Gas on Glass Cooktop – March 2012



Companion Products – December 2011



Phase 7 – DishDrawer Dishwasher – December 2011

NEW PRODUCT DEVELOPMENT

- The new product pipeline in the next 12 – 24 months is strong, with releases in refrigeration, cooking and laundry



IMPORTANT NOTICE

This presentation has not taken into account any particular investor's investment objectives or other circumstances. Investors are encouraged to make an independent assessment of Fisher & Paykel Appliances Holdings Limited and its subsidiaries.

All currencies are expressed in New Zealand dollars unless otherwise stated.

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