

Expanding to new markets and mastering end- to-end offering

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Weather and Environment
Capital Markets Day 2021
September 21, 2021

VAISALA

We provide the world's most reliable measurements where it truly matters.

We enable business-critical operations and decisions that help solve the greatest climate and sustainability challenges of our time.

Sustaining long-term market leadership and expanding to new markets with growth opportunities

Flagship markets

750 - 850 MEUR, CAGR 0 - 5% p.a.

Meteorology

Aviation

Road winter maintenance

Growth and emerging markets

500 - 600 MEUR, CAGR 5 - 10% p.a.

Renewable energy

**Weather & air quality
in cities and industries**

**Road asset management
& Automotive**

Flagship markets

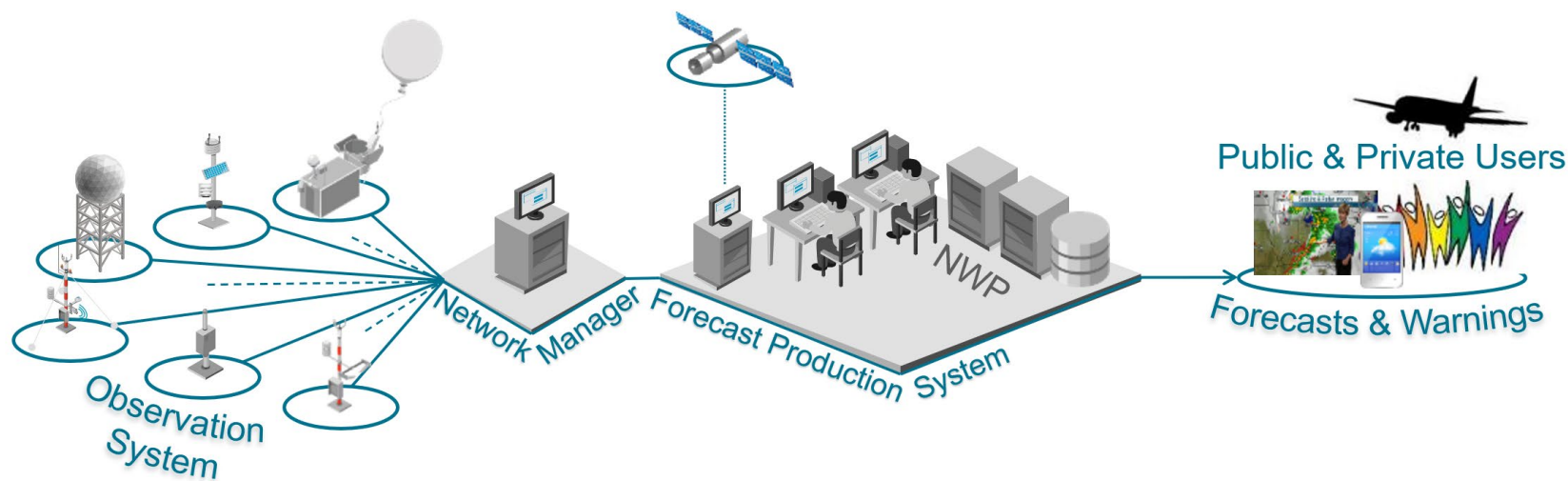
Sustained long-term global leadership

- Undisputable global leader through innovation, broadest portfolio, and system delivery capability
- Mature markets
- Smart R&D investments
- Focus on profitability



Building capabilities for societies to cope with increasingly volatile and severe weather

- Unique approach building capability to mitigate impacts of extreme weather
- One-of-a-kind position based on product portfolio and system delivery
- Now delivering a turnkey meteorological solution for the National Meteorology Agency in Ethiopia



Growth and emerging markets

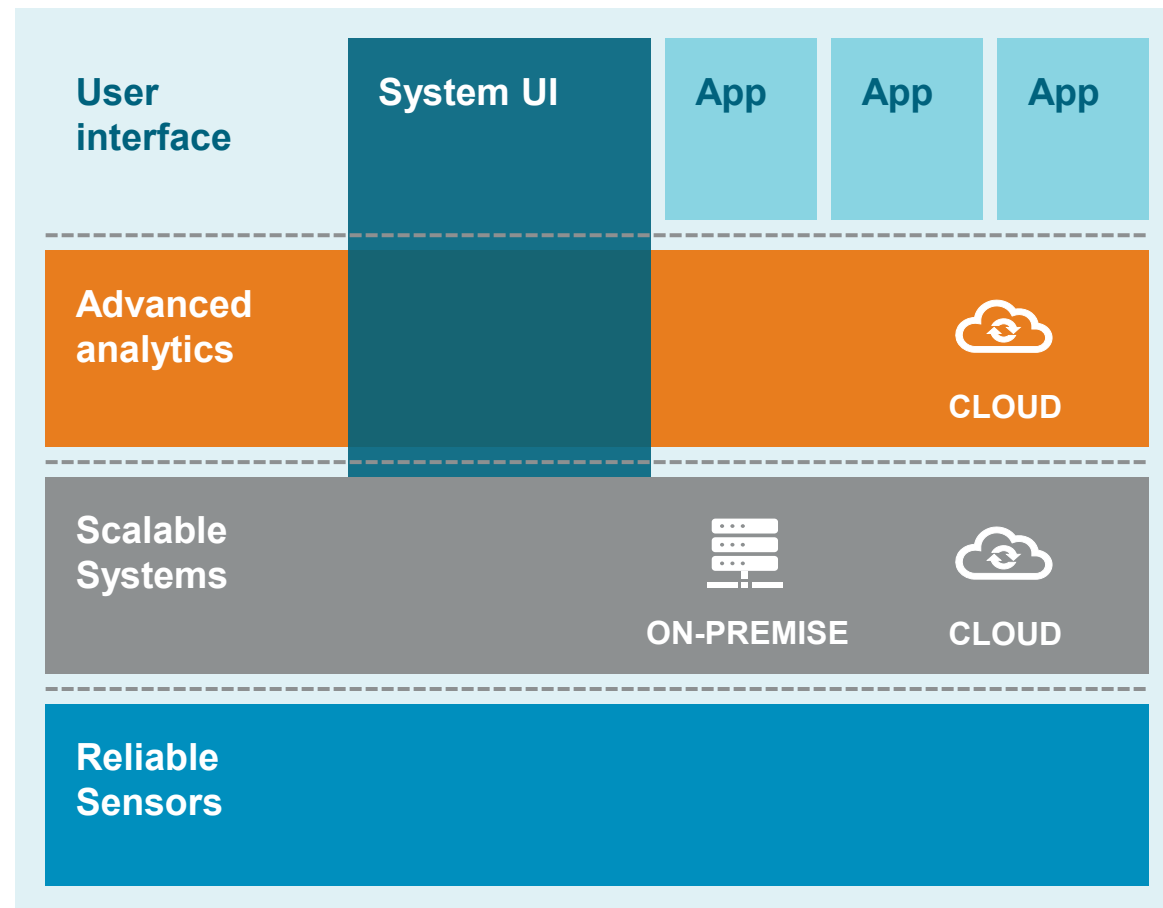
Expanding to new markets with growth opportunities

- Growth markets such as renewable energy, and emerging markets such as automotive and smart cities driven by megatrends
- Differentiation from solutions which extend from professional measurements to digital insights supporting decision making



Technology that provides integrated solution, data security and reliable information

- Sustainable differentiation from ability to master both hardware and software
 - “Full stack”
 - SW and data security
- Customers are seeking for a productized solution instead of customized system delivery



Growing recurring revenue business

- Advanced analytics platform for weather and environmental insights
- Both Data as a Service and Software as a Service models – at times enhanced by local measurements



Driving growth from new customer segments and platform business



Secure flagship markets for long-term leadership and profitability



Expand in growth and emerging markets and be #1 in selected segments



Grow recurring revenue



Master architecture and technology platforms

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