Vaisala Strategy
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

<table>
<thead>
<tr>
<th>Committed to use 100% renewable energy by</th>
<th>Emission reductions from electricity consumption were</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020 Complete</td>
<td>-33% compared to 2014</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Waste recovery rate of the manufacturing sites was</th>
<th>3 Vaisala sites send no waste to landfills at all recycling</th>
<th>Water consumption from manufacturing sites decreased</th>
</tr>
</thead>
<tbody>
<tr>
<td>98%</td>
<td>100%</td>
<td>9% from 2014</td>
</tr>
</tbody>
</table>
### Vaisala markets

**Global market sizes and growth in 2016**

<table>
<thead>
<tr>
<th>In MEUR</th>
<th>Meteorology</th>
<th>Transportation</th>
<th>Energy</th>
<th>Instruments</th>
<th>Power Transmission</th>
<th>Life Science</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market size*</td>
<td>450–500</td>
<td>300</td>
<td>300–350</td>
<td>400–450</td>
<td>150–200</td>
<td>250–300</td>
</tr>
<tr>
<td>Market growth p.a.</td>
<td>0%</td>
<td>0–5%</td>
<td>&gt;10%</td>
<td>5%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Vaisala market share 2016*</td>
<td>High</td>
<td>High</td>
<td>Low</td>
<td>Mid</td>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td>Vaisala addressable market size total</td>
<td>~1,800–2,150 MEUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*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 share indication:
- **Low** <10%
- **Mid** 10-25%
- **High** >25%
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.
Observations for a Better World