



RNS REACH
9 February 2015

Flowgroup plc
("Flowgroup" or the "Company")

Launch of boiler marketing campaigns

Flowgroup plc (AIM: FLOW), which develops and commercialises alternative and efficient energy technology products, announces that, following a successful soft product launch on the 26 January, it has today launched the full marketing campaigns for its electricity-generating Flow boiler, as planned, with a strong focus on the element of its deals that removes the upfront cost of the boiler for customers.

Since the soft launch on 26 January, the Company's boiler sales team has been contacting customers to book home surveys. The first wave of these home surveys is now fully booked and the first surveys took place on 6 February. Conducting a home survey allows the Company to generate a personalised customer installation quotation, which forms the basis of a sale.

Customer reaction to the Company's boiler packages has been encouraging. As predicted, the ability for customers to avoid the upfront cost of a Flow boiler is a key attraction. The Flow boiler costs £3,675 and can either be bought outright or financed over five years at a cost of £4,529.89 through our finance partner, Zopa. Over the same period, Flowgroup delivers fixed reductions in the customer's home energy bill each month that amounts to £4,800, which more than covers the cost of the Flow boiler itself. These packages have been designed to encourage adoption of this ground-breaking technology.

With the launch of its full, multi-channel marketing campaigns, the Company expects to drive traffic through its website and call centre. These marketing campaigns will include a strong digital element – online search (via Google and other search engines), natural search, display ads, remarketing ads, video seeding, email and social ads – as well as a comprehensive offline offer, including extensive PR, radio advertising, direct mail, press ads and outdoor media.

Tony Stiff, CEO of Flowgroup, commented: *"Our boiler sales team have been busy since our soft launch and they are fully prepared to be even busier now that our planned marketing campaigns have gone live today. Initial feedback from customers since the soft launch has been encouraging. Generally, the customers our teams have spoken to expect a standard boiler and installation to cost over £3,000. They then understand that avoiding the upfront cost of a Flow boiler with our innovative deal and effectively only paying for installation allows them to pay much less. They also see the benefit of the fact that the Flow boiler continues to deliver reductions in their energy bills for its lifetime.*

"At the same time as our marketing launch, we continue to expand our third party sales network of independent and larger installers, as planned. In line with our strategy, we are also actively pursuing opportunities for affinity partnerships with big brands and tie-ins with social housing networks. We are pleased with our progress so far and we will issue further updates as we move forward."

Flowgroup plc
Tony Stiff, Group Chief Executive Officer
Nigel Canham, Chief Financial Officer

www.flowgroup.uk.com
Tel: +44 (0)151 348 2100

Walbrook PR Ltd
Paul McManus

Tel: +44 (0)20 7933 8780 or flowgroup@walbrookpr.com
Mob: 07980 541 893