

Observations for a Better World Controlled Environment

Vaisala's Capital Markets Day, May 11, 2016

VAISALA

Contents

Business Scope

Strategy

Conclusions



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Controlled Environment

Our Markets



Industrial Measurement Solutions



Mega Trends



- Aging Population and Health
- Energy Efficiency
- Urbanization and Industrial Growth
- Growing Electric Power Consumption

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We Help Our Customers to Improve

- Product quality
- Productivity
- Energy efficiency
- Maintenance activities
- Regulatory compliance

Global Market Sizes and Growth 2016

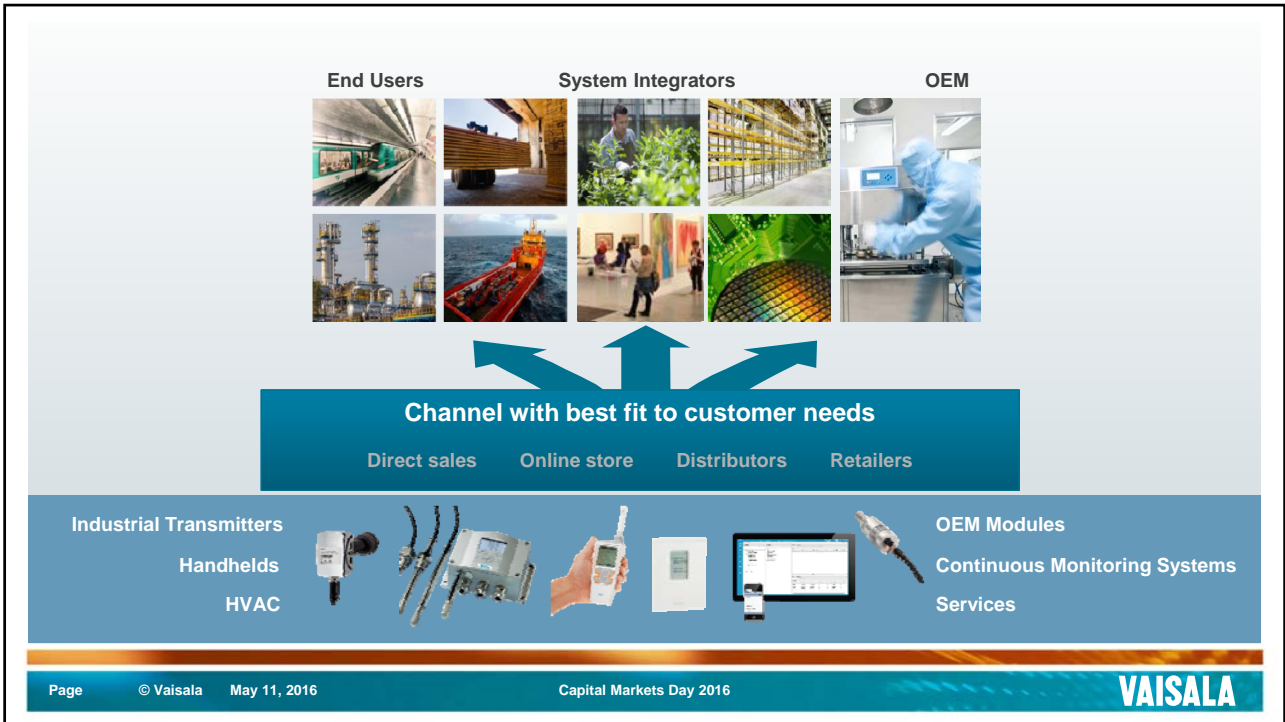
in MEUR	Instruments	Power Transmission	Life Science
Market size*	400-450	150-200	250-300
Market growth p.a.	5%	15%	10%
Vaisala market share 2016*	Mid	Low	Low
Market size total	800-950 MEUR		

Market share indication:

- Low <10%
- Mid 10–25%
- High >25%

- No major changes to market overviews or growth rates
- Market sizes updated based on the growth rates

* Vaisala estimate of the size of market that is addressable currently or with organic development in the roadmaps



Examples of Industries We Serve

- Power Transmission
- Life Sciences
- Industrial Drying (e.g. paper)
- Electronics
- Building Automation, e.g demand controlled ventilation
- Automotive Industry
- Agriculture and Food Industry



Power Transmission

We measure multiple gases in transformer oil.

Early indication about the possible faults in high voltage transformers.

Improves the efficiency of customers' operations, generates cost savings.

Life Sciences

Control of environmental conditions

- improved quality and efficiency
- reduced risk of damage

Continuous monitoring system

New carbon dioxide meter
GMP251 for applications with
higher CO₂ concentrations



Building Automation

Our products are used to optimize ventilation e.g. in office buildings, hospitals, data centers or factories.

Considerable cost savings through improved efficiency of heating, ventilation and air conditioning.





Johnson Controls Leadership Innovation Award

Johnson Controls a long-time customer of Vaisala for building automation projects and data centers

Using world-renown CARBOCAP® Carbon Dioxide Transmitters

Vaisala awarded for being one of their best suppliers



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Growth through Product Leadership

- Understanding our customers' needs
- Achieving #1 position in selected markets
- Continuously creating winning products

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Understanding Our Customers' Needs

Growth Markets

- Strong growth potential in Life Science and Power Transmission markets
- Investments in new offering addressing the specific market needs
- Identification of new attractive growth markets

Flagship Markets

- Strong position with our high-end humidity and carbon dioxide offering
- Continuous investments in offering development



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Achieving # 1 Position in Selected Markets

Sales Channel

- Channel with best fit to the market
- Partner management

Application Expertise

- Strong in-house expertise in industry demands, such as Life Science specific regulations

Geographical Reach

- Regional go-to-market strategies
- Expansion to new regions



Focus on Channel Partner Management

Partner selection

Non-exclusive contracts

Training

Active sales management

Partner Management Model

- Annual global distributor meeting in Vaisala head office
- Local distributor meetings in regions
- First-class support organization
- Regular performance follow-up

Continuously Creating Winning Products



Superior Products and Technologies

- Solutions that outperform competition
- Clean room sensor manufacturing and calibration
- New parameter development

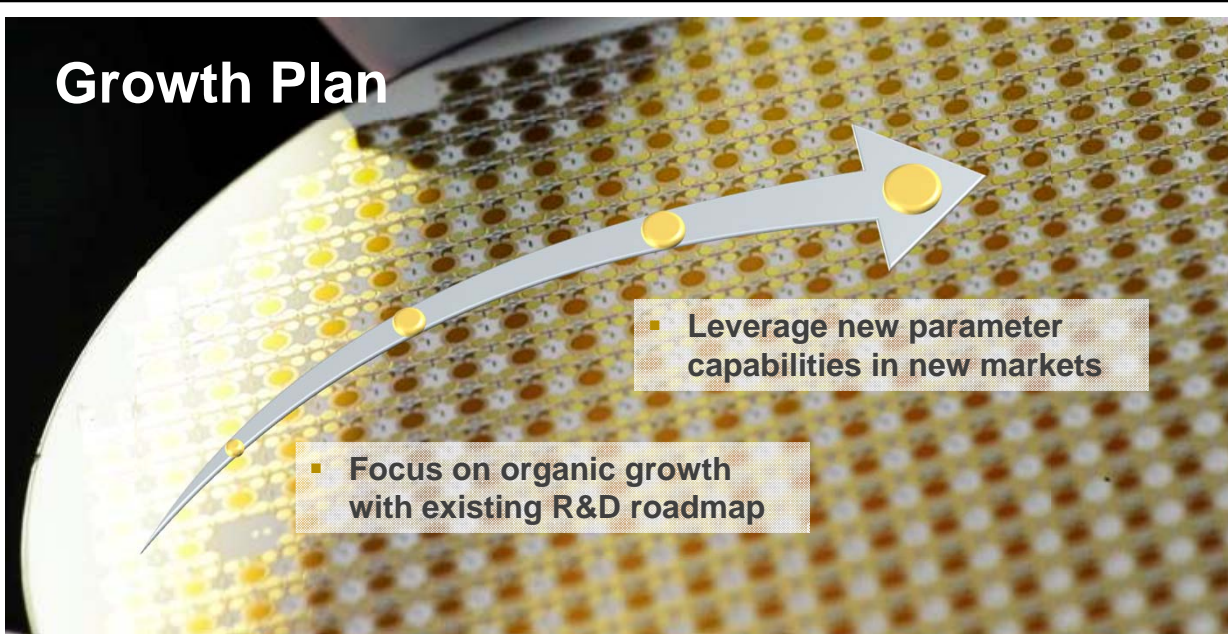
Software Development

- System software and IoT connectivity layer

Scalability of Our Products

- Using new technologies in all suitable applications and industries to accelerate growth

Growth Plan



- Leverage new parameter capabilities in new markets

- Focus on organic growth with existing R&D roadmap



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