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

Jarkko Sairanen, EVP
Weather and Environment
Capital Markets Day 2021
September 21, 2021
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
VAISALA