

**We
are
25
Years
Young**

Nice [nais]

1. Attractive, agreeable, pleasing, friendly, kind, courteous, solicitous
2. Good, refined, charming
3. Virtuous, exacting

Nice [nais]

1. bello, grazioso, attraente, gradevole, simpatico, cortese, gentile, premuroso
2. buono, raffinato, squisito
3. onesto, retto, corretto

Nice [nais]

1. Beau, gracieux, attirant, joli, agréable, charmant, sympathique, aimable, gentil, charmant
2. Bon, raffiné, délicieux
3. Convenable, correct

Nice [nais]

1. amable, agradable, bonito, simpatico
2. cortese, gentil
3. honesto

Nice [nais]

1. schön, hübsch, anziehend, geschmackvoll, angenehm, sympathisch, höflich, freundlich, zuvorkommend
2. gut, raffiniert, erlesene
3. ehrlich, rechtschaffen, korrekt

Nice [nais]

w języku angielskim oznacza:

1. miły
2. przyjemny
3. ładny

Nice [nais]

1. хороший, приятный, милый, славный
2. хорошо сделанный, точный, удачно выполненный
3. изящный, сделанный со вкусом; элегантный

In 1990 Nice was still an idea.
We called it so because our first customer was from Nice, in France, and because Nice is an English adjective we like so much.

It represents well what we have in mind:
nice and reliable products; friends, in short.

Nice House Organ, 2000



**TheNiceGroup makes
everyday life of people better,
reaching excellence
of commercial, industrial and
residential space management,
through design, technology
and sustainability.**

**Nice S.p.A., leader in the
Home Automation market,
is listed on Borsa Italiana.**

Designing a Nice World

Improving the quality of life
by simplifying everyday movements.

Nice offers the comfort of going in
and out in total freedom, with practical
products and emotional design.



A World without barriers

Nice is *to open*:
to set people free of going in and out.
With Nice, security means being free.

We are the specialist in the management
of integrated automation systems thanks
to a complete variety of intelligent and
easy-to-use products.



Be secure to feel free. Everywhere.

The Group meets your desire of comfort and protection by managing your living environment.



- Indoor**
Safe & free
at home
- Outdoor**
Safe & free
around home
- Public Spaces**
Safe & free
outside home

12 A wide range of products and solutions all pursuing a common goal: a complete system for the integrated management of any living space.



Gate

Automation systems for
Swing gates
Sliding gates
Barriers



Garage door

Automation systems for
Sectional doors
Up-and-over doors
Rolling shutters
Folding doors



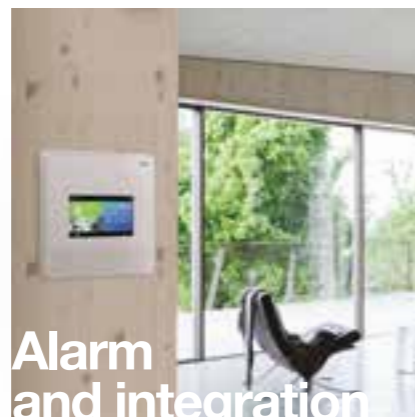
Screen

Automation systems for
Internal blinds
External blinds
Venetian blinds
Shutters
Pergolas



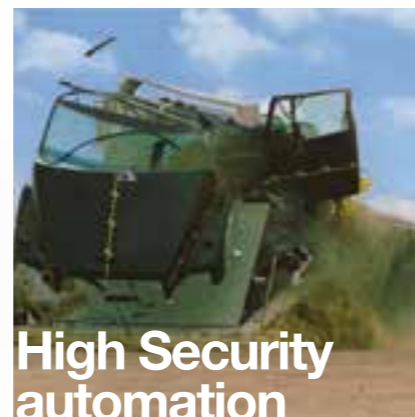
Industrial door

Automation systems for
Sectional doors
Rolling shutters
High-speed doors



Alarm and integration

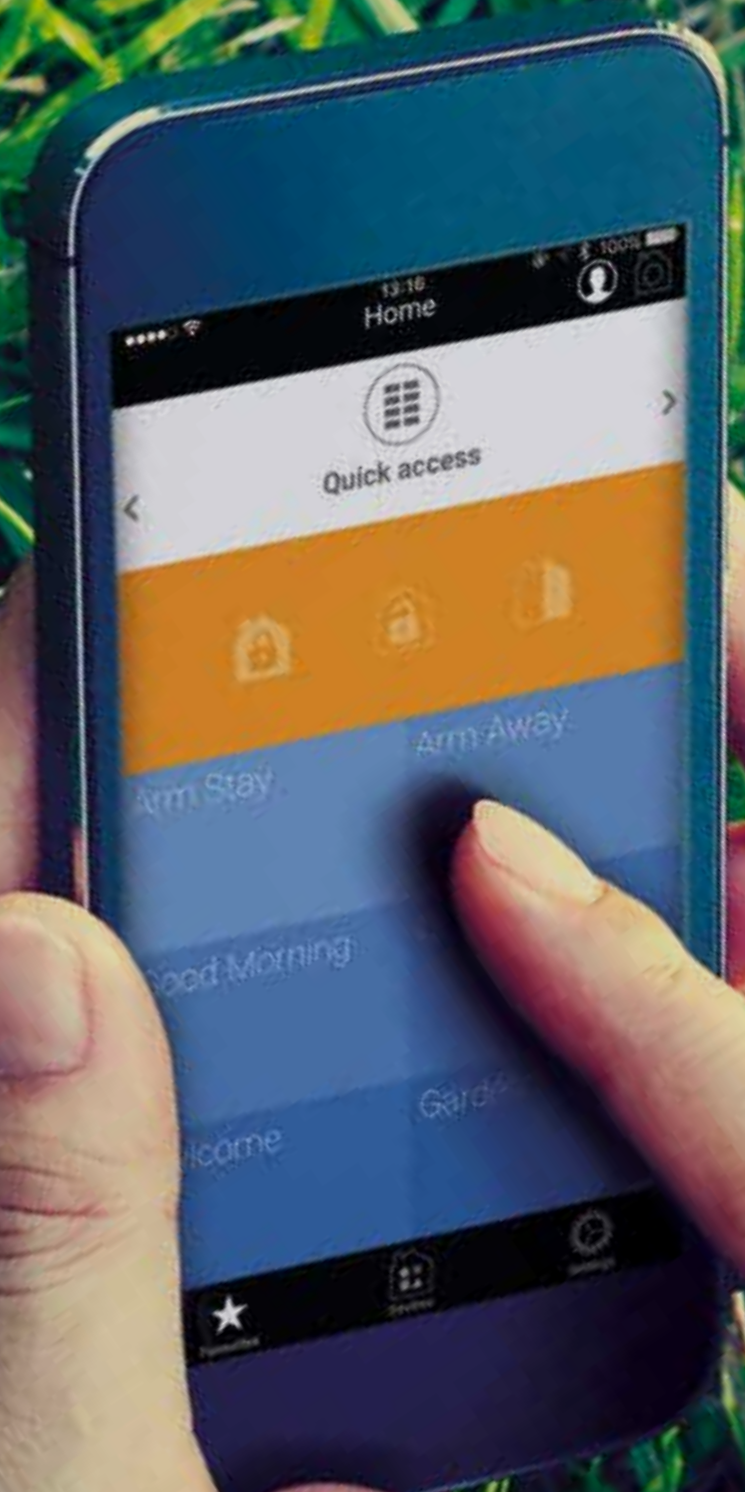
Wired and wireless intruder alarm systems
Smart interfaces for integration



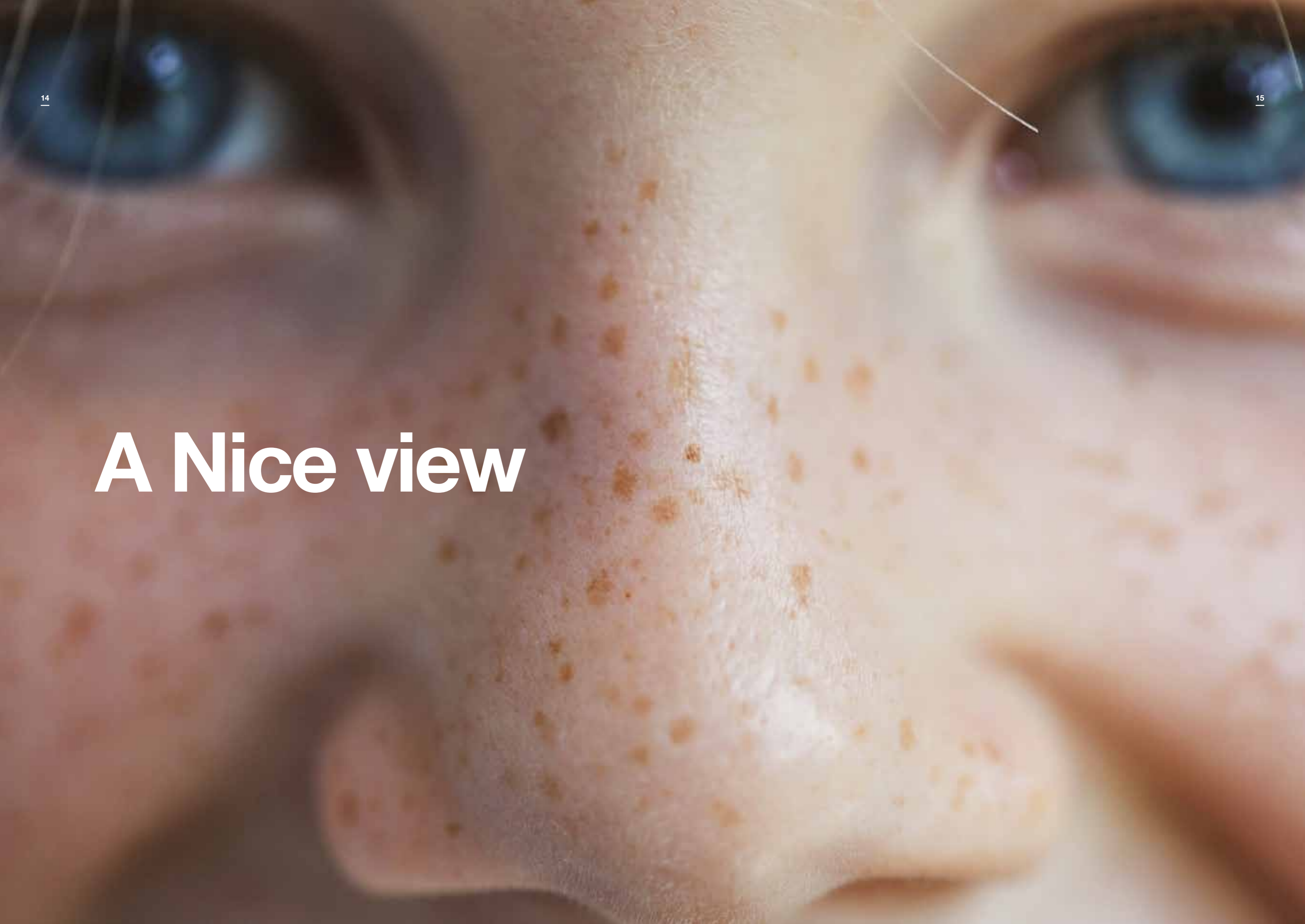
High Security automation

Gates and barriers automation systems, high security for sensitive sites

Cutting-edge solutions designed to give you safe and intuitive control of your home: with Nice smart technology, just a simple application on your smartphone is all you need.



A Nice view



1 Partner
 400 Million
 U.S. Dollars
 20 Branches
 100 Countries
 1700 People
 30 Nationalities
 20 Languages



Industrial footprint

The Nice approach goes towards a “focused factory” philosophy to consolidate the production of excellence in specific automation system business lines.

Centres for technology

Nice makes significant investments to guarantee even higher quality standards, which not only comply with directives and regulations but also allow continuous product improvement, by exploiting high-tech procedures and experimentation and an innovative approach to open integration.

1. Screen Focused Factory in Schlierbach, Germany - focusing on sun shading systems and industrial doors. 2. Semi-Anechoic Chamber in the Nice Labs in Oderzo, Italy. Evaluation of motors' electromagnetic compatibility and immunity to radio interference.



The Nice World



Nice Headquarters

Industrial footprint

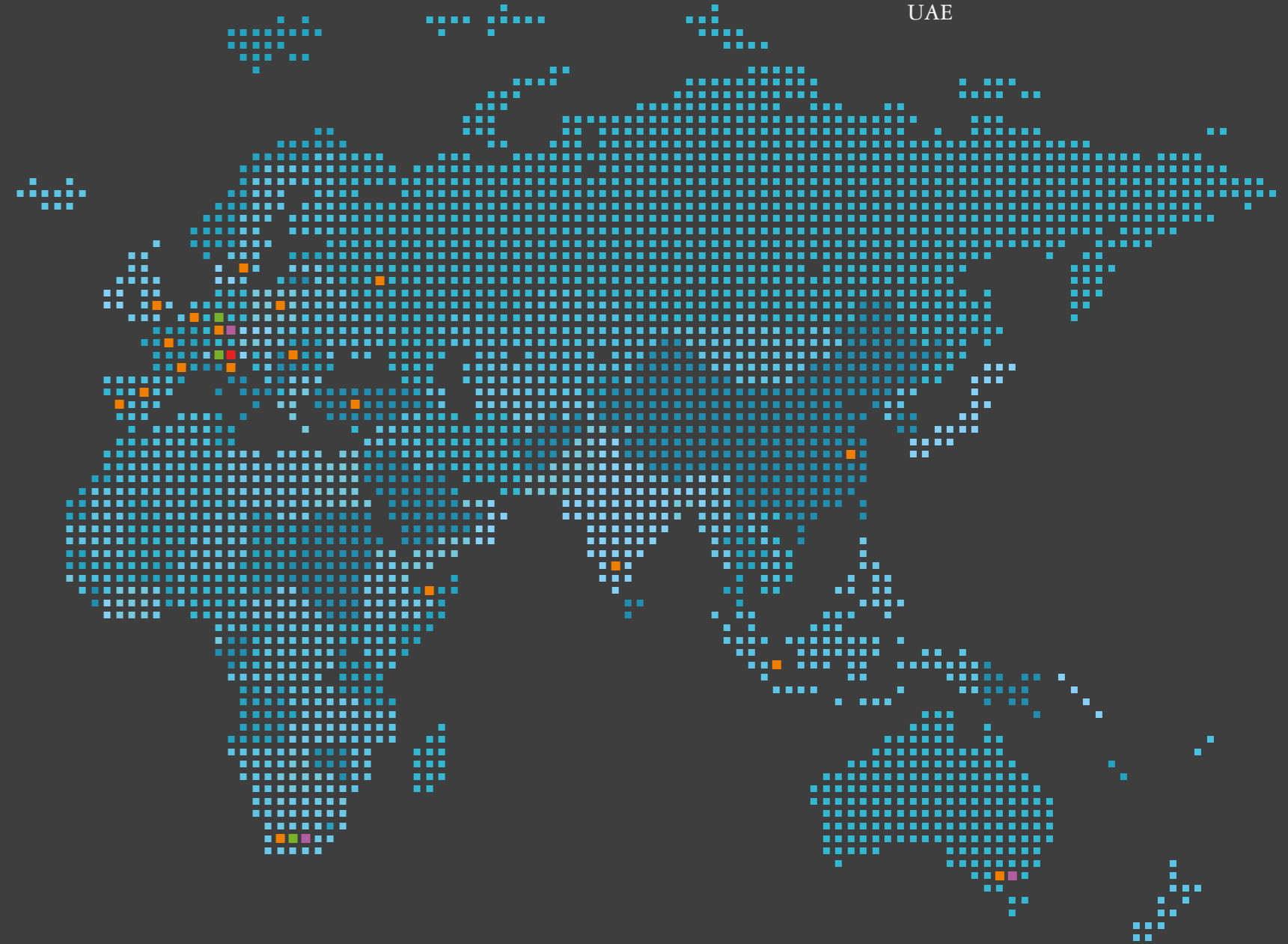
Centres for technology

Direct presence on the market

Germany
Italy
Brazil
USA
Australia
South Africa

Italy
Germany
Brazil
USA
South Africa

Italy
France
Spain
Poland
Belgium
Germany
Rumania
UK
Turkey
Portugal
Sweden
Russia
China
USA
Brazil
South Africa
India
Singapore
Australia
UAE





1993

The Nice idea was born: offering electronic products, remote controls, and safety accessories bringing into the home automation sector a new way to produce, compete and communicate.

1995

Nice increased its offer, putting the electronic and electromechanical products side by side to offer the market complete automated solutions for gates and garage doors.

Nice opened its first sales branch in France.

2000

Nice expanded its range by the takeover of a company producing automation systems for awnings, rolling shutters, and solar shades. Becoming in this way one of the few companies in the world able to offer a complete range of integrated automation systems for any residential, public, commercial and industrial building, controlled by only one transmitter.

2003

Nice strengthened its distribution network and entered the DIY market with a dedicated product line.

2006

Listing on the Italian Stock Exchange, Borsa Italiana S.p.A., in the STAR segment.

2008

Nice enlarged its product offer, going into the business of wireless alarm systems production.

Nice established its presence in the USA, focusing on the design, production, and sale of solar-powered automated gate systems, becoming one of the key market players in North America.

2009

Nice expanded its offers integrating home automation with alarm systems centralising the commands of all Nice automation for gates, garage doors, road barriers, solar shades, alarm systems and lights.

2011

Through a series of important acquisitions, Nice has become the international reference Group in the Home and Building Automation industry, establishing centers of excellence for the manufacture of automation systems for solar shade and venetian blinds in Germany, for the production of gate and door automation systems in Brazil, and strengthening its presence in the gate and door sector in Italy.

2013

Nice enlarged its product range presenting a new "Era" marked by cutting-edge design and technology.

2014

Open Innovation approach: collaboration with startup venture incubator and other Italian design-oriented companies.

2015

Nice created the ThePlace, a 3,000 sq. m. social hub next to the Headquarters in Italy: an inspiring location, open to new experiences and participation, where everyone can be an active protagonist, contributing to the development of innovative ideas and growth. Nice entered the South-African market in the gate and door automation sector.

2016

Nice strengthened its position in the U.S. market debuting in the sector of high security automation systems for gates and accesses.

2018

Nice entered the access control market in South America, confirming the ongoing internationalization strategy.

20

18



< We are twenty-five, so our strength does not come from tradition, but from our attitude of questioning existing rules, of trying alternative ways, with the aim of simplifying everyone's movements. We are young, but we have been changing the rules of the game in our sector since 1993, when we first started.

As young people, who enter the second phase of their life at 25, we keep pursuing our dream of a future without barriers, with more maturity and the same passion.

We are 25 Years Young.



Nice, for You



Before and after Nice

Very Nice!

< Before
Transmitters were cumbersome, heavy to carry: people would rather hide them, keeping them inside the car.
> With Nice
Nice put the electronic and electromechanical products side by side to offer the market a complete automation system for gates and garage doors

Nice NRC: Wireless = no waste of time, no building works

< Before
Automation systems required a remote control, but the connection of the devices was wired, invasive and expensive.
> With Nice
The massive application of wireless technology with NRC systems (Nice Radio Connection) avoids the cost and the inconvenience of unsightly wiring ducts for control wires. Nice NRC makes the installation process much easier and convenient especially in renovations, which are the vast majority; this has supported the diffusion of automation and alarm systems.

Handy design: effortless, with only one hand

< Before
When there was no power supply, manually activating an automated gate meant unlocking the mechanism with a huge monkey wrench, usually placed somewhere in the house, inserting it in a specific locked cabinet and making a lot of effort in the process.
> With Nice
With its first generation of motors, Nice had already conceived unlocking mechanisms made of simple "Viro" keys, easy to activate with only one hand. This meant no more waiting under the rain, physical effort, or painstaking research for a key while needing to get into the house with your hands full of shopping bags or while carrying a baby.



MAP Technology: choice and rationality

< Before
Choosing among a steadily available wide range of products avoiding huge useless storage was not possible.
> With Nice
MAP (Modular Assembling Product) is an innovative technology that overcomes the concept of the finished product, creating a wide range of personalised products through the assembly of complementary and interchangeable parts. Nice goes beyond the idea of finished products, introducing the concept of modularity: a wide product range always available, with no problem of warehouse management.

Solar power. Nice, energy in nature

< Before
For the installation of automation systems, it was necessary to calculate the manual costs of digging, which were even less recommended when, for example, the gates were not so close to the house.
> With Nice
The use of solar power, massively introduced by Nice, allows installing automation even far away from any electrical network. Wireless technology, continual functioning, and energy-saving point out new possible applications even where, until a few years ago, they were considered impossible. An ecological and smart system which allows the final user to make important savings.

Nice integration, security combined with automation

< Before
Automation and alarm systems were separated, with very limited integration functions.
> With Nice
Nice combines its control devices simplicity and completeness with the professionalism of the alarm system the group companies have developed according to their 30-year experience. In addition to the alarm systems, the user can directly manage up to 16 controls for automation, illumination and electrical loads. Everything with a 100% wireless solution: maximum safety with maximum ease of use.

Unique design, intuitive use, nonstop innovation



MyNice apps, the simplest integration

Interaction between people and technology has never been so smart, and easy. Nice technology lets you use your smartphone to manage your home automations and alarm system, locally or remotely, and keep everything under control even when you are away from home.



Nice was the first company in the Home Automation field believing in the importance of design, whose centrality has always been one of the main features of Nice products and projects.



Design awards | Exhibitions

2017

“Prêmio Marca Brasil” award in the “Corporate Security” category with Peccinin. For the first time the company was awarded as the best brand in gate automation in the country.”

2016

“InnovAction” award for the most innovative product on show at the R+T exhibition in Shanghai, China, with Nice Era Inn system for interior blind automation.

“Prêmio Objeto Brasil” award for the Light 500 motor by Peccinin for the automation of sliding gates.

“Security Industry Award” Innovation - Outdoor perimeter protection product category, USA, for the HydraWedge vehicle barrier on show at the ISC-West.

“Government Security News” award, USA, for the HydraWedge vehicle barrier in the category “Best fencing, gates, barriers” security product solution.

2014

“Idea Brasil” award with Evo transmitter by Peccinin, featuring among the best of Brazilian design in the category “Commercial & Industrial Products”: a handy solution to open and close gates and garage doors, characterized by a smooth design and a colourful range.

2011

“Plus X Award”, Germany, Best product of the year in “Home Technology” category with TempoTel 2 transmitter by elero.

“Plus X Award”, Germany, in “High Quality” and “Operating Comfort” categories with TempoTel 2 transmitter by elero.

2008

“Grandesign Etico International Award”, Milan, for the “innovation, the technology, the ergonomic and the aesthetic of materials and colours of NiceWay, being an intelligent synthesis of remote controls complexity”.

Special mention at “Oderzo Azienda Design Award” with the “Nice F.e.e.l.” project as the best “Design Strategy” operation.

2007

Finalist at “Innovation & Design Award” Design category at LivinLuce and EnerMotive, Milan, with Opera System.

2006

Award for innovation at the R+T exhibition in Stuttgart with NiceWay for “the quality of innovation, the guidance to specific targets, the versatility of application, the ease of use, the capacity of fully satisfy customer’s needs, the cheapness of production and the ecocompatibility of products”.

“Oderzo Azienda Design Award” with the project for the coordinated corporate image of Nice S.p.A.

2005

Trophée d’Argent at Trophées du Design, Batimat (Paris), for the design and creative quality of the NiceWay system.

Finalist at Intel “Innovation & Design Award” Design category, Milan, for NiceWay system innovative and eye-catching design “ADI Design Index” - “Design for living” category, ADI, Milan, with NiceWay System.

2004

“Oderzo Azienda Design Award” with the Mhouse project.

2003

Finalist at the “Innovation & Design Award” category Design at Intel, Milan, with the motor SL1, the light FL1 and the photocells PH1 of the Mhouse line for the DIY.

“ADI Design Index” - category “Products for the Community”, ADI, Milan, with the motor SL1, the flashing light FL1 and the photocells PH1 of the Mhouse line for the DIY.

2001

“Best of category” in the branch “Design for the Environment” at XIX Compasso d’Oro, ADI, Milan, with the motors Moby and Sumo and the accessories of the Moon Series, “for the harmonious and innovative Design, correct in the functional aspect and easily suitable to different architectural spaces”.

2000

“ADI Design Index” - category “Tools, machine tools, materials”, ADI, Milan, with the motors Moby and Sumo and the accessories of the Moon Series.

1999

Finalist at “Innovation & Design Award” category Design at Intel, Milan, with the transmitter Very.

2005

“Shenkar Institute”, Tel Aviv, with the motors Moby and Sumo and the accessories of the Moon Series.

“WIPO, World Intellectual Property Organization”, Geneva, with the motors Moby and Sumo and the accessories of the Moon Series.

2002

Permanent Collection at the “Gallery of Design and Internal Decoration Museum”, Cantù, with the motors Moby and Sumo and the accessories of the Moon Series.

2001

“MAK” applied Art Museum, Frankfurt am Main, with the transmitter Very.

2000

“International Design Gallery”, Expo 2000 Hannover, with the transmitter Very.



ADI

2001
Nice Best of Category
“Design for the Environment”
XIX Compasso d’Oro

What's next?



Looking
for ways
that don't
exist
(not yet)



Open integration is the new way

< Before

Home automation and alarm systems consisted of isolated devices, which often used different technologies and spoke different languages, and were not able to communicate to each other. Users needed to interact with each device separately, through specific control interfaces, and homes were filled with a great number of tools and appliances.

> With Nice

Nice enters the world of IOT with a new generation of connected products, and is one of the pioneering companies in the home and building automation sector to obtain the Apple HomeKit certification. With the IT4WIFI smart interface, connecting to the domestic hub by Wi-Fi and communicating with the HomeKit technology, users can control the garage access directly from an iPhone or Apple Watch, either locally or remotely, even when far from home, using Apple's Home app or the MyNice Welcome app.

Technical support becomes a cutting-edge experience

< Before

Technical assistance was limited to paper instruction manuals, often difficult to handle and read while working directly on a motor installation, and long phone calls with the operators.

> With Nice

Technical support becomes a cutting-edge experience: Nice invests in innovation, experimenting advanced technologies such as mixed reality, to offer professionals a complete support during installation and maintenance, simplifying their daily work. Wearing Microsoft HoloLens, users will see digital contents as if they were part of the real world, interacting with them through voice commands or simple gestures. Having their hands free, users can thus work following the instructions visualized through the HoloLens in real time.



 Microsoft
HoloLens

Homes + HoReCa + Public spaces + Offices + Commercial spaces.

Museion, Bolzano, Italy,
Automation of active façades

TheNiceGroup is the ideal partner for any architectural project

Integrated solutions blending technology, innovation, reliability and design. Designers, architects, engineers and contractors find their privileged partner in TheNiceGroup, which provides comprehensive projects support from design to commissioning.

1. Aeropuerto Internacional De Carrasco, Montevideo, Uruguay. Automation of rolling doors. 2. W Barcelona Hotel, Spain. Automation of internal roller blinds. 3. UniCredit Pavilion, Milan, Italy. Automation of active façades.





4.

5.

6.

7.

8.

9.

©BonnV/iso

©Model System Italia, Ludwig Thalheimer / Lupe

©Resistente Srl

©Wörthersee Stadium

4. JOA Casino, Montrond-Les-Bains, France. Automation of internal roller blinds. **5.** Kameha Grand Hotel Bonn, Germany. Automation of venetian blinds. **6.** Tjuvholmen Icon Complex, Oslo, Norway. Automation of internal roller blinds. **7.** Wörthersee Stadium, Klagenfurt, Austria. Automation of venetian blinds. **8.** Museion, Bolzano, Italy. Automation of active façades. **9.** Technogym Village Store & Showroom, Cesena, Italy. Automation of external roller blinds.

“We believe
in the diversity
of ideas which
give life to
innovation”

Lauro Buoro, Chairman of Nice S.p.A.

Nice Architecture

Focusing on the people working in the buildings every day, Nice decided to offer wide, open spaces, which would be bright and airy, almost transparent; our goal was to create a connection between the environments and the people, and then again with the exterior, to enhance teamship. More than a simple workplace, we wanted comfortable, vital buildings, where people could relax, go for a drink, have lunch together, or dedicate time to their wellbeing.

The Nice Headquarters

It is an example of when necessity leads to the achievement of a dream. The creation of a human-centered architecture whose lines and forms express Nice's founding philosophy: freedom of movement.





TheNicePlace

TheNicePlace is our social hub, covering more than 3,000 sq. m. next to the Group's Headquarters, devoted to meetings, exchanges, interaction, participation and knowledge construction. It is a "living" place, open to experiences and initiatives, which respond to the needs of a company that is continuing to grow, and reflect its international nature. TheNicePlace is for everyone an opportunity to grow, the space where we welcome and get closer to people and communities.

1. TheNicePlace hosts a wide range of activities and experiences, including trainings, technical courses, cultural initiatives, events, conferences and meetings dedicated to all those people taking part in the company life: employees, customers and potential customers, local communities, cultural institutions.

2. The source of inspiration for this architecture was the idea of movement, Nice's founding philosophy. During breezy days, the line of illuminated "rushes" on top of the façade sway slightly, together with the bamboo canes and the grasses in the garden, creating an overall sense of movement.

3. The idea of TheNicePlace is travelling across countries and continents: after Italy, spaces dedicated to communities and participation were opened in France and Brazil. Here, the new facility in Santa Rita do Sapucaí, which includes an important training center for customers and administrative offices.



4. Screen Focused Factory in Schlierbach, Germany - focusing on sun shading systems and industrial doors.
5. Electronics Focused Factory in Santa Rita do Sapucaí, Mina Gerais, Brazil – focusing on electronic components.

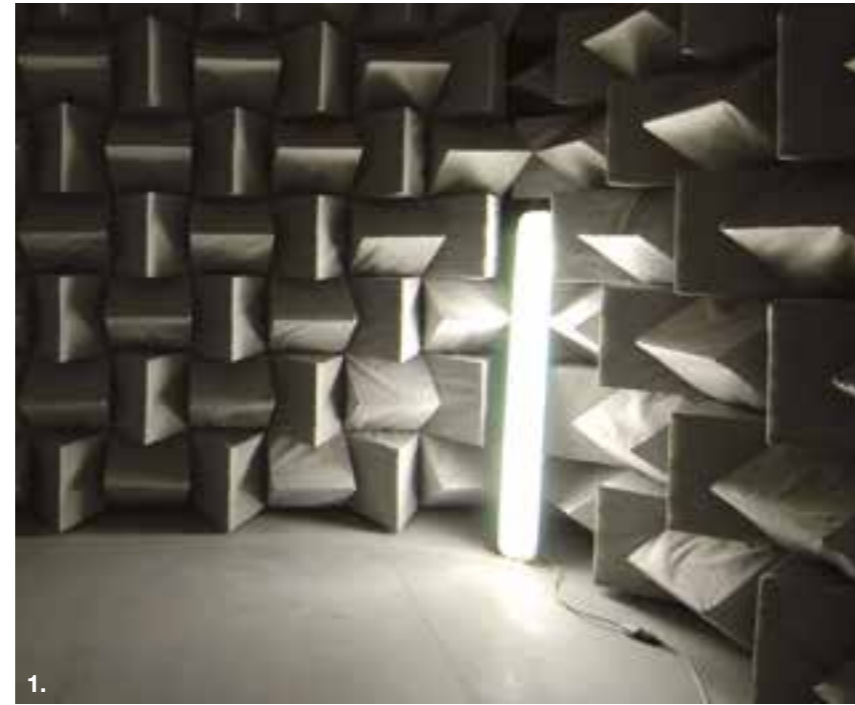
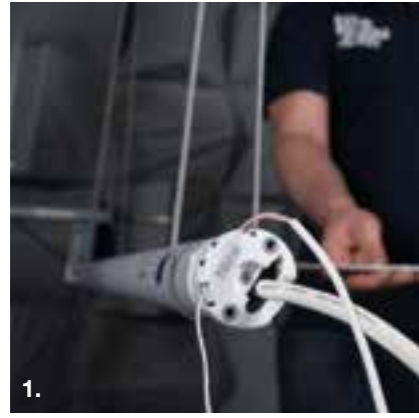
Focused Factories

The Group is taking new strategic steps for its global growth, going towards a "focused factory" approach in order to consolidate the production of excellence in specific business lines.

To reinforce its top-quality production of automation systems for solar screens, a new manufacturing facility was opened in Germany. Organized around a specific line, the plant offers made-to-measure solutions delivering customized orders in just one day. The project integrates Made-in-Italy creativity with Made-in-Germany quality,

to focus on a more exhaustive home comfort offer.

In Brazil, a new production facility was inaugurated in 2016 in Santa Rita do Sapucaí: a 5,000 sq. m. structure dedicated to electronic parts manufacturing and warehouse, employing over 90 people. The working procedures are organized around a "lean" philosophy and constant effort is made, together with investments in cutting edge machinery, to improve processes and results.



TheNiceLabs

Through its advanced laboratories The Group carefully tests and controls its products every day in order to grant safety, quality, reliability and durability over time. Nice laboratories meet the quality requirements of EN17025 standards and have also been certified by outside certification bodies, further attesting their technical expertise and conformity to carry out the tests that cover all the needs of the numerous products manufactured by the Group:

- LCIE (France)
- IMQ (Italy)
- CTC Advanced (Germany)
- Intertek (Sweden)
- UL (USA)

Training Center

TheNicePlace is home to our new training room: over 400 sq.m. to welcome customers, colleagues and anybody who wants to receive training in our products, sales techniques and much more, for a complete professional development.



1. Acoustic Chamber: noise and vibration tests on motors during functioning. **2.** Climatic Chamber: verification under various climatic conditions of humidity, temperature. **3.** Semi-Anechoic Chamber: evaluation of motors' electromagnetic compatibility and immunity to radio interference. **4.** Nice Experience in the Training Room to discover, learn about and touch Nice automation systems.

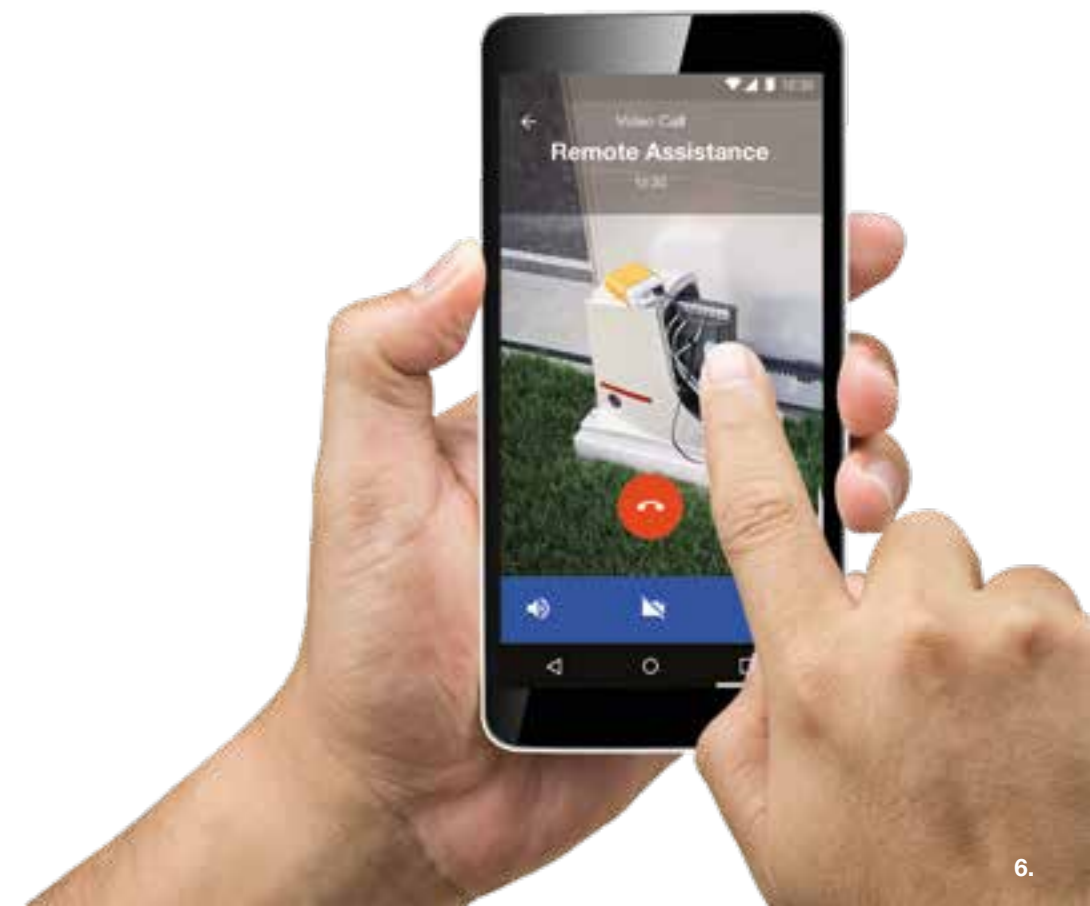


Better service, closer to you

Nice guarantees efficient and prompt service, today even more accessible and easy to use on the Support section of the www.niceforyou.com website, enriched with new contents specifically dedicated to the professional, such as installation and programming tutorial

videos, with the answers to the most frequently asked questions; over 1,000 files to download, including instruction manuals, quick guides, catalogues and brochures, but also the latest software and firmware releases. Technology, reliability and service, for you.

5. Nice YouTube channel with installation and programming tutorial videos. **6.** Configuration of Nice automation systems by smartphone thanks to the Pro-View multifunction interface.



Nice People Make Nice Things

Be that Change

TheNiceGroup is a social organization open to relations, ideas and knowledge exchange.

We are integrated in a unique voice, made of many voices that every day all contribute to bring new value to our company. The products of our work are the results of collaboration and integration, in which we are all protagonists.

“Be That Change!” is our inspiring message, because change starts from our responsible behavior, as part of a journey enhancing every aspect of our daily work.





1.



2.

Nice is Made of People

Nice has been working alongside automation professionals for twenty-five years now. We have grown together and together we want to keep on being the most dynamic brand on the international market.

This is why we have decided to make our distributors and installers the protagonists of a new shared communication project. With their personal and professional stories, they are the most authentic way of conveying the Nice spirit: open, simple, and inimitable.



3.



4.

This project was first developed in Italy, but it is ready to take off for other countries as well.

1. Corrado Muzzolon, Nice distributor for Valle D'Aosta for the last twenty years. An enthusiastic trail runner, four years ago Corrado formed a trail running team and named it after Nice. **2.** Luigi and Matteo

Reggioli, Nice installers living in Cori, Latina, Central Italy. They inherited from their father the job of bell installers, which they upgraded using Nice products to automate their sound. **3.** Maurizio Feliciangeli, Nice

installer from Tornimparte, L'Aquila, Abruzzo. In his new, earthquake-proof shop and showroom, he is the symbol of courage, passion, and reconstruction. **4.** Salvatore Salerno, Nice installer on the

island of Pantelleria, Sicily. He is specialized in exclusive renovation projects, where the Dammusi, the island's typical ancient houses become high-class holiday residences for a very selected clientele.



1.

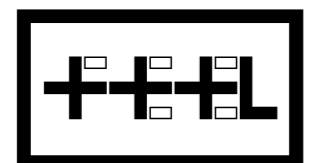
For Everyone Everywhere Liberty

Within the F.e.e.l. project, Nice promotes and develops activities which aim to better the lives of people with motor difficulties, offering greater freedom in movement and more individual autonomy.

Working with the local Health Authority (A.U.l.s.s. n.9 - Treviso, Italy), Nice has developed many initiatives open to the public, including "Qualcosa di Diverso" ("Something Different") and "Atrecentosessantagradi" ("At three hundred and sixty degrees").



2.



FOR EVERYONE EVERYWHERE LIBERTY

1. Creative labs and photography workshops. **2.** Tactile exhibition made of images that can be touched and read with the fingers through Braille language.

Nice for Sustainability

Respect for the environment and improvement of the quality of life are two of the main concepts driving the Group in its activity.

Nice strives to define new scenarios of sustainability through the research of eco-compatible materials and design, including product packaging, printed tools and temporary exhibition structures - such as the Group's stand at the R+T 2018 in Germany - which will give life to new useful tools.

Energy Saving

Automation systems for blinds, shutters and sunscreens in general guarantee intelligent management of sunlight and temperature in a building, reducing the use of artificial light during the day, avoiding heat loss during the winter and protecting the rooms from direct sunlight in the summer.

Controlling the installation even from a distance means reducing the building's energy consumption and saving on costs.



Nice Love Earth

Nice cares for the environment. Using natural paper, it avoids excessive use of raw materials and forest exploitation. Waste is reduced, energy is saved and climate quality is improved.

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**Nice is a homogeneous and innovative design,
functionally correct and easily adaptable to a number
of building or architectural applications.**

(from ADI, Associazione per il Disegno Industriale - Index Design 2000)