

*Shelly*

Explore the  
POSSIBILITIES

# Shelly Software Platform

2<sup>nd</sup> June 2026



# SOFTWARE WEBINAR

- New product categories
- The software

## PRESENTERS

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Head of Integrations



# Two years ago, we promised this.

A clear strategy, consistently executed

Investor Deck · 2024

## OVERVIEW OF SHELLY'S LONG-TERM HARDWARE & SOFTWARE DEVELOPMENT

Hardware



### SMART LOCKS

Commercial growth potential: only 2% of European homes have smart locks



### INTELLIGENT SENSORS

New sensors enhance market potential for smart devices



### SMART CAMERAS

Entering one of the largest smart home segments



### LONG RANGE

Long-range tech offers scalable connectivity for Shelly devices



### SHELLY X CHIP

Shelly X modules ensuring full compatibility and effortless devices management

Software



### AI DRIVEN PREDICTIVE MAINTENANCE

Proactive servicing reduces damage and costs



### SAAS (ACCESS CONTROL & FLEET MANAGEMENT)

Fleet management and access control streamline devices



### ADVANCED ENERGY MANAGEMENT SOLUTIONS

Energy solutions optimize energy use and increase savings



### CLOUD MANAGEMENT & DATA LAKE

Cloud platform integrates automation with secure storage for Shelly's data lake



### SHELLY X SOFTWARE

No-code platform for creating smart devices with easy cloud integration

### The 2024 vision

Ten categories.  
Five hardware.  
Five software.  
One platform thesis.

The pitch was simple: extend Shelly from a smart-switch company into a vertically-integrated **device + cloud + data** platform. Every box on that 2024 slide was a commitment.

# Every box, ticked — plus 3 more.

10 promises in 2024 → 13 categories shipping in Q1 2026. Status, evidence and what's new.

8/10 categories live, 2 shipping mid-2026 · +3 new lines added to the roadmap.

10 8 2 +3  
2024 promises live today mid-2026 new lines

Promised · 2024	Categories	Evidence	Status
Smart Locks	→ <b>Smart Locks</b>	1 product live; 6 in the pipeline for 2026	LIVE
Intelligent Sensors	→ <b>Monitoring &amp; Security</b>	Full sensor suite for home safety and monitoring	LIVE
Smart Cameras	→ <b>Smart Cameras</b>	Indoor camera to be launched in Q2 2026; Outdoor camera in Q4 2026	MID-2026
Long Range	→ <b>Gen4 multi-protocol</b>	Z-Wave LR and Lora add-ons for in-wall and pro	LIVE
Shelly X Chip	→ <b>Shelly X platform</b>	8 products launched in 2025; 17 products in the pipeline for 2026	LIVE
AI Predictive Maintenance	→ <b>Premium App &amp; Storage</b>	Live as part of Premium app	LIVE
SaaS / Access & Fleet	→ <b>Fleet Management Systems</b>	First verticals live	LIVE
Advanced Energy Mgmt	→ <b>Multi-Location Energy</b>	Solution is ready	LIVE
Cloud & Data Lake	→ <b>Premium App &amp; Storage</b>	Enhanced data granularity for Premium users	LIVE
Shelly X Software	→ <b>No-code / low-code studio</b>	Low code tooling available for Shelly X customers	LIVE
— not on 2024 slide —	+ <b>Connected Protection</b>	World-first smart circuit breakers · 2 product lines and various versions	MID-2026
— not on 2024 slide —	+ <b>HVAC</b>	Thermostats + Shelly TRVs + Sensors + Wall Display	LIVE
— not on 2024 slide —	+ <b>Energy Contracts</b>	PoC done for Germany	2027



# NEW PRODUCT CATEGORIES

# New hardware estate, at a glance.

Six product lines — every device a sensing + switching node, every device a Fleet Manager endpoint



**01**  
**Smart Locks**

1 product live; 6 in the pipeline for 2026



**02**  
**Smart Cameras**

Indoor camera to be launched in Q2 2026; Outdoor camera in Q4 2026



**03**  
**Monitoring & Security**

Full sensor suite for home safety and monitoring



**04**  
**Connected Protection**

World-first smart circuit breakers · 2 product lines and various versions



**05**  
**HVAC**

Thermostats + Shelly TRVs + Sensors + Wall Display



**06**  
**Shelly X**

Low code tooling available for Shelly X customers

**The thesis**

**Every device is a Fleet Manager endpoint.**

Hardware revenue today is the basis for software revenue tomorrow — on the same install base.



# THE SOFTWARE

# Premium App & Storage

The unified Shelly app — personalized energy, charging and storage in one place



The consumer software layer

## Single app across the entire device estate.

### Free tier

#### Universal & lifetime

Every Shelly device ships with the full Smart Control app and lifetime cloud.

### Premium tier

#### Storage, AI, scenes

Video cloud, advanced automations, family family sharing — recurring subscription.

### Why it matters

#### Hardware → recurring

The same device drives an ongoing software relationship, not just a one-time sale.

### What the premium app bundles

- **Cloud video storage** — for the camera lineup
- **EV charging** — sessions, smart-charge schedules
- **Advanced scenes** — geofencing, AI suggestions
- **Energy insights** — multi-meter, multi-tariff
- **Battery storage** — state of charge (SOC), self-consumption, exports
- **Family sharing** — multi-user, role-based access

**The shift:** the same install base that buys a device once subscribes to the platform repeatedly — and every new device on the account compounds the relationship.

# What is Fleet Manager?

A B2B operating platform for managing connected devices, sites and operations at scale

## One platform. Thousands of devices. Unlimited use cases.

Fleet Manager enables provisioning, monitoring, automation and analytics across large fleets of connected devices and multiple locations.

**Manage Your Shelly Fleet at Scale**  
A centralized platform for real-time data acquisition, remote control, automation and reporting across thousands of Shelly smart devices.

Book a Free Call | Explore Use Cases

Fleet Manager | Business Manager | AI Advisor

USE CASES  
IoT Solutions Showcase

- Shelly Devices**  
Relays, Meters, Sensors & Gateways
- Fleet Manager Platform**  
Data Aggregation & Orchestration
- Operations & Insights (Front-end)**  
Dashboards, Alerts, Workflows & AI

### Device Management

Provisioning · OTA updates · Monitoring

### Operations

Dashboards · Alerts · Diagnostics

### Automation

Rules · Workflows · Integrations

### AI & Analytics

Insights · Optimization · Anomaly detection

Standard

**<1,000 devices**

Per-device  
monthly fee

Growth

**1,000–2,000**

Flat  
monthly fee

Enterprise

**2,000+ devices**

Tailored  
enterprise pricing

# Fleet Manager Across Industries

One platform powering multiple vertical solutions

## The same platform. Different industry applications.

Fleet Manager can be configured for different industries through specialized dashboards, workflows, integrations and AI-powered insights.



### Smart Buildings

HVAC, lighting, occupancy and energy management



### Hospitality

Energy optimization, equipment monitoring and multi-site operations



### Retail Chains

Store performance, maintenance alerts and energy tracking



### Street Lighting

Asset monitoring, fault detection and maintenance planning



### Cold-Chain

Temperature compliance and operational monitoring



### Vending Fleets

Remote diagnostics, uptime monitoring and energy tracking



### Self-Storage

Access control, occupancy and environmental monitoring



### Energy & Solar

Generation, consumption, battery and ROI monitoring



Now let's open the platform — [live demo, no login required.](#)

Try it now  
[mitko.shelly.link/demo](https://mitko.shelly.link/demo)

# THANK YOU!



# Appendix – Notice to reporting

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