



# For us, only better will do

Lamps Trade Campaign Fiscal Year 2015/2016

Light is OSRAM



# product highlights

As always, we will start our new fiscal year with a brand new and even better LED lamps assortment. As always, it will be supported by a large-scale campaign. And as always, we will set new standards in the market ...

**... because for us,  
only better will do!**

# 2015

<b>October</b>	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
CW 40	28	29	30	01	02	03	04
CW 41	05	06	07	08	09	10	11
CW 42	12	13	14	15	16	17	18
CW 43	19	20	21	22	23	24	25
CW 44	26	27	28	29	30	31	01

Holidays Germany (BY)	03 <sup>rd</sup>	German Unity Date
Holidays China	01 <sup>st</sup>	National Day
	02 <sup>nd</sup> , 05–07 <sup>th</sup>	National Day Holiday
Holidays USA (MA)	12 <sup>th</sup>	Columbus Day
Exhibitions	06–08 <sup>th</sup>	Light Middle East   Dubai
	18–19 <sup>th</sup>	LUX LIVE   London
	27–30 <sup>th</sup>	Hong Kong Int. Lighting Fair   Hong Kong
	28–30 <sup>th</sup>	Efa   Leipzig

# service

In order to support our customers' successful business, we have to keep them constantly up to date. The new OSRAM Professional Portal provides all important lighting information at a glance, by experts for experts ...



... because for us,  
only better will do!

# 2015

<b>November</b>	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
CW 44	26	27	28	29	30	31	01
CW 45	02	03	04	05	06	07	08
CW 46	09	10	11	12	13	14	15
CW 47	16	17	18	19	20	21	22
CW 48	23	24	25	26	27	28	29
CW 49	30	01	02	03	04	05	06

Holidays Germany (BY)

01<sup>st</sup> All Saints Day

Holidays USA (MA)

11<sup>th</sup> Veterans Day

26<sup>th</sup> Thanksgiving

Exhibitions

10–13<sup>th</sup> Interlight Moscow | Moscow

Financial calendar

11<sup>th</sup> Preliminary figures FY15

# 2015



Happy Holidays from the OSRAM headquarters to the whole OSRAM family all over the world! Thanks to all of you for the great teamwork and your exceptional team spirit! We are the best team ...



<b>December</b>	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
CW 49	30	01	02	03	04	05	06
CW 50	07	08	09	10	11	12	13
CW 51	14	15	16	17	18	19	20
CW 52	21	22	23	24	25	26	27
CW 53	28	29	30	31	01	02	03

Holidays Germany (BY)	25 <sup>th</sup>	Christmas Day
	26 <sup>th</sup>	St. Stephen's Day
Holidays USA (MA)	25 <sup>th</sup>	Christmas Day
Exhibitions	03-05 <sup>th</sup>	LED Expo   New Delhi
Financial calendar	07 <sup>th</sup>	Annual Report FY15

# 2016



Let us master new challenges, seize new opportunities and achieve new successes – with renewed energy, new motivation and the same passion for light! With our OSRAM passion the new year will be even more successful ...



<b>January</b>	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
CW 53	28	29	30	31	01	02	03
CW 01	04	05	06	07	08	09	10
CW 02	11	12	13	14	15	16	17
CW 03	18	19	20	21	22	23	24
CW 04	25	26	27	28	29	30	31

Holidays Germany (BY)	01 <sup>st</sup>	New Year's Day
	06 <sup>th</sup>	Epiphany
Holidays China	01 <sup>st</sup>	New Year's Day
Holidays USA (MA)	01 <sup>st</sup>	New Year's Day
	18 <sup>th</sup>	Martin Luther King Day
Exhibitions	06–09 <sup>th</sup>	CES   Las Vegas

# dialog

We develop innovative technologies and enable new applications. But it is the installers who awaken our lighting products to life! The new OSRAM installer council will help us to become even better through direct dialog and feedback ...

**... because for us,  
only better will do!**

# 2016

<b>February</b>	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
CW 05	01	02	03	04	05	06	07
CW 06	08	09	10	11	12	13	14
CW 07	15	16	17	18	19	20	21
CW 08	22	23	24	25	26	27	28
CW 09	29	01	02	03	04	05	06

Holidays China

07<sup>th</sup> Chinese New Year Eve

08 – 11<sup>th</sup> Chinese New Year

Holidays USA (MA)

15<sup>th</sup> Washington's Birthday

Financial calendar

03<sup>rd</sup> Preliminary figures for the 1<sup>st</sup> quarter FY16

12<sup>th</sup> Interim Report for the 1<sup>st</sup> quarter FY16

16<sup>th</sup> Annual General Meeting of  
OSRAM Licht AG FY15



innovation

“Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam.” We apologize that we have no time for more creative text – we look forward to seeing you at the light + building trade fair in Frankfurt where we are presenting ourselves once again at our best ...



**... because for us,  
only better will do!**

2016

<b>March</b>	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
CW 09	29	01	02	03	04	05	06
CW 10	07	08	09	10	11	12	13
CW 11	14	15	16	17	18	19	20
CW 12	21	22	23	24	25	26	27
CW 13	28	29	30	31	01	02	03

Holidays Germany (BY)	25 <sup>th</sup>	Good Friday
	28 <sup>th</sup>	Easter Monday
Exhibitions	13–18 <sup>th</sup>	light+building   Frankfurt a. M.

# 2016



solutions

With our dedicated team for vertical applications, we offer our customers deeper and better know-how of vertical-related lighting solutions. In a dedicated effort, we will actively extend the Vertical Application Management activities ...



... because for us,  
only better will do!

<b>April</b>	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
CW 13	28	29	30	31	01	02	03
CW 14	04	05	06	07	08	09	10
CW 15	11	12	13	14	15	16	17
CW 16	18	19	20	21	22	23	24
CW 17	25	26	27	28	29	30	01

Holidays China	04 <sup>th</sup>	Ching Ming Festival
Holidays USA (MA)	18 <sup>th</sup>	Patriots Day
Exhibitions	26–28 <sup>th</sup>	Lightfair   San Diego
Financial calendar	27 <sup>th</sup>	Preliminary figures for the 2 <sup>nd</sup> quarter FY16



# 2016



Loyalty is king: With our various loyalty programs and cooperations we will continue to create added value for our customers, to strengthen the OSRAM brand, to generate new leads, to increase customer loyalty and to win new customers ...



<b>May</b>	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
CW 17	25	26	27	28	29	30	01
CW 18	02	03	04	05	06	07	08
CW 19	09	10	11	12	13	14	15
CW 20	16	17	18	19	20	21	22
CW 21	23	24	25	26	27	28	29
CW 22	30	31	01	02	03	04	05

Holidays Germany (BY)	01 <sup>st</sup>	Labor Day
	05 <sup>th</sup>	Ascension Day
	16 <sup>th</sup>	Whit Monday
	26 <sup>th</sup>	Corpus Christi
Holidays China	01 <sup>st</sup>	Labor Day
Holidays USA (MA)	30 <sup>th</sup>	Memorial Day
Financial calendar	06 <sup>th</sup>	Interim Report for the 2 <sup>nd</sup> quarter FY16
Exhibitions	31 – 6/02 <sup>nd</sup>	Eliaden   Oslo

intelligent  
light

Light is stimulating and motivating.  
Light is useful and convenient. Light is  
intelligent and smart. Light is easier  
than ever: light is LIGHTIFY! With our  
innovative wireless lighting control  
system, the “smart home” becomes  
reality ...

... because for us,  
only better will do!

2016

June	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
CW 22	30	31	01	02	03	04	05
CW 23	06	07	08	09	10	11	12
CW 24	13	14	15	16	17	18	19
CW 25	20	21	22	23	24	25	26
CW 26	27	28	29	30	01	02	03

Holidays China  
Exhibitions

09<sup>th</sup> Dragon Boat Festival  
5/31 – 02<sup>nd</sup> Eliaden | Oslo  
09 – 12<sup>th</sup> Guangzhou International Lighting Exhibition | Guangzhou



Many new products are already in preparation for the new lighting season. That is, there are many new things to know, to experience and to learn. With our excellent trainings, we offer a lot of advantages and added value for all of us and all our customers ...



# 2016

<b>July</b>	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
CW 26	27	28	29	30	01	02	03
CW 27	04	05	06	07	08	09	10
CW 28	11	12	13	14	15	16	17
CW 29	18	19	20	21	22	23	24
CW 30	25	26	27	28	29	30	31

Holidays USA (MA)  
Financial calendar

04<sup>th</sup> Independence Day  
27<sup>th</sup> Preliminary figures for the 3<sup>rd</sup> quarter FY16

partnership

Strong sales support and global teamwork, internally at OSRAM and externally with our partners, are the most important means to increase our sales. So, this is the motto: full speed ahead for our individual customer campaigns ...

... because for us,  
only better will do!

2016

<b>August</b>	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
CW 31	01	02	03	04	05	06	07
CW 32	08	09	10	11	12	13	14
CW 33	15	16	17	18	19	20	21
CW 34	22	23	24	25	26	27	28
CW 35	29	30	31	01	02	03	04

Holidays Germany (BY)  
Financial calendar

15<sup>th</sup> Assumption of Mary  
05<sup>th</sup> Interim Report for the 3<sup>rd</sup> quarter FY16

# 2016

**constantly  
better**

For over 100 years, we have been innovating lighting and enable a more beautiful view of things. Respect and responsibility are the foundation of our corporate activities and characterize the relationship with our colleagues and partners. And we just keep going to become constantly better ...

**... because for us,  
only better will do!**

<b>September</b>	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
CW 35	29	30	31	01	02	03	04
CW 36	05	06	07	08	09	10	11
CW 37	12	13	14	15	16	17	18
CW 38	19	20	21	22	23	24	25
CW 39	26	27	28	29	30	01	02

Holidays China	15 <sup>th</sup>	Mid Autumn Festival
Holidays USA (MA)	05 <sup>th</sup>	Labor Day
Exhibitions	02-07 <sup>th</sup>	IFA   Berlin

# 2016

<b>October</b>	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
CW 39	26	27	28	29	30	01	02
CW 40	03	04	05	06	07	08	09
CW 41	10	11	12	13	14	15	16
CW 42	17	18	19	20	21	22	23
CW 43	24	25	26	27	28	29	30
CW 44	31	01	02	03	04	05	06

<b>November</b>	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
CW 44	31	01	02	03	04	05	06
CW 45	07	08	09	10	11	12	13
CW 46	14	15	16	17	18	19	20
CW 47	21	22	23	24	25	26	27
CW 48	28	29	30	01	02	03	04

<b>December</b>	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
CW 48	28	29	30	01	02	03	04
CW 49	05	06	07	08	09	10	11
CW 50	12	13	14	15	16	17	18
CW 51	19	20	21	22	23	24	25
CW 52	26	27	28	29	30	31	01

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