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## Control4 Expands Presence in China with New Technical Center in Shanghai

SALT LAKE CITY--(BUSINESS WIRE)-- [Control4](#) (NASDAQ: CTRL), a market leader in home automation systems, today announced its continued expansion in China with the opening of its new Technical Center in Shanghai. The facility is designed to play a pivotal role in broadening Control4's Dealer channel, regional strategic relationships, and customer reach across Asia.

Located in the Jing'an District, the new Control4® Technical Center features a training room with nine hands-on training stations, an interactive state-of-the-art experience center, and multiple demonstration areas. With sales and support services a key priority, the new facility also includes a devoted technical support area along with offices and conference space for Control4 employees and visiting Dealers and strategic partners.

"Our new presence in Shanghai will provide dedicated local resources for our Chinese Dealers and their customers," said Martin Plaehn, Control4's President and CEO. "The Control4 Technical Center is designed to support our continued business growth in Asia by providing professional training and certification of Control4 Dealers, offering in-region personnel and driving new programs for our Dealers across China — both in the field and via the web or phone, all while offering a beautiful new Control4 showroom that can be used for product demonstrations."

Control4 began selling its solutions in China in 2011 and today has nearly 50 authorized Control4 residential and commercial Dealers in the region. To more directly serve the Chinese market, Control4 is implementing a single-tier direct-to-dealer distribution model and the new Shanghai facility should greatly strengthen existing Dealer relationships, improve new Dealer recruiting and training, and assist in establishing strategic relationships with developers and architects to collectively deliver the automation solutions that Chinese homeowners and businesses need and desire.

Control4 is expanding the full-time staff in Shanghai, including new positions in sales, technical support, training, marketing and business development. The Shanghai facility is already staffed to deliver weekly Dealer training classes, provide daily technical support to Control4 Certified Dealers, and support Chinese-focused marketing activities.

Earlier this year Control4 hosted several technical classes in China via its worldwide Dealer Training Tour, training over two hundred new Control4 technicians in the region. To meet training demand, the new Control4 Technical Center opens with a robust schedule of training classes scheduled for October 8-11, October 14-17, Oct 21-24, Nov 4-7, and Nov 11-14. Interested parties should visit <http://cn.control4.com/> and click on "Become a Dealer" to begin the qualification process and register for upcoming technical training sessions.

### **About Control4**

[Control4](#) [NASDAQ: CTRL] is a leading provider of automation systems for homes and businesses, offering personalized control of lighting, music, video, lighting, temperature security, communications and similar functionalities into a unified home automation solution that enhances the daily lives of its customers. Control4 unlocks the potential of connected devices, making entertainment systems easier to use, homes more comfortable and energy efficient, and families more secure. More than 75% of Control4's consumers have integrated two or more functionalities with Control4's solution, which is available through more than 2,800 custom integrators, retail outlets, and distributors in over 80 countries. By delivering insightfully simple control solutions that enhance the lives of individuals and families, Control4 is the automation platform of choice for consumers, major consumer electronics companies, hotels, and businesses around the world.

### **Forward Looking Statement**

*This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding Control4's possible future products and financial outlook. All statements other than statements of historical fact contained in this press release are forward-looking statements. These forward-looking statements are made as of the date they were first issued, and were based on the then-current expectations, estimates, forecasts, and projections, as well as the beliefs and assumptions of management. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond Control4's control. Control4's actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to, risks detailed in Control4's most recent S-1/A filed with the Securities and Exchange Commission, as well as other documents that may be filed by the company from time to time with the Securities and Exchange Commission. Past performance is not necessarily indicative of future results. The forward-looking statements included in this press release represent Control4's views as of the date of this press release. The company anticipates that subsequent events and developments may cause its views to change. Control4 has no intention and*

*undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. These forward-looking statements should not be relied upon as representing Control4's views as of any date subsequent to the date of this press release.*

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