

Driving growth through product leadership

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VAISALA

**Industrial Measurements
is driving growth in
selected niche markets
solving customers' problems
better than anybody else.**



Growth through product leadership



Discovering
customers' needs

Achieving #1 position
in selected markets

Continuously creating
winning products

Discovering customers' needs:

Driving growth and reaching new markets

Flagship markets

800 - 1,000 MEUR, CAGR 6% p.a.

High-end humidity

High-end carbon dioxide

Growth markets

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

Life science

Power

Liquid measurements



Flagship markets:

Securing solid foothold and brand recognition

- Focus on high-end applications and demanding environments
- Growth driven by industrial sustainability trends
- Continuous investments in R&D to keep the market leader position

Growth markets:

Strong investments for expected higher growth

- Strong growth potential supported by megatrends
- Market share growth through sales channel and new offering development



Achieving #1 position in selected markets:

Solving customers' problems better than anybody else

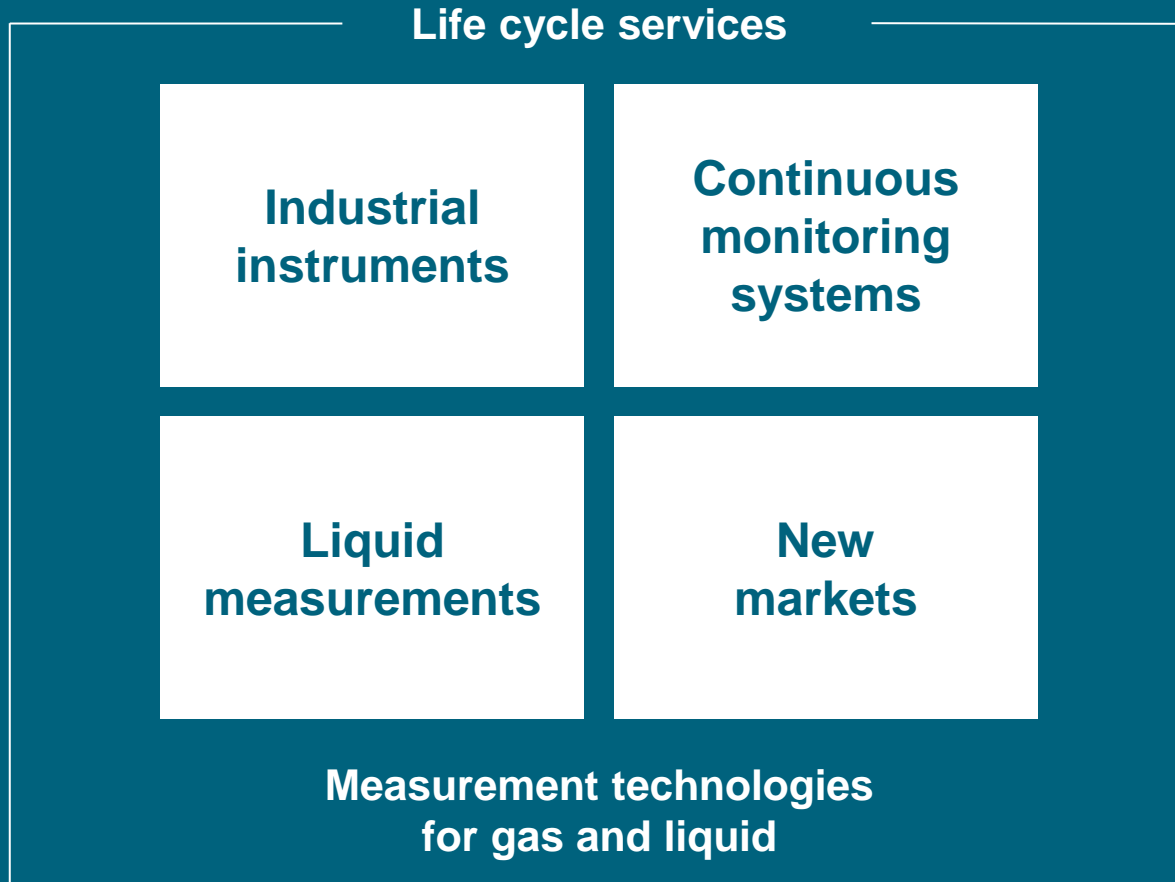
Customer Experience
as part of our
growth strategy

Superior channel
enabling
global reach

World-class
application
expertise

Continuously creating winning products:

Innovating for the future



- Industry-leading sensor and new technology development
- Life cycle services
- Measurement ecosystem development
- Business model extension with cloud

We build our success on solid foundation

- Superior technology
- Application knowledge
- Customer Experience
- Global presence and reach
- Fast delivery and support
- Dedicated and highly skilled employees



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