PRESS RELEASE



Secop Launches **New Website**

Flensburg - Germany, January 16, 2024

Secop Digital Marketing team and visuellverstehen GmbH agency, specialized in web development, are pleased to announce the launch of the Secop updated website!

The primary goal of the website redesign was to create a more valuable, user-centric, and responsive website across all platforms and devices. Specifically, we wanted to focus on making it easier for our users to learn and find valuable information about Secop cooling solutions for their applications or industry, not only on their desktop but also on mobile devices.

We have reorganized information into three business areas: Stationary Cooling, the market segment related to light commercial cooling solutions, Mobile Cooling, dedicated to cooling solutions related to the automotive industry, boats, and recreational vehicle, and Medical Cooling, with the cooling solutions for the medical cold chain.

The update has affected the Product Portfolio page as well, with a new layout to provide a clean overview of the Secop products and their performance data. The Product Series pages have been improved, to include all the information on a single page.

For detailed information please see the attached pages 2 to 4 and watch the introduction video to see all the main improvements.

Introduction Video (please click)

About Secop

Secop is the expert for advanced hermetic compressor technologies and cooling solutions in commercial refrigeration.

We develop high performance stationary and mobile cooling solutions for leading international commercial refrigeration manufacturers and are the first choice when it comes to leading hermetic compressors and electronic controls for refrigeration solutions for light commercial and DC-powered applications.

The group has 1,080 employees worldwide with production sites in Slovakia and China as well as research centers in Germany, Austria, Slovakia, China, and the USA including a dedicated motor competence center (MCC) in Germany to support the development of electronics and motor controls.

Sustainable Cooling Solutions Secop Solutions for Commercial Refrigeration

Secop GmbH

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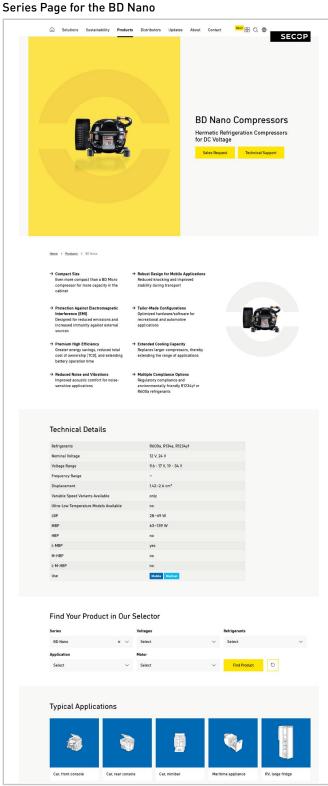
A Renewed Digital Approach to Business.

Secop digital marketing team together with visuellverstehen GmbH, specialized in web development, have redesigned the website structure. Starting from the needs of visitors, customers, and colleagues, the team studied solutions to improve visitors' experience

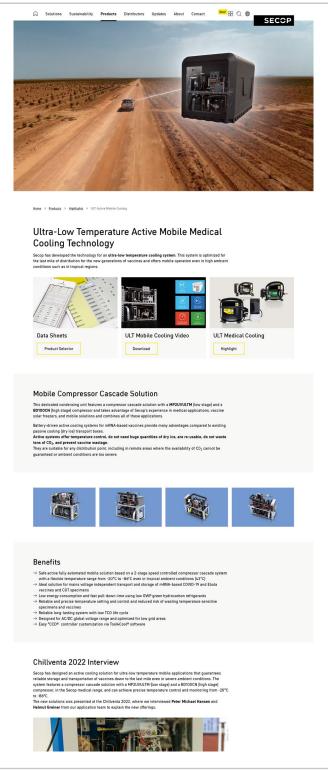
The improvements implemented include a new layout, new images, reorganization information, re-arrangement of the three main business areas (Stationary, Mobile, Medical Applications), re-generation of the Product Portfolio pages, and optimization of the location and availability of information.

The team has followed a user-centric approach that pursues two main targets:

- Provide an easy and full navigation that makes it possible to find all the information and documentation related to our products and technologies.
- Offer the possibility to easily enjoy the Secop services, both from a commercial and technical point of view.



Highlights Page for the ULT Condensing Unit



The Main Website Updates

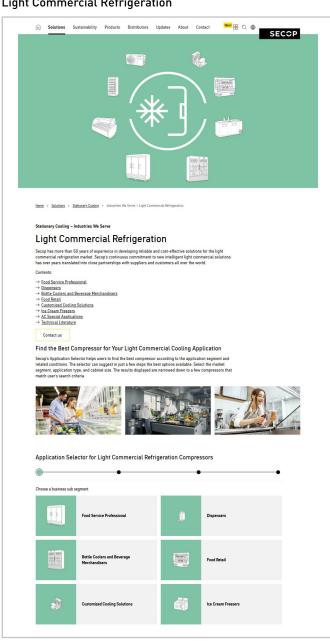
Below are some of the key changes made to the website:

- A new and modern design: The new website has a clean look and is easy to navigate. Now, with the usage of pictures, icons, and buttons visitors can quickly find tools, articles, technical documentation on our products.
- A more complete and more intuitive main menu: The header menu of the website has been redesigned to offer visitors a complete overview of the information and services Secop provides on its web pages. On the right side, you can quickly access the tools with the four-square icon, using the search function or change the language. We plan to add more languages in 2024 to support and make content available to a larger audience.

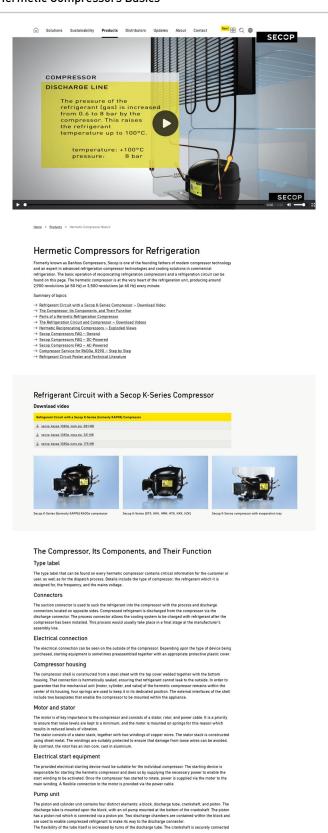
New Main Menu



Light Commercial Refrigeration

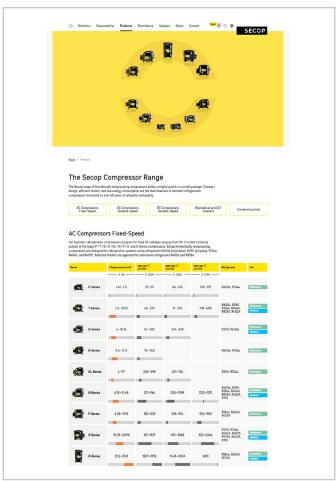


Hermetic Compressors Basics

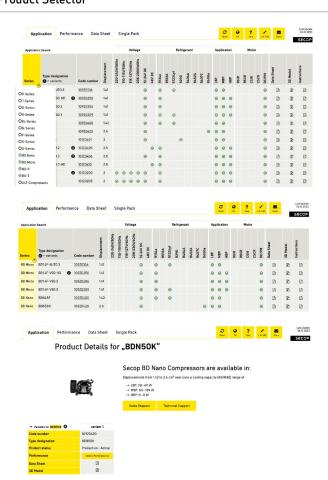


- Improved organization of content: The content on the website has been reorganized to make it easier to find what you need. From the Home page, starting from the highest level, the business areas, it will be possible to find the relation between the applications and the compressors with the Application Selector integrated in each Business Area page, to discover the relevant product portfolio, the Series pages with all the details, and inside them a brand-new product finder to reach the products codes in the Selector.
 - In between there is the new <u>Product Portfolio</u> page, that provides an elegant yet effective overview of our products and their performance data. When clicking on a compressor picture, it will be possible to access the Series pages with an overview of the unique selling points of the Series, all the technical literature, the related articles, and a new feature called "Find Your Product". After selecting the parameters from each Series page, visitors will be able to visualize in the Product Selector the list of products based on the selected data all on a single page. And what's more, as an improvement, many buttons will be available to directly reach the sales team or the technical support with just a few clicks.
- New functionalities in the Product Selector: The usability of some existing features has also been improved. For instance, now you can filter by Series in the <u>Application section</u> (first column from the left) and once selected the product it is now possible to check the performance data with a dedicated button from the application view. These improvements will make our website a more valuable resource for all types of visitors. Secop encourages you to explore the new website.

Product Portfolio



Product Selector



Further improvements and integration are planned for 2024, especially looking at the <u>Secop Toolkit App</u> which will also be available in multiple languages.

Secop is committed on digital tools to enhance digital touchpoints and improve services and support tools. The launch of the new website is one of the steps in our digital strategy road-map, and we aim to develop more digital touchpoints and innovative tools for customers, partners and stakeholders.

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