Growing in the new markets

Jarkko Sairanen, EVP
Weather and Environment
Investor event, November 10, 2022
We enable businesses and societies to understand, mitigate, and adapt to climate change and extreme weather.
Megatrends driving our business

- Climate change
- Sustainable energy
- Low carbon economy
- Green and smart cities
- Future of mobility
- Everything as a connected sensor
- AI & cloud ecosystems
- Service experience economy
Managing actively three business paradigms

Flagships
- Global leader in our traditional core business
- Relatively stable markets
- Strong position with solid profitability

Growth businesses
- Adjacent markets with attractive growth drivers
- Markets with paradigm shifts
- Appetite to accelerate through M&A

Emerging opportunities
- New scalable XaaS business from Observations, Data, Software and Solutions as a Service
- Innovative sensing technologies and IoT solutions
Building new core market segments

Flagships
- Meteorology
- Aviation

Growth businesses
- Renewables (wind & solar)
- Roads
- Urban weather & environment

Emerging opportunities
- Automotive
- Developers
- Weather dependent industries

Weather dependent industries
Our businesses and their drivers

Flagships

Key targets
- Maintain global leadership
- Large system capability
- Focus on profitability

Growth businesses

Key targets
- Segment driven business build
- #1 position in chosen segments
- Double digit growth

Emerging opportunities

Key targets
- Global DaaS/SaaS product business
- Scalable end-to-end platform
- Strong recurring revenue growth
A unique “full stack” play
Vision for the growth

**Today**

- Advanced Analytics
- Scalable Systems
- Reliable Sensors

**Future**

- Advanced Analytics
- Scalable Systems
- Reliable Sensors

**Flagships**

- Growth segments and DaaS/SaaS

**Investments focused to support the vision for the growth**
Growing in the new markets

Secure flagship markets for long-term leadership and profitability

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

Grow recurring revenue

Ensure product leadership and master technology platforms
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VAISALA