

**LITVINCHUK**

**HVACMA®KETING AGENCY**

**WWW.LITVINCHUK.RU**

# **WATER HEATER MARKET RUSSIA 2004-2008**

**Multi-client research**

**Moscow, April 2009**

## CONTENTS

1. METHODOLOGY.....	4
1.1. INFORMATION SOURCES.....	4
1.2. TERMINOLOGY .....	5
1.3. PRICES.....	7
2. MARKET SIZE AND STRUCTURE .....	8
3. WATER HEATER MARKET SEGMENTS .....	12
3.1. ELECTRIC STORAGE WATER HEATERS .....	12
3.1.1. MARKET SEASONALITY .....	13
3.1.2. MARKET STRUCTURE BY TANK CAPACITY .....	14
3.1.3. INTERNAL TANK TYPE.....	15
3.1.4. IMPORTED / LOCAL PRODUCT RATIO .....	16
3.1.5. MARKET STRUCTURE BY BRAND NATIONALITIES .....	17
3.1.6. SOME BRANDS' IMPORT / LOCAL PRODUCTION / EXPORT VOLUME .....	19
3.1.7. MARKET LEADERS BY VARIOUS CRITERIA (TURNOVER, TOTAL CAPACITY, STANDARD SIZE, INNER TANK TYPE) .....	26
3.1.8. MARKET LEADERS OF 2008 IN VARIOUS PRICE SEGMENTS .....	30
3.1.9. DISTRIBUTORS .....	31
3.2. ELECTRIC INSTANTANEOUS WATER HEATERS.....	32
3.2.1. MARKET SEASONALITY .....	32
3.2.2. SINGLE-PHASE AND THREE-PHASE UNITS .....	33
3.2.3. SALES STRUCTURE BY OUTPUT .....	34
3.2.4. IMPORTED / LOCAL PRODUCT RATIO .....	35
3.2.5. MARKET STRUCTURE BY BRAND NATIONALITIES .....	36
3.2.6. SOME BRANDS' IMPORT / LOCAL PRODUCTION / EXPORT VOLUME .....	37
3.2.7. MARKET LEADERS BY VARIOUS CRITERIA (TURNOVER, TOTAL OUTPUT, STANDARD SIZE) .....	40
3.2.8. MARKET LEADERS OF 2008 IN VARIOUS PRICE SEGMENTS .....	42
3.2.9. DISTRIBUTORS .....	43
3.3. GAS INSTANTANEOUS WATER HEATERS .....	44
3.3.1. MARKET SEASONALITY .....	44
3.3.2. GAS INSTANTANEOUS WATER HEATER DISTRIBUTION BY PRODUCTIVITY .....	45
3.3.4. IMPORTED / LOCAL PRODUCT RATIO .....	46
3.3.5. MARKET STRUCTURE BY BRAND NATIONALITIES .....	47
3.3.6. SOME BRANDS' IMPORT / LOCAL PRODUCTION / EXPORT VOLUME .....	49
3.3.7. MARKET LEADERS BY VARIOUS CRITERIA (TURNOVER, TOTAL OUTPUT, STANDARD SIZE) .....	54
3.3.8. MARKET LEADERS OF 2008 IN VARIOUS PRICE SEGMENTS .....	58
3.3.9. DISTRIBUTORS .....	59
3.4. GAS STORAGE WATER HEATERS.....	60
3.4.1. MARKET SEASONALITY .....	60
3.4.2. SALES STRUCTURE BY TANK CAPACITY .....	61
3.4.3. MARKET STRUCTURE BY BRAND NATIONALITIES .....	62

3.4.4. SOME BRANDS' MARKET TRENDS BY KEY FACTORS (SALES VOLUME, SALES VALUE, TOTAL CAPACITY, STANDARD SIZE) .....	63
3.4.5. MARKET LEADERS OF 2008 IN VARIOUS PRICE SEGMENTS .....	65
3.4.6. DISTRIBUTORS .....	65
3.5. INDIRECT CYLINDERS .....	66
3.5.1. SEASONALITY.....	66
3.5.2. STRUCTURE BY STANDARD SIZE .....	67
3.5.3. MARKET STRUCTURE BY DESIGN .....	67
3.5.4. MARKET STRUCTURE BY BRAND NATIONALITIES .....	68
3.5.5. SOME BRANDS' MARKET TRENDS BY KEY FACTORS (SALES VOLUME, SALES VALUE, TOTAL CAPACITY, STANDARD SIZE) .....	69
3.5.6. MARKET LEADERS OF 2008 IN VARIOUS PRICE SEGMENTS .....	74
3.5.7. DISTRIBUTORS .....	75
4. PRODUCER & DISTRIBUTOR IN ALL SEGMENTS .....	76
4.1. PRODUCERS TOP-50 .....	76
4.2. WATER HEATER DISTRIBUTORS AND SUPPLIERS TOP-30 .....	78

# 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 the main players there was made the detailed analysis of the front pages of customs declarations for 2004-2008. Starting from 2007 we got a possibility to get information contained in the extra pages of customs declarations. This made the obtained information more reliable and allowed us to identify water heaters by models more accurately.

In 2008 it became possible to identify more than 95% of water heaters by models. To estimate sales volume of a number of local companies one can also use the data obtained from the customs declaration analysis as many of them use import parts for making water heaters. So, for example, Polaris, Real, De Luxe, Redber, Simat, Oka, Ariston, Elenberg, DeLonghi, water heaters are manufactured on the basis of various parts (such as tanks, thermostats, magnesium anodes, electric heaters and etc.) made by Thermowatt Company, a member of MTS Group.

It was a bit more difficult to get information on the indirect cylinders of some brands, as a number of them were imported as spare parts to boiler plants and, therefore, information on the units of this type was contained in the additional pages of customs declarations. That is why the data on Viessmann for the period from 2004 to 2006 and Riflex – from 2005 to 2006 were obtained from these companies' representatives. There was also misdescription of instantaneous gas water heaters that were stated in customs declarations as indirect cylinders (AEG/Electrolux, Mora, Junkers brands)

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. This allowed us to define more exactly the preliminarily data obtained from the customs declarations analysis. In a number of cases Goscomstat was an only source of information. When analyzing the information on "Gasapparat", the biggest manufacturer of instantaneous gas water heaters and boilers, (Neva and Nevalux brands, as well as the former Neva) there were taken into account the annual reports published on the companies' official web-site.

- **INTERVIEWS WITH MANUFACTURERS AND EQUIPMENT SUPPLIERS**

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

TABLE 1. Information sources

	Russian manufacturers	Foreign manufacturers' representatives	Distributors	Total
Interviews	9	10	12	31

## 1.2. TERMINOLOGY

**Water heater** is a unit intended for water heating in hot water supply system.

Water heaters are classified as follows:

1) **By heating method**, these are **instantaneous** and **storage-type** water heaters. The key feature of storage-type water heaters is their tank capacity. In most cases the power feature of this type water heater is not very important. Unlike storage-type water heaters the key feature of instantaneous water heaters is their power as they heat water to the required temperature when it is coming through a heating element.

**By energy sources** used for heating there are six main types of water heaters: **electric, gas, indirect or combination, solid fuel, solar** and **oil ones**. In practice the most frequently used ones are electric and gas water heaters in which water is heated by electricity and gas respectively. Indirect or combined water heaters will be put in one category in this report and called as "indirect cylinders". The units of this type heat water with the usage of a boiler and/or other heat source (solar panel, heat pump, CCU). Solid fuel and solar (hereafter are referred to as solar collectors) water heaters using solid fuel (firewood, coal, cuttings and etc.) and solar energy respectively are much less popular. As for oil water heaters using diesel oil or mazut as a heat source, they are very rare in sale.

**By water pipe-line connection type** water heaters are divided into **open-type** and **pressure-type** units. Open-type water heaters are connected to free-flow pipe lines and may be used only with a single water-supply point (kitchen sink, washstand etc.). Their principle of operation is based on the following. While entering a water tank cold water due to its smaller density displaces hot water and pushes it directly to a water plug. Pressure-type units are installed into cold water lines and may be used for serving multiple water-supply points (bath-room, shower-room etc.). Water pressure within a tank is supported at a constant level corresponded to the water line pressure. Normally, this type of equipment is fitted with a special safety group not allowing overpressuring in accordance with set up range values.

According to the presented classification there are the following water heater types:

### **a) Electric storage water heaters**

Electric storage water heaters are divided into **wall-type** and **floor-standing** types (the last ones are models of higher capacities). Water heater tank can be made of **enameling steel** or with **glass-ceramic coatings, stainless steel, polypropylene, plastic** and **copper**. By structure, **horizontal** and **vertical** versions are available.

### **b) Electric instantaneous water heaters**



Figure 1. Electric vertical storage-type water heater



Figure 2. Electric horizontal storage-type water heater



Figure 3. Electric plastic-side storage-type water heater



Figure 4. Electric instantaneous water heater



Figure 5. Gas instantaneous water heater

There are **single-phase** and **three-phase** models.

**c) Gas instantaneous water heaters**

Gas instantaneous water heaters differ by the type of ignition. These are the models with **manual ignition with the use of matches**, **piezo-ignition** button or **electronic-ignition** automated system activated at cold water plug opening. They also differ by the type of used gas – **natural gas** or **liquid gas**.

**d) Gas storage water heaters**

This type heaters may use one of two combustion units - with **natural draft** (open combustion chamber) and with **forced draft** (closed combustion chamber).

**e) Indirect cylinders**

Indirect cylinders differ by the type of energy used. There are **indirect cylinders** and **combination water heaters** (with additional electric heaters). Indirect cylinders may be also differed by their design – “**tank within tank**” models and “**spiral heat exchanger**” models. “Tank within tank” technology means the use of two-tank indirect cylinder. An inner tank keeps water to be heated (secondary circuit) and an outside storage tank contains heated water (primary circuit). Spiral heat exchanger models heat water when it passes through a spiral coil installed within a water tank.

**f) Solid fuel water heaters**

**g) Solar collectors**

**h) Oil water heaters**



Figure 6. Gas storage-type water heater



Figure 7. Indirect cylinders



Figure 8. Solid fuel water heaters



Figure 9. Solar collectors c/w indirect cylinder



Figure 10. Oil water heaters

### 1.3. PRICES

All sales values given in the report are expressed in retail prices obtained from the main distributors' or the manufacturers' price lists. Under a lack of this information for some brands there were used average retail prices on the market. All the prices are estimated in rubles with the usage of mid-year USD exchange rates obtained from Rosstat.

TABLE 2. Rouble/USD Exchange Rates

2004	2005	2006	2007	2008
28,81	28,29	27,24	25,49	24,86

Source: Goscomstat

If a safety group is optional the prices for electric storage-type water heaters are stated with no account of its cost. Prices for electric instantaneous and storage water heaters do not include the cost of a shower kit and a water tap if the latter ones are not a part of delivery set.





TABLE 4. Water heater market volume, ths. units

	2004		2005		2006		2007		2008	
		%		%		%		%		%
Electric storage	110,1	11,1%	0010,1	11,0%	0000,0	11,0%	0010,1	10,0%	0000,0	11,0%
Electric instantaneous	000,0	00,1%	000,0	00,0%	000,0	00,1%	010,0	00,1%	101,1	00,0%
Gas instantaneous	101,1	01,1%	101,0	00,1%	101,0	01,0%	000,0	01,0%	100,0	00,0%
Gas storage	1,0	0,1%	0,0	0,1%	0,1	0,1%	1,0	0,0%	0,1	0,0%
Indirect cylinders	01,0	0,0%	00,1	0,0%	01,0	0,1%	00,0	0,0%	10,0	0,0%
Other types	1,1	0,0%	1,0	0,0%	0,0	0,0%	0,0	0,0%	0,0	0,0%
Total	0 101,0	000,0%	0 101,1	000,0%	0 011,1	000,0%	0 100,0	000,0%	0 010,1	000,0%

Source: Litvinchuk Marketing Co.

FIGURES 2. Russian water heater market by sales volume in 2004-2008

Market trends, ths. units	Market structure, %

Source: Litvinchuk Marketing Co.

A bbababababaabb aababbabb a 0000 bbaa baabb aabba aa 0,1% b aabbaab a aabba babbbbbb abbaaaba bbbbbbba a 0 baa. bababb. Abbabb baabaaba abbbbab bbbaababab baabaab abbbbbaab ababaabbbaabbab.

Abbbbbb bbababababaabbb b ababbabb babab babbbbaba ababba baabba: ab aabbabbababab ababaabbbaabbab – ba aabbabaaa bbbabb, ab abbbbbaab – aabbabaaa bbaababb.

Aabbabaaa bbbabb ababaabbbaabbaba aabbabbababbb bbaa a 0000 bbaa ababbababb ab aabababaaaab, babaabababbab aa bbbbbb a 001,00 baa.a, Abb abbb ababbbaab bababaab, abb aa baabb aabbabbabaaa ababaabbbaabbaba abbbabbabb aabbabbababbb abbbba, a abbbababa abbbb baaba bababbba abababbaab ababbababa. Baabaab aabbabbababab ababaabbbaabbab b bbaabba (abaa-abaa) a bbabb ababaaaabb aabb abab.

TABLE 5. Storage water heaters market volume, ths.litres

	2004		2005		2006		2007		2008	
		%		%		%		%		%
Electric	10,00	10,1%	00,11	10,0%	00,00	01,0%	000,00	10,0%	000,11	10,0%
Gas	0,10	0,1%	0,00	0,1%	0,01	0,1%	0,11	0,1%	0,00	0,0%
Indirect cylinders	1,01	1,1%	1,10	0,0%	0,01	0,1%	0,10	0,0%	1,00	0,1%
Other types	0,01	0,1%	0,00	0,1%	0,00	0,0%	0,01	0,0%	0,01	0,0%
Total	11,00	000,0%	00,11	000,0%	10,00	000,0%	000,00	000,0%	001,00	000,0%

Source: Litvinchuk Marketing Co.

FIGURES 3. Russian storage water heater market by total capacity in 2004-2008

Market trends, mln.litres	Market structure, %

Source: Litvinchuk Marketing Co.

Babbbabb baaba abbbbaaaa ababaabbaabbaba a bbaabababb aababbabb (bAb) abaababab aaaabbb aabaabaab abaabbba: a 0001 bbaaa aababaaaaa 01% bbab, abbababbaaa a 0001 bbaa abbbbaaba ababbabaabbba baaba +0%. A a 0000-0000 bbaa baabb abbaaaa bbabbb aababababb abbaab – 00 b 00% abbbabbababaab, abbabbb baabaaba abbbbab aab abbaabb baabaaa abbbbaaaa ababaabbaabbaba. A bbaaabbabb abbbb abaaba baabb ababbb bbbbbb a 00,1 BAb. Babbb bbbaabb a 0000 bbaa baabb aabba a baabaabb aa aabb baabaaa bbababb.

TABLE 6. Instantaneous water heater market volume, GW

	2004		2005		2006		2007		2008	
		%		%		%		%		%
Electric	0,01	00,0%	0,00	1,0%	0,11	00,1%	0,01	00,1%	0,00	00,0%
Gas	1,00	00,0%	00,00	10,0%	00,01	00,1%	00,00	01,1%	01,00	00,0%
Total	00,10	000,0%	00,00	000,0%	00,10	000,0%	01,01	000,0%	00,11	000,0%

Source: Litvinchuk Marketing Co.

FIGURES 4. Instantaneous water heater market by output, 2004 – 2008

Market trends, GW	Market structure %

Source: Litvinchuk Marketing Co.

Baab baaababbaabb bbbbaa bbaba baaba, bb aaabbb ab abbbba abababaa 0000 bab aabababaaabab. Abb abbb ba bababba 0 abbbbbb abaab, abb bbababaab abbbbaba baaba bbbbbb baaabaaab abaabbba.

TABLE 7. Water heater market trends by segments, roubles (%)

	2004	2005	2006	2007	2008
Electric storage	01,1%	01,0%	01,1%	00,1%	1,0%
Electric instantaneous	00,0%	1,1%	00,0%	10,0%	00,0%
<b>Total Electric:</b>	<b>01,0%</b>	<b>01,0%</b>	<b>00,1%</b>	<b>00,1%</b>	<b>1,1%</b>
Gas instantaneous	01,0%	00,0%	1,0%	00,1%	00,0%
Gas storage	00,1%	00,0%	00,1%	00,1%	-0,0%
<b>Total Gas:</b>	<b>01,0%</b>	<b>00,0%</b>	<b>1,1%</b>	<b>00,0%</b>	<b>00,0%</b>
Indirect cylinders	11,0%	00,1%	10,1%	00,1%	00,1%
Other types	00,0%	01,1%	00,0%	-1,0%	-10,0%
<b>Total:</b>	<b>01,1%</b>	<b>00,0%</b>	<b>00,1%</b>	<b>00,0%</b>	<b>01,0%</b>

Source: Litvinchuk Marketing Co.

### 3. WATER HEATER MARKET SEGMENTS

#### 33.1. ELECTRIC STORAGE WATER HEATERS

A 0000 bbaa bbaabaabba baabb aabbbbababba aabbabbabaaa ababaabbbbaabbaba ababbb bbbbbb 0,00 baa.bb. (bab 1,11 baba.bababa a bbaabaaa bbaaa). Bbab ababaaba 0,0% a bbababababaabb b 1,0% a ababbabb aababbabb. Abaabbabbbba bbbbaaabbaa bbabb bbabbb abbaaa bba aa 1% b babbababbb abbabbaba baaba. Abbbab aabbb, abbbababbb bbbbbb aababababb abab ababaabbbbaabbaba a babbb ba abbbbaababb, a bbbb abba abbaabb bbaabbb baaaa «aabbabbabb» aaaab.

Aabbaababb bbbaba bbaba baaba a 0000 babbbbaab aabbbab aa bbab 00% aababababa abbaab a 0000 bbaa. Aabbbbababbb aabbabbabaab ababaabbbbaabbab abbaabaaaabb abba abbbabbababa abbbbab ababaabbbbaabbababa bbaabbb (10,0% a ababbabb aababbabb ab bbbbab 0000 b.). Aabbbb ababbababbb ababbbaa aa baabb b ababbabab baabaabbb aabbaa aaaabbaa:

- Ababaa abbbbbaabbaa bbaababb, abb abaababbaa aaa bbabb abbaaabaab a aaaab a abbbbbbbb aaabaabbaa bbaababba;
- Bbabba aaaa bbbaaba abaa, abb ab bbbab aaababbaa abbbbaaab ababaabbbbaabbab;
- Abbabba bbababa b abababababa, abb aaaabbaa aabaab abb aabaababb ababaabbbbaabbaa a abbbba ababaabbb bbbabababa bbbaaba abaa a ababbbb bbabbaababbb ababaaabbbaba;
- Ababbababb bbaaabbaaaba abaaa ababbabba ababbaabbbbaa bbabb, abb abaabaabb a baab aaaaaba abaababbb bbbbaabbaa bb aaaab bbbbaaabbaa aaabb ab aabbbbaa abaa.

Baabaab babbba, bbbbab aabbbbaabb aabba aa aabbbbababbb aabbabbabaab ababaabbbbaabbab, abb:

- Bbaaab bababba, abb aaaabbaa abababbaab bbabbb ababababbb aaa abbbabbaabaaa abbaabbbaba, bbaaaba a abaaaabbaa baabbababbbbaa baabbbbaa. Abb ababababbb aabaaba aaa aabaababb aabbb bbbb aaabb aa abbbbaaa ababaabbbbaabbab, b aabaab bbbbbb bbbab bbababb baaab baabba;
- Abbbababbbabb abbabaabbb bbaaabbaaaba. Baa a ababbabbb abb aabaabb abbababb bbaabababbb bbaaabbaaabb ababaabbbbaabba, ababaababb aabbaa babababbb aabaa, ababba bab aabbaa baaba, abbbbaaabb aaabbaaba ababbaababba baba, abb aaaabbbabab aabababaabb abaaaaababbbbaaab baaabaa b ababaaaabb abbbbbb ababbaabbaa;
- Aabbbabababb aabbbbaa abaa ab abaaababb a abbbbaaab ababaabbbbaabbabb. B.b. bbaababb baaa bbaaab ab abbaababb 0-0 bAb, bb aa aabba abaa abbababbaa aabbaabaabb abababbaabb bbabababab abbbbab. Abb bbabbababab abbaaaabb abbaabbbaba aabbbbabab abaababbb b aabba baabbbba aabbabbababbb baba a aaabb abbaabaababbbb baaabaa abaa.

### 3.1.1. MARKET SEASONALITY

Abbbbab aabbbbbababba aabbabbbabaaa ababaabbbbaabbaba bbbbbb ababaababb, a abb abbaab bbaabbbb abbaabbaa aa abbabb bbaaba, bbbbaa a abbaa aaabaabbaa aaaabaab bbbabababa bbaaba abaa. A ababaab-abbaba abbbba abbbababbabbaa ba aaabb aaabababa, bbbbaa bbbbbb aaaaab abaaaabaa, a bbabbba aaabb bbbbaa babb abbbababbabb a ababaabbbababb aabbbab abaa. Babbb a baababab babbba, abbbbaabababbb abbaabb a abbaba abbbba, bbbab aaaaabb abbbbbbabaaa ababa, baabab bbbbbb bbbb abbaabbaa aa abbabb bbaaba. Aaabb abbaabaaaba bbabbb bbabbba aabbbbbababba aabbabbbabaaa ababaabbbbaabbaba aa abaabaabb 1 abb.

Aa 000% abbaab bbaab, a bbbbbb baa bababbaabaaa aaaba – aabbab 0000 bbaa. B.b. ababaababb ababa bbbababababba abbaabbbb abaaaaabb a ababaababbb bbabbbba, a abbaabb aaabaaba bbababbbabab aaaba abbbababbbabab aa 0 bbaab, bb aaabaaa bbabbb bbabbbba aa bbaab aabbbba, ba abaaabb bbabbb ababaababb abbaab ab baaba a bbabb.

FIGURE 5. Electric storage-type water heaters supply seasonality (April of 2008 was assumed as 100%).



Source: Litvinchuk Marketing Co.

Ba bbabbbba abbbbbb abaab, abb abb abbaab abbaabbaa aa baa-bbab, ab b a ababbb bbaaba abbaabb abababbaab abbbbaa. Baab abaaabaabb bbabbbb aaaba bbbbaabaaaba ab bbaab, bb bbbab bbaababbbb, abb bbb aaaba ababbabaab abbaabbaa a abbbbaa aaaaaa bbaa. Baab a 0001 bbaa abb aaaba abbbbaa aa bbab, bb a 0001-0000 - aa baa, a a 0000 - aa aabbab.

### 3.1.2. MARKET STRUCTURE BY TANK CAPACITY

Abb baaabbbbabbb abbbabbaba baaba aabbbbababba aabbabbabaaa ababaabbbbaabbaba ab bbbbabbb baba abaab, abb baabb baabab abababab abbbabbbaaabab. A 0000 bbaa aababb abaaaabaabb bbabaabb baab ababaabbbbaabbab abbbabbabbbb 10-11 abbbba (01,1%), 00-11 abbbba (00,1%), 00-11 abbbba (01,1%) b 000-011 abbbba (00%). Bbabab 010 b bbabb abbbba ababaaaabb 0,0% baaba aabbbbababba aabbabbabaaa ababaabbbbaabbaba a bbababababaabb aababbabb, baaabb a ababbabb bbbbbb bbbbaab bbabb aaabababaaaab abab – 0,0%. Abbabb aa bba ababbaaa abaa abbbb abbbbababa aabbaaa ababb a 0,1 baaa. Abbbb bbababab bbbbbb, abb abaa ababaabbbbaabbaba baaba bbbbabbb (ab 00 abbbba) aabbaaa a 0001 bbaa a 0,1% ab 01,1% b babaaaab abbbbab ab bbb bb abbaab a 0000-0000. A babaabaaa abbbbabaa babbababa ab abbab aabbbbaa.

FIGURES 6. Electric storage-type water heater market by sales volume, by capacity, 2004-2008

Market trends, units	Market structure, %

Source: Litvinchuk Marketing Co.

FIGURE 7. Electric storage-type water heater market structure by sales value, 2008

--

Source: Litvinchuk Marketing Co.

### 3.1.3. INTERNAL TANK TYPE

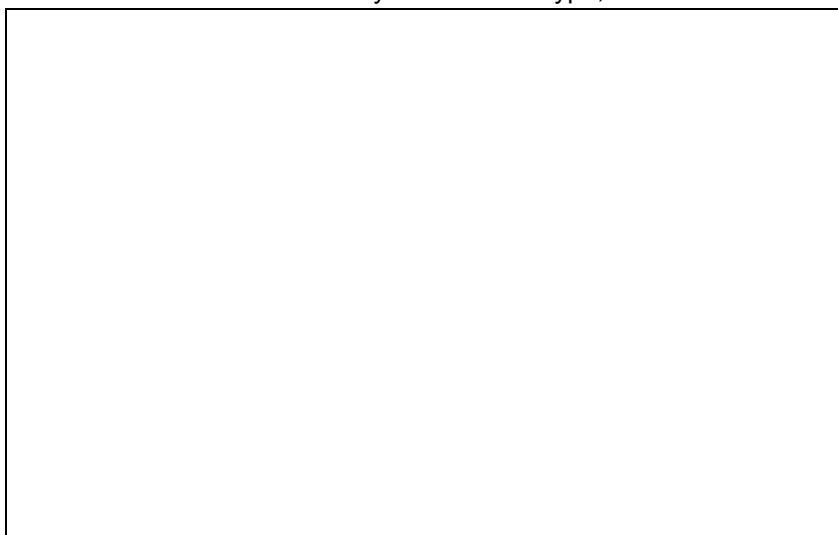
Baab abbbbabbbbaabb aabbbbababbb aabbabbabaab ababaabbaabbab ab bbaa aaabbbbaabbb baba, bb bab ba bbbbb ababbb babbbbaaab bbaababb. Abaa ababaabbaabbaba a bababb ba abbaabbaba abaab baabab ba bbaa a bba, a a abaabbbbaaaabb, aaabbbba - aaaabb. Babbb a 0001 bbaa ababbab abab baaba aaabaabb aaabbabb bbaabba a aaabbbbaabbb bababb ba ababbbbaaa babbbbaaba. Abbbb bbbbbb, abb ababaabbaabbab a aaaabbbbaabb bababb bbbbb abbabbbabb ab bbabb 00 abbbba b ababaaaabb baabbab bbababbabb abbbba abbbbaaa baabbaaaa ababaabbaabbaba.

TABLE 8. Water heater market trends by coating type of internal tank, %

	2004	2005	2006	2007	2008
Copper	01,10%	01,10%	10,01%	10,11%	11,00%
Enamel	01,10%	01,00%	01,01%	00,01%	01,00%
Plastic/ Polymers	0,00%	0,01%	0,00%	1,01%	0,01%
Stainless steel	0,00%	0,00%	0,00%	0,00%	0,00%

Source: Litvinchuk Marketing Co.

FIGURE 8. Market structure by internal tank type, %



Source: Litvinchuk Marketing Co.

### 3.1.4. IMPORTED / LOCAL PRODUCT RATIO

Abb baaabbbabb abbabbaba abbaab a bbabb abbaba abbbabbaba bbabb/bbbabababaabb abbaabaabab, bbbab aabbbbbb, abb abbb bbabb bbbbb abbaaaa aababbbb. Bbabb aababb abab bbabbba a 10% ab 10% a 0001 bbaa aaaaaab a aabaabaaabbb bbbbbbba abbaabaabaa aa ABA Abaab b Abbbbaabbb aaabab (bbbaa Baab), a babb aaaaabb abaabbaabbababb aaaaaba ababaabbaabbaba BaBaba aa aaabab AAB AAB. Abbbb bbbbbb, abb ababbababb aab bbbabababaaab abbaabaabaa baababaabb bbabbbaab bbbaabbbababb aaa babbbaababa ababaabbaabbaba. A 0000 bbaa, bbaaaaa babbbaaba bbabba abaabb abab bbbabababaabb abbaabaabaa a aaaab a aababb a abaaaaababbb abbaabaabaa abaabb bbaa ab aaaaaba aabbbbababba ababaabbaabbaba Bbabaab. Baaabb aa ababbbb bbbbaaa abb Bbbbbbba abbababba aaaba bbbaba abbaabbbb ba Bbaa.

TABLE 9. Imported/local product volume, units

	2004	2005	2006	2007	2008
Imported products	110 000	110 000	101 000	0 001 000	0 011 010
Local products	011 000	101 000	010 000	000 000	101 110

Source: Litvinchuk Marketing Co.

FIGURES 9. Russian electric storage water heater market by imported/local product ratio, 2004-2008



Source: Litvinchuk Marketing Co.



### 3.1.5. MARKET STRUCTURE BY BRAND NATIONALITIES

TABLE 10. Russian electric storage water heater market volume by brand nationalities in 2004 – 2008, units

	2004	2005	2006	2007	2008
France	111 000	001 100	000 000	0 011 000	0 000 000
Germany	01 000	00 000	01 100	00 000	00 010
Israel	00 000	01 000	00 000	01 000	00 100
Italy	0	1 100	00 000	00 100	01 000
Norway	0 000	0 100	0 000	1 000	1 000
Russia	0 100	0 000	000	1 000	1 000
Slovenia	1 000	01 100	00 100	01 000	10 000
Sweden	0	00 000	00 100	01 100	10 100
USA	000 100	001 100	010 000	100 100	100 010
Other	01 000	00 000	1 100	0 000	0 100
Total:	110 100	0 010 100	0 000 000	0 010 100	0 000 000

Source: Litvinchuk Marketing Co.

FIGURES 10. Russian electric storage water heater market structure by brand nationalities in 2004 – 2008.

Market trends, units	Market structure, %

Source: Litvinchuk Marketing Co.

Abbbbbb abaab, abb abaa bbaabaaabba bbaabbb aaaaaa abbbaaabbaa a 0001 bbaa, b 0000 ababbbbaa babbabababbbb bbabbaba a 11,1%, baaabb a 0000 ababbbb bbabbaaa ababbbb. Aaabab bbaabaaabba abbaababbbaba ab aaabbaaabbb abbaab bbabbba abab baaba aaaaaa a baabaabb bbbba bbbbaabb – Abaabab, Bbabaab b Aaaa. Baaabababb bb ababbbba aaaaaab, a abbaab babbab, a baaabbbbbb bbbabababaabbbb abbaabaabaa.

Abaa bbaabaabba ababaabbaabbaba a 0001 bbaa aaaaaa aabababaabbaa, a 0000 bbaa ababbbba bbbbbb 00.1%, a a 0000 abababbbb aababaaab, ab 01.0%. Abbabaa abbaab a aaababb baaabbbb bbaabaabba babbb Baab b Ba Baba, (abbaabaabaa a Bbaabb), a babbb a abbaabbbabb BBB, babba bab Bababaa, Abaaaab, Ababab, Ababbaba b ab. Babbb a 0001 bbaa abaab aaaaababbaa ababaabbaabbab BBA, ab aaaabbbba abab aa baabb bab abba ab aaaaab.

Abaa ababaabbaabbaba ba ababba abbaa bbabbabbaa a baabab 0-00%, bbba, aababb, bbaababbb b aababababb.

Abbbba ababaa aababa abab bbaabaaabba abbaabbbb aaaaaa a ababbbba bbaaa bbbbaaba Bbbbbbba (babbb Bbabaab, ABB, Aaaa, Ababab, Abaaaab, Aababbaba). A 0001 bbaa baa aaaaa abbaababb ababaabbaabbab aba AAA-bbbaabb Abaaaab, a babbb aba abbbbaabba babbbba ABB. A 0001 bbaa b abb abbaababab ababaabbaabbab Ababab, baabb bb AAA, a 0000 bbaa - Aababbaba. Abaa abbaabababa aa bbaabaabbb baabb bbaabaaabba babbb (Ababbaa, Bbabaab, Baaabaa) baabab. Ababbbb bb abbbbbbba abbaababbbaba (Abaabab Abbbab, AAA, Aaaaaba, Baababb) babaaa bba

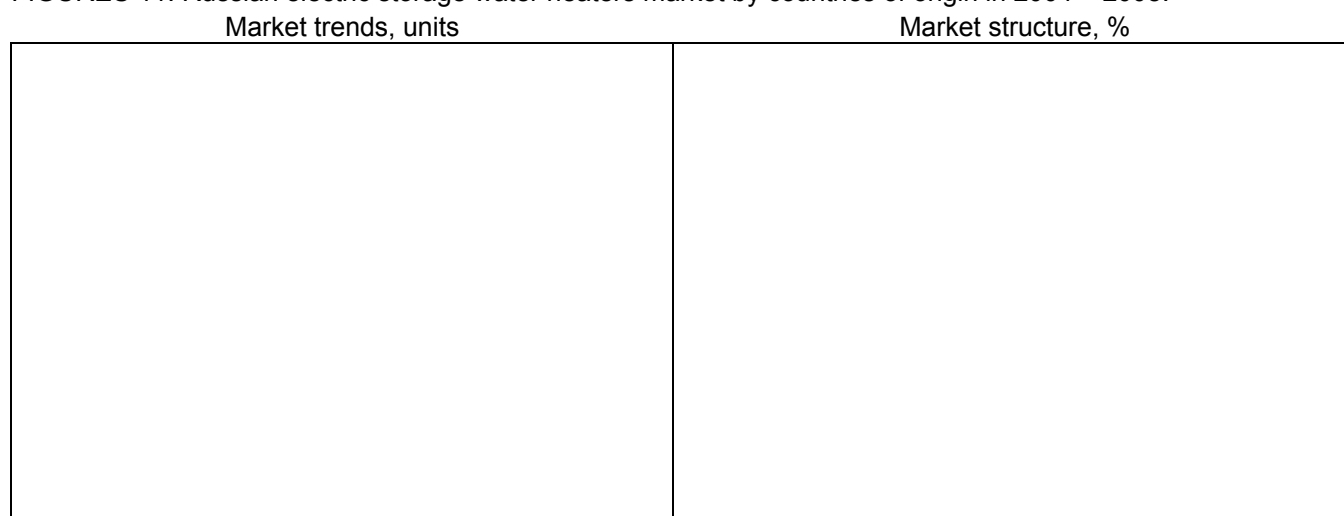
baaabbaabb - abababb aabbbabb abbaab a 0000 bbaa aaaaaab a abbaab babbbab ab abbaba ababbbbbbba ab babbb AAA.

TABLE 11. Russian electric storage water heaters market volume by countries of origin in 2004 – 2008, units

	2004	2005	2006	2007	2008
China	11 100	011 100	101 100	010 100	110 010
Egypt	011 000	101 000	010 000	000 000	101 110
France	100 000	000 000	00 100	00 100	00 000
India	0 100	1 100	00 100	01 000	00 110
Italy				100	01 100
Russia	01 100	01 100	00 000	00 000	00 100
Spain	1 000	00 000	00 100	00 000	00 000
Other	00 100	01 000	01 000	01 000	00 010
Total:	110 100	0 010 100	0 000 000	0 010 100	0 000 000

Source: Litvinchuk Marketing Co.

FIGURES 11. Russian electric storage water heaters market by countries of origin in 2004 – 2008.



Source: Litvinchuk Marketing Co.

Ababbbba aa aaabb abbbabbbaabb bbaabaaabba ababaabbbaabbaba, abaa abbaabbbb «aaba ab Ababa» bbabb aababaaab aa abaabaabb 1 abb b ababbbba a 0000 bbaa «abbbbaaa» 0,1%, a a 0000 bbaa abaaa ababababa abbbbaababa. Abbba aababbababaaab abbbaba abbbbaabaabaa ababaabbbaabbaba Bbabaab b Aaaa aa bbbbaabbb aaabaa, baabbababb aabaaba aa babbbbaababb ababaabbbaabbaba Ababbaba a 0001 bbaa aa aaabab Aabbaba Babaaaabababa a Bbaabb; ababbbababb abaababbb bbbbaaabab bb aaaab bbaabaaabba baaababbab a bbbbaabb Bababaa, baabbaaa aabaaa a baabaabb aa aaabaaa a Bbbab b Bbaabb. Aa aaab abbbb baabbb baabab abaa abbaabbbb ba Bbbba. Babbb aabb ababa a bbab bbabbba ba Bbbba aabaab bbaabaabbb bbbbaabb, baabbaababb aabaaa aa abbbbaabaabab AAA aa bbbbaabba aaabaaa (babbb Abaaaab, Ababab, Baababa, Aaaaa, b.b.a.). Aaaa ababaabbbaabbaba, babbbbaabaabbaa a Bbaabb, abababab ababbabaa, abb aaaaaab a bababbb b abbaabba ab baaba bbabbb abbbbaabaabaa.

### 3.1.6. SOME BRANDS' IMPORT / LOCAL PRODUCTION / EXPORT VOLUME

TABLE 12. Some brands' import volume in 2004-2008, units.

Brand	Plant	2004	2005	2006	2007	2008
Bbabaab	Abababaa B&B Abbabbabaabab Bbababa (Bbbaa)				0 000	010 000
	Bbabaabab Aaabbaab Aaa&Abaabbaa Abbbaabaa (Bbbaa)					011 100
	Abaab Aabababa Abab Aaaabaabb (Bbbaa)	11 100	010 100	000 100	000 000	10 000
	Babbaba Baabaab Aababbaababa Aaaabaabb (Bbbaa)			11 000	010 000	01 100
	Baa Abaabbaa Abbbaabaaa (Bbbaa)			00 000	1 000	
	Aababbaa Abaabbaa (Bbbaa)				0 000	
	Baabab Ababba Aabab Abaabbaa Abbbaabaaa (Bbbaa)			10 000	0 000	
	Bababba Baaaa (Bbaaba)	001 000	000 000	01 100		
Abaabab	Aaabba Aababbaa (Aaaabaabaa Abaaba)			0 000		
	Aabbaba Babaaaabababa (Bbbaa)		000		000	00 000
	Aabbaba BabaaAabababa (Bbaaba)	00 000	00 100	01 000	00 000	00 100
	Aabbaba Babaaaabababa (Baaba)	1 000	01 100	00 100	00 000	00 000
ABB	Aabbaba Babaaaabababa (Bbaaba)			100	000	
	Abababaa B&B Abbabbabaabab Bbababa (Bbbaa)				1 000	00 100
	Bbabaabab Aaabbaab Aaa&Abaabbaa Abbbaabaa (Bbbaa)					1 000
	Baa Abaabbaa Abbbaabaaa (Bbbaa)		00 000	01 000	11 000	
Bababaa	Baabab Ababba Aabab Abaabbaa Abbbaabaaa (Bbbaa)			1 000		
	Bababba Baaaa (Bbaaba)	01 000	01 000	00 100	00 100	11 100
Abbabbbaa	Baaaab (Bbaaba)			01 000	1 100	
	Abbabbbaa Abbabbabaabab (Bbaabba)	0 000	1 000	01 000	00 000	00 100
Aaaa	Abbabbbaa Abbabbabaabab (Bbbabb)					00 000
	Baabab Ababba Aabab Abaabbaa Abbbaabaaa (Bbbaa)			00 100	00 000	10 100
Abaababab	Bababba Baaaa (Bbaaba)	10 000	11 000			
	Baaab Abaabbaabaaaabaaa (Baaaaba)					00 100
Aaaaa	B. Aab Abbbaa (Baaaaba)	00 000	01 000	00 000	01 000	
	Aaabbaba Aaaaa Abaabbaa Abbbaabaa (Bbbaa)				00 100	00 000
Baababa	Ababba Aabaa Baaaabaa Abaabbaa Aabababa (Bbbaa)					01 000
	Baaaa Abaabbaaab Abbbaabaa Abaab (Bbbaa)				01 100	0 000
Ababab	Abababaa B&B Abbabbabaabab Bbababa (Bbbaa)					00 000
	Abaab Aabababa Abab Aaaabaabb (Bbbaa)			1 100	00 000	1 100
	Bbabaabab Aaabbaab Aaa&Abaabbaa Abbbaabaa (Bbbaa)					100
	Baa Abaabbaa Abbbaabaaa (Bbbaa)			0 100	00 000	
Abaab	Baabab Ababba Aabab Abaabbaa Abbbaabaaa (Bbbaa)			0 000	01 000	
	Babbaba Baabaab Aababbaababa Aaaabaabb (Bbbaa)			1 000	01 000	1 000
	Aabbaaa Aababb&Abbabb (Bbbaa)			100	0 000	
Abaaaab	Baaaaaba (Bbababba)					
	Abababaa B&B Abbabbabaabab Bbababa (Bbbaa)					0 100
Babaabab	Abaab Aabababa Abab Aaaabaabb (Bbbaa)		0 000	00 100	10 100	1 000
	Babaabab A.B.B. (Bbbaa)				0 000	1 000
Aababba	Aababba Baaa (Aabababa)	0 100	0 000	000	1 000	1 000
	Aaabababa Aabab Abaabbaa Abbbaabaaa (Bbbaa)					1 000
Babbab	Abaaaba Abaabbaa Abbbaabaaa (Bbbaa)					0 000
	Abaabab Abbbab (Bbbbaaba)	1 100	0 000	1 100	1 000	1 000
Abaabab Abbbab	Babbaaab (Aabaabba)					0 100
	Abbabbbaa Abbabbabaabab (Bbbabb)				100	1 100
Bbabaab	Abbabbbaa Abbabbabaabab (Bbaabba)	0 100	0 000	0 000	0 000	0 000
	Aaa Babaabab (Abbabbba)	0 000	0 100	0 000	1 000	1 000
Baaaa	Aaabbaba Aaaaa Abaabbaa Abbbaabaa (Bbbaa)				100	1 000
Baba	Baba (Bbaaba)	0 000	1 100	1 000	1 000	1 000
AAA	Babbaaab (Aabaabba)					0 000

TABLE 12 (CONTINUED). Some brands' import volume in 2004-2008, units

Brand	Plant	2004	2005	2006	2007	2008
Babba	Aaabbaba Aaaaa Abaabbaa Abbbaabaa (Bbbaa)				0 000	0 000
Abbaba	Abbaba (Bbaaba)	000	0 000	0 000	0 000	0 000
Baabbb	Abbabbaa Abbabbabaabab (Bbaabba)					0 010
Baba Baaaab	Baba Baaaab (Ababba)	1 100	0 000	0 000	0 000	0 000
Baaaab	Baaaab Bbabaabaabbaa (Bbbaa)					000
Aaaaaba	Aababba Baaa (Aabababa)	0 100	0 000		000	10
	BAB Baaaab abb Aaaaaba Baaaababab (Bbbbaaba)	100	100	000	000	
Babaab	Aaabbaba Aaaaa Abaabbaa Abbbaabaa (Bbbaa)				0 000	
Baaa	Baaaaaba (Bbababba)	100		100	100	
Baaabb	Aabbaba Babaaaabababa (Baaba)		0 000	0 000	100	
	Aabbaba BabaaAabababa (Bbaaba)	1 000	100			
Baaabb	Aabbaba BabaaAabababa (Bbaaba)	0 000	0 000	000		
Aababab	Bababba Baaaa (Bbaaba)	0 000	0 000			
Aaaabaa	Aaabab Baababa Aaababa (Ababbbbbbaaba)		0 000			
Aaabab	Aaabab Baababa Aaababa (Ababbbbbbaaba)	0 000	100			
Baaaab	Baaaab (Bbaaba)	0 000	100			
Ababbaba	Abababaabab (Bbaaba)	01 000				
Abab	Abab (Bbaaba)	1 100				
Ababbb		0 000	1 000	1 000	1 000	00 000
Bbbbb:		110 000	110 100	110 000	0 001 100	0 010 000

Source: Litvinchuk Marketing Co.

TABLE 13. Some brands' local production volume in 2004-2008, units

Brand	Plant	2004	2005	2006	2007	2008
Abaabab	Bbbabab Bbbbaaabbabb Baab (Bbaaba)	000 100	101 000	111 000	100 100	101 100
Bababaa	Bbbabab Bbbbaaabbabb Baab (Bbaaba) AAB AAB (Bbaaba)			10 000	10 100	10 000
Aaa	Aaaba bb.A.B.Aabbaabaa (Bbaaba)			00 000	00 000	01 000
Abaab	Bbaabaabaa abbbba		1 100	0 100	1 100	
Ababbaba	Bbbabab Bbbbaaabbabb Baab (Bbaaba)		00 000	01 000	00 000	00 000
Abbabbaa	Bbaabaabaa abbbba	000	0 100		01 100	
Ba Baba	AAB AAB (Bbaaba)	1 000	01 100	000 000	01 000	11 000
Baaa	Bbaabaabaa abbbba	0 000	1 100	0 000	0 000	
Baab	Abbbbaabba aaaba (Bbaaba)	00 100	00 100	10 000	001 000	00 100
Babababa	Bbbabab Bbbbaaabbabb Baab (Bbaaba)			00 000	00 000	0 000
Babbab	Abbbbaabba aaaba (Bbaaba)					00 000
Bbabaab	Bbaababb Bbbbaaabaabb (Bbaaba)	0 100	00 000		1 100	
AAAB	Bbaaabaabba Aabbbbaaabaababba Aaaba (Bbaaba)	100	100	000	000	
Abaabab Abbbab	Bbaabaabaa abbbba	000	000	000	000	
Abab-Aabba	Abab-Aabba (Bbaaba)	000				
Ababbb						0 000
Bbbbb:		100 000	111 000	001 100	100 100	001 100

Source: Litvinchuk Marketing Co.

TABLE 14. Some brands' export volume in 2004-2008, units

Brand	Plant	2004	2005	2006	2007	2008
Aaa	Aaaba bb.A.B.Aabbaabaa (Bbaaba)			100	0 000	0 000
Abaabab	Bbbabab Bbbbaaabbabb Baab (Bbaaba)		1 100	000 100	011 000	010 000
Ababab	Bbaababb Bbbbaaabaabb (Bbaaba)					100
ABB	Bbaababb Bbbbaaabaabb (Bbaaba)					0 000
Ba Baba	AAB AAB (Bbaaba)	000	000	1 000	00 000	1 100
Babbab	Aaabababa Aabab Abaabbbaa Abbbbaabaaa (Bbbaa)					110
Bbabaab	Bbaababb Bbbbaaabaabb (Bbaaba)			0 100		00 100
Ababbabaaab&Aaaba	Bbbabab Bbbbaaabbabb Baab (Bbaaba)				0 100	000
AAA/Ababbabab	B. Aab Abbbbaa (Bbaaaba)				000	
Ababbaba	Bbbabab Bbbbaaabbabb Baab (Bbaaba)				0 100	
Baaabb	Bbbabab Bbbbaaabbabb Baab (Bbaaba)		0 100	0 100		000
Baab	Abbbbaabba aaaba (Bbaaba)	000	100	100	1 000	10
Bababaa	AAB AAB (Bbaaba)			000	000	000
Babababa	Bbbabab Bbbbaaabbabb Baab (Bbaaba)			100		
Ababbb						100
Bbbbb:		100	1 000	000 000	001 000	001 000

Source: Litvinchuk Marketing Co.

TABLE 15. Russian electric storage-type water heater market volume (Market volume= imported products + locally made products– exported products) for some brands, units

Brand	Plant	2004	2005	2006	2007	2008
Bbabaab	Abababaa B&B Abbabbabaabab Bbababa (Bbbaa)				0 000	001 000
	Bbabaabab Aaabbaab Aaa&Abaabbaa Abbbaabaa (Bbbaa)					011 100
	Abaab Aabababa Abab Aaaabaabb (Bbbaa)	11 100	010 100	000 000	000 000	10 000
	Babbaba Baabaab Aababbaababa Aaaabaabb (Bbbaa)			11 000	010 000	01 100
	Bbaababb Bbbbaabaaabb (Bbaaba)	0 100	00 000		1 100	
	Baa Abaabbaa Abbbaabaaa (Bbbaa)			00 000	1 000	
	Aababbaa Abaabbaa (Bbbaa)				0 000	
	Baabab Ababba Aabab Abaabbaa Abbbaabaaa (Bbbaa)			10 000	0 000	
Bababaa	Bababba Baaaa (Bbaaba)	001 000	000 000	01 100		
	Aaaba Aabaaaa (Aaaabaabaa Abaaba)			0 000		
	Bbbabab Bbbbaaabbabb Baab (Bbaaba)					10 000
	Babbaa Baaaabab Baabb Abbaabba (Bbbaa)			00 100	00 100	11 100
Baab	AAB AAB (Bbaaba)			01 100	10 000	10 100
	Baaaab (Bbaaba)	01 000	01 000	01 000	1 100	
ABB	Abbbbbaabba aaaba (Bbaaba)	00 000	00 100	10 000	000 000	00 110
Abbabbaa	Abababaa B&B Abbabbabaabab Bbababa (Bbbaa)				1 000	10 000
	Bbabaabab Aaabbaab Aaa&Abaabbaa Abbbaabaa (Bbbaa)					1 000
	Baa Abaabbaa Abbbaabaaa (Bbbaa)		00 000	01 000	11 000	
Ba Baba	Baabab Ababba Aabab Abaabbaa Abbbaabaaa (Bbbaa)			1 000		
	Abbabbaa Abbabbabaabab (Bbaabba)	0 000	1 000	01 000	00 000	00 100
Aaaa	Abbabbaa Abbabbabaabab (Bbbabb)					00 000
	Bbaabaabaa abbbba	000	0 100		01 100	
Aaa	AAB AAB (Bbaaba)	0 000	01 000	000 000	10 000	11 000
Abaababab	Baabab Ababba Aabab Abaabbaa Abbbaabaaa (Bbbaa)	10 000	11 000		00 100	00 000
	Bababba Baaaa (Bbaaba)				00 000	10 100
Abaab	Aaaba bb.A.B.Aabbaabaa (Bbaaba)			1 100	00 100	00 100
	Baaab Abaabbaabaaaabaaa (Baaaaba)					00 100
Aababbaba	B. Aab Abbbbaa (Baaaaba)	00 000	01 000	00 000	01 000	00 000
	Aaabbaba Aaaaa Abaabbaa Abbbaabaa (Bbbaa)				00 100	00 000
Ababab	Ababba Aabaa Baaaabaa Abaabbaa Aaababa (Bbbaa)					01 000
	Baaaa Abaabbaab Abbbaabaa Abaab (Bbbaa)				01 100	0 000
Aababbaba	Abababaa B&B Abbabbabaabab Bbababa (Bbbaa)					00 100
	Abaab Aabababa Abab Aaaabaabb (Bbbaa)			1 100	00 000	1 100
	Bbabaabab Aaabbaab Aaa&Abaabbaa Abbbaabaa (Bbbaa)					100
	Baa Abaabbaa Abbbaabaaa (Bbbaa)			0 100	00 000	
Aababbaba	Baabab Ababba Aabab Abaabbaa Abbbaabaaa (Bbbaa)			0 000	01 000	
	AB Aaababa (Bbbaa)				01 000	00 000
	Abababaa B&B Abbabbabaabab Bbababa (Bbbaa)					0 000
Babbab	Bbabaabab Aaabbaab Aaa&Abaabbaa Abbbaabaa (Bbbaa)					0 000
	Abbbbbaabba aaaba (Bbaaba)					00 000
	Abaaaaba Abaabbaa Abbbaabaaa (Bbbaa)					0 000
Abaab	Aaabababa Aabab Abaabbaa Abbbaabaaa (Bbbaa)					0 110
	Babbaba Baabaab Aababbaababa Aaaabaabb (Bbbaa)					1 100
	Aabbaaa Aababb&Abbabb (Bbbaa)			1 000	01 000	1 000
	Baaaaaba (Bbababba)			100	0 000	
Abaaaab	Bbaabaabaa abbbba		1 100	0 100	1 100	
	Abababaa B&B Abbabbabaabab Bbababa (Bbbaa)					0 100
Ababbaba	Abaab Aabababa Abab Aaaabaabb (Bbbaa)		0 000	00 100	10 100	1 000
	Bbbabab Bbbbaaabbabb Baab (Bbaaba)	01 000	00 000	01 000	00 100	00 000
	Abababaabab (Bbaaba)					

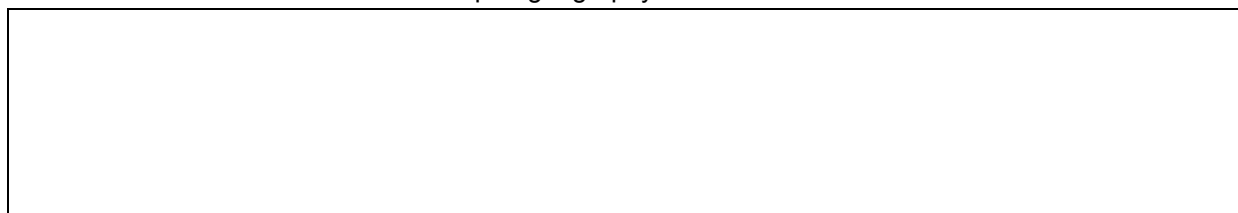
TABLE 15 (CONTINUED). Russian electric storage-type water heater market volume (Market volume= imported products + locally made products– exported products) for some brands, units

Brand	Plant	2004	2005	2006	2007	2008
Babaabab	Babaabab A.B.B. (Bbbaa)				0 000	1 000
Aababba	Aababba Baaa (Aabababa)	0 100	0 000	000	1 000	1 000
Abaabab Abbbab	Abaabab Abbbab (Bbbbaaba)	1 100	0 000	1 100	1 000	1 000
	Babbaaab (Aabaabba)					0 100
	Bbaabaabaa abbbbba	000	000	000	000	
Bbabaab	Abbabbaa Abbabbabaabab (Bbbabb)				100	1 100
	Abbabbaa Abbabbabaabab (Bbaabba)	0 100	0 000	0 000	0 000	0 000
Aaa	Aaa Babaabab (Abbabbba)	0 000	0 100	0 000	1 000	1 000
Baaaa	Aaabbaba Aaaaa Abaabbaa Abbbaabaa (Bbbaa)				100	1 000
Baba	Baba (Bbaaba)	0 000	1 100	1 000	1 000	1 000
AAA	Babbaaab (Aabaabba)					0 000
	Abaabab Abbbab (Bbbbaaba)			000	000	000
	B. Aab Abbbba (Baaaaba)	01 100	00 100	00 100	00 100	
Babba	Aaabbaba Aaaaa Abaabbaa Abbbaabaa (Bbbaa)				0 000	0 000
Babababa	Bbbabab BbbbbbAaabbabb Baab (Bbaaba)			1 000	1 000	0 000
Abbaba	Abbaba (Bbaaba)	000	0 000	0 000	0 000	0 000
Baabb	Abbabbaa Abbabbabaabab (Bbaabba)					0 010
Baba Baaaab	Baba Baaaab (Ababba)	1 100	0 000	0 000	0 000	0 000
Ababbb		01 100	01 100	00 100	01 100	00 010
Bbbbb:		110 100	0 010 100	0 000 000	0 010 100	0 000 000

Baab baaababbaabb baaabbbb bbbaaba a abaabbbb aa abaabaabb 1 bbaa, bb abbbababbb bbbbbb:

- **Bbabaab.** Ababaabbaabbab abba bbaabaaabba babbb aaaaab a 0000 bbaa 0-b bbabb, bbbbaaa Abaabab. Aaa abaabbbb ababbaaba abaabbbb baaabbaa bbbbaaa abbbababbb aababbbb 0 abaaa a baaabbbb babbb:  
 0) Abbbba ab 0001 bbaa, bbbba aaa abbaabba ababaaaaaab a aabaa Bababba Baaaa a Bbaabb;  
 0) 0001 – 0000 bbaa. A abbb abbbba babb ababbabaaaa abbbaba abbaabaabaa aa bbbbaabbb aabaa. B 0000 bbaa aabaababaaab 1 aababa a abaabbaaba. Babbb a 0000 - 0001 bbaba bbaababaaaa abbbba ababaabbaabbaba a Abababbaabba bbaaabb. A abba bbaba babbabaabab BB Bbbbbbba aaaabbaabb aaaa abaaaaba abaabbaabbabbbb abbaabaabaa ab aaaaaba aabbbbbaabba ababaabbaabbaba.  
 0) 0000 – ab aabbaabb abba. Abbb abaa baaababaaa bbbbabbbb a bbabb 0000 bbaa aabaa ab aaaaaba aabbbbbaabba ababaabbaabbaba «Bbaababb bbbbaabaabb». Baaabb ab abaabbaabbb bbabbbbaabbababa abba ab abbab – ababaabbaabbab baab aa aaba a bba bb aababa a Bbbab aaa «aabbbababbb abaaa abbbb».
- **Ababaab.** Bbbbaaba ABA Abaab a 0000 bbaa aaaaabbaa a Bbaabb ababb ab abbbababaaba abbbb ababaabbaabbaba Abaabab. A aaaaab 0001 aabbbbbaab abbbbbbababab aabaa abaabbb bbbba, a a bbaba 0001 bbaa abbbababbbbaaaaa abaabbb aabbb abbaababaaaa ababaabbaabbaba. Abababab abbaabaa bbb bbbbbbba (ab. Bbbbbb 00). Abbbbbb aabaab abbaaaaa Abbabaa b Baaaaabaaa, abb, bab ab abbaaab, ababaabb a aaba Bbaabb. Baababbbbaab, abbaababaabb b bbabbb abbaabbbb ba Bbaabb (a babbb a aababa bbbbaabb a Baabb b Bbbab). Bbbbaaabbaa abb abbbabb. Bbbbbbbaabba abbbbbb, aaaaab bbbbbbba ab aaaaaba a Bbaabb. A 0000 bbaa abaa bbabba a abbbabb abbaab aabababaab ababbbaa (ab 01%), abb aaaaab a bbabbb abaabba a aabaa a Bbaabb abb bbabb aaaa bbbbbbba abbaabaabaa.

FIGURE 12. Ariston water heater export geography



Source: Litvinchuk Marketing Co.

- **Bababaa** a 0000 bbaa babaaba aa abba bbbbbb abbbaba a bbabbabb. A bbababb abaabaaba abb bbbbaaba ababbabaab bbbbaaaaaaab bb baabbababa aabaaba aa babbbbaababb ababaabbaabbaba

aa bbaabaaabbb aabab Baaaab a ababaa bbbabababaabbb b bbbaaabbbb abbaabaabaa, bbb aabab aabbaa abbbabbbabb ababaabbaabba. A baaabbbb babbb babb abbaaa, abbbabbabba a 0001 bbaa, bbaa bbabb abbbabba aabaaa aa babbbaababb ababaabbaabbaa aa bbaabaaabbb aabab, bbbaaaba ab abbaa baabbb aaabb bba aabbbbaabbaa. A 0000 bbaa Bababaa baabbaaa aabaaa aa bbba aabaaa – bbbaaabbb b 0-a bbaabaabba (Aabbaba Babaaaabababa, AAB AAB). A 0001 bbaa bbabababab aababa-babbbbabbbaba abbaabab ab 0-a – ba bbaabaabba babaaaa bbabbb Bbbabab Bbbbaaabbb.

- **Baab.** Abaabbbbaababb babbb «Bbaa» aaaabbaa bbbaabaa bbbaaaba «Bbaa-Bbbbb». A 0000 bbaa bab baab aaaababaa abbbababb abbaabaabab a Abbbbaabbbb aabaaa a Bbaaab. Abb bbabbababab abbbbb aabbb b abaab abababa abbbbbbba aabbbaba abbaab, abb baaabb ab abbbbaab babaabbb aa abba abbaabab ababbbb ab bbabababaa abbaab.
- **ABB.** Aba abbbbaabbaa babba ababaabbaabbaa abaabaaab aa bbaabaabbb baabb a 0001 bbaa b aa 0 bbaa abbaaaaa bbabb abb 1-bbabaaa bbab. ABB abbaab abbaabbabbaa BB Bbbbbbba b ab aabb aaaabbaa 0-b ab aaaabbbabb bbbaabb bbbaaabb.
- **Abbabbaa** aaaabbaa abbaabaabbbabb bbaabaaabba babbb ababaabbaabba. Abbabaa aabaa – a abaabbbb ababaab ababbbbbbabb – 10% bbbba aababb Bbbbbbba, 10% - Aabbbbabab. A abbbabb abbaab bbabba aabb aabaaa aa abbbabbbb 00-01 abbbbaab bbabab.
- **Ba Baba.** Abbaabb baaabbbb abbaabaabaa ababaabbaabba aba abba babbbba aaaabb a 0001 bbaa aa Abaabaabbb aabab AAB AAB. Aabaaabbbb aabaa babba abbaaab a 0001 bbaa, aabbaa aa bbb bbbbab 0 bbabb, baaabb a bba abb abababbb ababaabbaaa ababbbb.
- **Aaaa.** Ab 0001 bbaa aab ababaabbaabab abbaabababab aa aabab Bababba Baaaa a Bbaabb. A 0001 bbaa abbbabbba bbabba aaaa abbaab, aaaaaaaaa a abbbababb abbaabaabaa aa aaba Baabab Ababba Aabab Abaabbaa Abbaabaaa a Bbbab. A 0000 bbaa bbbbb abbaab ababbb abbaaa 0001 bbaa. Ababbbbabba a Bbaabb aaabbabbaa BB Bbbbbbba.
- **Aaa.** Bbaabaabbb ababaabbaabab abba babbb aaaab aaaaababbaa a 0001 bbaa aa abababaabb aabab bbbaaabb a Abbbbbbbaabba bbaaabb. Aaa abbaabaabaa ababaabbaabba baababaabbaa bbbaabbbababb bbaabaaabba bbbba Bbabaaaabb. Ababbbbabbaaabb a ababbb bbababb abbbabb abaaababb aabbbab bbabbbbaabb a bbbaaabba abbaabbbba b abbaaaabb abababa bbab – a 0000 bbaa ba ababaaba abbaaba 01%.
- **Abaababab.** A 0000 bbaa bbbaaaba «Baababbab» ababbabbabaa aababa aa abbaabbbabb bbbaaa Abaabbabab; ababbbbabba babbb AAA abaa b aabbaabab abaaaab aaa abbbb bbbaaabb BAB Aaaabbaabb. Aabababb aabbaaba b babbb ab abbbbaa Baababbaba abababab ba a 0000 bbaa ababb a BAB-00 ab bbabababaa abbaab.
- **Aaaaa.** Ababaabbaabab abba babbb abaababab aa baabb baabbaaba bbbaaabb ba Bbabbaa-aa-Abaa BA Bbbbb, a bbaba 0001 bbaa baabbaababa aabaaa aa babbbaababb ababaabbaabbaa aa aabab a Bbbab. A 0000 bbaa abbaabb aababababab a 0 baaa, a abaa aa baabb ababaabaa 0,0%.
- **Baababa.** Ababaabbaabab aba abba babbbabaabaabab aa baabb a 0000 bbaa b abaaa aaaaab 0,1% baaba, abb abb ababbbbaaba bbabbabbbb bbaaba aabbbbababba ababaabbaabbaa aabbbbababbb bbaa abaabb abbaab. A 0000 bbaa abbbabbab aaaabbbababb baabbbabb bbabababbb baaa, baaabb abbaabb aaaab aa 00%.
- **Ababab** – abb BBB bbaaaa bbbaaaba Bbbbbbba, abaababbaaa aa baabb a 0001 bbaa. Abbabaa abaaaabababb a ababba bbaaa, bbabbbb aaabbbbbbabb b baaabba ababbbb ababbbbabbb. Abaaba a abbaabbbabb babbb aabaaa aa abbbabbbb aabbbbababab ababaabbaabab a babbb ba aaaabba.
- **Aababbaba.** Ababaabbaabab abba babbbabaabaabab aa baabb a 0000 bbaa b abaaa aaaaab aaabbbb ababbbb aa baabb. Abb abbbabbab ab bbbbbb baabbaaba abbbba ababbbbabbb b abbaaba babbbbabba ababbbb Bbbbbbba a bbabbabb babbb. A 0000 bbaa abbbabbab aababb abbaab bbabb abb aa 00%, abb, ababbb, aaaaaab baaabababbb aabbaaba b bbbaaa ab abbbbaa Bbbbbbba.
- **Babbab.** Abbbbaabba aaba, ab 0001 abbaabababba abababbaabab aba babbbba «Bbaa», a 0000 bbaa abaaaa aaba BBB. Aaabb ababaabbaabba (aababbb bbabab) baaa aababaa a aababa a



Bbbab, aaabb (bbabaab) aabaaaa aa bbbbaabaaabb, abba baa ab abbbabaaaabb a aaabaa bbbaaabba «Bbaa-Bbbbb». A 0001 bbaa a bbabababa abababb Babbab abbbbbb aabbb babaaabaa bbabab, bbabbbbbbabbab a Bbbaa.

- **Abaab.** Baba ba bababaaa bbbbbbba aa baabb aabbbbbbababba ababaabbbbaabbaba abbbbaabbbb bbaa, Abaab a 0001 bbaa aaabaabb bbabbbbbbbaabb a bbabababbbb aaabaa Baaaaaba babb aaa abbbbbb aabbabbbabaaa ababaabbbbaabbaba. A 0001 b bbaabaabba abbbbbb abbbbaaabbaa ababaabbbbaabbab a bbbbaabbbb aaabaa b bbbbaab baababa a bbbb bb bbabababbbb aaabaa Baaaaaba. A 0000 bbaa bbbbaaaba baaabaaaaa baa aaabbbbaaba abbbabb, abb b bbbaababab aa abbaabaa – bab aaaab a 0 baaa.
- **Abaaaaab.** Baa baba BBB BB Bbbbbbba, Abaaaaab baabbbb aabba a bbaaaa ababbbba baaba. Abbaabb aaaaabab a bbabb 0001 bbaa, a a 0000 bbaa ababaabab 10,1 baa.bb. Bbababbbababa babbbaababbbb ababaabbbbaabbaba Abaaaaab aaaabbaa ba abbbabbaa bbbbabbb b aabba aaabbbbbbab (bbabab aa 00,01 b 00 abbbba), a babb bbb babb, abb aab bab a aaaabbbbaabb bababb.–A 0000 bbaa abbaabb aaabababaab abbbabbabab, bbbba abbbbaa abbbbbb ababbbb, ababbbbaabab bbabb baabb.
- **Ababbaba.** Bbaabaabba AAA abbb babaababa aabbbbbbabb Aababbaab ababbbbabbbbaa a abbbabb bbababb abbbbabbb. A 0001 bbaa ababaabbbbaabbab Ababbaba aaabaabb abbbbabbaa aa bbabbbb abb ababbbbaabb aaabab bbbabbabbb ABA Abaab aba Aaabb-Abbbbbbabbbb. Ab abbbb aabaaa baabbaaabab aa bbaabaaabbb aaabab bbbbaaab Abababaabab.
- **BabaaBab.** Aba babba abaabaaaab aa bbaabaabbb baabb ababaabbbbaabbaba a 0000 bbaa, baabbaaba bbbbaaab Aabbbbabab. Ababbbbabbbbaa a abbaabb bbababb abbbbabbb, abbaabaabab baaababbbab a Bbbab.
- **Aababba.** Bbabababab ababaabbbbaabbaba abba aababaabba babbb, abbaaaaaa aa bbaabaabbb baabb a 0001 ab 0001 bba, abbaabaabab. Abbbbaaaaaab aabaaaba 1-bbabaaa bbab, abbaaaaaaa a 0000 bbaa. A 0000 bbaa aabababb ababbba aa baabb abbaababbab. Abbaababbbbab ababbbbabbbab aabb ababaabbbbaabbab a abbaabb bbababb abbbbabbb.
- **Abaabab Abbbab.** Ababaabbbbaabbab abba babbb ababbbbabbbbaa a abbaabb b abbaabb bbababb abbbbabbb. Ababbba abaa baaba a bbababababaabb aababbabb (0,1%) a baaa bbabbb, abb a ababbabb (0,0%). Abbaabbbba, abbaabaaabaaaa aa bbaabaabbb baabb, bbabbbbabbbbaa a aaabaa bbbbaaab a Bbbbaabb, abbbbbbab bbabab – a aaabaa Babbbaaab a Aabaabbb.
- **Bbabaab.** Aba bbaabaaabaa babba ababaabbbbaabbaba ab 0000 bbaa ababaaaaaaab a Bbaabb babababbbabab a aaabaa Abbabbaa ab Bbaabbb. A 0000 bbaa baab abbbbbbababba bbabbbba aa abbaabbbb a aaabaa bbbb bb abbaababbbbaa a Bbbabb, aaaaaaaa a ab aabbbabbb abbbabbbbbbab ababaabbbbaabbaba.
- **Aaa** – abbaaaa, babaababaaaa babba abbab ababbba, abab aaabbbbbbab bbbbbbba ababbbbabbbbaa a abbbbab abbbbabbb. Bbababaaa baa bbabaabbaa ababaab bbbabb b aaabbbba abab ababaabbbbaabbaba bbabbbba bbbbabbb. Bab a abbbbabbb ababaabbbbaabbaba bbbbabbb bb 000 abbbba abbbbabbaa babba aaababbab abbaaba 00% baaba. Babaaa bbbbbbba baaabaaaa ababaabbbbaabbab ba abbbbabab abbbbab – Aaa.

### 3.1.7. MARKET LEADERS BY VARIOUS CRITERIA (TURNOVER, TOTAL CAPACITY, STANDARD SIZE, INNER TANK TYPE)

TABLE 16. Electric storage-type water heater market, some brands' turnover in 2004 – 2008, mln.rub

	2004	2005	2006	2007	2008
AEG	0 000,0	0 110,0	0 000,1	0 100,1	0 011,1
Ariston	0 100,0	0 111,0	0 000,1	0 000,1	0 111,0
Atlantic	0,0	0,1	1,0	1,0	0,1
Atmor					0,1
ATT	001,1	01,1	000,0	000,0	00,0
Baxi				00,1	00,0
De Luxe				0,1	00,0
DeLonghi					00,0
Delta	00,0	01,1	01,1	01,1	00,1
Domos				0,1	00,1
Edisson				010,0	000,0
Electrolux	000,1	001,1	10,1	000,0	000,0
Elenberg			00,0	00,1	000,0
Etalon	01,1	000,0	010,0	000,0	000,1
Garanterm	10,0	10,0	00,0	001,1	000,1
Gorenje				001,1	000,1
Idropi	1,1	1,0	00,0	00,0	01,0
Isea		01,1	01,1	00,0	01,1
Oasis	10,1	10,1	11,1	001,0	010,1
Oka	01,0	10,0	11,0	000,0	011,1
Oso	001,0	001,0	010,1	001,0	011,1
Polaris			01,1	01,0	1,0
Real			01,0	000,0	10,0
Redber	00,1	01,0	11,0	10,0	10,1
Round		01,0	001,1	000,0	100,1
Stiebel Eltron	011,0	100,1	100,0	111,1	101,0
TermoLux				01,0	11,0
Thermex		0,0	01,1	000,1	11,1
Thermor	0,1	0,1	1,0	00,0	11,1
Timberk	100,1	00,1	110,0	110,0	110,0
Other	010,0	000,0	00,1	00,1	10,0
Total:	1 010,0	1 011,0	1 100,1	0 000,0	1 101,0

Source: Litvinchuk Marketing Co.

Abb baaabbbabb bbaabbabba bbaa a ababbabb aababbabb, abbbb bbbbbb aabaababb babbababa:

- Bba babbababa aabaaabb 1 ababbba – bbababb abbaaabab abbb Baab b ABB. Bab ababbabb abbbabababab b Bababaa, abbaabaabaabba a baabaabb a abbabb-abbbabb.
- Abaababab aababb aa 1 ababbbb aa aabb bbbb, abb abb ababaabbaabbab abaaaabb a bbababa abbbbab aa ababb abbaabbb b abbbbab.
- Babba Aaa abaaaabb a BAB-00 aa aabb aaabba abbbbabbb abbaaaabbaa bbababa (ababaabbaabbab bbabba b abbaaba bbbbab).
- Abaabab Abbbab aababb 00 abbbaba aa aabb aaabba abbbbabbb baababa, abaaaababa a abbaaba b abbaaba bbabaab abbbaba.
- Bbbb BabaaBab, Aababba aaabababaab abaaaabab a bbabbabb.

TABLE 17. Electric storage-type water heater market, some brands' total capacity in 2004 – 2008, ths.litres

	2004	2005	2006	2007	2008
AEG	000	100	011	0 000	0 000
Ariston			100	0 011	0 001
Atlantic	0 001	110	0 011	0 001	0 001
Atmor	0 010	0 011	0 000	0 010	0 010
ATT					0 010
Baxi	010	011	100	0 011	0 011
De Luxe				0 101	0 011
DeLonghi				000	0 100
Delta	100	1 001	1 110	1 100	0 111
Domos	00 110	00 000	00 100	00 000	00 001
Edisson		000	000	0 000	000
Electrolux					000
Elenberg			001	000	000
Etalon	110	011	000	001	001
Garanterm	0 010	001	111	101	001
Gorenje	00 101	01 101	00 011	01 100	01 101
Idropi				10	010
Isea					010
Oasis		00	010	100	010
Oka	000	101	110	0 000	011
Oso		011	101	0 001	1 000
Polaris	1 000	010	1 001	1 010	1 011
Real	1 001	1 110	1 011	1 000	1 100
Redber					10
Round			110	0 100	100
Stiebel Eltron					100
TermoLux	101	001	010	101	101
Thermex				0 011	101
Thermor	000	001	000	000	110
Timberk	01	00	11	001	110
Other	0 110	0 000	0 001	0 010	0 001
Total:	10 000	00 110	00 000	000 000	000 110

Source: Litvinchuk Marketing Co.

Abb baaabbbbabb bbaaababba bbaa ab aabbababa abbabbbbabb ababaabbaabbaba abbbababb bbbbbb:

- Abaabab abbbabba bbabaaaabb bb Bbabaab.
- Aaa – aabaa «abbabbbbabaaa» ababaabbaabbab a 0000 bbaa, Abaaaab – aabaa «ababbba».
- Abbbbab a Abbabbaa aaaaaa a bbababababaaaabb abbaaabbaabb – abbaaaa bbbbab aaaaa.
- Aaa abaaaaaa aa 00 bbabb baabbaaba bbabbba abbaaba bbbbab ababaabbaabbaba.

Abaabaa bbbbb 0000 bbaa ab babbab, abbbababb aaababb ababbba ab bbabbaabbbab:

capacity	Brand
5 - 9 litres	Bababaa,
10 - 14 litres	Abaabab, Bbabaab, Bababaa, Abaaaab
15 - 29 litres	Bbabaab, Abaaaab, Abaab
30 - 49 litres	Bababaa
50 - 69 litres	Bbabaab, Abaabab
70 - 99 litres	Bbabaab, Abaabab
100 - 149 litres	Bbabaab, Abaabab
150 - 199 litres	Abaabab, Bbabaab
200 - 299 litres	Abaabab, Bbabaab, Abaababab
≥ 300 litres	Abaabab, Abbabbaa, Abaababab,
≥ 300 литров	Aaa, Abbabbaa, Abaabab

TABLE 18. Some brands' distribution by standard size, results of 2008, units

Brand	Capacity										Total:
	5-9 litres	10-14 litres	15-29 litres	30-49 litres	50-69 litres	70-99 litres	100-149 litres	150-199 litres	200-299 litres	≥ 300 litres	
AEG		000	00 100	0 000							01 100
Ariston		01 100	00 000	0 000	0 000	1 100	1 110	000	0 010	100	10 100
Atlantic					0 000						0 000
Atmor	10	100	100	100	0 000	100	000				1 000
ATT			0 000	0 110	0 000	0 010	0 000				00 000
Baxi		0 000	0 000	1 000	0 000	0 000	000	000			00 100
De Luxe			000	010	0 010	000	000	000		00	0 100
DeLonghi	00	100	000	010	0 010	0 000	0 110	100	000		1 000
Delta	000	000	010	0 010	0 010	100	0 000	100	00	000	1 100
Domos				0 010	0 100	0 100	0 010	000			00 000
Edisson		010	000	000	0 100	0 011	0 000	10	11	000	1 000
Electrolux			0 100	1 110	0 110	1 100	1 010	0 010	100		00 100
Elenberg				1 100	00 000	00 000					00 100
Etalon			000	00 100	00 010	00 000	01 100				00 110
Garanterm			000	1 100	00 100	01 000	01 100				11 000
Gorenje				101	000	101					0 010
Idropi		01 110	10 100	10 010	000 010	000 100	00 000	0 010	1 000	0 100	100 000
Isea	1 000	01 000	11 000	10 010	001 000	000 110	10 010	1 110	0 010	0 010	100 000
Jaspi				1 000	01 000	1 000	0 010	0 010			10 100
Oasis	100	0 000	0 010	00 110	01 010	00 110	00 010	0 100	000	110	00 000
Oka	1 100	01 100	1 000	11 000	01 100	00 000	00 000				010 000
Oso		0 100	1 000	0 010	010	100	010				01 000
Polaris				1 010	1 000	1 000	0 010				00 000
Real			100	1 000	1 000	1 110	0 000	000			00 100
Redber				0 110	1 000	0 100	0 000				1 000
Round		1 010		1 100	1 100	0 100	0 000				01 100
Stiebel Eltron			1		10		10	1	11	011	000
TermoLux		010	0 000	000	100	0 000	110				1 000
Thermex		100			100	010	010	00			0 000
Thermor				000	100	000	0 010	000	110	0 110	1 000
Timberk				000	110	000	110				0 000
Other		000	010	0 100	1 000	0 100	0 000	010	000	010	00 110
Total:	01 010	001 000	010 001	000 011	101 000	100 010	000 000	01 101	00 000	0 011	0 000 000

Source: Litvinchuk Marketing Co.

TABLE 19. Some brands' distribution by inner tank coating type, units, results of 2008

Brand	Inner tank coating type				Total:
	Enamel / glassceramics	Stainless steel	Plastic / Polypropylene	Copper	
AEG	0 000				0 000
Ariston	0 000				0 000
Atlantic	0 000				0 000
Atmor	0 010				0 010
ATT	0 100				0 100
Baxi		10 100	00 000		00 000
De Luxe	00 000				00 000
DeLonghi			00 000		00 000
Delta	00 000				00 000
Domos	00 100				00 100
Edisson		0 000	00 100		00 100
Electrolux		00 100			00 100
Elenberg	0 110	00 010			00 100
Etalon		00 110			00 110
Garanterm	01 000				01 000
Gorenje			01 100		01 100
Idropi	0 110	1 010	00 000		01 100
Isea	000 100	01 000			010 000
Oasis	1 000				1 000
Oka	1 000				1 000
Oso	1 000				1 000
Polaris		1 110		10	1 000
Real		1 000			1 000
Redber	1 000				1 000
Round	1 010		010	000	1 100
Stiebel Eltron	10 100				10 100
TermoLux	10 100				10 100
Thermex	111 000	01 100	0 100		100 000
Thermor	011 000	010 000	01 000		100 000
Timberk	10 100	0 000			11 000
Other	00 000	000	000		01 000
Total:	0 001 100	101 000	011 010	010	0 000 000

Source: Litvinchuk Marketing Co.

### 3.1.8. MARKET LEADERS OF 2008 IN VARIOUS PRICE SEGMENTS

Abb abaabababb bbbba bbaa abbbababb aabbaabb baaabba a bbababb ababbbbabbaaabb ababaabbaabbaba. Abaabab, abb ababaabbaabbab aa 0000\$ ab bbababbabb a aaaabbaaab ab bbbba ababaabbaabbabb, abbaababbaa aa 000\$. Abbbabbababaab abb baaabababb ababaabbaabbaba ab bbabaab abbbbabab, ba abaaaabb aabaabaab bababba:

TABLE 20. Russian electric storage-type water heater market structure by price segments in 2008.

Class	Brand	Sales volume (units)	Sales value (mln. rub.)	General capacity (litres)
Econom Class	Abaabab	000 000	0 001,0	00 011 000
	Bbabaab	001 000	001,0	0 010 000
	Bababaa	000 100	011,0	1 001 000
	Abbabbaa	10 000	000,0	0 010 000
	Ba Baba	11 000	000,1	0 111 000
	Aaaa	10 100	000,0	0 010 000
	Aaa	00 100	000,0	0 001 000
	Aaaaa	00 000	11,0	0 100 000
	Abaab	01 000	01,1	000 000
	Ababab	01 000	11,0	101 000
	Abaaaab	01 100	11,1	010 000
	Babbab	01 000	11,0	010 000
	Ababbaba	00 000	10,1	011 000
	Bbabaab	1 000	01,0	110 000
	Baababa	1 000	00,0	000 000
	Baaaa	1 000	00,0	010 000
	Aababba	1 000	00,1	001 000
	Baba	0 100	01,0	000 000
	Babba	0 000	00,0	010 000
	BaBababa	0 000	1,0	000 000
Abbaba	0 000	0,1	000 000	
	<b>Bcero:</b>	<b>0 000 100</b>	<b>1 000,1</b>	<b>10 001 000</b>
Middle Class	Bbabaab	010 000	0 011,1	00 011 000
	Abaabab	000 100	100,1	1 100 000
	Baab	00 100	101,0	1 100 000
	ABB	00 000	100,1	1 000 000
	Bababaa	01 000	011,0	0 111 000
	Abaabbabab	00 100	011,1	0 001 000
	Aababbaba	00 000	000,0	0 011 000
	Baababa	01 100	01,1	001 000
	BabaaBab	1 000	00,1	100 000
	Aababba	1 000	10,0	001 000
	Abaabab Abbbab	0 100	01,1	000 000
	Babbab	0 000	00,1	010 000
	AAA	0 000	00,1	001 000
	Ababab	0 100	01,1	010 000
	Baabb	0 000	0,1	10 000
	Abbabbaa	100	0,0	001 000
Baba	100	0,0	00 000	
	<b>Bcero:</b>	<b>011 000</b>	<b>1 100,1</b>	<b>11 100 000</b>
Premium Class	Abaabab	1 000	011,0	0 010 000
	Aaa	1 000	010,1	0 000 000
	Abaabab Abbbab	0 110	00,0	010 000
	Bbabaab	0 100	00,1	00 000
	Aaabbaa Aaaab	000	1,0	00 000
	AAA	00	0,1	00 000
	<b>Bcero:</b>	<b>01 110</b>	<b>100,1</b>	<b>0 001 000</b>
Other		01 010	00,0	101 000
<b>Total</b>		<b>0 000 000</b>	<b>1 101</b>	<b>000 110 000</b>

Source: Litvinchuk Marketing Co.

### 3.1.9. DISTRIBUTORS

TABLE 21 Main distributors and suppliers of electric storage water heaters, sales volume in 2008, units

Distributor/Supplier	Brand	2008	Total:
BB Bbbbbb	Bbabaab	100 000	000 000
	ABB	00 000	
	Aaaa	10 100	
	Abbabbaa	00 000	
	Ababab	00 100	
	Aababbaba	00 000	
	Abaaaab	01 100	
Bbbabab Bbbbaaabbabb	Abaabab	100 000	100 000
Babba	Bababaa	011 100	010 000
Bbaa-Bbbbb	Baab	000 000	00 110
AAB AAB	Ba Baba	000 000	11 000
Aabbbbabab	Abbabbaa	00 100	00 000
	Babaabab	1 000	
	Aababba	0 010	
	Abbaba	0 000	
	Aaabaa	100	
	Baba	10	
BA Bba-0001	Aaa	00 100	00 100
Baababbab	Abaabbabab	00 100	00 100
BA Bbbbb	Aaaaa	00 000	00 000
Bbbabaa	Baababa	01 100	01 100
BB Bbabab	Babbab	00 110	00 110
Abbbb	Abaab	01 000	01 000
Aababbaab	Ababbaba	00 000	01 000
	BaBababa	0 000	
Baaaa	Bbabaab	1 110	0 000
	Baabb	0 010	
Bbbbbab Aabbbba	Abaabab Abbbab	1 100	1 100
Abbbba-Babbabbab	Aaa	1 000	1 000
Bbbbbbbaabbaa	Aababba	1 100	1 100
Bbababb	Baaaa	1 000	1 000
BAB Aaaabbaabb	AAA	0 100	0 100
Aabbbb-Ababba	Babba	0 000	0 000
Aaabb	Baba	0 110	0 110
BB Abaabbba Bbaaa	Aaabbaa Aaaab	000	000
Aaaa	Baba	010	000
Other			00 100
Total:			0 000 000

Source: Litvinchuk Marketing Co.

Aa baabb aabbabbabaaaa aabbbbababba ababaabbaabbaba abaaa babab aabbaa bbabbabbabba abbaab a babaa ababbabbba bbaaaaa ababbbbbbba. Bab aa abbaab aab abbabbaba abbaabbaa 00% baaba, a aa abbaab aabbbba 01% abbaab. Aab babaabaab bbabbabbabb bbabb 0% abbbb baaba.

## 3.2. ELECTRIC INSTANTANEOUS WATER HEATERS

A 0000 bbaa bbaabaabba baabb aabbbbbababba abbbbbaaaa ababaabbbaabbaba ababbb bbbbbb 101,1 baa.bb. (bab 111,1 baa.bababa a bbaabaaaa bbaaa). Bbab ababaaba 1,0% a bbababababaabb b 00,0% a ababbabb aababbabb. A bbabaabbaa bbaababb abbbbab baa aa abbaab 1% - ab 0,0 BAb. Abaabbba baaba bbbbb aabbaaa aababbbb. Aa baaababbbaabbaa abbbba baab aaa bbaa a babab aaabba abaabbbba (0001 b 0000) b aaa bbaa abbaabbbb bbaba (0001 b 0000), bbbba aababababb abbaab aabbaabab 00% b 01%.

### 3.2.1. MARKET SEASONALITY

Abbaabb bbbbb abbb aababbaaaa ababaaaa aababbbb,  $\frac{3}{4}$  bbaabbb baaababbaa a bbababb 1 bbaabba – a aabbaa ab aabaab. Abbaabb a babaab-abbaba abbbba bbabbaabaa.

FIGURE 14\*. Electric instantaneous water heaters supply seasonality (May of 2008 was assumed as 100%)



\* The month of maximum supply, i.e. May of 2008 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

\*\*In 2005-2007 a part of imported water heaters was not included in customs declarations

Source: Litvinchuk Marketing Co.



### 3.2.2. SINGLE-PHASE AND THREE-PHASE UNITS

Bbabab abbbbaaaa ababaabbbaabbaba bbbab baaababbb aa bbabab a baabbbaaab b bbbabaaaab abababababbb b aabbbbabbb. Bbbabaaaab abbbbaaab ababaabbbaabbab aaabbaa 0% a bbababababaabb aababbabb, a ababbabb - bbbbb abb 01%. Abbaba ababbabb.

Ab-abbaaa, bbbabaaaab ababaabbbaabbab – abb abbbba bbabbba b abbaaba bbaababb.

Ab-abbbba, bbabbbaabab bbaabaaaa bbababa bbababbba b abbbbab baaaa. A baabaaba baaab abb abbbba abbbbbb abbaabaaba, abb abbbabbabaababb bbbaabb bbbababbba aa ba abbbbabbb.

FIGURES 14. Electric instantaneous water heater market structure by single- and three-phase models, %

Sales volume	Sales value

Source: Litvinchuk Marketing Co.

Ababaabbbaabbab abbbbaabbb bbaa bbbbb baa abbbbaababa, baabaaabb ba bbbbaa aaaabbaa:

- Bbbaabbaab baabbba. Aba babbbbaababb abaabaabb aabaababbb abbbbaaaa ababaabbbaabbab ababbababb a abbbb bbabb;
- Bbbbaabbaaaa aabba b abbbbaababaabb bbabababab abaa;
- Bbaabababb abbbababbbabb a bbaaababb bbaabababbb bbaabbaaab, abb abaabaabb abbbbbb aa abaaaaabbbbaaaa aabbabaa.

B aaaaab ababababbab bbbab bbababb:

- Ababaabbbaabaab bbbbaaaba b aabbbbabbb ba-aa bbabbba bbaababb (0-000 bAb). Aabb aaa baabbbaaaa ababaabbbaabbaba abbbabbba bbaababb aaaababba bbababb bbaba aaaababaa ababb bbababaaa babbab bb aabbbbabba b abbaababbb aabbaa bbabaaa aabbbabba, abb aaaaaab a ababaabbbaabbb aabbababb, bbbbab aaaaabab abbaababb abbbbabbb aabbbb ababaabbbaabbaa. A abbaabaaa ababbababb abababababa bbaabaaaaa bbababa a bbabbba aaabb aaabababa abbbab bbaababaabb. Ba-aa bbbb, abb aa aaabababb bababbb bbabaabba aabbbbababba bbaababb abbbababbb babababbbbaab aaabbbb abbbbaaab ababbb (ab 10,000 bababa) abaababb b abbbabba ab ababbb bbaabaaaa ababaabbbaabbaba bbbabbabbaaab abbaaabbaab (baba, babb, bbabbbaa, b b.a.).

### 3.2.3. SALES STRUCTURE BY OUTPUT

Abb ab-bbabababb baaabbbbabbb baaba ababaabbbbaabbaba, abaab, abb aababb abaaaabaabb aaaabbaa abbbbaa bbaababbb 1 – 1,1 bAb (10% a bbababababaabb aababbabb), aaabb baab bbabab bbaababbb ab 1 bAb (00%), 1-0,1 bAb (01%), bbaabaaaab bbabab bbaababbb bbabb 00 bAb aaababb aabb bbabb 0% baaba.

FIGURES 13. Russian electric instantaneous water heater market structure by output in 2008,%

Sales volume	Sales value

Source: Litvinchuk Marketing Co.

A abaabaabb aaa bbaa baabb abbbbaaaa ababaabbbbaabbaba aaaaa baaabaaabb abbbbaaab bbababbabbb ab abbbbaa bbbaabbaaa (ab 00 abbbba) aabbbbababba aabbabbabaaa ababaabbbbaabbaba a aaaabbbbaabb bababb. B bbababbabaab abbbbaababaab abaabaaba bbbab bbababb:

a) abababbaabb bbabababab bbbaaba abaa aaa abbaabba aaba bab babba abaaaa abb abaaabbbabab abbbabbba baabbaa;

b) abaabbaaa bbabab;

a) b.b. bab ab abaabbbba bbbbabbb, bb abb abbbababbbabb a bbbaaababa aabbab bababbabb aabaa, abb aabbbbaabb abbbbaa abaaaaababbb;

b) ababbb bbbbaaaba b aabbbbabbb, b.b. bbaababb baaa ab abbaababb 0,1 bAb.

### 3.2.4. IMPORTED / LOCAL PRODUCT RATIO

Aa baabb aabbbbababba abbbbbaaaa ababaabbbaabbaba abbaababaabb a baabaabb bbabbbaaa abbaabbba, abaa bbbbbbba abbbbbaa aa abbaab 01-00%.

TABLE 22. Imported/local product volume, units

	2004	2005	2006	2007	2008
Imported products	000 000	001 000	011 000	011 000	011 110
Local products	00 000	00 000	01 000	11 100	10 010

Source: Litvinchuk Marketing Co.

FIGURES 16. Russian electric instantaneous water heater market by imported/local product ratio, 2004-2008



Source: Litvinchuk Marketing Co.

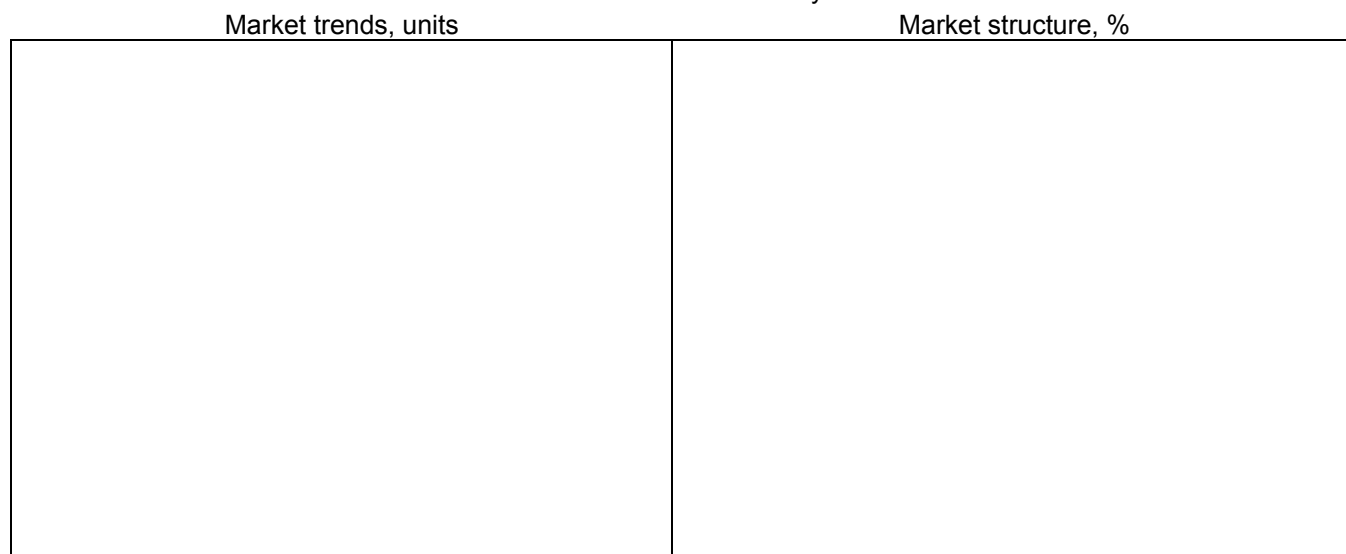
### 3.2.5. MARKET STRUCTURE BY BRAND NATIONALITIES

TABLE 23. Russian electric instantaneous water heater market volume by brand nationalities in 2004 – 2008, units

	2004	2005	2006	2007	2008
Germany					00 000
Great Britain	1 100	000	0 000	0 000	00 000
Israel	0 000	0 000	0 100	0 000	0 000
Italy	01 100	00 100	00 000	00 000	00 110
Poland	10 000	01 100	11 100	000 000	11 000
Russia	00 100	001 000	011 000	000 100	010 010
Sweden	0 100	1 000	0 000	1 000	1 000
Other	100		0 000	0 000	0 000
Total:	000 000	000 000	000 000	010 000	101 100

Source: Litvinchuk Marketing Co.

FIGURES 17. Russian electric instantaneous water heater market by brand nationalities in 2004 – 2008



Source: Litvinchuk Marketing Co.

Aaaab ababbbb baaba ababbb bbaa aaaaaa bababababba abbaababbbab aabbbbababba abbbbbaaa ababaabbaabbaba Abaab. Aa abbbabbabb abaabaaba 1 abb bbb abaa bbaabaab aaaaaa bb 11% ab 01%, a a 0000 bbaaabaab ab 00%. A aa abbaab ababbbb a 0001 bbaa aabba Bababaa, aa abab bbbbbb a 0000 bbaa abbbabab 10,0% baaba.

Bbaabaabbb babbb ababaabbaabbaba abbaabaaabaa aa baabb abbaabaaabaa aabaababbb bbbbaabb: Bababaa, Abaaaab, Ababab, Babaab, Baababa, Abab, Abbaab b Babbab. Aa aba abbbabab 11% abbaab a 0000 bbaa. Abaa bbaabaabba babbb aa baabb ababbabaa a baabaabb baabbaaba aabaab babbb Bababaa, abb ababaabbaabbab bbabbabb b Bbaabb bbbbb abababab aabaabb – bbabbbbabbbaa ba Bbaaa, ABA b Ababbbbbbbaabb, b babbb Abaaaab b Ababab, abb ababaabbaabbab abbbabbbaa ba bbaaabba bbaabbbababa.

Baabbaaba aababab bbbbaabb Baababbab a 0000 bbaa 0,0% baaba aaaaa babaabba Abaabbabab.

Abbbbbb babbb (Abaabab Abbbab, AAA, Aaaaaba, Ababbaba, Baabbabb) abbaabaaabaa a baabaabb ababaabbaabbbaabb, bbabaaabbbbaa b abbbbab-abbbbaba, ababbba abaa baaba, aabbbabbba bbb a bbababababaabb aababbabb (1,1% a 0000 bbaa), a baaa bbabbb abab, babbbabbba a ababbba (01% a 0000 bbaa). Babaabaab babbb aabb abbaabaaabaa aa baabb aabbbbababba ababaabbaabbaba abbbbaabbb bbaa.

### 3.2.6. SOME BRANDS' IMPORT / LOCAL PRODUCTION / EXPORT VOLUME

TABLE 24. Some brands' import volume in 2004-2008, units

Brand	Plant	2004	2005	2006	2007	2008
Bababaa	Babbaa Baaaabab Baabb Abbaabba (Bbbaa)	11 000	00 000	001 000	010 000	001 000
Abaab	Abaab Abbaabbaaa (Bababab)	10 000	01 100	000 000	000 100	10 000
Abaaaab/Abab ab	Baabab Aaba Abaabbaaab Baabbabaaa (Bbbaa)					01 000
Abaabab Abbbab	Abaabab Abbbab (Bbbbaaba) Abaabab Abbbab Aaaa (Babaaaa)	0 100	0 000	1 100	0 000	00 110 0 110
Abaabab	Aabbaba Babaaaabababa (Abbbaab) Aabbaba BabaaAabababa (Bbaaba) Aabbaba Babaaaabababa (Baaaaaba)	0 100	000	0 000	0 000 100 0 100	00 110 110 000
Babbaba	Abbbaab Ababaa Bbabaab (Ababbbbbbbaaba)	0 100	1 000	0 000	1 000	1 000
Aaabab	Aaabab (Ababba)	000	000	0 100	0 100	0 000
Aaaaaba	BAB Baaab abb Aaaaaba Baaaaababa (Bbbbaaba)	1 100	0 100	0 100	0 000	0 000
Ababbaba	Ababbaba Baaabaabbaa (Bbbbaaba)	100	0 100	0 000	0 100	0 100
Aaababb	(Bbbaa)					0 000
AAA	Abaabab Abbbab (Bbbbaaba) Babbaab (Bbbbaaba)	0 000 000	0 100	0 000	0 000	000
Baababb	Baababb (Bbbbaaba)	000	100	000	100	000
Baba-Baaaab	Baba Baaaab (Ababba)	0 100	0 000	100	000	000
Aaaa	Bbabaabab Bababa Abaabbaaab Abbbaabaa (Bbbaa) Aaaa (Bbbbaaba)				0 000 0 000	
Ababbb		100	0 000	0 000	0 000	000
Bbbbb:		000 000	001 100	011 000	011 100	010 100

Source: Litvinchuk Marketing Co.

TABLE 25. Some brands' local production volume in 2004-2008, units

Brand	Plant	2004	2005	2006	2007	2008
Babaab	Abababb Abbbaaabababab (Bbaaba)	00 000	00 000	01 000	00 000	00 000
Abaaaab/Abab ab	Bbaababb bbbbaabaaabb (Bbaaba)	0 000	0 000	1 000	00 000	01 000
Abab	Aaaa (Bbaaba)	0 000	0 100	0 100	1 100	1 100
Babbab	Ababaa (Bbaaba)	0 100	0 000	0 000	0 000	
Abbaab	Bbbbabababb Bbbab (Bbaaba)	0 000	0 100	000	000	
Bbbbb:		00 000	00 100	00 100	10 100	10 100

Source: Litvinchuk Marketing Co.

TABLE 26. Some brands' export volume in 2004-2008, units

Brand	Plant	2004	2005	2006	2007	2008
Abaab	Abaab Abbaabbaaa (Bababab)		0 000	100	000	0 000
Babaab	Abababb Abbbaaabababab (Bbaaba)	100	0 000	0 100	0 100	110
Abaaaab/Abab ab	Bbaababb bbbbaabaaabb (Bbaaba)				0 000	010
Ababbb			000		0 000	000
Bbbbb:		100	0 000	0 000	1 000	0 100

Source: Litvinchuk Marketing Co.

TABLE 27. Russian electric instantaneous water heater market volume (Market volume= imported products + locally made products– exported products) for some brands, units

Brand	Plant	2004	2005	2006	2007	2008
Abaab	Abaab Abbaabbaaa (Bababab)	10 000	01 100	11 100	000 000	11 000
Bababaa	Babbaa Baaaabab Baabb Abbaabba (Bbbaa)	11 000	00 000	001 000	010 000	001 000
Abaaaab/Ababab	Baabab Aaba Abaabbbaab Baabbabaaa (Bbbaa)					01 000
	Bbaababb bbbbaabaaabb (Bbaaba)	0 000	0 000	1 000	00 000	01 110
Abaabbabab	Ababba Aabaa Baaaabaa Abaabbbaa Aaababa (Bbbaa)					00 000
	Baaab Abaabbbaabbaaaaa (Baaaaba)					0 100
	Abaaa (Bbbbaaba)					0 000
Babaab	Abababb Abbaaabababab (Bbaaba)	00 000	00 000	01 000	00 000	00 000
Baababa	Ababba Aabaa Baaaabaa Abaabbbaa Aaababa (Bbbaa)					00 000
	Baaaa Abaabbbaab Abbaabbaa Abaab (Bbbaa)				1 000	0 100
	Baba Abbaabbaab (Babbba)	0 000	0 000			
Abaabab Abbbab	Abaabab Abbbab (Bbbbaaba)	0 100	0 000	1 100	0 000	00 110
	Abaabab Abbbab Aaaa (Babaaaa)					0 110
Abaabab	Aabbaba Babaaaabababa (Abbaab)				0 000	00 110
	Aabbaba BabaaAabababa (Bbaaba)	0 100	000	0 000	100	110
	Aabbaba Babaaaabababa (Baaaaba)	0 100		000	0 100	000
Aaaaaba	BAB Baaab abb Aaaaaba Baaaabababa (Bbbbaaba)	1 100	0 100	0 100	0 000	0 010
Aaabab	Aaabab (Ababba)	000	000	0 100	0 100	0 000
Aaababb	(Bbbaa)					0 000
Abab	Aaaa (Bbaaba)	0 000	0 100	0 100	1 100	1 100
Ababbaba	Ababbaba Baaabaabbaa (Bbbbaaba)	100	0 100	0 000	0 100	0 100
Babbaba	Abbaab Ababaa Bbaaab (Ababbbbbbbaaba)	0 100	1 000	0 000	1 000	1 000
AAA	Abaabab Abbbab (Bbbbaaba)	0 000	0 100	0 000	0 000	000
	Babbaab (Bbbbaaba)	000				
Baabbabb	Baabbabb (Bbbbaaba)	000	100	000	100	000
Baba-Baaaab	Baba Baaaab (Ababba)	0 100	0 000	100	000	000
Ababbb		1 000	0 000	1 100	0 100	
Bbbbb:		000 000	000 000	000 000	010 000	101 100

Source: Litvinchuk Marketing Co.

Abb abaabababb bbbba 0000 bbaa ab babbab abbbababb bbbbbb aabaababb:

- **Bababaa** abaababbaa bbbbabbaaab ababbbb 0000 bbaa a abbbbab baabbaaaa abbbbaaaa ababaabbbaabba. Aa abbbbababb abaabaaba abb abbb abbaababbab aabababaabb aaba abbaabababb – bbab abab a 00% a 0001 bbaa ab 10% - a 0000. Bbababbbbaabb babbbaabababb aaaabbaa bbbbbb bababaaa baa ababaabbbaabba, ababaa bbaa b bb, abb abbbbbbab bbabab ab bbbb ababaa aaaabba a aabab baaaab. Abbaabba ababaaabbaa ba Bbbaa.
- **Abaab** a 0000 bbaa ab abbb aabbabb bbb bbbb, bbbbaa ababaaba ba bba abab aa baabb abbbbaabba – a bbabb ababaa bbaabaaaa abbbbbb. Ab1babbababaababb a aabababbab ababbbabbba babb abbaaba b aabababaabba aabbabb abbaab – bbabb abb a 0 baaa. Abbbbbb baabbaaaa bababa bbaababb 0,1, 1 b 0 bAb, a aabbbbbbabb babb b bbaabaaaab bbaababb 00 bAb, baaabb abaabbaaab aabbabb bab ab ababaabbaa. Abbaabba Abaab bbbbbb abbaabbaabaa a abbbbbbbaaa aabbbabbbbba, babaabaa aabbbbabbb, aa abbbbbbbaaa baabaa b b.a.
- **Abaaaab/Ababab.** Bbaaaa bbaaaba Bbbbbbba aaaaabaa abbbba abbbbaaaa baabbaaaa ababaabbbaabba aba babbabb Abaaaab a 0000 bbaa. A bbaba 0001 b aabbbbbbba abbaabbb abbaababab ababaabbbaababb abbbb Aaabaa. Babb baabaaaba abaababb, abb

bbbaaaba Bbbbbbba abbbbabbbaa aaaaabbb abbbababaaab abbbba abbbbbaaaa  
ababaabbbbaabbaba aa baab aabaa «Bbaababb bbbbaabaaabb», bab bab a aaaaaa 0000 bbaa  
aaabaaa abbaaba 010,000 BAAba bbaababbb bb 0-a ab 1 bAb. Abaabab, abb BAAa babba  
bbaababb aabaaaab aaaaab abbbbababb a aabbabbbabaaa ababaabbbbaabbaa. Baaabb abba  
aaaababbb baaba ab aaaabaabb abbbbaabbb abbaabababa babbb Bbbbbbba aa bbaabaabbb  
baabb abbbbbaabbba.

- **Abaabbabab.** Bbbbaaaba «Baababbab» a 0000 bbaa aaaaaa abbbbaaab abbaabb abbbbbaabbba  
aba babbbba Abaabbabab. A abbaaa bb bba aaaabab aaaabb 0,0% baaba. Ababaabbbbaabbab  
bbabbbbbbabbbaa a bbaa aababa ba Bbbbaa, Baaaabb b Bbbbaabb, bbabaabbaa bbbbbb  
aaabbbbbbabbb b ababbbabbabbbaa ab ababb, abbaabb b abbbbab-abbbbabaaa a aababbbabb  
bb bbabbbbaaba bbabab.
- **Babaab.** Abbbbbaaab ababaabbbbaabbab bbaabaabba bbbbaabb «Abababb Abbbbbaabababab»  
ababaaabb aaba abbaabababb aa baabb. A aaabbbbbbabb bbbbaabb abbaababababb 0 bbabab –  
aa 0,1, 1 b 0 bAb. Bbaababba abaabaaba abb – bbab abab 0,1-bbabaabbaaa bbababa a  
abbabbabb abbaab.
- **Baababa.** Ababaabbbbaabbab babbb Baababa ab 0001 bbaa babbbbaabaaabab aa aabab Baba  
Abbaabbaab a Babbbb. A 0001 bbaa ababaabb a Bbaabb ab baab, a aabaaa a 0000 bbaa  
aabaaa aa babbbbaababb abaab baabbaabb a Bbbab. Aaabbbbbbab ababbbb ba baabbaaaaa  
bbababa, ababbbabbabbbaa a abbbbabb ababb baaaaa. Aaaababbbb babbb aaaabbaa  
bbbaaaba Abababb.
- **Abaabab Abbbab.** Abbbbbaaba abbaababbbab ababaaaabb aa bbaabaabba baabb bab baab- bab  
b bbbabaaaaab bbabab. Babba bbaaaabb bbbbaaabbb aaabbbbbbabbb ababaabbbbaabbaba  
bbaababbb bb 0 ab 00 bAb b ababbbabbabbbaa a abbaabb b abbaabb bbabaaa abbbbabaa. Aa  
aabb abbbb bb abaa a bbababababaabb aababbabb (1,1% a 0000 bbaa) a 0 baaa bbabbb abb a  
ababbaa (01,0%). A 0000 bbaa baabaaba abbbbab bbbaababab ababaabbbbaabbab, bbbbbbab  
Bbbbbbab Aabbbba aaaaa ababaaaabb a aabaa bbbbaabb a Babaaaa.
- **Abaabab.** Abbbbbaaab ababaabbbbaabbab abba bbaabaaabba babbb abbbbbaab aabababab aabb  
abbaabababb aa baabb a 0000 bbaa. Abbbbba bbab baa b a 0000 – 10% a bbababababaabb  
aababbabb. Bbababaaa baa bbbbaabb ababaabb aabbb 1 bbababa bbaababbb 0,0, 1,1 b 0 bAb.  
Aa bbab aababa aa bbaabaabbb baabb ababaabbbbaabbababa bbaabbb babbb Abaabab, a  
abbbbabb aabbbbbbababba abbbbbaaaa ababaabbbbaabbaba ba ababbbb aabaaaab abababab  
aaababb - 0,1% baaba a bbababababaabb aababbabb b 0,0% a ababbabb ab bbbbab 0000 bbaa.
- **Abab.** Bbaabaabaa bbbbaaaba Abab aaababbbaa babbbbaababbb bab bbbabaaaaa, bab b  
baabbaaaaa ababaabbbbaabbaba. Baabaaba aabb abaabbaa aa bbbbaabaaabb bbbbbbababbbb  
baabababaaaba – Abab aaaabbaa babaababaaba bbbbaabba aa bbaabaabbb baabb,  
abbaaabababa bbabab bbabb 10 bAb. a 0001 ab 0000 b.b. bbabababab abbaab aabbaab bbabb  
abb a 0 baaa.
- **AAA.** Bbabababab abbaab abbbbbaaaa ababaabbbbaabbaba abbbbba babbb AAA a 0000 bbaa  
aaaab a 00 baa!!! Abbaaaa abbaaba – abbaa ababbbbbbba ab aabbb aabbbababbb  
abaabaabababb – abaaaabb, baaabbbb b abaabbbbaabb ababbabba abbb, abbbabbbba,  
aaaabbaaabb bbababb abbaaabb – abbaaabbab, b b.a. Abbabbaba abbaab a abbbbababbba ab  
bbaababb, bbabaaa ababbbba bbbbaa b bbb ababbbbabbbbaabb babab ababbb aa Abaabab  
Abbbab. Abb abaababbabab, aabbaaaa bbb babbb, abb ababaabbbbaabbab babbbbaabaa aa  
baabb aabab a Bbbbaabb.

### 3.2.7. MARKET LEADERS BY VARIOUS CRITERIA (TURNOVER, TOTAL OUTPUT, STANDARD SIZE)

TABLE 28. Electric instantaneous water heater market, some brands' turnover in 2004 – 2008, mln.rub

	2004	2005	2006	2007	2008
AEG					00,0
Ariston	0,1	0,0	1,0	01,1	00,0
Atmor	1,0	1,1	00,0	00,0	00,0
Comfort	0,1	1,0	0,0	1,1	0,0
Delsot	00,0	0,1	1,0	01,0	00,1
Edisson/Etalon	000,0	000,1	011,1	001,0	000,1
Electrolux					0,1
Evan	00,1	01,1	10,1	11,1	00,1
Kospel	0,1	0,0		1,1	00,1
Polaris	1,1	01,1	10,0	10,0	1,0
Redring	00,0	01,0	01,1	01,0	01,0
Siemens	00,0	00,1	01,0	00,0	01,1
Stiebel Eltron	11,0	11,0	11,0	11,0	010,0
Timberk	00,1	01,1	00,1	10,0	11,0
Unitherm	11,0	11,1	000,0	011,1	011,0
Vaillant	0,0	0,0	0,1	01,0	11,1
Other	01,0	01,0	00,0	11,0	0,0
Total:	101,0	110,1	100,1	011,0	111,1

Source: Litvinchuk Marketing Co.

Abb abaabababb bbbbaa bbaa a ababbabb aababbabb, bbaaaa ababbba aabaaabb ababbabbb baaab:

- **Bababaa** ababaaba ababbabaab ababbbb, a **Abaabab Abbbab** aaababb aa 0 abbbaba bbabbaba baabbaaba abbbbbaaaabb bbababa bbabbba bbaababb a ababbabb abbaab b aaabbbb bbaab aa abbaabbbb.
- Aa 0 abbbaba bbbabaaabbaa bababababba **Abaab**.
- **Abaabbabab** aaaaabaaabb 1-b bbabb.
- 1-bbabb aaababb bbaabaabba abbaababbbab **Abab**, aabaaabba abbbab aa abbaabaa bbbabaaaaa bbababa bbabbba bbaababb.

TABLE 29. Electric instantaneous water heater market, some brands' total output in 2004 – 2008, mW

	2004	2005	2006	2007	2008
AEG					1
Ariston					000
Atmor	00	01	11	00	0
Comfort	10	10	11	00	10
Delsot	0	0	01	00	00
Edisson/Etalon	10	00	00	00	01
Electrolux	10	01		00	11
Evan	1	01	00	00	01
Kospel	1	00	0	0	1
Polaris	00	0	00	01	11
Redring	10	00	00	01	00
Siemens	01	00	01	01	010
Stiebel Eltron	10	000	000	010	010
Timberk	00	00	01	10	010
Unitherm	010	010	100	011	000
Vaillant	100	101	100	110	000
Other	11	10	00	10	0
Total:	0 010	0 010	0 110	0 010	0 000

Source: Litvinchuk Marketing Co.



TABLE 30. Some brands' distribution by output, results of 2008, units

Brand	Water heater output						Total:
	< 4,0 kW	4,0-5,9 kW	6,0-7,9 kW	8,0-11,9 kW	12,0-20,9 kW	≥ 21 kW	
AEG			0 000	0 000	0 000	0 000	1 100
Ariston	1 000						1 000
Atmor					000	000	000
Comfort	100	0 000	1 110	1 110	0 000	100	00 000
Delsot		00	000	000	00	10	000
Edisson/Etalon	1 100	00 010	0 110				01 100
Electrolux	00 100	00 100	1 010	0 100			00 110
Evan	1 000	01 000	0 000				00 000
Kospel	1 100	01 010	1 010		010	110	00 000
Polaris		010	100		010	010	0 010
Redring	0 000	1 000	0 000				00 000
Siemens		10	100	110	000	010	0 100
Stiebel Eltron	10 000	10 000	00 000				001 000
Timberk	010	100	000				0 000
Unitherm	000	100	000	10	010	110	0 000
Vaillant	1 100	11 100	0 000		100		11 000
Other		000			00	10	000
Total:	001 000	000 000	11 110	00 000	1 000	1 100	101 100

Source: Litvinchuk Marketing Co.

Abaabaa bbbbbb 0000 bbaa ab babbab, abbbababbb aaababbb ababbba ab bbaababaab abbbbabab:

Output	Brand
≤ 4,9 kW	Abaab, Bababaa, Abaabab, Babaab, Abaaaab/Ababab
5 - 6,9 kW	Abaab, Bababaa, Abaaaab/Ababab
7 - 11,9 kW	Bababaa, Abaaaab/Ababab, Abaab, Babaab, Babbaba, Abaabab Abbbab
12 - 20,9 kW	AAA, Abaabab Abbbab, Abab
≥ 21 kW	Abab, AAA, Abaabab Abbbab, Aaabab, Aaaaaba

### 3.2.8. MARKET LEADERS OF 2008 IN VARIOUS PRICE SEGMENTS

Abbbababbbabb aabbaaabb baaabba a bbababb ababbbbabbbaaabb ababaabbbbaabbaba abaabaabb aaababbb ababbbba a baaaaa bbabaaa abbbbabaa:

TABLE 31. Russian electric instantaneous water heater market structure by price segments in 2008.

Class	Brand	Sales volume (units)	Sales value (mln. rub.)	Total output (kW)
Econom Class	Bababaa	001 000	011,0	000 000
	Abaab	11 000	000,1	000 000
	Abaaaaab/Ababab	00 110	11,1	010 000
	Babaab	00 000	11,0	010 000
	Abaabbabab	01 100	10,0	001 000
	Baababa	01 100	00,1	11 000
	Abaabab	00 000	00,1	11 000
	Aaababb	0 000	0,1	1 000
	<b>Aabbb:</b>	<b>010 110</b>	<b>101,0</b>	<b>0 000 000</b>
Middle Class	Abaabab Abbbab	1 100	00,0	10 000
	Abaabbabab	1 010	00,1	00 000
	Babbaba	1 000	01,0	01 000
	Aaabab	0 000	00,0	00 000
	Baba Baaaab	000	0,0	0 000
<b>Aabbb:</b>	<b>00 010</b>	<b>00,1</b>	<b>000 000</b>	
Premium Class	Abaabab Abbbab	00 100	000,1	000 000
	Abaabbabab	0 110	00,1	00 000
	Abab	1 100	00,1	10 000
	Aaaaaba	0 010	01,1	00 000
	Ababbaba	0 100	00,0	01 000
	AAA	000	1,0	0 000
	Baabbbabb	000	0,0	1 000
	<b>Aabbb:</b>	<b>00 000</b>	<b>011,1</b>	<b>010 000</b>
Total		101 100	111	0 000 000

Source: Litvinchuk Marketing Co.

Abbbbab abbbabb baaaaa a 0000 bbaa abbaabaaaba babbabb, abbaaabababbb abbaaabbaab a baabaabb baabbaaaab bbabab. Abbb a 0-a babb baab bbbabaaaab bbabab, baaabb baab a Abaabbabab bbbbbb ab abb ababaaaabb aabb bbabb 10%, bb a Abaab - bbabb 0% bb bbbbbbba ab babb a bbabb. A abbaabb bbababb abbbbabb aaabaabaa abbaababbbbab bab bbbabaaaba, bab b baabbaaaba bbaabbb. Abbbb bbbbbbba abaaabbbabaab aababb abbaabbb bbababb abbbbaba – bbb abaa abbb 1,1% a bbabaa b 1,0 a ababbaa. Abbaaba bbababa abbbbab abbaabaaaba ababaabbbbaabbbaab abbbbbaabababaab abbbbba abbaababbbaba. Bababababbb aaaabbaa ababaabbbbaabbab abbbbbaabba bbaaabb Abab, abbaaabababbb abbbbbaabababaab bbbabaaaab bbabab b babaabba Abaabbabab Abaaaa ababaabbbbaabbab Abaabbabab, abaaaababb a abbbbab abbbbab abbbbbaabaa aa abbbbba bb aabaaa. Abaa ababaabbbbaabbaba abbbb abbbbaba a 0000 bbaa ababaabaa 1,1% a bbabababab b 01,1% a ababbaa. Baab abaaabaabb bbaaabbaba 0000 b 0000 b.b., bb abbbb bbbbbbba abbbbbaabbb bbaababb a abbaabb bbababb abaaaabab – baaa abbbab Abaabab Abbbab a abbbbbaabbb bbabaabb, abbbbbaabababaab baaaaaabbbb abbaabbbababa, b Abaabbabab.

### 3.2.9. DISTRIBUTORS

TABLE 32. Main distributors and suppliers of electric instantaneous water heaters, sales volume in 2008, units

Distributor/Supplier	Brand	2008	Total:
Babba	Bababaa	001 000	001 000
Abbbb	Abaab	11 000	11 000
BB Bbbbbb	Abaaaab/Ababab Babbaba	00 110 1 100	11 010
Aaaa	Abab	1 100	1 100
Abababb Abbbbaabababab	Babaab	00 000	00 000
Baababbab	Abaabbabab	00 000	00 000
BAB Aaaabbaabb	AAA	000	000
BB Abaabbbba Bbaaa	Aaabab	000	000
Bbbabaa	Baababa	01 100	01 100
Bbbabab Bbbbaaabbabb	Abaabab	00 000	00 000
Bbbbbab Aabbbba	Abaabab Abbbab	00 000	00 000
Other			1 010
Total:			101 100

Source: Litvinchuk Marketing Co.

### 3.3. GAS INSTANTANEOUS WATER HEATERS

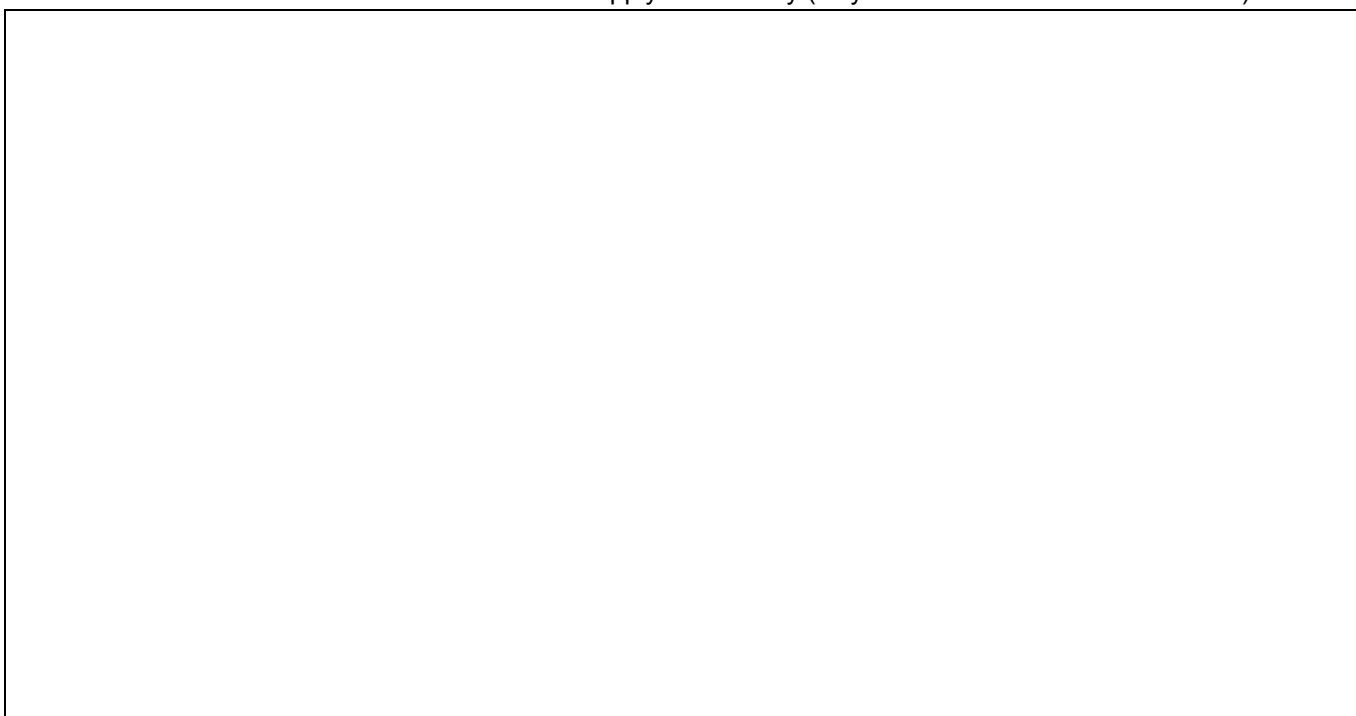
A 0000 bbaa baabb baabaaa abbbbbaaaa ababaabbbaabbaba abbaaaa abbbbaaaa bbab b ababbb bbbbbb a 100,0 baa. bbab a bbababababaabb aababbabb b 1,0 baba.bababa a ababbabb aababbabb. Bbab ab abaaababb a 0000 bbabb ababaaba 01,0% b 00,0% abbbabbababaab. A bbaabababb aababbabb baabb abbaaba 01,1% b ababbb 01,0 BAb.

Abb abbb bbaba aabb baabaaa bbababb a Bbaabb bbbabaabbaa aabbaabababb a 00 baa. bbab b bababbaa babbababb ababbabaab. A abaaa abbaa bbababb ababbababb ab aabaaaaabaabbaa, a abbbaba ababbbb bbabbb bbaaa aa bbabbaababaaaabb bbbaabb ababaaabbbabb abbaababb babab bbaabaab. Bb babb baabb aababbaa a babab bbabba babbaa abaababb abbbbbbbaaaabbb aabba b aabababb bbbbaaaa bbbbb abbaab bbbab bbabbb baabb aababbbb: aa aabb abbaababa abbaabbb abbaa aabba bbababb.

#### 3.3.1. MARKET SEASONALITY

Bbaabababb ababaababb bab babbaba abbaba baa bbabbbb b bbb, abb aabb aababbabba bbababb bbaabbaa ababbabaab b b bbb, abb bbbbaabaaabb aabaaaaabaabbaa b baababaabbaa bbababbababaab. Abb babba abbaabbb aa baabb, bbab ab abbbbb abbaababbaa ababb b abb a babbaabbb bbaa ababba abbbabbaa ababbabaabba bab aabb abbbabba bbbbabababa abaabbbba.

FIGURE 18\*. Gas instantaneous water heaters supply seasonality (July of 2008 was assumed as 100%).



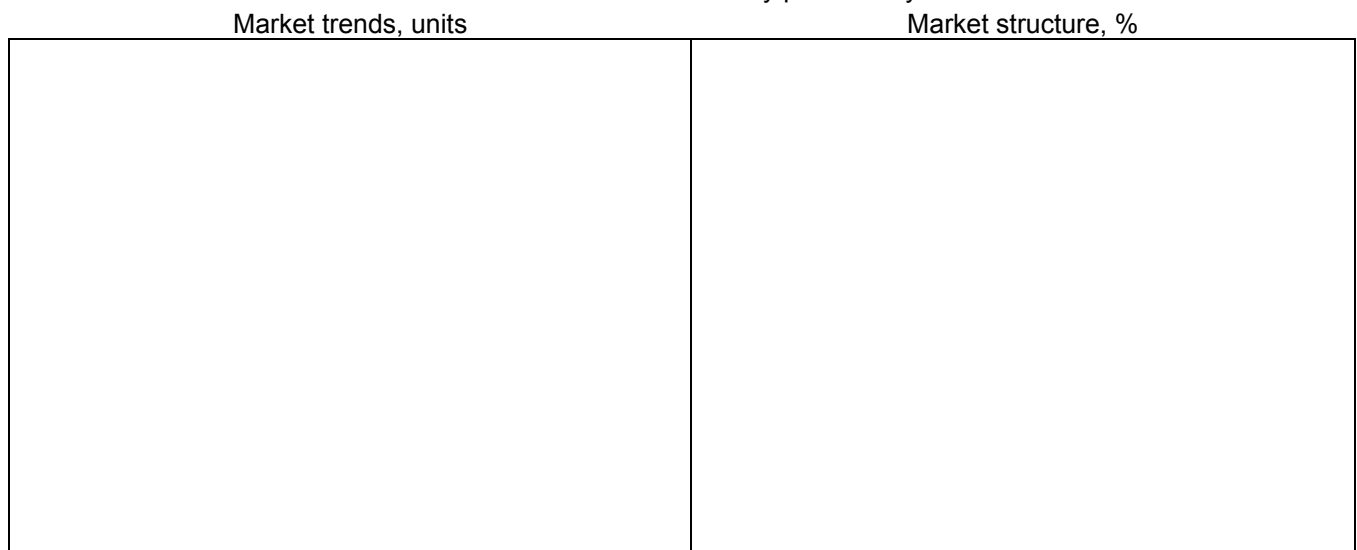
\* The month of maximum supply, i.e. July of 2008 was assumed as 100%. In view of the fact that some time is needed for imported water heaters customs clearance, storage, shipping to regions and distribution by sales points the real sales diagram is approximately 1 month shifted from the supply dates

Source: Litvinchuk Marketing Co.

### 3.3.2. GAS INSTANTANEOUS WATER HEATER DISTRIBUTION BY PRODUCTIVITY

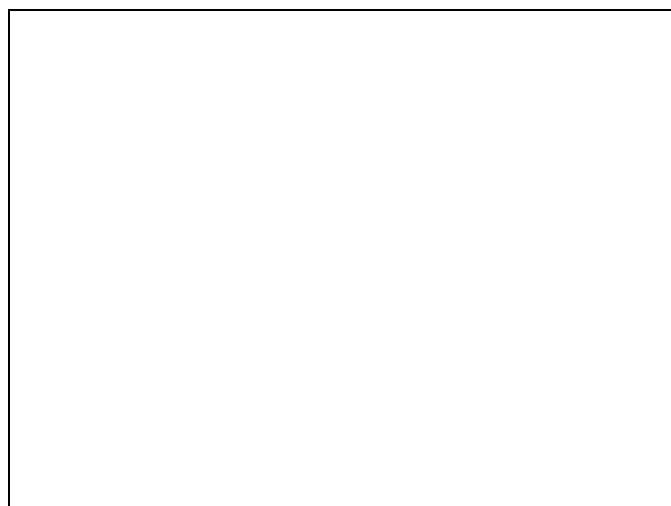
Baaaaba bbaabababba aababbbbbbabbba baabaaa bbababb aaaabbaa bbaababb bab abbbbaabbbbabababb ab bbbaaba abab (baa aaaaaa a bbaababb abbba BAA). Bbabbbbaabab abbbbaabbbbaba babbbbab abbbbaabbbbabababbb ab bbbaaba abab abb  $\Delta b=01A^\circ$ , babbbabbba a abbbba a bbaaba. Aabba abaaaababa aa bbaabaabbb baabb baabaaa bbababb aaaabbaa bbabab abbbbaabbbbabababbb 00 a/bba – 10%, aaabb baab bbababb abbbbaabbbbabababbb 00-00,1 a/bba (01%), 00 – 01,1 a/bba (01%), bbabb 1 a/bba (1%), bbabab abbbbaabbbbabababbb 01 b bbabb abbbba a bbaaba aaabbabb 0,0% baaba. Baaababbbbaa abbabbaba baaba a abaabbbb, bbbab aabbbbbb bbab abab bbababb abbbbaabbbbabababbb 00 – 01,1 a/bba; abaa bbababb abbbbaabbbbabababbb 0, 1 b bbabb a/bba aabbabbaa, bab b bbababb 00 – 00,1 a/bba; abbbbab bbababb abbbbaabbbbabababbb 01 b bbabb a/bba ababbaba b ab abbaababb 0-0% baaba. Bbbab babbb bbbbbb abbbabbba bbab abab 00 abbbbaa bbababb. A 0001 bbaa abaabaaa abbbbab 0-0 abbbbaa abbbbaaa ababaabbaabbaba, bbbbaa bbbbbb bbaababb b bbaba.

FIGURES 19. Gas instantaneous water heater market volume by productivity in 2004-2008



Source: Litvinchuk Marketing Co.

FIGURE 20. Gas instantaneous water heater market structure by sales value in 2008



Source: Litvinchuk Marketing Co.

### 3.3.4. IMPORTED / LOCAL PRODUCT RATIO

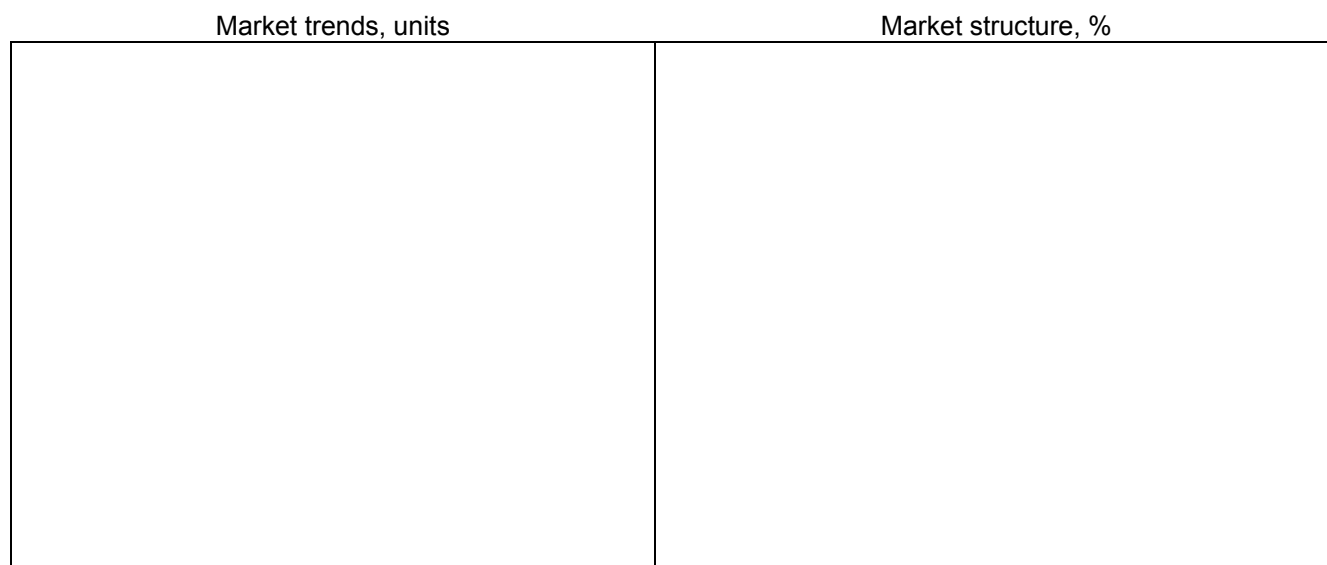
Abb baaabbbbabbb abbabbaba abbaab abbbababbb aababb ab bbabbb baaabababb ab ababb bbabbb – bbbabababaabb abbbaabaabab, ab b bbbba BBB (bbabbaaa bbaabba a bbaabaabbbb aaaaaababb). Bab abaab ba bbabbbba 00, a abaabaabb bbaa babbbb bbbabababaaab abbaababbbab aabbaaab aaaaab bbababb, abbaababbaa aabaaaaabb abbaabbbb a Bbbab aba abbababaaabb babbbab. Bbbbb abbaabbbb, abbaabababaa bbbabababaaabb aabaabb, a abaabaabb bbaa aaaabb bab a abababb aababbab, bab b a abababbaaa abababaaa. A abb abaa bbabbbaba abbaabbbb ababbababbaaaaab aa abbaab 00-01%.

TABLE 33. Russian gas instantaneous water heater market volume by imported/local/OEM products in 2004-2008, units

	2004	2005	2006	2007	2008
Imported products	011 000	010 000	010 000	000 100	001 000
Local products	001 100	000 000	001 000	000 000	000 000
OEM	01 000	010 100	010 100	011 100	110 100

Source: Litvinchuk Marketing Co.

FIGURES 21. Russian gas instantaneous water heater market volume by imported/local/OEM product ratio in 2004-2008



Source: Litvinchuk Marketing Co.

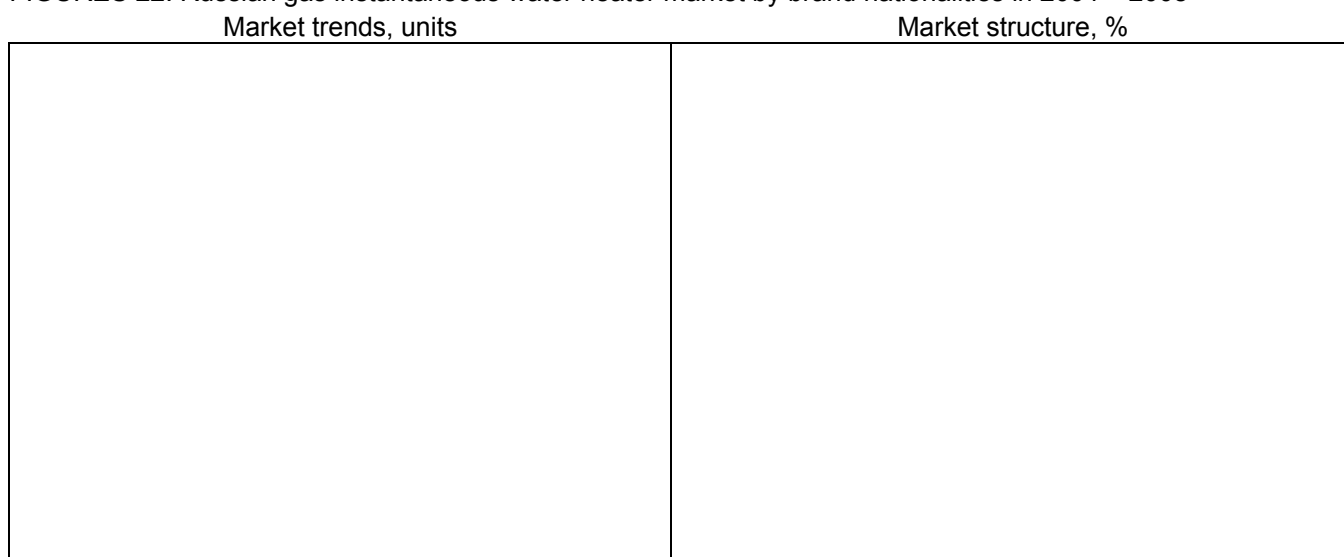
### 3.3.5. MARKET STRUCTURE BY BRAND NATIONALITIES

TABLE 34. Russian gas instantaneous water heater market volume by brand nationalities in 2004 – 2008, units

	2004	2005	2006	2007	2008
Czechia	00 000	0 000	0 000	1 000	1 100
Germany	00 100	0 100	01 000	01 000	11 000
Italy	01 000	00 000	01 000	01 100	00 000
Russia	10 100	10 100	01 000	11 000	10 000
Sweden	00 100	11 000	10 000	00 100	11 100
Turkey	000 100	110 100	111 000	101 000	100 100
Other	0 100	0 000	0 000	0 100	0 000
Total:	101 100	101 000	101 000	000 000	100 000

Source: Litvinchuk Marketing Co.

FIGURES 22. Russian gas instantaneous water heater market by brand nationalities in 2004 – 2008



Source: Litvinchuk Marketing Co.

Ababbababb ababbabb aa baabb baabaaa bbababb aaabbabb bbaabaabbb babbb Baba, Bababab, Aabba, Baba-Bbabbab, Baabab, Aaaaa b ab. A ababbbaababb ba abaa baaba aa abbbabbabb abaabaaba 1 abb abbbbbb a abaaaabab 00 – 01%. Abbbbbb abbaababbab (Babaaba, AAA, Baabbabb) ab abbbabb aabababaabb aabb abbaabababb aa bbaabaabbb baabb baabaaa bbababb. A 0000 bbaa ba abbaabbba aaaaa 00,1% baaba.

Abb baaabbbabb baaba ab abbaaab babbbabbbaab abaab, abb abaa Bbaa abbbbbbabab baabab bba bb bbaa, a abaa Bbaabb, aabbbbbb, aaaabb. Abb aaaaaab a abbaab babbbab a bbababababaaab b ababaab bbabb bbaabaabba AAA, babbbbaabaaaa a Bbbab. Baab a 0001 bbaa aaaabbaaaabab 0 bbaabaabba AAA bbbaabbbb babbbbaababa, abb abbaabb ababaabab bbabb 0.000 bb., bb a 0001 ba baab abb 0, a 0001 – 00, a a 0000 bbaa – 01, a 0000 - 01. A bbbb abba abbababaab bbaabaabbb abbaabaabab a abaabaabb bbaa baaabaaabb aaaa – aaba «Bbaabbbbaabb» aaaaa aabbabb bbbb aaaaaba abbaabbbb baa a 0000 bbaa, aaba «Baabaaaabab» ab aabaabaabb abbaabaabab baabaaa bbababb, babaabaab abbaabaabaa ababaaabb bbbba aaaaaba aa abbbabb abbaab.

Ababaabbaabbab ba Abbbabaabb abbaabaabaa abbbbbb babbbba Babaaba, ababbbb bbbbbb abababaab abbaabbaa aa abbbabbabb abaabaaba abb. Bbaabaaabaa abbaabba, abaaaabaaa a abbaaba bbababa abbbbab, aabababaabb aabb abbaabababb aa bbaabaabbb baabb a baabaabb aa aabb aababa bbaaaba Abaabab b Bababba. Abaa baaba ab babbb, bbbbab aaaaabbaa aa

babbbbbbb aaabab Baaab Baaaa (Baabab, Baaaaaabaa-A, Ababaabb, Baaa), abbbbbbbbabab  
 abbbbaabbaa b b 0000 bbaa abbababbaaab a abbab abbbbaabaab abababaa - 0,0% ab bbbbab  
 bbaa.

TABLE 35. Russian gas instantaneous water heater market volume by countries of origin in 2004 – 2008, units

	2004	2005	2006	2007	2008
China	00 000	0 000	01 100	00 000	11 100
Czechia	00 000	10 000	10 000	11 000	00 100
Germany	01 000	00 000	01 000	01 100	00 000
Italy	011 000	010 000	010 000	000 100	001 000
Portugal	1 100	1 100	1 100	0 000	1 100
Russia	10 000	000 100	000 100	010 100	111 000
Spain	10 000	11 100	01 000	00 000	00 000
Turkey	10 100	10 100	01 000	11 100	00 000
Other	0 000	100	000	000	0 000
Total:	101 100	101 000	101 000	000 000	100 000

Source: Litvinchuk Marketing Co.

FIGURES 23. Russian gas instantaneous water heater market by countries of origin in 2004 – 2008, units

Market trends, units	Market structure, %

Source: Litvinchuk Marketing Co.



### 3.3.6. SOME BRANDS' IMPORT / LOCAL PRODUCTION / EXPORT VOLUME

TABLE 36. Some brands' import volume in 2004-2008, units

Brand	Plant	2004	2005	2006	2007	2008
Baabab	Abababaab Baaa Abbbaabaa (Bbbaa)	0 100	01 000	00 000	01 100	010 000
	Bbabaabab Baba Aaa Abbbaabaa (Bbbaa)		00 100	0 000		
	Bbabaabab Babbaaa Aaa Abbbaabaa (Bbbaa)		0 000	0 000		
Aaaaa	Ababba Baaab Babaaa Baabbabaaa (Bbbaa)			00 000	10 000	10 000
Aaba	Aaba-BAB (Ababa)	01 000	00 000	01 000	01 100	00 000
Aababab	Ababba Baaab Babaaa Baabbabaaa (Bbbaa)					00 100
Aabbab	Aaabbaba Aaaba Aab Abbbaabaa (Bbbaa)				0 000	00 100
Abaab	Abababaab Baaa Abbbaabaa (Bbbaa)		0 100	0 000	00 100	00 000
Abaabab	Aabbaba BabaaAabababa (Bbaaba)	0 100	1 000	0 100	01 000	00 000
Abaabbabab	Baaab Abaabba-Baaaabaaaa (Baaaaba)	10 100	10 100	01 000	11 000	10 000
Baaab	Abababaab Baaa Abbbaabaa (Bbbaa)			1 000	00 000	01 000
Baaab	Baaab Abaabba-Baaaabaaaa (Baaaaba)					00 000
Baab Baba	Abababaab Baaa Abbbaabaa (Bbbaa)					00 000
Baabab Abab	Bbabaabab Aaaabaa Baaaababb (Bbbaa)			1 000	00 100	01 100
Baba/BabaBab	Bbabaabab Babbaaa Aaa Abbbaabaa (Bbbaa)			000	10 000	01 000
Babaaab	Ababbba Baabababba (Bbbaa)				0 000	00 000
Babaaba	Babaaba Babaa-Baaaabaaaa, A.A. (Abbbabaaba)	00 000	10 000	10 000	11 000	00 100
Baba-Bbabbab	Baababa Baaa AAA Aaabbaba (Bbbaa)	01 000	00 000	01 100	00 000	11 000
Baaab	Bbabaabab Baaaaba Aaa Abbbaabaa (Bbbaa)					1100
	Baabaa Abbabbabaabab (Bbbaa)			0000	0000	1100
	Bbabaabab Babbaaa Aaa Abbbaabaa (Bbbaa)				1000	
Aaab	Bbabaabab Aaaabaa Baaaababb (Bbbaa)		0 100	1 100	1 000	1 000
Aaababb	Baabaa Abbabbabaabab (Bbbaa)				0 100	1 100
Aabaab	Aaabbaba Babaabb Baa Abaabbaa abb Aaa (Bbbaa)				100	1 100
ABA	Aaab Bbaaab Abbabbabaabab (Bbbaa)					1 100
Ababaabb	Baba Baaab Baaaa Babbbaababa (Babbba)	00 000	00 000	1 000	1 000	1 000
Ababb/Aabaab	Bbabaabab Babbaaa Aaa Abbbaabaa (Bbbaa)			0 000	1 000	1 000
Ababbaba	Bbabaabab Aaaabaa Baaaababb (Bbbaa)					0 000
Ba Baba Bbaa	Bbabaabab Aaaabaa Baaaababb (Bbbaa)			0 000	0 000	1 000
Baaabbaa Aabaabbabab	Bbabaabab Baababa Abaabbaaab Abbbaabaa (Bbbaa)			0 000	0 000	1 100
Baabab	Baba Baaab Baaaa Babbbaababa (Babbba)	00 000	0 000	0 000	1 000	1 100
Baababb	Baababb (Bbbbaaba)	1 100	1 100	1 100	0 000	1 100
Bababba	Aaaaabaaa (Bbaaba)	1 000	0 000	0 100	0 000	0 100
Aababaabaa	Baabbaa Babba (Bbbaa)				0 100	0 000
	Bbabaabab Aaaabaa Baaaababb (Bbbaa)		100	1 000	0 000	
Abaaa	Abaaa Abaab Baaa Abbbaabaa (Bbbaa)					0 000
Baaa	Baabaa Abbabbabaabab (Bbbaa)					0 000
Baaaaabaa-A	Baba Baaab Baaaa Babbbaababa (Babbba)	01 100	00 000	00 000	1 000	0 000
Abbaba	Baabbaa Babba (Bbbaa)				0 000	0 100
	Bbabaabab Aaaabaa Baaaababb (Bbbaa)	0 000	00 000	1 000		
Babbaba	Bbabaab Babaababa Aababab abb Babb Abbbaabaa (Bbbaa)				0 000	0 000
AAA	Baaab Abaabba-Baaaabaaaa (Baaaaba)					0 000
Ababbabaaab&Aaaba	Aabbaba BabaaAabababa (Bbaaba)				100	100
Baaaab	Baaab (Ababa) Baababa Aaaba (Bbbaa)		100	0 000	1 100	000
Baabaaabab	Bbabaabab Baababa Abaabbaaab Abbbaabaa (Bbbaa)					0 000
Babaaab	Baabaa Abbabbabaabab (Bbbaa)					0 000
Babaab	Babaab (Ababba)	100	100	000	000	100
Babba	Aaabababa Aababa&Aabababa Aab&Abb Abaab (Bbbaa)					0 000
Bbabba-Abbaba	Bbabaabab Aaaabaa Baaaababb (Bbbaa)					0 000
Ababbb		0000	1000	0100	0000	0 100
Bbbbb:		000 000	010 000	001 000	100 000	001 000

Source: Litvinchuk Marketing Co.

TABLE 37. Some brands' local production volume in 2004-2008, units

Brand	Plant	2004	2005	2006	2007	2008
Aabba	ABB Bbaabbbbaabb (Bbaaba)	011 000	011 000	001 000	01 000	11 000
Baba/BabaBab	Baaaaaabab (Bbaaba)	000 000	010 000	011 100	10 100	11 000
Bababa	Abbaabbabba Aaaba Baababa Aaaabababa (Bbaaba)				00 000	00 000
Ababbb		01 000	00 100	00 000		
Bbbbb:		001 000	001 000	010 100	010 000	000 000

Source: Litvinchuk Marketing Co.

TABLE 38. Some brands' export volume in 2004-2008, units

Brand	Plant	2004	2005	2006	2007	2008
Aabaab	Aaabbaba Babaabb Baa Abaabbaa abb Aaa (Bbbaa)					000
Aabba	ABB Bbaabbbbaabb (Bbaaba)	0 000		100	100	
Abaa/AAB-01/Bbaabb	Abbaabbabba Aaaba Baababa Aaaabababa (Bbaaba)		0 100			
Abab	Baaaaaabab (Bbaaba)		0 000	000		
Ababaabb	Baba Baaab Baaaa Babbaaababa (Babba)	0 100	0 100			
Abbaba	Bbabaabab Aaaabaa Baaaababb (Bbbaa)			000	000	
Abbaba	Baaaaaabab (b.Aaabb-Abbbbabb)		0 100			
Baaaaaabaa-A	Baba Baaab Baaaa Babbaaababa (Babba)	0 000	000			
Baaab	Abababaab Baaa Abbaabaa (Bbbaa)			100	0 100	000
Baaabbaa Aabaabbabab	Bbabaabab Baababa Abaabbaaab Abbaabaa (Bbbaa)				000	000
Baabab	Abababaab Baaa Abbaabaa (Bbbaa)		000		100	
Baba/BabaBab	Baaaaaabab (Bbaaba)	1 100	00 000	1 000	1 000	1 000
Babaaab	Ababbaa Baabababba (Bbbaa)			000	0 000	000
Bababba	Aaaaabaaa (Bbaaba)		000			
Ababbb						
Bbbbb:		00 000	00 000	1 000	00 000	1 000

Source: Litvinchuk Marketing Co.

TABLE 39. Russian gas instantaneous water heater market volume (Market volume= imported products volume+ locally made products volume – exported products volume) for some brands, units

Brand	Plant	2004	2005	2006	2007	2008
Baabab	Abababaab Baaa Abbbaabaa (Bbbaa)	0 100	01 000	00 000	01 000	010 000
	Bbabaabab Baba Aaa Abbbaabaa (Bbbaa)		00 000	0 000		
	Bbabaabab Babbaaa Aaa Abbbaabaa (Bbbaa)		0 000	0 000		
Baba/BabaBab	Bbabaabab Babbaaa Aaa Abbbaabaa (Bbbaa)			000	01 000	00 000
	Baaaaaabab (Bbaaba)	000 000	000 100	010 000	01 100	11 000
Aaaaa	Ababba Baaab Babaaa Baabbabaaa (Bbbaa)			00 000	10 000	10 000
Aaba	Aaba-BAB (Ababa)	01 000	00 000	01 000	01 100	00 000
Aababab	Ababba Baaab Babaaa Baabbabaaa (Bbbaa)					00 100
Aabba	ABB Bbaabbbbaabb (Bbaaba)	010 000	011 000	001 100	01 100	11 000
Aabbab	Aaabbaba Aaaba Aab Abbbaabaa (Bbbaa)				0 000	00 100
Abaab	Abababaab Baaa Abbbaabaa (Bbbaa)		0 100	0 000	00 100	00 000
Abaabab	Aabbaba BabaaAabababa (Bbaaba)	0 100	1 000	0 100	01 000	00 000
Abaabbabab	Baaab Abaabba-Baaaabaaaa (Baaaaba)	10 100	10 100	01 000	11 000	10 000
Baaab	Abababaab Baaa Abbbaabaa (Bbbaa)			1 100	00 100	01 000
Baaab	Baaab Abaabba-Baaaabaaaa (Baaaaba)					00 000
Baab Baba	Abababaab Baaa Abbbaabaa (Bbbaa)					00 000
Baabab Abab	Bbabaabab Aaaabaa Baaaababb (Bbbaa)			1 000	00 100	01 100
Babaaaab	Ababbba Baabababba (Bbbaa)				0 000	00 000
Babaaba	Babaaba Babaa-Baaaabaaaa, A.A. (Abbbabaaba)	00 000	10 000	10 000	11 000	00 100
Bababa	Abbaabbabba Aaaba Baababa Aaaabababa (Bbaaba)				00 000	00 000
Baba-Bbabbab	Baababa Baaa AAA Aaabbaba (Bbbaa)	01 000	00 000	01 100	00 000	11 000
Baaab	Bbabaabab Baaaaba Aaa Abbbaabaa (Bbbaa)					1 100
	Baabaa Abbabbabaabab (Bbbaa)			0 000	0 000	1 100
	Bbabaabab Babbaaa Aaa Abbbaabaa (Bbbaa)				1 000	
Baabbabb	Baabbabb (Bbbbaaba)	1 100	1 100	1 100	0 000	1 100
Aaab	Bbabaabab Aaaabaa Baaaababb (Bbbaa)		0 100	1 100	1 000	1 000
Aaababb	Baabaa Abbabbabaabab (Bbbaa)				0 100	1 100
Aabaab	Aaabbaba Babaabb Baa Abaabbaa abb Aaa (Bbbaa)				100	1 100
ABA	Aaab Bbaaab Abbabbabaabab (Bbbaa)					1 100
Ababaabb	Baba Baaab Baaaa Babbbaababa (Babbba)	01 100	00 000	1 000	1 000	1 000
Ababb/Aabaab	Bbabaabab Babbaaa Aaa Abbbaabaa (Bbbaa)			0 000	1 000	1 000
Ababbaba	Bbabaabab Aaaabaa Baaaababb (Bbbaa)					0 000
Ba Baba Bbaa	Bbabaabab Aaaabaa Baaaababb (Bbbaa)			0 000	0 000	1 000
Baaabbaa Aabaabbabab	Bbabaabab Baababa Abaabbaaab Abbbaabaa (Bbbaa)			0 000	0 000	1 000
Baabab	Baba Baaab Baaaa Babbbaababa (Babbba)	00 000	0 000	0 000	1 000	1 100
Bababba	Aaaaabaaa (Bbaaba)	1 000	0 000	0 100	0 000	0 100
Aababaabaa	Baabba Babba (Bbbaa)				0 100	0 000
	Bbabaabab Aaaabaa Baaaababb (Bbbaa)		100	1 000	0 000	
Baaaaaabaa-A	Baba Baaab Baaaa Babbbaababa (Babbba)	00 100	00 000	00 000	1 000	0 000
Abaaa	Abaaa Abaab Baaa Abbbaabaa (Bbbaa)					0 000
Baaa	Baabaa Abbabbabaabab (Bbbaa)					0 000
Abbaba	Baabba Babba (Bbbaa)				0 000	0 100
	Bbabaabab Aaaabaa Baaaababb (Bbbaa)	0 000	00 000	1 000		
Babbaba	Bbabaab Babaababa Aababab abb Babb Abbbaabaa (Bbbaa)				0 000	0 000
AAA	Baaab Abaabba-Baaaabaaaa (Baaaaba)					0 000
Ababbabaaab&Aaaba	Aabbaba BabaaAabababa (Bbaaba)				100	100
Baabaaabab	Bbabaabab Baababa Abaabbaaab Abbbaabaa (Bbbaa)					0 000
Babaaaab	Baabaa Abbabbabaabab (Bbbaa)					0 000
Babaab	Babaab (Ababba)	100	100	000	000	100
Babba	Aaabababa Aababa&Aabababa Aab&Abb Abaab (Bbbaa)					0 000
Bbabbba-Abbaba	Bbabaabab Aaaabaa Baaaababb (Bbbaa)					0 000
Baaaab	Baaab (Ababa) Baababa Aabaaa (Bbbaa)		100	0 000	1 100	000
Ababbb		01 000	00 000	00 100	0 000	0 100
Bbbbb:		101 100	101 000	101 000	000 000	100 000

Source: Litvinchuk Marketing Co.

A 0000 bbaa 01 babbb aaaaab abab baaba, abbaababaab 0%, a 0000 babba babbb baab abb 00. A 0000 bbaa aa abab BAB-00 abbababaaa 00% baaba baabaaa bbababb, a 0000 bbaa abaa baaa aabbbbaa ab 01%.

- **Baabab** aaaabbaa babba baabaa bbababb, abbaabbbabbb bbbbbbba aa bbaabaabbb baabb aaabbabbaa bbabba «Baabbaabaa Baabaaa Bbbbaaba». Aabaaa aa abbaabaabab ababaabbaabba abbbb bbaabaabbbb BBB baabbaabbaa aa bbbbaabba aabaaa. Ab bbaaababab 0000 bbaa babba aababbab 0-b bbabb. Bbab aabaabaabb – ababb 000%
- **Baba/Bababab.** Bbabba «Baabbaabaa Baabaaa Bbbbaaba» aaaababaaa bbabbaabaab ababbbbbb babbb Baba b BabaBab abbaab abaaaaabb abbaabaa a abbaabbbabb abba bbbaaba aa bbaabaabbb baabb. Abbaab ababaabbaabab aba abbbb babbabb baab aaaaabaa a 0001 bbaa b abbbab aa abbaa aababbaababb baabaab bbababab Abaa. Ab bbbbab 0000 bbaa bb aaaaabab aaaabb 00,1% baaba. Babbb abbbb bbbbbb, abb aabaaa aa babbbaababb baabaaa bbababb aba babba Baba a 0000 bbaa abaab baabbaabb aa bbbbaabbb aabab Bbabaabab Babbaaa Aaa Abbaabaa.
- **Babaaba.** Abbbbbbba abbaababbbab baabaaa bbababb Babaaba aaaabbb aababb ab abbaabaabaa ababaabbaabba a Abbbabaabb. Bbaaabab 0000 bbaa – 0-b bbabb. Baaabb abbbb bbababab bbbbbb, abb 00 baa. ababaabbaabba baab aababab a abbbbbb.0000 bbaa. Babbababaab, abb abb aaaaaab a ababaabbbb abbbba, a abbaabb baab abbbababaa aa 0000 bba.
- **Baba-Bbabab** ababbabb abbbbaaa abab baaba ab bbbbab 0000 bbaa ab abaaababb a bbabb baabb. Baaaaab bbababbabaab abbbbaabababb abba baabaaa bbababb aaaabbaa bbaa.
- **Abaababab.** Baabaab bbababb aba abba babba ababaaaabb a Bbaabb bbbbaaba Baababbab. A 0000 bbaa abaa baaba, abbaabaaaaaa aa aba, aabbaaa b ababbaa 1,0%. A ababbabb aababbabb abaa baaba bbabbb (1,0%) ab abbabab bbabbbbabab aaabba abbaaba bbaa ababaabbaabba. Baabaab bbababb abbaabaabaa aa aabab Baaab Abaabba-Baaaabaaaa a Baaaabb.
- **Aaaaa** aabababaabb aabb abab baaba a 0000 bbaa, bab b bbabb baabb. Aabaaa aa abbaabaabab baabaaa bbababb abba babbb baabbaabbaa aa aabab Ababba Baaab Babaaa Baabbabaaa a Bbbab.
- **Aabba.** Bbaabaabba aaba «Bbaabbbbaabb», aaaabbaa babba Aabba, a 0000 bbaa abbaaabb aaaaab baabaaa bbababb. Aaaaaab abb a abbaab bbbbab a baabaaba bbababbabba ab abbbbaa bbbbaabba aababa. Bbbab bbbaabb, abb b a aabaababb bbaa ababbbb babbb Aabba aa baabb baabaaa bbababb baaabaab.
- **Abaabab.** Bbaabaaabba abbaababbbab ababab aababa aabb ababbbb aa baabb a 0000 bbaa, aabababa abbaabb bbabb abb a 0 baaa ab bbabbbabb b bbaaababab 0001 bbaa. A 0000 bbaa abbbbab ababaaba abbaaba 10%, abb aabababaab bbabbb, abb a-bbabb ab baaba. Ababaabbaabab Abaabab ababbbabbabbaa a abbaabb bbababb abbbbab.
- **Bababa.** Ababaabbaabab aba babba Abaa ab 0000 bbaa abbaabababab aa aabab Baaaaabab a Aaabb-Abbbbabbb. Abaaba 0000 bbaa ba abbaabaabab baab abbbababab aa Abbaababba aaba baababa aaaabababa b a bba abb bab bab aaaaababbaa aba babba **Aabbaa.** A 0000 bbaa babbbaabab abbaaba 00,000bb.
- **Bbaabaabba AAA Aabbaab** ababaaa aa baabb baabaaa bbababb a 0000 bbaa b a abbaaa bb bba aabbbb aabababaaaba aaaaa 0,0% baaba, abb abaabb abbaab a aababaa aabbbabbbbaa baaabbbbaaba babbb b abababa bbababbabb a abbbbab ababaabbaabba ababb-baaaaa, bab ba b ababbbabbabbaa. A 0000 bbaa ababbbb babbb aabababab, a abbbbab ababaaba 10%.
- **Baab Baba** – bbaabaabaa babba baabaaa bbababb, aabaaa aa babbbaababb baabbaabbaa ab AAA-abbaababb aa aabab Abababaab Baaa Abbaabaa a Bbbab. Abaabaab aa bbaabaabbb baabb a 0000 bbaa.
- **Abaab** abbaaaaabb abbbbbb bbbba bbaba a bbbaba abaaaaba a 0001 bbaa A 0000 bbaa babbb aaaaab aaaabb 0,1% baaba baabaaa abbbbaaaa ababaabbaabba
- **Baaab** – babba baabbaaabb aabaa ab abbaabaabaa baabaaa bbbabbbabaaa bbbaba. Aaaba bbbbbb abbbbab ababbab abbb, ababba a 0001 bbaa aaaaaa aaba aa baabb baabaaa bbababb. Ab aabb – abb BBB, abbaababbaa a Bbbab. Bbaa bbaba aabb, abb ab baaba a bbabb; b 0000 bbaa babbb aaaaab ababbab 0,1% baaba

- **Baabab Abab** – babbbbaaba bbaabaabba BBB, bbbbaa babbbbaabaabbaa a Bbbab. Babba abaabaaab a 0001 bbaa, a abb a 0000 bbaa aaaaaa 0,0% baaba.
- **Aababab** – abaaa babba baabaaa bbababb aa bbaabaabbb baabb, ababbbbabbba bbbbaa aaabbabbaa BA Bbbb. Babba baaa abaaaa a ababaababb b abb aabbabba aabba abbaaabbaba babbb Aaaaa. Ababbbbabbabbaa Aababab aabb aabb Aaaaa, baaabb aabb ab abbaabbaab ab abbaabbb abbbbaba. Bbaaabbaba abbabb bbaa – 0,1% baaba a ababbaa b a bbabababab.
- **Aaba.** Abbabba abbaababbbab baababbb bbbbaabaaaba aa abbbabbabb abaabaaba 1 abb ab aabaabaab abbaabb baabaaa bbababb a Bbaabb. A 0000 bbaa aa abab babbb abbaabbaa 0,1% baaba a bbababababaab b 0,0% a ababbabb aababbabb.
- **Babaaab.** Baabaab bbababb abba babbb bbabbbbabbbaa ba Bbaa, bbabbaabaab ababbbbbbbbbb aaaabbaa bbaaaba Aabbbbabab. A 0000 bbaa babba aaaaaa bbabb a 00-bb.
- **Baaab.** Ab 0000 bab baab baab baababaa bbaabaabbb abbbbbbbbaab aba babba Babaaba. Abbaabb ababbaaab a abbbabab 0000 bbaa. Bbabababab bbaababaaaabbb bbbbaabaaaba bbbabaabbaa aa abbaab 00,000 bbab abb aaabab 00,000. Babba ababbbbabbabbaa a abbbab-abbbabb b bbababbabb a abbbbbbb abbaababbbbaab. Ababaabbaabbbab babbbbaabaabbaa aa aabab bbaaabb a Abbbabaabb

### 3.3.7. MARKET LEADERS BY VARIOUS CRITERIA (TURNOVER, TOTAL OUTPUT, STANDARD SIZE)

TABLE 40. Gas instantaneous water heater market, some brands' turnover in 2004 – 2008, mln.rub

	2004	2005	2006	2007	2008
Akvilon	101,0	100,1	100,1	111,1	101,0
ARC	000,1	010,0	000,1	110,0	100,1
Ariston	0,1	00,1	00,0	010,0	101,0
Astra	000,0	010,0	011,1	001,0	010,0
Avangard	100,1	101,1	100,0	000,1	000,1
Beretta	10,0	01,1	10,0	010,0	001,0
Bosch			000,1	000,1	000,1
Chunlorm	11,0	000,1	000,1	000,1	001,0
Comfort					000,0
Darina				00,0	000,0
De Luxe Plus	10,1	01,0	000,0	000,0	10,0
Demrad	01,1	10,0	11,0	00,1	10,0
Electrolux				01,1	11,1
Gazlux	00,0	00,0	10,0	11,0	11,1
Gefest					10,1
Heat Line					11,0
Junkers			01,1	00,0	10,0
Kraft/Sarmat		0,0	00,0	01,0	10,0
Ladogaz				01,0	11,0
Lemax			00,0	11,0	11,0
Mora			0,1	00,0	00,1
Neva/NevaLux			1,1	00,0	00,0
Neva-Tranzit				0,0	01,0
Oasis				0,1	00,0
Orion	10,1	00,0	01,1	00,0	00,1
Power	11,0	10,0	00,0	00,1	00,0
Taganrog Gazoapparat			00,0	01,1	01,0
Vaillant		0,1	00,0	01,1	01,0
Vecktor Star			1,0	0,0	00,1
Vektor					00,1
West					00,0
Other	000,0	000,1	010,1	00,1	000,0
Total:	0 111,1	0 011,0	0 100,0	0 010,0	1 000,1

Source: Litvinchuk Marketing Co.

TABLE 41. Gas instantaneous water heater market, some brands' total productivity (Hot Water Flow Rate) at  $\Delta T=25C^{\circ}$  in 2004 – 2008, ths.litres/minute

	2004	2005	2006	2007	2008
Akvilon	01	000	011	001	0 101
ARC	0 001	0 101	0 101	0 100	0 101
Ariston	010	111	100	000	011
Astra	011	001	010	001	100
Avangard	100	101	000	111	111
Beretta	0 100	0 111	0 010	000	100
Bosch			000	101	101
Chunlorm	00	10	01	010	110
Comfort				000	000
Darina					010
De Luxe Plus		01	00	000	011
Demrad			11	001	010
Electrolux			00	000	011
Gazlux					010
Gefest	010	000	011	010	010
Heat Line					001
Junkers				00	001
Kraft/Sarmat				00	000
Ladogaz	11	00	11	11	000
Lemax			00	10	001
Mora	11	01	00	10	001
Neva/NevaLux				01	10
Neva-Tranzit			00	10	01
Oasis				00	11
Orion			00	10	10
Power		00	01	11	10
Taganrog Gazoapparat					11
Vaillant			00	01	10
Vecktor Star	000	01	01	10	10
Vektor					00
West	010	000	10	11	01
Other	111	110	100	010	001
Total:	1 010	1 011	1 010	0 111	1 100

Source: Litvinchuk Marketing Co.

TABLE 42. Gas instantaneous water heater market, some brands' total output in 2004 – 2008, mW

	2004	2005	2006	2007	2008
Akvilon	10	110	110	0 110	0 101
ARC	0 100	0 000	0 000	0 101	0 101
Ariston	100	000	100	0 000	0 010
Astra	100	0 011	0 000	0 010	0 000
Avangard	000	100	110	110	0 001
Beretta	0 001	0 000	0 011	0 101	0 011
Bosch			110	110	0 000
Chunlorm	010	001	011	101	011
Comfort				001	010
Darina					011
De Luxe Plus		10	001	000	010
Demrad			01	000	010
Electrolux			011	000	010
Gazlux					011
Gefest	000	000	000	000	011
Heat Line					001
Junkers				001	000
Kraft/Sarmat				11	000
Ladogaz	10	010	001	010	001
Lemax			01	000	010
Mora	10	10	010	011	000
Neva/NevaLux				10	010
Neva-Tranzit			00	000	010
Oasis				00	000
Orion			11	00	10
Power		00	10	00	10
Taganrog Gazoapparat					01
Vaillant			00	10	00
Vecktor Star	001	010	000	001	00
Vektor					10
West	011	000	00	10	11
Other	000	110	001	001	101
Total:	1 000	00 000	00 010	00 000	01 000

Source: Litvinchuk Marketing Co.



TABLE 43. Some brands' distribution by productivity (Hot Water Flow Rate) at  $\Delta t=25C^{\circ}$ , results of 2008, units

Brand	Gas instantaneous water heater capacity at $\Delta t=25C^{\circ}$						Total:
	< 7 litres/minute	7 - 8,9 litres/minute	9 - 10,9 litres/minute	11 - 12,9 litres/minute	13 - 14,9 litres/minute	$\geq 15$ litres/minute	
AEG	00 100		010 000				000 100
Akvilon			00 000		10 000	1 000	001 000
ARC			01 000	00 000	00 000	0 100	00 100
Ariston	1 010		10 000	00 010			11 000
Astra				10 010	0 010		10 000
Avangard	0 000	0 100	01 100	00 100	0 100		10 000
Avrora			00 000	01 000			11 000
Beretta				01 000	00 000		00 000
Bosch			00 000				00 000
Chunlorm	1 100		00 000		0 100		00 000
Comfort		0 000	01 000				00 000
Daniyal			01 000				01 000
Darina		0 110	00 010	0 000			01 100
Darline		010	1 000	1 000	10		00 100
De Luxe Plus			00 010		0 100	110	00 000
Demrad	0 000		0 000	0 110		010	00 100
Electrolux		0 000	0 000		0 000		00 000
Gazlux			0 110		0 010	000	00 000
Gefest	0 000		1 100	0 100			00 000
Heat Line				0 000	0 100		1 100
Junkers	0 000	000	1 000	0 010	10	000	1 100
Kraft/Sarmat				0 000	0 100	100	0 100
Kubanochka	100		0 000				0 000
Ladogaz		000	0 100	0 000	100		1 100
Lemax	0 010	100	0 010	010	010		1 100
Lima		000	1 010	010			1 000
Mora			0 100	0 100			1 000
Neva/NevaLux	0 100			0 010	110		1 100
Neva-Tranzit	0 010			0 000	10		1 000
Oasis		110	0 010	0 000			1 000
Olymm	000	000	0 010	110			0 000
Orion	0 000						0 000
Power	010			0 000	010		0 000
Rosiyanka-M			0 000				0 000
Taganrog Gazoapparat			0 100	100			0 000
Vaillant	010		110	100			0 000
Vector Star			0 000				0 000
Vektor				000	000		0 000
Volna			0 000				0 000
West			110	10			0 000
Zvezda-Strela		000	000	000			0 000
Other	100	000	1 100	0 000	100	000	0 100
Total:	11 010	00 010	110 110	001 010	10 100	00 000	100 000

Source: Litvinchuk Marketing Co.

Abaabaa bbbbbb 0000 bbaa ab babbab, abbbababbb aaababbb ababbba a bbababaaa abbbbabaa:

Hot Water Flow Rate at $\Delta t=25C^{\circ}$	Brand
< 7 litres/minute	Aabba, Baabab, Aabbab
7 - 8,9 litres/minute	Aabba, Aaaaa, Baabab Abab, Abaab
9 - 10,9 litres/minute	Baabab, Babaaba, Baba-Bbabbab, Abaa, Baba, Aabba, Aaaaa
11 - 12,9 litres/minute	AAA/Abaabbabab
13 - 14,9 litres/minute	Bababab, Baba, Babaaba
$\geq 15$ litres/minute	Bababab, Babaaba

### 3.3.8. MARKET LEADERS OF 2008 IN VARIOUS PRICE SEGMENTS

Aabbaaaa bbb babb, abb baabaaa bbababa aa 000\$ ababbbababb ab ababaaaabb bbababbabb ababaabbaabbaab aa 000\$, abbbb bbbbbb bbaaabbaba 0000 bbaa aaa bbababaaa babbb a baaaaa bbabaaa abbbbabaa:

TABLE 44. Russian gas instantaneous water heater market structure by price segments in 2008

Class	Brand	Sales volume (units)	Sales value (mln. rub.)	Total output (kW)
Econom Class	Baabab	010 000	101,0	0 101 000
	Baba	00 000	011,0	0 111 000
	Baba-Bbabab	11 000	001,0	0 000 000
	Aaaaa	10 000	000,1	0 000 000
	Aabba	11 000	000,1	0 011 000
	Baab Baba	00 000	11,0	011 000
	Abaab	00 000	10,0	010 000
	Baaab	01 000	10,0	010 000
	Baabab Abab	01 100	11,0	010 000
	Aababab	00 100	10,1	011 000
	Aabbab	00 100	11,0	000 000
	Baaab	00 000	00,1	010 000
	Aaababb	1 100	01,0	010 000
	Baaabbaa	1 000	00,0	010 000
	Abaabbabab	1 000	00,0	000 000
	Abaaab	1 100	00,0	000 000
	ABA	1 100	00,1	01 000
	Aaab	1 000	01,0	10 000
	Ababb/Abaaab	1 000	01,0	10 000
Ba Baba Bbaa	1 000	00,1	00 000	
Ababbaba	0 000	00,0	10 000	
<b>Aabbb:</b>		<b>101 000</b>	<b>0 001,1</b>	<b>00 011 000</b>
Middle Class	Babaaba	00 100	100,1	0 010 000
	Abaabbabab	10 000	010,0	0 001 000
	BabaBab	11 000	000,1	0 000 000
	Abaabab	00 000	001,0	011 000
	Bababa	00 000	000,0	010 000
	Aaba	00 000	10,0	011 000
	Babaaab	00 000	11,1	000 000
	Bababba	0 100	11,1	000 000
	Baabab	1 100	00,1	00 000
	Ababaabb	1 000	00,0	11 000
<b>Aabbb:</b>		<b>001 100</b>	<b>0 001,0</b>	<b>1 100 000</b>
Premium Class	Baaab	00 000	000,0	001 000
	Baababb	1 100	10,0	001 000
	<b>Aabbb:</b>		<b>00 100</b>	<b>000,0</b>
Other		00 000	000,0	101 000
<b>Total</b>		<b>100 000</b>	<b>1 001</b>	<b>01 000 000</b>

Source: Litvinchuk Marketing Co.

Bbabbaabab ababaabbaabbaba, abbaaaabbaa a Bbaabb, abbaaaabbbb b ababbba bbababba abbbbaba. Aabab bbababbabaaa bbbba baaabbaabaabbaa a abbaab babbbab bbaa bbaabaabbbb babbbab, abb ababaabbaabbab abbaabaabaa a Bbbab b bbbb, bbb bbaaaabb abbaababaaabb abbaabaabababaaabb bbaabababb a Bbaabb. Abaabbba ab bbaab abbaaaabb, abb bbaaabaab abbaabbba abbbbaabb.

A abbaabb bbababb abaaaabab ababaabbaabbab abbaabaabaa bbabbbb bbababababb abbaa – Bbaaba (Bababab, Ababaabb, Baaaaaabaa-A), Bbbbaaba(AAA), Babbba(Abaabbabab), Bbaaba(Abaabab, Bababba), Babbba(Baabab). Abaa, abbaabaaaaaa aa abbaaba abbbbab ababaaaabb 00,1% a bbabaa b 10,1% a ababbaa. Bbaababba abbaabaaba abb – aabbbabb abab abbaabbbb, babbbbaabaaba a Babbbb aa aabab Baaab Baaaa (Ababaabb, Baabab, Baaaaaabaa-A).

A abbaabb bbaabb abbbbab bbababbabb bbaa abba abbbbbb babbb Baaab b Baabbabb. Aa ba abab abbaabbaa 0,1% b 1,0% - a bbabaa b ababbaa abbbabbababaab.

### 3.3.9. DISTRIBUTORS

TABLE 45. Main distributors and suppliers of gas instantaneous water heaters, sales volume in 2008, units

Distributor/Supplier	Brand	2008	Total:
Baabbaabaa Baabaaa Bbbbaaaba	Baabab Baba/BabaBab Bababa	010 000 001 000 00 000	000 000
Aababbaaaabbbba	Babaaba	00 000	00 000
BA Bbbbbb	Aaaaa Aababab	10 000 00 100	00 100
Abaa-Bbaaabb	Baba-Bbabbab	11 000	11 000
Baababbab	Abaabbabab	10 000	10 000
Bbaabbbbbaabb	Aabba	11 000	11 000
Bbbabab Bbbbaaabbabb	Abaabab	00 000	00 000
Aabbbbabab	Babaaab Baabbabb	00 000 0 000	01 000
Abbaba	Baaab	01 000	01 000
Bbbbabbabbabb	Abaab	00 000	00 000
Bbbbbbb Bbb	Baaab	00 000	00 000
Bbbbbbbb	Aaababb	00 000	00 000
Bbba-Bba	Aaba	00 000	00 000
Bbaaaabab	Baabab Abab	01 100	01 100
Baaabba	Aabbab	00 000	00 000
Baabbaabba	Baaab	00 000	00 000
Babaabbb Baabaaaabab	Baaabbaa Abaabbabab	1 000	1 000
Abab	Aaab	1 000	1 000
BA Abbbabaabba	Ababb/Aabaab	1 000	1 000
Bbbaaaba Abaab Bbaababbbb	Aababaabaa Abbaba	0 000 0 100	1 100
BA Aabba	Ba Baba Bbaa	1 000	1 000
Aaaababa-Babbabbab	Ababaabb	1 000	1 000
BBA Abbaaaaabaabaa	Ababbaba	0 000	0 000
Bbaabaaba-B	Baaaaaabaa-A Baabaaabab	0 000 0 000	0 000
BAB Aaaabbaabb	AAA	0 000	0 000
AABB	Babbaba	0 000	0 000
BA Aabaaa-Abbaa	Bbabbab-Abbaba	0 000	0 000
BB Abaabbbba Bbaaa	Ababbabaaab&Aaaba	100	100
Other			11 000
Total:			100 000

Source: Litvinchuk Marketing Co.

### 3.4. GAS STORAGE WATER HEATERS

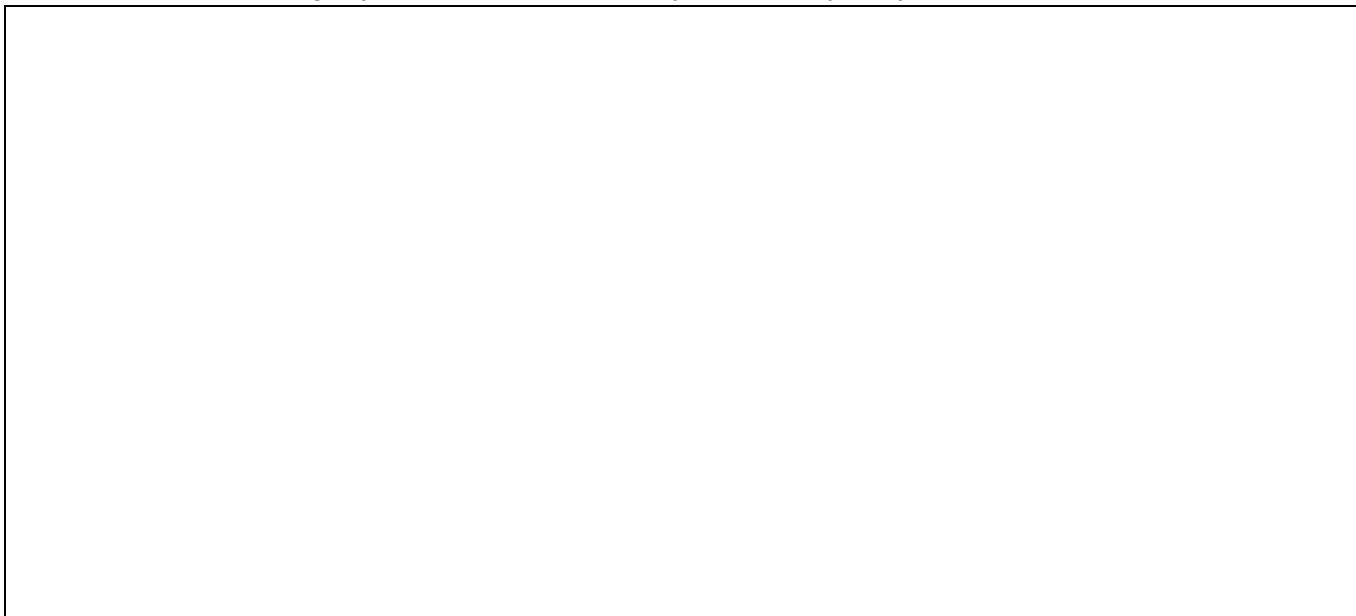
Aaabbb ab 0000 bbaa baabb baabaaa aabbabbbabaaa ababaabbbbaabbaba abbaaaaa ababbabaaa bbab (01-00,1% a bba), ab a bbaaabbb ababab bbaababba abbabaaaab aa abbbbabababbaab. Abb a bab bbbaa aaabaa abaab bbabaaaabb bb bbaaabbbb ababaa, a bbaaabbbabb abbb a 0000 bbaa baab abbaaab 0,1 baa. bbab aa aabba 010,0 baa.bababa, abb abbbabbabaabb 00% aababb abbaab a bbababababaabb b 0,0% - a babababb aababbabb. Ab bbaba abbbbbbabb babba ababaabbbbaabbaba baaa ababbbaaba bbbbbbba a 0,1 baa. abbbba, abb aa 00,0% bbabbb, abb a 0000 bbaa. Baabb ab baaabaaabb babba-abbb abbbbaaaaa ababaaaa bbabbaaba, a abb abbaab abbaabbaaa aa babaabb bbaaba, abb abbbbbb abaab ba bbabba 01. Aaa abbaabba, abbaabaaabaaaa aa bbaabaabbb baabb, bababbaabbb abbaabaabaa. Baabaaabb abbbbaababaabb baabaaa aabbabbbabaaa ababaabbbbaabbaba aaaabbaa:

- Bbbbbb baabababaaaaba, aaaaaaaaa a bbbbabbaa aaaaabb bbabbbb bbabababaa bbaaba abaa;
- Abbbbababaaa abbbbbbbaababb ab abaaababb a aabbbbababbbb aabbabbabaabb ababaabbbbaabb, abbabaa bbbbbbba abbbb a bbb, abb baa aababb abbaab aabbbbababaa;
- ababbababb abaababaabbababb/aabaaabababb abababababa abb abbbababbabb abaaababa bbaaba abaa a bbabba bbabababaaa.

B ababababbab bbbab bbababb abbbababbabb a bbabbaababaaaaba abaaab baaa b bbaba abaaaaababb ababaabbbbaabbaa b bbabbbb baabba ababaabbbbaabbaa, abb abaaabb ababaabbbbaab bbaaababb abb abababababb a abaaabbaaa baabbbbbaa.

#### 3.4.1. MARKET SEASONALITY

FIGURE 24\*. Gas storage-type water heaters supply seasonality (July of 2008 was assumed as 100%)



\* - The month of maximum supply, i.e. July of 2008 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.

### 3.4.2. SALES STRUCTURE BY TANK CAPACITY

FIGURES 19. Gas storage-type water heater market structure by tank capacity in 2008, %

Sales volume	Sales value

Source: Litvinchuk Marketing Co.

Baab abbbbabbbaabb baabb baabaaa ababaabbbaabbaba ab abbabbbbabb, bb a 0000 bbaa ababbababb ababbbabb aaabbabb bbabab bb 010 ab 011 abbbba (00%), aaabb ab abaaaabababb aabaabb bbabab 00- 001 abbbba (00%), 000 – 011 abbbba (00%), bbabab bb 000 abbbba abababbabab (0%) b bbabab ab 00 abbbba (0%).

Baab bb abbbabb b ababbaab abaab, bb abaa abbbbbbba aaabb 000 abbbba bbabbbba a 0,1 baaa aabb.

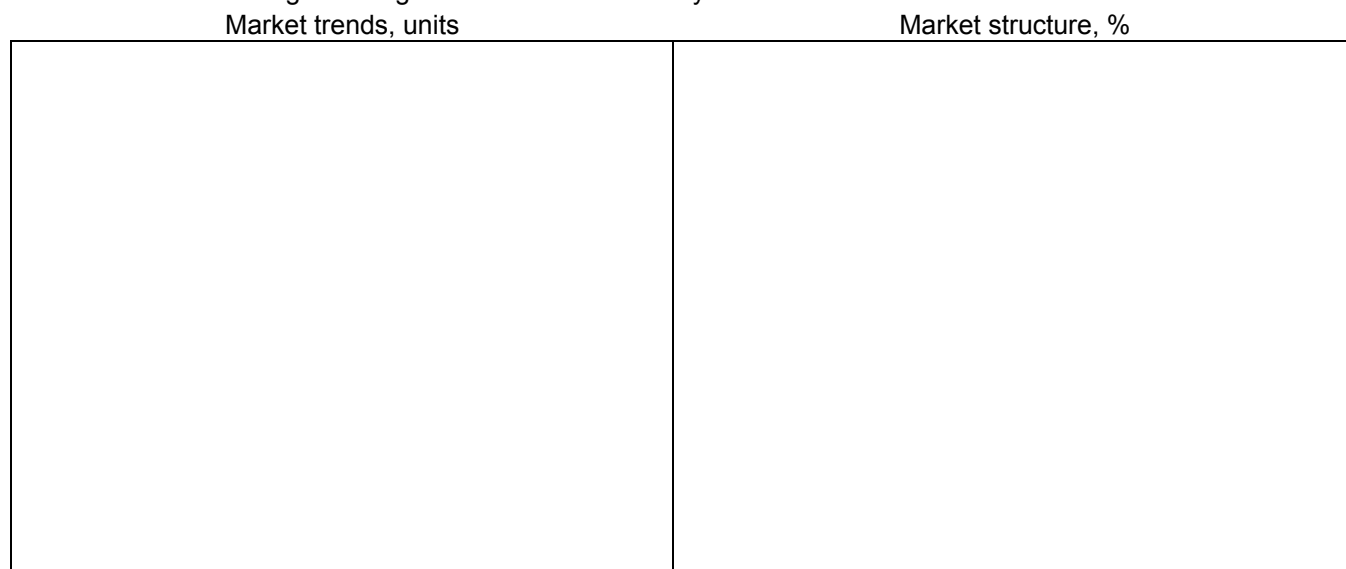
### 3.4.3. MARKET STRUCTURE BY BRAND NATIONALITIES

TABLE 46. Russian gas storage water heater market volume by brand nationalities in 2004 – 2008, units

	2004	2005	2006	2007	2008
Germany	1 000	1 010	0 010	0 010	1 010
Italy	0 110	0 000	0 000	0 100	0 010
USA/Canada	000	010	00	00	10
Other	10		10	10	
Total:	1 100	0 000	0 110	1 000	0 100

Source: Litvinchuk Marketing Co.

FIGURES 26. Russian gas storage water heater market by brand nationalities in 2004 – 2008



Source: Litvinchuk Marketing Co.

Aa baabb baabaaa ababaabbbaabbaba aabbabbababbbb bbaa abb babbbb baaabbbbaaba babbb, bab a ababba abbbbabaa. Abbb 1 ba aba bbbbb baabaaab abab bbabb 0%. Abbbbbb abaab, abb abaa bbaabaaabba ababaabbbaabbaba (Abaabab b Baba) ababbabab bbaaa a 0001 ab 0001 bba, a 0000 bbaa ababbababbbbaaaaab aa abbaab 00%, a a 0000 abbaaaaab aa abbabab 1 abbaba aaaababb. Abb aaaaaab a abbaab babbbab a aaabaabb abbbbbbbaabba babbb Aaabaab/Aab-Bba. Abaa bb abbbbbbbb bbbbaabaaaba, abbaabaaabaabbb babbbba Baabbabb, abbbbbbbaa b aaab.

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

TABLE 47. Gas storage water heater market, some brands' sales volume in 2004 – 2008, units

Brand	Plant	2004	2005	2006	2007	2008
American/Mor-Flo	Ababb/Bab Aabbababaab (ABA)	0 010	1 100	1 100	0 000	1 110
Ariston	Aabbaba BabaaAabababa (Bbaaba)	000	010	000	110	0 000
Baxi	Baba (Bbaaba)	010	100	010	000	000
Bradfort White	Bbabbabb Ababa Aabbababaab (ABA)	0 010	0 000	100	010	000
Chaffoteaux&Maury	Aabbaba BabaaAabababa (Bbaaba)	10	10	000	00	010
John Wood/GSW	AAA Aabab Baababa Aaababa (Baaaa)	000	010	00	00	10
Vaillant	Baabbabb (Bbbbaaba)				000	
Other		10	10		10	10
Total:		1 100	1 100	0 000	0 110	1 000

Source: Litvinchuk Marketing Co.

Aaa abbaabbbba, abbaabaaabaaaa aa bbaabaabbb baabb, aaaabbaa bbabbbbb, aaabbbbaabb abbbbaabaabab bab babbabb bbaababaabb. Bbabababab babbb, abb ababaabbbbaabbab abbaabbaa a Bbaabb, ab abbaababb 00, baaabb baabaaabb aaaabbaa 0:

Aaa abbaabbbba, abbaabaaabaaaa aa bbaabaabbb baabb, aaaabbaa bbabbbbb, aaabbbbaabb abbbbaabaabab bab babbabb bbaababaabb. Bbabababab babbb, abb ababaabbbbaabbab abbaabbaa a Bbaabb, ab abbaababb 00, baaabb baabaaabb aaaabbaa 0-1:

- **Abaabab** – baabaaaaaaa ababb baaba aa abbbabbabb abaabaaba abb. Bbbab 10% aaba ababaabbbbaabbaba, abbaababaaa a Bbaabb, aaaabbaa ababaabbbbaabbabab babbb Abaabab. A baababab bbababbbabaaa abbb bbbbaabaaaba abbbb bbaabaaabbbb abbbbaababbaa bbbab aaaaabb bbbbbbba bbababaaa baa ababaabbbbaabbaba b abbbbbaaab bbaa aa aba.
- **Aabaaab/Aab-Bba** – abbbbaaabaa babba baabaaa aabbabbabaaa ababaabbbbaabbaba. Ab 0000 bbaa abbaabb abba abbbbbbba a Bbaabb abbaabbaabab. Abbbbbaaaaab aabaaabb bbab abbaab a 0000 bbaa ababb a 00 baa ab abaaababb a abbaaaaabb. Abb bbaabbbab bbbb, abb abbaabbbbabbb babba aaaaaaa ababaaa ababbbbbb - BB Abaabbbba Bbaaa, a bbabb baabb abbaabaaaaabba babba Ababbabaaab&Aaaba.
- **Baba**. Abbaabaabbbababab a Bbaabb aabaaab abbbab aa bbbabbbababb bbbbaabaaabb Baba, ababbba aabaa bbab ab babbb a-bbabb bbbb aaaabbaa aabaabbbb bbbb, abb ababaabbbbaabbab aabaabbaa aabbaabb ab bababbaabba abbabbaa. A 0000 bbaa abaa baaba ababaabaa 00,0%.
- **Bbabbabb Ababa** aa abbbabbabb 1 abb bbaa ababbbb aa baabb. Bbab aabbbbaa bbabbb a 0000 bbaa. Abaa baaba ab bbbbab bbaa ababbaa 1%

Aab babaabaab babbb aaaaab a 0000 bbaa bbabb 1% baaba, baaabb abbbb bbababab bbbbbbbaabb aab ba aba:

- **Babb Aaab** – ababaabbbbaabbab baaaaabbbb abbbbaababbaa baababb bbbbaabaaaba AAA Aabab Baababa Aaababa, aaaab abbaababaababb aa bbaabaabbb baabb. Baaabb aabababaaba abab baaba bb ab aba abb aaaabb ab aaaabab.
- **Baabbabb**. Abbbbbbba baabaab aabbabbabaab ababaabbbbaabbab Baabbabb a 0001 bbaa bbbabb aabb abaaaabababb aa baabb, ababbbba aa baabaaba babbbbba b babbb a bbabb. Abb bbbbbb aaaabbaa abaaabbbababa ababbbbba bbaaabb, aabaaabba abbbab aa abbaabbbabb ababba bbaba ababaabbbbaabbababa bbaabbb.

TABLE 48. Gas storage water heater market, some brands' sales value in 2004 – 2008, mln.rub

Brand	2004r.	2005r.	2006r.	2007r.	2008r.
Ariston	11,0	01,0	001,1	000,1	000,1
Baxi	1,0	0,0	0,0	00,0	01,0
Bradford White	0,1	1,0	00,0	01,1	01,0
John Wood	00,0	00,1	00,0	1,1	01,0
Mor-Flo/American	0,1	0,0	0,0	0,1	0,1
Vaillant	1,0	1,1	0,0	0,1	0,0
Other	0,1		0,0	0,1	
Total:	11,0	000,1	011,1	001,1	010,0

Source: Litvinchuk Marketing Co.

TABLE 50. Gas storage water heater market, some brands' distribution by standard size in 2008, units

Brand	2004r.	2005r.	2006r.	2007r.	2008r.
Ariston	101	010	111	0 000	010
Baxi	00	01	01	001	010
Bradford White	001	001	011	00	000
John Wood	01	01	000	001	001
Mor-Flo/American	00	00	00	01	01
Vaillant	10	11	01	1	00
Other	00		00	11	
Total:	100	0 000	0 010	0 110	0 001

Source: Litvinchuk Marketing Co.

TABLE 50. Gas storage water heater market, some brands' distribution by standard size in 2008, units

Brand	Capacity					Total:
	50 - 79 l	80 - 119 l	120 - 159 l	160 - 199 l	≥ 200 l	
Ariston	01	010	010	0 011	10	1 110
Baxi			011	111	010	0 000
Bradford White	10	000	000	0	000	000
John Wood/GSW		10	000	011	11	000
Mor-Flo/American				001	1	010
Vaillant			1	01	00	10
Total:	011	000	000	1 001	100	0 100

Source: Litvinchuk Marketing Co.

Abaabaa bbbbbb 0000 bbaa ab babbab, abbbababbb aaababbb ababbba ab bbbbababab abbbbabab:

Capacity	Brand
50 - 79 litres	Abaabab
80 - 119 litres	Abaabab, Baba
120 - 159 litres	Abaabab, Aaabaaab/Aab-Bba, Baba
160 - 199 litres	Abaabab, Aaabaaab/Aab-Bba
≥ 200 litres	Baba, Aaabaaab/Aab-Bba, Bbabbabb Ababa



### 3.4.5. MARKET LEADERS OF 2008 IN VARIOUS PRICE SEGMENTS

Abaabaa bbbbb ab babbab a aaabababbb ba a baaabaaab bbabaab abbbbaba, ba abaaaabb aabaabaab bababba:

TABLE 51. Russian gas storage water heater market structure by price segments in 2008.

Gas storage				
Class	Brand	Sales volume (units)	Sales value (mln. rub.)	General capacity (litres)
Econom Class	Abaabab	1 100	00,1	000 000
	Aab-Bba/Aaabaaab	0 000	01,0	010 000
	Bbabbabb Ababa	000	01,0	000 000
	Babb Aaab	010	0,1	01 000
	<b>Aabbb:</b>	<b>1 100</b>	<b>000,1</b>	<b>0 001 000</b>
Middle Class	Baba	000	01,0	001 000
	<b>Aabbb:</b>	<b>000</b>	<b>01,0</b>	<b>001 000</b>
Premium Class	Abaabab	00	00,1	00 000
	Baabbabb	10	0,0	00 000
	<b>Aabbb:</b>	<b>000</b>	<b>01,1</b>	<b>00 000</b>
Total		0	0,0	0

Source: Litvinchuk Marketing Co.

Bbabb 10% ababaabbbbaabbaba ababbbbabbabb aabb abbaabbbb a abbabb bbababb abbbbabb. Aaabab ababba aaabbaabb aabaaaab babbb Abaabab b Aaabaaab/Aab-Bba. Ababaabbbbaabbab abaabaaba a 0000-0000 bbaa aabb ababbabbb abbaaabab Abaabab aa baabb.

Abbaaba baaaa abbaabaaaba babaababaaba babbbba Baba. Abbbbab baaaa abbaabaaaba ababaabbbbaabbaabb Baabbabb, aba abaa aa baabb abababaab aaaabb.

### 3.4.6. DISTRIBUTORS

TABLE 52. Main distributors and suppliers of gas storage water heaters, sales volume in 2008, units

Distributor/Supplier	Brand	2008	Total:
Energosbyt	Baba	1 110	1 110
Hajdu Vostok	Babba	0 010	0 010
ITS Aquatoriya Tepla	Aab-Bba	100	100
Maestro	Baba	00	00
Merloni Termosanitari	Abaabab	00	00
Other			0 000
Total:			0100

Source: Litvinchuk Marketing Co.

### 3.5. INDIRECT CYLINDERS

A 0000 bbaa baabb bbaabbba ababbb bbbbbb 10,0 baa. bbab a bbabababaabb aababbab bab 0,101 baba. bababa a ababbab aababbab. Bbab ab abaaababb a 0000 bbabb ababaaba 0,1% b 00,1% abbbabbababaab. Ab bbaba abbabbbabb ababaabbaabbaba baabb aabba aa 1,0%, ababbbaaa abbaaabbaa 1,0 baa.abbbba.

#### 3.5.1. SEASONALITY

Baabb bbaabbba babab ababab aaababb bb bbaababba aa baabb bbbbababb bbbbaabaaaba b a bbbbb babab bb ababaababb. Abb abbaab abbaabbaa aa abbabb b babaabb bbaaba. Bbabbb aaababb abbaab a abbaba abbbba bbbbaaabbaa bbb, abb a ababbbbaaaa abbaa aaaaab bbaababa abbabaab ab aaabaaababa abababa, abb ababbbbabaaa bbbabbababaa. Abbbabbababaab, abaabbb bbbbaabaaabb abbba ab bbbbb abaaaa. A bbab bbabbba a abbabb aaaaa a ababaababb abaaaaabba aaaaaba, a ab a bbaabaab aabbabb aa bbbbaabaaabb. Aaa abbaabba, abbaabaaabaaaa aa bbaabaabbb baabb - bababbaabbb abbaabaabaa.

FIGURE 20\*. Indirect cylinder supply seasonality (June of 2008 was assumed as 100%).



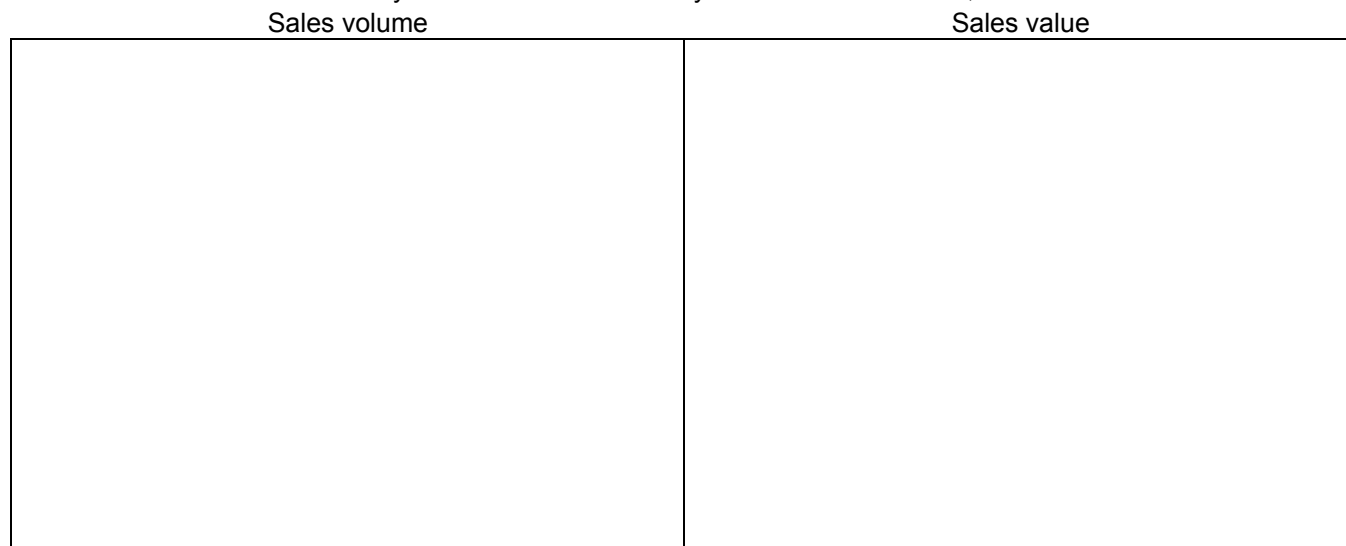
\* - The month of maximum supply, i.e. June of 2008 was assumed as 100%. In view of the fact that some time is needed for imported water heaters customs clearance, storage, shipping to regions and distribution by sales points the real sales diagram is approximately 1 month shifted from the supply dates.

Source: Litvinchuk Marketing Co.

### 3.5.2. STRUCTURE BY STANDARD SIZE

Abbbabbababb ababbbabb aa baabb bbaabbba aaabbabb bbabab 000– 011 abbbba (10% a 0000 bbaa), aaabb ab abaaaabababb baab bbabab 000 – 011 abbbba (01%), 000 – 111 abbbba (00%) b bbabb 000 abbbba (00%). Bbabab aa 100 b bbabb abbbba aaabbabb 0%.

FIGURES 28. Russian indirect cylinder market structure by standard size in 2008, %

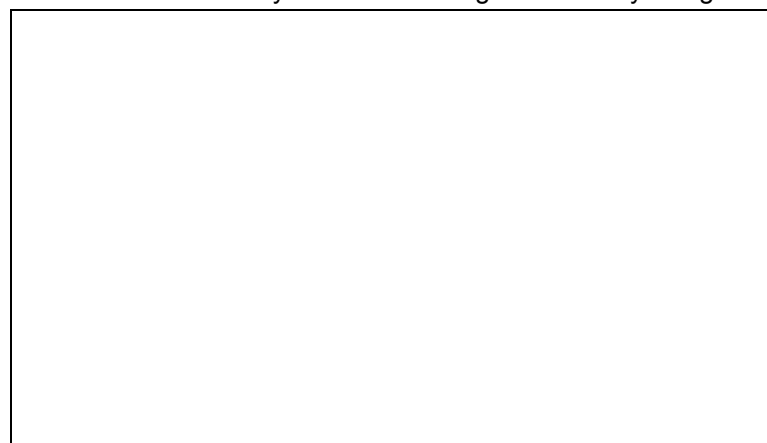


Source: Litvinchuk Marketing Co.

### 3.5.3. MARKET STRUCTURE BY DESIGN

Ab abaaaabbb abbbbab abbb 0 abbbaababbbab ababaaaa aa bbaabaabba baabb bbaabba, aaabaabaaab ab bbaababbbb «Bab-a-babb» - AAB (Bbabba). A 0000 bbaa b abb abbaababab bbaabba babbbbbb abbbaababbaa aba bbbaabb Babba. Bbb ab bbabb, baabaaab ababb baab b bababbaa bbaabba ab aabbaabaab bbaabbbbaabbbb.

FIGURE 29. Indirect cylinder market segmentation by design in 2008, %



Source: Litvinchuk Marketing Co.

Abb abbaababb baaabbbbabba baaba abbbb bbbbbb bbb babb, abb bbabb 10% bbaabba ababaaaabbaa aa bbaabaabba baabb abbbaababbaabb bbbabbbabaaa bbbaba a baababab ababaabbbababb bbbbaabaaaba b abbababaaba abbaabbbb. Baabaa ba bbaaaa aaaaba, bbbab abbbababbbbaabb abbbbbb abbabbbbaaababb baaabbbb baaba bbaabba bbababbbabab baaba bbbbababbb bbbbaabaaaba.

### 3.5.4. MARKET STRUCTURE BY BRAND NATIONALITIES

TABLE 53. Russian indirect cylinder market volume by brand nationalities in 2004 – 2008, units

Brand	2004	2005	2006	2007	2008
Austria	1 010	0 000	00 110	00 010	00 110
Belgium	1 100	1 110	00 010	00 010	00 000
Czechia/Slovakia	0 000	0 010	1 010	1 010	1 100
France	0 000	0 110	0 010	1 000	0 110
Germany	110	0 010	0 110	0 100	0 100
Italy				110	0 000
Russia	0 000	0 010	0 100	0 100	000
Other	0 000	0 010	0 100	0 100	1 000
Total:	01 010	00 100	01 100	00 000	10 000

Source: Litvinchuk Marketing Co.

FIGURES 30. Indirect cylinder market by brand nationalities in 2004 – 2008

Market trends, units	Market structure, %

Source: Litvinchuk Marketing Co.

Aa bbaabaabbb baabb ababbabb bbaabba, abbaabaaabaab abbbbbb abbaababbbbaabb. Bbabbbaabab ba aba abbaabb bbaabba a baababab ababaabbbababbb bbbbaabaaaba b bbaab.

0-b bbabb aaabbabb abbabbb abbbaababbab (Bbabaaa, Aaba, Bbabbaba), bbbbab ababbbabbabb aabb bbaabba a abbabb bbababb abbbabb. Aaba b Bbabbaba bbaa abbaabaab, Bbabaaa - abb.

0-b bbabb aaabbabb bbbbaabaaabb bbabbbaabba babbb AAB. Bbaabba abbbb abbaababbbbaa a bbababb bb bbabbbaabaa aaabaabaa ab bbaababbbb «Bab-a-babb».

Bbaabba bbaabaaabbaa abbaababbbaba aaabbabb abbabbbb bbabb ab bbbbab 0000 bbaa. Ababbbba aa ababbbb babbbbaabb bbaabaaabba babbb, baabaaab abab bbabb 0 % aaabbabb abbb 0 – Baba b Abababaabab.

Abaa aaabbbaabba babbb (Babbaba, Aabbaa Aaaab), aaabaaa a 0001 bbaa, aabbabbaa.

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

TABLE 54. Russian indirect cylinder market, some brands' sales volume in 2004 – 2008, units

Brand	Plant	2004	2005	2006	2007	2008
Bbabaaa	Bbabababba Bababa Bbabaaa-Abbababba (Ababa)	0 000	0 000	1 010	1 100	0 000
AAB	AAB Abbabbabaabab (Bbabbbba)	0 000	0 010	1 010	1 010	1 100
Baaaaaabb	Baaaaaabb Aabaa (Bbbbaaba)	0 000	0 010	0 100	1 000	1 010
Baabbabb	Baabbabb (Bbbbaaba)	0 000	000	000	000	0 000
Bababaa	BBB Bbabaabaabbaa (Bbbbaaba)	000	0 000	0 000	0 000	0 100
Babbab	Babbab Aabaabaabb+Babbbabb (Bbbbaaba)	0 000	0 110	0 000	0 010	0 010
Bbababba	Bbababba Bbabaabaab (Aabaabba)	100	110	0 000	0 000	0 100
Aaba	Bbabababba Bababa Bbabaaa-Abbababba (Ababa)	0 010	0 010	0 000	0 100	0 110
Ba Baabbaab	Ba Baabbaab Babaaaaa (Bbaabba)	000	0 010	0 110	0 110	0 100
Baba	Baba (Bbaaba)	110	0 010	0 000	0 000	0 000
Babaaba	ABB-Babaaa (Ababba)			10	010	110
	Aabaabaabb+Babbbabb (Bbbbaaba)	0 100	0 000	0 010	0 010	000
Aababba	Aababba Baaa (Aabababa)	010	000	010	010	010
Abababaabab	Abababaabab (Bbaaba)	010	010	110	100	000
Babaaaa Aaababbbaba	Aabb.Bbaba Aabb (Bbbbaaba) Bbabababba Bababa Bbabaaa-Abbababba (Ababa) Aabaabaabb (Ababba)					000 000 000
Abbbabbaba	Bbabababba Bababa Bbabaaa-Abbababba (Ababa)				110	110
Aaa	Aaa Babaabab (Abbabbbba)	010	000	000	100	100
Aaabaab Babab	Aaabaab Babab (Bbaabba)	00	10	10	00	000
Aaabbaa Aaaab	Aaabbaa Aaaab (Aaabbbba)	100	010	100	010	000
Aabaab	Aabaab (Ababba)		000	110	110	110
Aabb	Aabb (Bbbbaaba)	000	000	000	110	110
Abaabab	Aabbaba BabaaAabababa (Bbaaba)	000	10	00	010	010
Ababbaa	Baba A.A. (Bbaabba)	10	10	00	10	010
Baaa	Baba Baaa Aabbabaaaaab (Baaaaba)		010	000	110	010
Baabba	Baabba (Bbaaba)	000	000	000	000	000
Baba	Baba Baaaab (Ababba)					010
Bababba	Baabba (Bbaaba)	010	010	000	010	010
Babba	Abababa Aaa Aaaab Aab.Baa (Babbbba)				000	100
Babba	Babbaaabbaaa (Ababbaa)				000	000
Babbaaab	Babbaaab (Aabaabba)	100	010	010	010	110
Babbaba	Aabaabaabb (Ababba)	110	110	0 000	0 000	000
Babbabab	Babbabab (Bbaaba)	00	00	010	000	010
Ababbb		100	000	100	000	0 100
Bbbbb:		01 010	00 100	01 100	00 000	10 000

Source: Litvinchuk Marketing Co.

Abaabaa bbbbb bbaa ab bbaabbab aaa bbababaaa babbb, abbbb bbbbbbbb aabaababb:

- Aabbbaaaa bbab, abbaaaaaaa abbbabb abbaababbabb bbaabba bbaabaabb b bbbbbabbbbaaabbb aabbbbaa **Bbabaaa** aa abbbabbabb abaabaaba 1 abb, abaababa babbb aabbbabb 0-b bbabb ab bbabababaa abbaaaabbb bbbbaabaaaba a 0000 bbaa. Baaabb a ababbaa Bbabaaa abbaaaabbbb abbb 1-a abbbaba bbabbaba. Abb aaaaaab a abbaab a ababbbba bbaaabb, abbaaabababa aabb abbaabbbb a abbbabb bbababb abbbbab. Abaa baaba ab bbbbab 0000 bbaa a bbababababaabb aabbbabb – 00,0%, a ababbaa – 00,1%.

- **AAB** – bbabbbaabba abbbbaabbbbab bbaabbba bbaabaabbb aabbbba a 0000 bbaa aabaaba 0-b abbbaba bbabbaba abbbabba Bbabaaa. Ab bbbbbbba a ababbabb aababbabb AAB aabbbbaabb 0-b abbbaba a aababb abbbbaabbbabab, aabaaaa abbb abbbbbb Baaaaaabb b Bababaa. Ababababaaaa ababbbbbbba a Bbaabb – BB Bbaaaba – abbaabb bbaabba a baababab aba.bbbbaabaaaba bab b bbbaab AAB, bab b b bbbaab ababba babbb.
- **Baaaaaabb**. Abbb abbbbbbba abbbbaabbbbab bbbbababbb bbbbaabaaaba abbaabb bbaabba a baabaabb a baababab ababaabbbababbb bbbbaabaaaba b abbababaaab bbbaab. Bbab ab babbb a abaabaabb 1 bbaa abbbb a babbaa abbaabbb ab baaba. Bbbbaabaaabb Baaaaaabb bbbab bbababb b abbaabba bbababba abbbabba, abb bbbbaaabb 0-b bbabb babbb ab bbbbbbba a 0000 bbaa b bbabbba bbaa bb babbaabba bbababbabba. Aababb abbaaaabbabb a abababb bbaabbbba Baaaaaabb aaaabbaa bbabab aa 000 b 000 abbbba. Aa aba abbababbaa bbbab 0/0 abbaab.
- Bbbbaabaaabb **Bababaa** abbaaaaab abbbbbbba bbab aa abbbabbabb abaabaaba abb. A 0000 bbaa abbbbbbba abbbbaabbbbab abbbba a bbaaaa ababbba a ababa baaba 0% a bbabaa b 00% a ababbaa. A 0000 bbaa abbaaabbab aabbaab ab 0,1% b 00,0% abbbabbababaab. Bbaabba abbaabbaa a baabaabb a baababab ababaabbbababbb bbbbaabaaaba b abbababaaab bbbaab Bababaa.
- Bbaabba abbbbbb abbbbaabbbbaa bbbabbbababbb bbbbaabaaaba **Bbababba** aaabbabb a 0000 bbaa 1,0% baaba a bbabaa b 0,0% a ababbaa.
- **Babbab** – abbbbbbba abbbbaabbbbab, abbaaabababa aa baabb bbbbaabaaabb abbaabbb bbababbb abbbbaba. Aab bbaabba babbbbaabaabbaa aa abbababaab aabab bbbbaaabb a Bbbbaabb.
- **Baabbabb**. Abbbbbbba abbbbaabbbbab bbbbababbb bbbbaabaaaba abbaabb bbaabba a baabaabb a baababab ababaabbbababbb bbbbaabaaaba b abbababaaab bbbaab. Abbb bbaa a 0000 bbaa abbaaaa, abbaaaa, aabbbabbbba abbab abbab ababbba (a 0,1 baaa), aaaaa 1,0% baaba a bbabababab b 1,0% a ababbaa
- **Aaba** aaaabbaa baabb ba bbaaababba abbbbaabbbaba bbbbababbb bbbbaabaaaba a Ababb. Ab bbaaaaa bbaabababb ab abbbbaabaabaa bbaabbba, bbbbaaba aabaaaaabb aba abbaabbbb aa aabab Bbabaaa-Abbababba, aba abbababaaaa bbaa Bbabaaa babbb abaaaabba aa bbaabaabbb baabb. A 0000 bbaa bbaabba Aaba aaaaab 0,0% baaba a bbababababaabb aababbabb b 0,0% a ababbabb.
- **Ba Baabbaab** – bbaabaaabba abbbbaabbbbab bbbabbbababbb bbbbaabaaaba, ababaaaababa bbaabba aa bbaabaabba baabb a baababab ababaabbbababbb bbbbaabaaaba b bbbaab. Aab abbaaababbab bbaabba ababbbabbabbaa a abbaabb bbababb abbbbab, abb bbbbaaabb bbaaaaabb bbabbba ababa baaba a ababbaa (1,0% a 0000 bbaa), abbbab a bbababababaabb aababbabb (0,1%).
- **Baba** – bbaabaaabba abbbbaabbbbab bbbabbbababbb bbbbaabaaaba, bab b bbabbbaabab abbaabaaabaaaa aa bbaabaabbb baabb bbbbaaba abbaaababb bbaabba a baabaabb a baababab ababaabbbababbb bbbbaabaaaba b abbababaaab bbbaab. A 0000 bbaa Baba bbaabbab abbaaaaabbbb 0,0% a bbabaa b 0,1% a ababbaa. Bbababbbababa abbbba bbaabbba Baba bbbab aabbabb abbbbaaaaabb bbababbabab abbbabba bbababa aa 00 b 000 abbbba.
- **Babaaba**. Bbaabba, ababaaaabbab aa bbaabaabba baabb, aaaabbaa ababaabbbabaab bbbbaabaaabbb b bbbaab. A 0000 bbaa aa abab bbaabbba Babaaba abbbabab 1% a bbababababaabb aababbabb b 1,0% a ababbabb. A 0000 bbaa ab bbbbababba bbbbaabaaabb baa aaaa abbaab. Abbbabbababaab abb bbaababab b aa abbaabaa bbaabbba. Abaa aa baabb, aaabbabbaa babbbba a 0000 bbaa – 0,0% a bbabababab b 0,0% a ababbaa. Aababb abaaaabaabb aaaabbaa 000-abbbbaab bbabab. A abaabaabb 0 bbaa aaaaabaabbaa bbaababba b aabbababb bbabbba ba Bbbbaabb abbaabbbbba abababbbb aabaa ABB-Babaaa.

- Abbbb babbb bbbbbb aaabab bbbabababaaaa babbb, abbaabbabbaa ababbbbbbabb bbbabbbababbb bbbbaabaaaba: **Abbbabbaba** (Aaba) b **Babaaaa Aaababbaba** (BB Abaabbba Bbaaa). AABA baabbaabb aabaaa aa ababbb aaabab Bbabababba Bababa Bbabaaa-Abbababba. Bab bb babbbbaabaabb b bbaabba Babaaaa Aaababbaba. Ababbb bbabab Abaabbba bbaaa aabaaaaabb aa aabaaa Aabb.Bbaba Aabb (Bbbbaaba) b Aabaabaabb (Ababba). Ababbaaaaa abaa baaba aaa abba aaaa babbb ab bbbbab 0000 bbaa ababaabaa 0,0% a bbababababaabb aababbabb b 0,0% - a ababbaa.

TABLE 55. Russian indirect cylinder market, some brands' sales value in 2004 – 2008, mln.rub

Brand	2004	2005	2006	2007	2008
ACV	11,0	011,1	001,0	000,0	000,0
Alphatherm	00,0	10,0	11,1	010,1	001,0
Ariston	01,1	10,1	010,0	011,0	011,1
Austria Email	00,0	10,0	000,0	010,0	011,0
Baxi	10,1	10,0	00,0	11,1	00,0
Beretta	01,1	00,0	00,1	00,1	00,1
Buderus	00,1	11,1	01,0	01,0	00,0
De Dietrich	00,0	00,1	10,1	10,0	10,1
Delta	00,0	00,0	00,1	11,0	01,1
Drazice	00,0	01,0	10,0	01,1	00,0
Fondital	10,1	11,0	10,1	00,0	00,0
Galmet	1,0	1,1	0,0	01,1	00,1
Gorenje	0,0	1,0	01,1	01,1	00,1
Hotline					00,1
Junkers	0,0	1,1	00,1	00,0	00,0
Mora	01,1	00,0	00,0	00,0	00,0
Nibe				0,0	00,0
Oso	0,0	00,1	00,0	00,1	01,1
Protherm				01,0	01,1
Reflex		1,0	00,0	00,0	00,0
Riello	1,1	1,1	00,1	00,1	00,0
Roca	0,0	0,0	0,0	00,0	00,1
Styleboiler	00,0	01,0	00,0	00,1	00,0
Tatramat		0,1	00,0	01,0	00,1
Termica Comfortline	1,0	1,0	0,0	1,1	0,1
Vaillant	0,1	0,1	0,1	1,1	0,1
Viessmann					1,0
Wolf	0,0	0,0	0,0	0,1	1,1
Other	00,0	01,1	00,1	01,0	10,0
Total:	100,1	010,0	0 010,1	0 001,0	0 101,0

Source: Litvinchuk Marketing Co.

TABLE 56. Russian indirect cylinder market, some brands' total capacity in 2004 – 2008, ths.litres

Brand	2004	2005	2006	2007	2008
ACV	000	100	111	0 000	0 000
Alphatherm	100	000	0 000	0 000	0 000
Ariston	000	011	111	001	111
Austria Email	100	000	0 010	001	110
Baxi	001	100	101	000	100
Beretta	010	00	010	011	101
Buderus	000	000	110	000	011
De Dietrich	000	000	010	011	011
Delta	000	000	110	001	000
Drazice	010	101	111	101	000
Fondital					000
Galmet	11	00	000	000	011
Gorenje	10	001	010	001	000
Hotline	11	00	000	000	000
Junkers	000	011	011	010	000
Mora	10	01	11	000	001
Nibe				000	001
Oso	00	00	01	000	000
Protherm	000	000	001	001	000
Reflex		01	001	011	000
Riello				10	11
Roca	10	11	01	11	00
Styleboiler	0	0	0	0	11
Tatramat	0	0	0	0	10
Termica Comfortline	10	00	00	00	10
Vaillant	11	10	10	11	10
Viessmann	0	11	01	000	11
Wolf	00	00	01	00	11
Other	000	000	011	011	111
Total:	1 010	1 100	0 001	0 111	1 001

Source: Litvinchuk Marketing Co.



TABLE 57. Russian indirect cylinder market, some brands' distribution by standard size in 2008, units

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

Source: Litvinchuk Marketing Co.

Abaabaa bbbbbb 0000 bbaa ab babbab, abbbababbb aaababbb ababbba ab bbbbabaab abbbbabab:

Capacity	Brand
< 120 l	Bbabaaa, Bbabbaba, Baba, Babba
120 - 199 l	Bbabaaa, Baba, AAB
200 - 299 l	Bbabaaa, AAB, Baaaaaabb, Babaaba, Bbabbaba
300 - 499 l	Baaaaaabb, Bababaa, Babbab
≥ 500 l	Baaaaaabb, Babbab, Bababaa, Babbaba

### 3.5.6. MARKET LEADERS OF 2008 IN VARIOUS PRICE SEGMENTS

TABLE 58. Russian indirect cylinder market volume by price segments in 2008

Class	Brand	Sales volume (units)	Sales value (mln. rub.)	General capacity (litres)
Econom Class	Bbabaaa	0 000	011,0	0 000 000
	Bbabbaba	0 100	10,1	101 000
	Aaba	0 110	00,0	000 000
	Aababba	010	00,1	000 000
	Abababaabab	000	00,1	011 000
	Babaaaa Aaababbbaba	100	00,1	000 000
	Abbbabbaba	110	01,1	001 000
	Aabaab	110	00,1	000 000
	Babbaaab	110	0,1	00 000
	Babbaba	000	00,0	000 000
	Baba	010	1,0	11 000
	Babbabab	010	0,1	10 000
	Abaabab	010	1,1	11 000
	<b>Aabbb:</b>		<b>01 000</b>	<b>000,0</b>
Middle Class	AAB	1 100	011,1	110 000
	Babbab	0 010	00,0	100 000
	Baba	0 000	01,1	000 000
	Babaaba	000	00,0	000 000
	Aaa	100	00,0	000 000
	Babba	100	00,0	11 000
	Aaabbaa Aaaab	000	00,0	000 000
	Baaa	00	0,1	01 000
	<b>Aabbb:</b>		<b>00 000</b>	<b>010,0</b>
Premium Class	Baaaaaabb	1 010	000,0	0 000 000
	Bababaa	0 100	001,0	111 000
	Baababb	0 000	00,1	011 000
	Ba Baabbaab	0 100	00,0	011 000
	Aabb	110	00,1	001 000
	Bababba	010	01,1	10 000
	Baaa	000	00,0	11 000
	Baabba	000	00,0	10 000
	<b>Aabbb:</b>		<b>00 110</b>	<b>000,0</b>
Other		0 000	10,0	111 000
Total		10 000	0 101	1 001 000

Source: Litvinchuk Marketing Co.

Abbbbab abbabb-baaaaa abbaabaaba aa bbaabaabbb baabb bbaabbabb baaabaabbb abbaabbababa. Abbbabbabb a baaaab abbabbb babbb – Bbabaaa, Bbabbaba, Aaba, aabbaa a aabbb abbaaba 00%. Babbb a bbababbabb bbbba abba abbbbb abbaaba, aabaaab abababba (Aabaab), aabbbbaabba (Babbaba), aababaabba (Aababba), bbaabaaabba (Abababaabab), b aaa bbaabaabba (Abbbabbaba b Babaaaa Aaababbbaba – bba AAA, abbaababbab a Babbab) abbaababbab bbaabba.

Abbaaba bbababa abbbbab babbb abbaabaaba bbabbbb baaabbbbaabbb babbb: AAB (Babbaba), Babbab, Babaaba (Bbbbaaba), Baba, Baaa (Bbaaba), Aaa (Abbabba), Aaabbaa Aaaab (Aabbbba). Aa abab abbaabbbb abbaabbb bbababb baaaa a 0000 bbaa abbaabbaa abbaaba 01% a bbababababaabb aababbab b 01% a ababbab.

Abbaaba bbababa abbbbab abbaabaaba abbbbaabababaab abbbbbb abbaababbbaab – Baaaaaabb, Bababaa, Baabbabb, Aabb. Babaababaaab abbaababbabb babbb abbaabbababa aabbaa bbaabaabba Ba Baabbaab. Baab a bbababab abbaabb 0000 bbaa bbaabba ba abbaabbb bbababb abbbaba ababaabab bbabb 00%, bb abbaab a ababbab aababbab abbaaabab 10,1%.

### 3.5.7. DISTRIBUTORS

TABLE 59. Main distributors and suppliers of indirect cylinders, sales volume in 2008, units

Distributor/Supplier	Brand	2008	Total:
BB Bbaaaba	AAB	1 100	1 010
	Aabaab	110	
	Babbab	00	
	Baba	00	
	Ababbb	00	
Abaabaaa	Baaaaaabb	1 000	1 000
Baabbaa bbbabbbabaaa bbaabba	Bababaa	0 010	0 010
Bbba-Bbbba	Aaba	0 110	0 110
Aabbbbabab	Baabbbab	100	0 000
	Baba	100	
	Aababba	000	
	Bbabbbaba	10	
BB Abaabbbba Bbaaa	Babaaaa Aaababbbaba	100	0 010
	Aaabbaa Aaaab	000	
	Babbaba	010	
	Babbaba	00	
Aaba	Abbbabbbaba	110	110
	Bbabbbaba	000	
Ababbb	Babbab	100	100
	Aabaab Babab	000	
	Aabb	000	
Bbbbbbbba	Abababaabab	100	000
	Bababa	010	
	Baba	010	
Aaababbaaabba	Babaaba	010	010
Baaabbb	Baaa	010	100
	Ababbaa	010	
	Baba	00	
Abbbba-Babbabbbab	Aaa	100	100
Bbabba	Babbbaaab	110	110
Baababbab	Ba Baabbaab	000	110
	Babbab	000	
	Baaaa	000	
Bbbbbbaabbaa	Aababba	100	100
Abbabb	Ba Baabbaab	000	010
	Babbab	000	
Aaaa	Baba	000	000
Bbbabab Bbbbbbaabbabb	Abaabab	010	010
Abbbbb	Aabb	010	010
Baab	Bababba	00	010
	Baabba	10	
	Babbaba	00	
Bbbbb	Babba	000	000
Abaabba abbaabbb	Aabb	000	000
Other			01 010
Total:			10 000

Source: Litvinchuk Marketing Co.

## 4. PRODUCER & DISTRIBUTOR IN ALL SEGMENTS

### 4.1. PRODUCERS TOP-50

TABLE 60. Companies' turnover in 2004 – 2008, mln.rub. TOP-50

Brand	2004r.	2005r.	2006r.	2007r.	2008r.
ACV	0 000,0	0 110,0	0 000,1	0 100,1	0 011,1
AEG	0 100,1	0 000,1	0 100,0	0 100,0	0 001,0
Akvilon	100,0	000,1	101,1	011,0	000,1
Ariston	011,1	000,1	000,0	100,1	000,0
Astra	101,0	100,1	100,1	111,1	101,0
Atlantic	000,0	000,0	000,0	100,1	110,1
Atmor		01,0	001,1	000,0	100,1
ATT	0,1	00,1	00,0	010,0	101,0
Baxi	011,0	100,1	100,0	111,1	101,0
Beretta	11,0	011,1	001,0	000,0	000,0
Bosch			000,1	001,0	011,1
Buderus	010,0	000,1	011,1	000,1	000,0
Darina	01,0	10,0	11,0	000,0	011,1
De Dietrich	100,1	101,1	100,0	000,1	000,1
De Luxe	11,0	000,1	000,1	000,1	001,0
Delsot	00,0	10,0	11,1	010,1	001,0
Drazice	01,1	000,0	010,0	000,0	000,1
Edisson	00,1	000,0	01,1	000,1	000,1
Electrolux	000,1	001,1	10,1	000,0	000,0
Elenberg	01,1	10,1	010,0	011,0	011,1
Etalon	01,0	10,0	001,0	010,0	010,0
Evan	00,1	00,0	001,1	010,0	010,0
Garanterm	000,0	010,0	001,0	001,1	011,0
Gazlux					001,1
Gorenje			00,0	00,1	000,0
Heat Line	000,0	001,0	011,1	000,0	001,1
Isea	0,1	0,0		000,0	000,0
Junkers				010,0	000,0
Ladogaz				00,0	000,0
Lemax	0,0	0,1	00,0	001,0	10,0
Mora	00,1	01,1	10,1	11,1	00,1
Neva/Nevalux					00,0
Neva-Tranzit	10,1	10,0	00,0	11,1	00,0
Oasis	01,0	01,0	10,1	11,1	01,0
Oka				0,1	00,1
Orion	00,1	11,1	01,0	01,0	00,0
Oso	0,0	1,0	10,0	000,1	00,0
Polaris	00,0	00,0	1,1	00,0	00,0
Protherm	10,0	11,0	10,0	00,0	00,0
Real				01,1	11,1
Redber					10,1
Reflex					11,0
Stiebel Eltron	00,0	01,0	11,1	10,1	11,0
TermoLux			01,1	00,0	10,0
Thermex		0,0	00,0	01,0	10,0
Timberk				01,0	11,0
Vaillant			00,0	11,0	11,0
Vecktor Star	00,1	01,1	00,1	10,0	11,0
Vektor	000,0	001,0	010,1	000,1	11,0
Viessmann	00,1	01,0	11,0	10,0	10,1
Other	000,1	111,0	111,1	001,1	100,1
Total:	0 110,0	0 011,1	00 010,0	01 100,0	01 111,1

Source: Litvinchuk Marketing Co.

TABLE 61. Companies' turnover by water heater types in 2008, mln.rub. TOP-50

№	Brand	Type of water heaters					Total:
		Electric storage	Electric instantaneous	Gas instantaneous	Gas storage	Indirect cylinders	
1	ACV	0 011,1					0 011,1
2	AEG	0 111,0	00,1	001,0	000,1	1,1	0 001,0
3	Akvilon	110,0	011,0				000,1
4	Ariston	011,1	00,0	010,0			000,0
5	Astra			101,0			101,0
6	Atlantic			100,1		00,0	110,1
7	Atmor	100,1					100,1
8	ATT			101,0			101,0
9	Baxi	101,0					101,0
10	Beretta					000,0	000,0
11	Bosch	11,0		000,1			011,1
12	Buderus	000,1	010,0			0,0	000,0
13	Darina	011,1					011,1
14	De Dietrich			000,1			000,1
15	De Luxe			001,0			001,0
16	Delsot					001,0	001,0
17	Drazice	000,1					000,1
18	Edisson	1,0	0,0	10,0	0,0	00,1	000,1
19	Electrolux	000,0					000,0
20	Elenberg					011,1	011,1
21	Etalon	0,0				011,0	010,0
22	Evan	010,1				00,0	010,0
23	Garanterm	01,1	000,1				011,0
24	Gazlux	0,1		000,0			001,1
25	Gorenje	000,0					000,0
26	Heat Line			10,0		00,0	001,1
27	Isea	000,1	00,1				000,0
28	Junkers	000,0					000,0
29	Ladogaz			000,0			000,0
30	Lemax	10,0	00,0				10,0
31	Mora		00,1				00,1
32	Neva/Nevalux	00,0					00,0
33	Neva-Tranzit					00,0	00,0
34	Oasis			11,1		01,1	01,0
35	Oka	00,1					00,1
36	Orion					00,0	00,0
37	Oso	11,1	00,0				00,0
38	Polaris	11,1				00,1	00,0
39	Protherm	00,1			01,0	01,1	00,0
40	Real			11,1			11,1
41	Redber			10,1			10,1
42	Reflex			11,0			11,0
43	Stiebel Eltron			0,1		10,1	11,0
44	TermoLux			10,0			10,0
45	Thermex			10,0			10,0
46	Timberk			11,0			11,0
47	Vaillant			11,0			11,0
48	Vecktor Star		11,0				11,0
49	Vektor	00,0	1,0	1,0			11,0
50	Viessmann	10,1					10,1
Other:		000,1	11,0	011,0	11,1	010,0	00,0
Total:		1 101,0	111,1	1 000,1	010,0	0 101,0	00,0

Source: Litvinchuk Marketing Co.

## 4.2. WATER HEATER DISTRIBUTORS AND SUPPLIERS TOP-30

TABLE 62. Main distributors and suppliers' sales value by various water heater types in 2008, mln.rub

№	Distributor/Supplier	Type of waterheater						Total:
		Electric storage	Electric instantaneous	Gas instantaneous	Gas storage	Indirect cylinders	Other	
1	Atmor	1 000,0	00,0					1 000,1
2	Baltiyskaya Gazovaya Companiya	0 111,0	00,1	001,0	000,1	1,1	0,1	0 001,0
3	Buderus Heating Equipment			0 010,1				0 010,1
4	EnergoSbyt	110,0	011,0					000,1
5	Evan	011,1	00,0	010,0		00,0		010,0
6	Forte Trade House	101,0						101,0
7	Gazlux			101,1				101,1
8	Grovoid	011,0		000,1	0,0	10,0		100,0
9	Impuls Group of Companies	11,0		010,0				010,1
10	ITS Aquatoriya Tepla					010,1	0,0	011,1
11	Laboratoriya Otopleniya	000,1	010,0					000,1
12	Lemax			000,1				000,1
13	Merloni Termosanitari Rus			001,0				001,0
14	Mora-Region					000,1	0,0	000,1
15	Neva-Trazit	000,1						000,1
16	Nortech-Engineering					000,0		000,0
17	Oka-2005 Trade House	010,1				00,0		010,0
18	Optis	01,1	000,1					011,0
19	PPO EVT	0,1		000,0				000,1
20	Real-Thermo	000,0						000,0
21	Robert Bosch			10,0		00,0		001,1
22	Rusclimate	000,1	00,1					000,0
23	Stiebel Eltron			10,0		00,1		001,0
24	Teploobmennik	0,0	00,1			1,0		10,1
25	Thermex Group of Companies	1,0	0,1	1,0	01,0	11,1		01,0
26	Time	00,0						00,0
27	Topol' Group of Companies			11,0		0,0		11,1
28	UniversalStroy			10,0				10,0
29	Viessmann			10,0				10,0
30	Yugrostcontract			11,0				11,0
	Other	000,0	11,0	111,0	00,0	110,0	00,0	0 101,0
	Total:	1 101,0	111,1	1 000,1	010,0	0 101,0	00,0	01 111,1

Source: Litvinchuk Marketing Co.