

Paris, 09th of April 2015

Matthew Broadway Appointed Chief Operating Officer for Netatmo

Netatmo, an innovation company developing consumer electronics for a better and connected lifestyle, has hired Matthew Broadway for a newly created role - Chief Operating Officer (COO).

In his role as COO, Matthew Broadway will report to Netatmo CEO and Founder, Fred Potter and will oversee the company's global operations including sales, marketing and support. Specifically, Matthew Broadway will play an operational role alongside Fred Potter to build and execute a global operations strategy to further drive the company's growth and international expansion.

"After working alongside Sir James Dyson for 10 years, I've had the privilege to witness first-hand Matthew's proven experience in achieving growth in a global organization. I'm thrilled to recruit him. His leadership and organizational skills as his track record of achievement will help bring Netatmo to the next level. We look forward to him injecting his considerable knowledge and experience into Netatmo and being instrumental in driving the business forward," says Fred Potter, CEO and Founder of Netatmo.

Matthew has 20 years of experience in the global consumer electronics industry in senior sales, marketing and general management roles with leading technology brands. Matthew is appointed immediately and will be located in Paris.

"It's a very exciting opportunity to be able to take part into Netatmo's adventure. I'm joining an innovative, forward-thinking company that has exceptional potential for growth into new categories and markets, and I look forward to working with the Netatmo team to make this vision a reality," explains Matthew Broadway.

After graduating with a degree in a Politics & Economics from the University of Warwick, Matthew held various positions at HP where he trained in the basics of market research, product development and sales account management. In 2002, Matthew joined Garmin's European Consumer Products division to lead the marketing of sports GPS handhelds and GPS wearable devices.

Following his time at Garmin, Matthew was appointed as Dyson Product Marketing Director in 2005 to help transform the company from a UK based vacuum cleaner brand into a global multi-category technology leader. In his 10 years working for Britain's most successful engineering entrepreneur, Matthew ran the global marketing team, led long term upstream product development and worked extensively with retailers and distributors in the UK, Europe, North America and Asia to build distribution and sales of Dyson products. Matthew moved to Tokyo as the Marketing Director of Dyson Japan in 2008. In 2012, he was appointed Group Commercial Director with special responsibility for consumer air treatment products.

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About Netatmo

Created in 2011, Netatmo is an innovation company developing consumer electronics for a better and connected lifestyle. Netatmo carefully designs their products' mechanics, electronics and embedded



software. Netatmo industrializes them with the finest quality standards and designs the mobile and web applications that unleash their full capabilities.

The first device launched by the company, the Netatmo Weather Station, allows one to measure indoor air quality, weather and more. In November 2013, Netatmo launched their second product, a Thermostat for smartphones designed by Starck. In the summer of 2014, JUNE was launched, the first wearable tech dedicated to beauty. It helps women to know their UV exposure and protect their skin, a true innovation in anti-ageing beauty routines. At the CES 2015, Netatmo unveiled WELCOME, the smart home camera that recognizes your loved ones thanks to its face recognition technology.

Netatmo was recognized with 3 awards from the prestigious CES Innovations Design & Engineering awards both in 2013 and 2014, and 4 awards in 2015.

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