

# Vaisala Strategy

**VAISALA**

## Observations for a Better World

### Weather

Growth through industry leading offering and information services expansion



Reliable environmental observations for better decision making, safety and efficiency



### Controlled Environment

Growth through product leadership



### Leadership Built on

Reliability  
Expertise in applications, science and technologies  
Excellence in high mix – low volume businesses

**VAISALA**

## Weather Business Area

- **Growth** through industry leading offering and information services expansion
- We have **strong expertise in applications, science and technologies**
- Customers view us as **the leader in reliability**



## Controlled Environment Business Area

### Growth through Product Leadership

- Understanding our customers' needs
- Achieving #1 position in selected markets
- Continuously creating winning products



# Sustainability

**VAISALA**



Committed to use  
**100% renewable**  
energy by

**2020**



Complete

Emission reductions from  
electricity consumption were

**-33%**

compared  
to 2014



Waste recovery rate  
of the manufacturing  
sites was

**98%**



**3** Vaisala sites  
send no waste to  
landfills at all  
recycling

**100%**

Water consumption  
from manufacturing  
sites decreased

**9%** from  
2014







**VAISALA**

# Outlook and Targets

**VAISALA**

## Vaisala markets

### Global market sizes and growth in 2016

	Meteorology Infrastructure	Transportation	Energy	Instruments	Power Transmission	Life Science
In MEUR						
Market size*	450–500	300	300–350	400–450	150–200	250–300
Market growth p.a.	0%	0–5%	>10%	5%	15%	10%
Vaisala market share 2016*	High	High	Low	Mid	Low	Low
Vaisala addressable market size total	<b>~1,800–2,150 MEUR</b>					
	Market share indication: Low <10% Mid 10-25% High >25%		* Vaisala's estimate of the size of market that is addressable currently or with organic development in the roadmaps, no external market information available			

## Market outlook 2016

- Market outlook for Vaisala is generally stable.
- However, in many emerging countries situation remains uncertain and this is expected to impact adversely on governmental finances and delay public customers' decision making.
- Business opportunities in oil and gas related businesses are expected to remain weak throughout the year due to low crude oil prices.
- In renewable energy market outlook is positive.
- Also market outlook for industrial measurement solutions is solid.

## Business outlook 2016

Vaisala updated its business outlook for 2016 to include restructuring expenses in the operating result estimate.

- Vaisala continues to estimate its full year 2016 net sales to be in the range of EUR 305–335 million.
- Vaisala estimates its operating result (EBIT) to be in the range of EUR 25–35 million.
- Previous business outlook from February 10, 2016: Vaisala estimates its full year 2016 net sales to be in the range of EUR 305-335 million and the operating result (EBIT) excluding non-recurring items in the range of EUR 28-38 million.



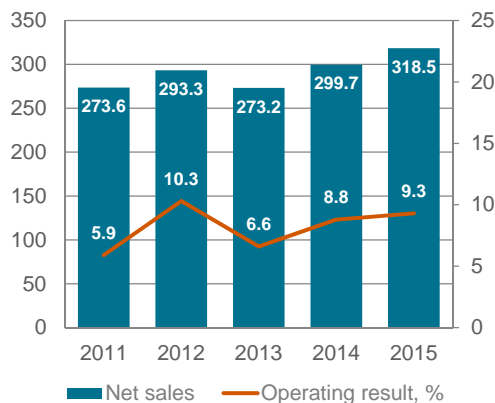
## Vaisala's long-term targets

**Our objective is profitable growth with an average annual growth of 5%**

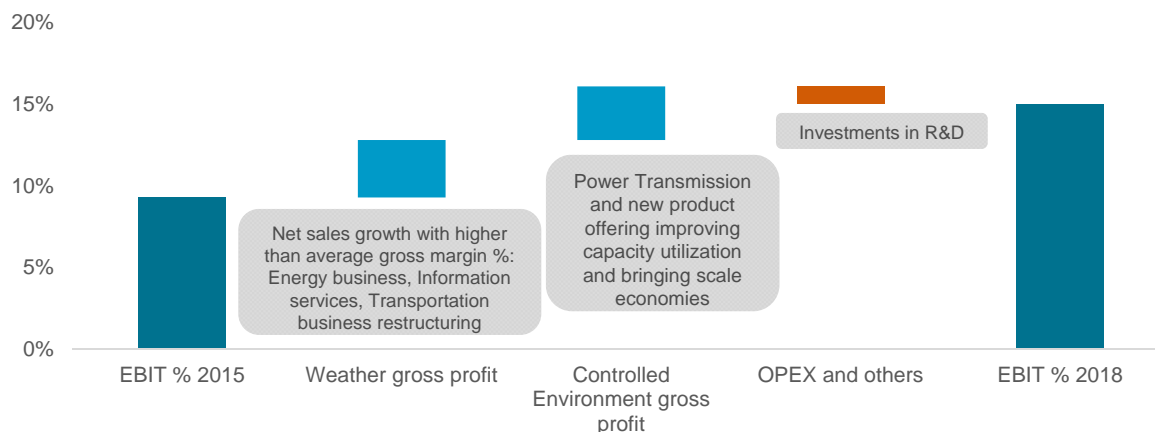
In selected growth businesses such as renewable energy, life science and power transmission the target is to exceed 10% annual growth

**and to achieve 15% operating profit margin (EBIT) by 2018.**

Net sales and operating result development



## Long-Term Financial Targets: EBIT %



# Observations for a Better World

**VAISALA**