

**PROGRESS**



**Walter Schmidt**  
CEO ista International

## *Progress begins with transparency*

*»Our products and services meter and visualise individual energy and water consumption. We thus create the basis for greater energy efficiency in buildings.*

*Only people who have transparency of their personal consumption behaviour can save energy, costs and CO<sub>2</sub> independently.*

*Progress for us means systematically keeping to this sustainable road from metering to conscious action.«*

**Sustainability at ista**  
*From metering to conscious action*  
*A report on progress*



Progress is digital.  
The CR Report 2014 is online at  
[inside.ista.com/crreport](http://inside.ista.com/crreport)

# PROGRESS REQUIRES TRANSPARENCY

ista's business model is based on the conscious and careful use of natural resources. Around the world, we demonstrate that energy efficiency and climate protection do not have to be complicated or expensive.

As one of the world's leading energy service providers, we specialise in submetering, i.e. the individual metering, visualisation and billing of energy and water consumption.

Submetering is primarily geared to the individual user in the building. For it is the consumer who decides on how efficiently he uses energy in his own four walls. ista creates the basis for taking this decision – quite simply by providing consumption and cost transparency.

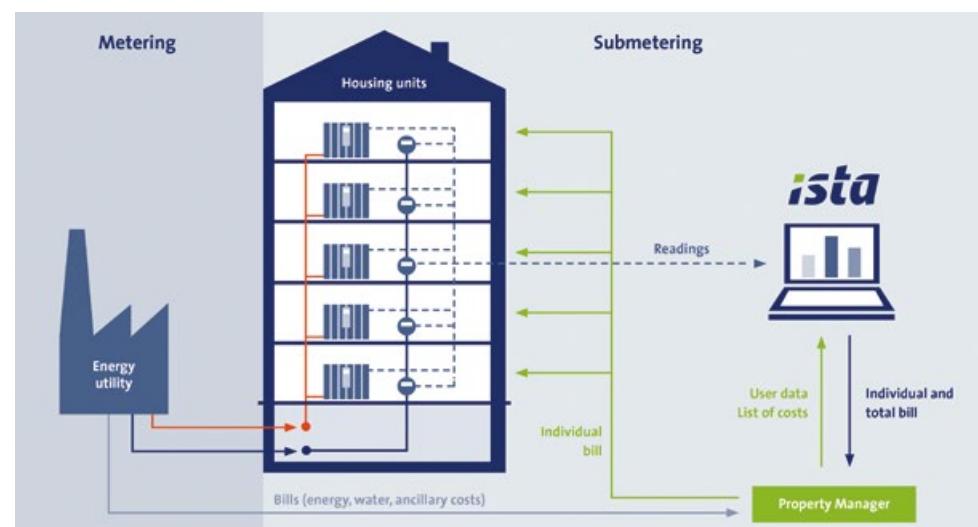
Our customers are real estate companies, house owners, home owners' associations and

energy utilities. We offer them and their tenants transparency of individual energy consumption. Using modern radio technology, we first record individual heat and water consumption mainly in privately used multi-family buildings but also in commercial properties. In the next step, we process the data in an illustrative manner and prepare a detailed bill of each user's individual energy consumption.

Everyone therefore only pays for the energy they actually consume. That is not only transparent but also fair.

*Our strength lies in the development of innovative solutions for the housing industry and its customers.*

## AN EYE ON ENERGY DATA – WITH SUBMETERING



With the individual billing of energy consumption everyone only pays for what they actually consume. Customers and tenants can therefore be more aware of their consumption and save energy, costs and CO<sub>2</sub> in a sustainable manner.



More on the company and our business model at  
[inside.ista.com/crreport/portrait](http://inside.ista.com/crreport/portrait)



# PROGRESS REQUIRES GROWTH

With branches in 25 countries, ista is one of the global players for greater energy efficiency in buildings. As individual and different as each of our markets is, they all have one thing in common: they all trust in ista's products and services and the experience that transparency leads to energy savings.



## ISTA INTERNATIONAL

ista is committed to growth. We operate in most European countries as well as in key emerging markets. We offer every market tailor-made solutions for greater energy efficiency.

### 01 REGION EUROPE CENTRAL

Austria, Germany, Luxembourg, Switzerland

### 02 REGION EUROPE NORTH

Denmark, Norway, Sweden, UK

### 03 REGION EUROPE WEST, EAST & SOUTH

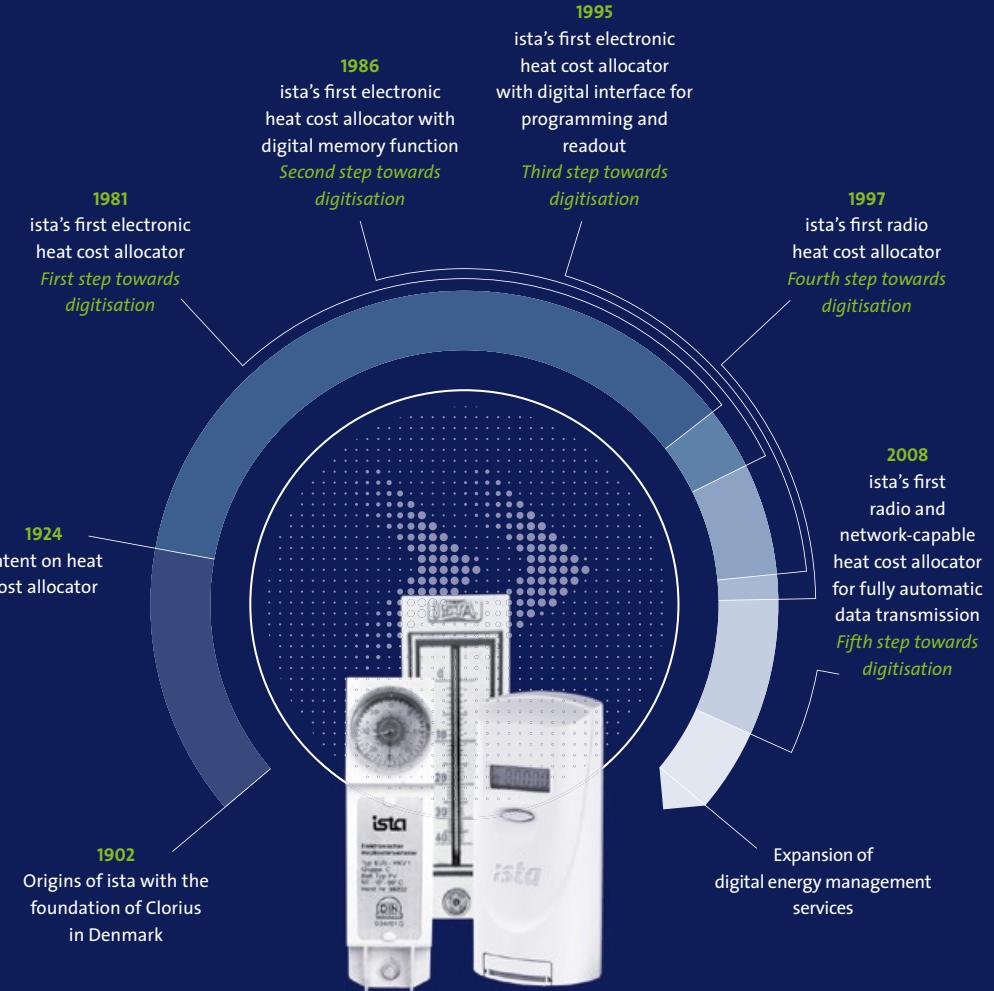
Belgium, Croatia, Czech Republic, Hungary, Italy, Netherlands, Poland, Romania, Slovakia, Spain

### 04 REGION EMERGING MARKETS

Bolivia, Brazil, China, Russia, Turkey, United Arab Emirates

### 05 FRANCE

France



## OVER 100 YEARS OF CONTINUOUS DEVELOPMENT AT ISTA

From the evaporation-type heat cost allocator to digital data transmission: Nowadays, our battery-operated, fully networked, radio-readable devices transmit consumption data automatically, reliably and securely. On the basis of this technology, we are developing new, future-proof and sustainable products for even greater energy efficiency.



More on the entire product portfolio at  
[inside.ista.com/crreport/portfolio](http://inside.ista.com/crreport/portfolio)



# PROGRESS REQUIRES INNOVATION

*Everything is going digital – including saving energy.  
ista's energy data management shows how technical innovations help tenants  
to sustainably improve their consumption behaviour.*



## AN EYE ON CONSUMPTION

### THE "SAVING MONEY THROUGH CLEVER HEATING" PILOT PROJECT

Winner of the German CSR Award 2015

HOUSEHOLDS  
in Berlin, Essen, Munich



PERIOD  
Heating periods 2013–2016

## TRANSPARENCY THROUGH INFORMATION

Tenants receive continuous information on their heat consumption by post or via the ista online portal.

**ADVANTAGE:** Current data compared with the previous month, the previous year or the average consumption of the other households.



## INITIAL RESULTS 2013/14

**-10 %**

savings compared with households with annual billing

*»We at ista are convinced  
that greater consumption  
transparency conserves valuable  
resources.«*

Antonio Fischetti, Head of Marketing and  
Business Development, ista Germany

This pilot project, which ista initiated together with the German Energy Agency (dena), the German Tenants' Association and the Federal Ministry for Environment, Nature Conservation and Nuclear Safety (BMUB), confirms the tremendous savings potential of submetering. In the 2013/2014 heating period, 140 households in Berlin, Essen and Munich took part in the project. The decisive advance is sub-annual consumption

transparency. The tenants can keep an eye on their consumption on the ista online portal and can therefore save energy in a targeted manner – on average around 10 %.



More on the "Saving Money through Clever Heating" pilot project at  
[inside.ista.com/crreport/transparency](http://inside.ista.com/crreport/transparency)

*We at ista are already  
working today on key technologies  
for a digital world.*



#### EDM PREMIUM – THE SMART WEB PORTAL

Users have complete access to their energy consumption at all times on the ista web portal – also with mobile terminal devices such as tablets or smartphones.



#### DIGITISATION AS AN OPPORTUNITY

The rapid advance of digitisation is changing our daily lives, our work and even our thinking – and therefore also the subject of sustainability. How can the new possibilities be used to sustainably save important resources such as energy and water?

Our radio technology for the remote reading of consumption data is setting standards: the radio-based "smart" product for sub-annual consumption information, EDM Premium, has now become an integral part of our product and service portfolio. It does what we all expect from "smart" products: it makes our everyday lives appreci-

ably easier and helps us to save time, money and resources effectively. The objective of the intelligent strategy of submetering is to give the tenant transparency of his heat and water consumption through regular monthly data – using digital channels.



More on ista's challenges in the context of digitisation at [inside.ista.com/crreport/digital](http://inside.ista.com/crreport/digital)

*»Fairness, openness and respect shape our dialogue culture and our actions – inside and outside the company.«*

Jana Eggerding,  
Senior Vice President, Corporate HR



# PROGRESS REQUIRES RESPONSIBILITY

*We take responsibility for our products and services, for our employees and for environment and society. To this end, we are committed to conscious action everywhere.*



BUILDING  
PARTNERSHIPS



sharedvalues



KEEPING  
COMMITMENTS



TAKING  
RESPONSIBILITY



PROMOTING  
TRUST



ENCOURAGING  
EMPOWERMENT

## ATTITUDE – ITS ROOTS ARE INWARD

Progress and transparency guide our daily actions at ista. For example, in 2014, we also revised our company values. Our Shared Values are the basis for daily cooperation and help us to shape change in a courageous and responsible manner. Since we live our values and sustainability goals within

the company, we also communicate them to the public in a credible manner.



More on ista's Shared Values at  
[inside.ista.com/crreport/values](http://inside.ista.com/crreport/values)

## *We act responsibly towards our employees, stakeholders and the environment.*

### **ATTITUDE – ITS FRUIT IS OUTWARD**

Our corporate vision and sustainability strategy have the same objective at ista: to make a contribution to sustainable added value. Our Sustainability Council is responsible for the implementation of the international sustainability strategy. This includes developing sustainability standards, initiating environmental and climate protection projects and identifying social fields of action. ista is committed to transparency not only in its core business but also in its reporting. At the same time, we want to continuously improve our performance in the field of sustainability. This

reporting year, we implemented a process to determine key topics and we are reporting for the first time in accordance with the G4 guidelines of the internationally recognised Global Reporting Initiative. We strive to communicate a comprehensive picture of our corporate activities and to show what contribution ista is making to a sustainable development. The topics prioritised by external stakeholders and internal sustainability experts have largely confirmed our strategic fields of action. They are: energy and resources, products and services, our employees as well as dialogue with politicians and society.

More on sustainability management  
and corporate governance at ista at  
[inside.ista.com/crreport/sustainability](http://inside.ista.com/crreport/sustainability)



More on the engagement of  
the individual ista branches at  
[inside.ista.com/crreport/efficiency](http://inside.ista.com/crreport/efficiency)



**MARIO HALSBENNING**

»Sustainability is firmly anchored in ista's business model. This is also reflected in our recycling programme.«  
*ista International*



**MIRIAM SKAGESTAD**

»Hybrid technology delivers a good driving experience, is quiet and, at the same time, protects the environment.«  
*ista Norway*



**YVONNE SOLLIHAGEN**

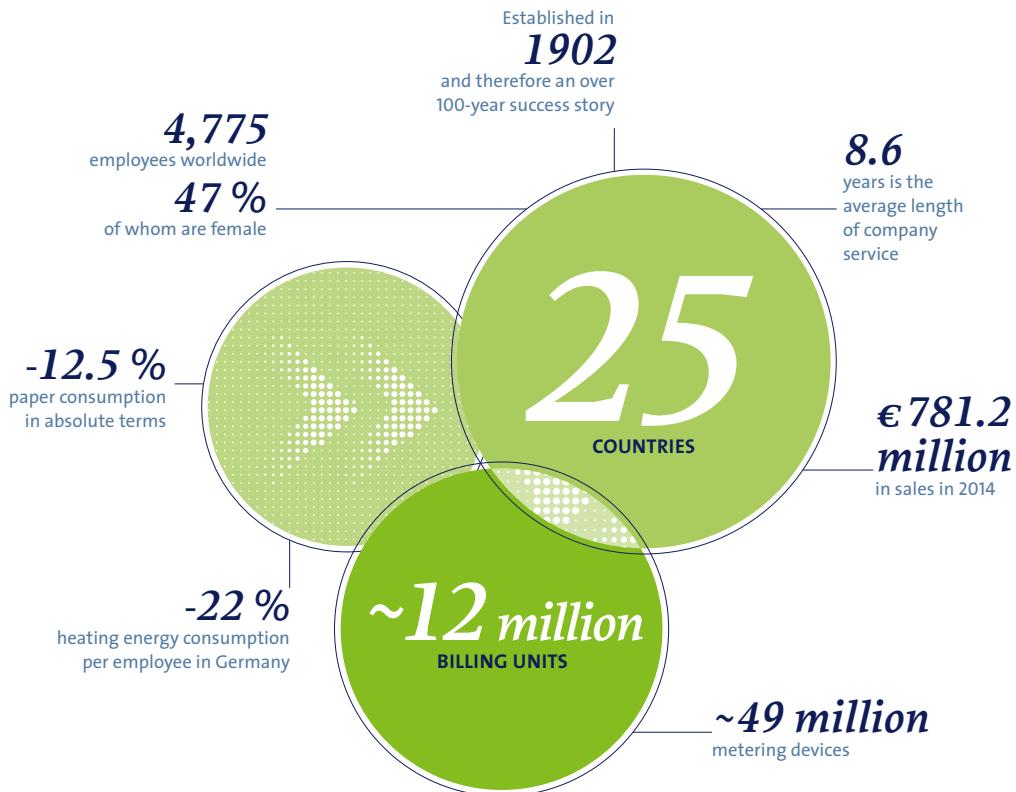
»Electronic bill dispatching not only simplifies the processes for our customers but also substantially minimises our paper consumption.«  
*ista Norway*



# PROGRESS BRINGS SUCCESS

ista has steadily grown in recent years. Our key performance indicators of 2014 show that success goes hand in hand with innovation and progress.

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## IMPRINT

PUBLISHED BY ista International GmbH // Grugaplatz 2, 45131 Essen // +49 201 459-7160 // sustainability@ista.com // www.ista.com RESPONSIBLE Dr Mirko-Alexander Kahre EDITORIAL TEAM Katrin Gaub // Verena Wachten DESIGN & IMPLEMENTATION grasundsterne Werbeagentur & Corporate Publishing GmbH // www.grasundsterne.de PHOTOS ista international GmbH, Mike Henning, Thomas Gasparini, grasundsterne, iStockphoto



## PROGRESS

### 04 ➤ TRANSPARENCY

We are committed to maximum transparency in energy consumption

### 06 ➤ GROWTH

ista is now represented in 25 countries worldwide and therefore one of the leading players in the field of energy efficiency in buildings

### 09 ➤ INNOVATION

The "Saving Money through Clever Heating" pilot project confirms the energy saving potential of sub-annual consumption billing

### 13 ➤ RESPONSIBILITY

Our defined values and sustainability objectives govern our corporate culture

### 16 ➤ SUCCESS

The figures prove us right: with innovation and progress to success

*All progress requires a foundation.*

*Ours is ista's tradition-steeped company history. We have been  
successfully helping the housing industry and its customers  
to save energy for more than 100 years now.*