



SITOWISE

Capital Markets Day 2023
Redefining smartness in cities

Welcome!

7 JUNE 2023

ACCOUNTOR TOWER, ESPOO, FINLAND

Disclaimer

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Sitowise Capital Markets Day 2023

13:00 Opening of Sitowise's Capital Markets Day 2023

PART I – SOLID FOUNDATION FOR PROFITABLE GROWTH

Redefining smartness in cities

Heikki Haasmaa, CEO

Empowering passionate experts to solve complex challenges

Taija Lehtola, EVP, Human Resources

On a solid growth track

Hanna Masala, CFO

Q&A

Heikki Haasmaa, CEO

Taija Lehtola, EVP, Human Resources

Hanna Masala, CFO

Break

PART II – STRATEGIC PILLARS AND BUSINESS AREAS

The most efficient

Turo Tinkanen, EVP, Information Technology

The most sustainable

Minttu Vilander, EVP, Sustainability, Brand and Communication

The most innovative

Sami Lankiniemi, Head of Innovation

Infra shaping tomorrow's world

Jannis Mikkola, EVP, Infra

Expanding our Digital Solutions business

Anna Wäck, EVP, Digital Solutions

Accelerating growth in Sweden

Jonas Larsson, EVP, Sweden

Combining expertise & efficiency in Buildings

Heikki Haasmaa, CEO

Break

PART III – CONCLUSIONS AND Q&A

Maintaining industry leading profitability

Heikki Haasmaa, CEO

Q&A

Sitowise Management team

17:00 Event ends

Redefining smartness in cities

HEIKKI HAASMAA
CEO



Team today



Heikki Haasmaa
CEO



Jonas Larsson
EVP, Sweden



Taija Lehtola
EVP, Human Resources



Hanna Masala
CFO



Jannis Mikkola
EVP, Infrastructure
Solutions



Turo Tinkanen
EVP, Information
Technology



Minttu Vilander
EVP, Sustainability,
Brand & Communications



Anna Wäck
EVP, Digital Solutions



Sami Lankiniemi
Head of Innovation

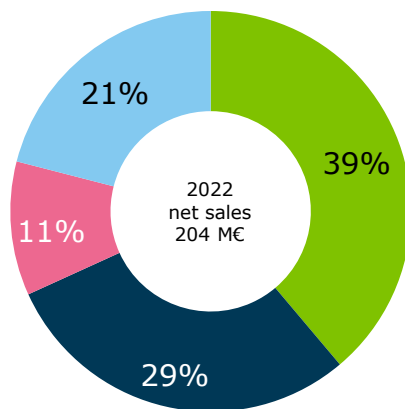
Redefining smartness in cities and maintaining our industry leading profitability

Nordic expert in technical consulting

with a strong focus on digitality

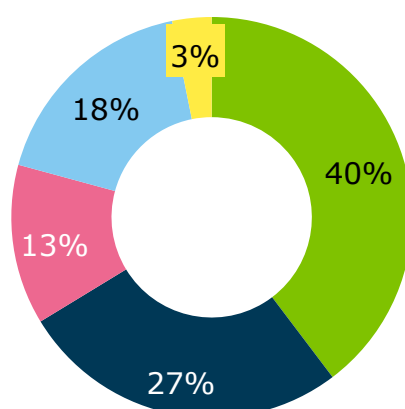
Four established Business Areas

Net sales by Business Area



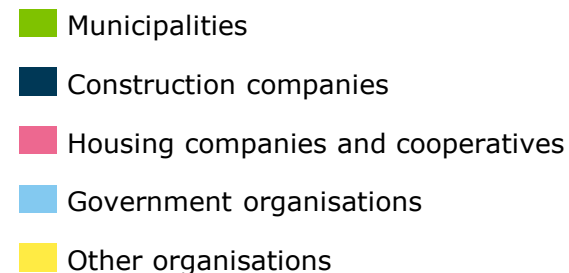
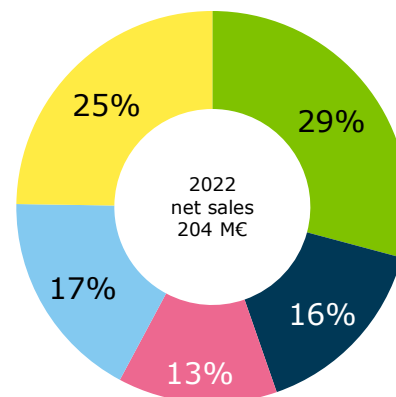
Over 2,200 experts

FTEs split



Broad and diverse client base

Net sales by Client category



NET SALES

EUR 204.4 million



EBITA-%
10.0%

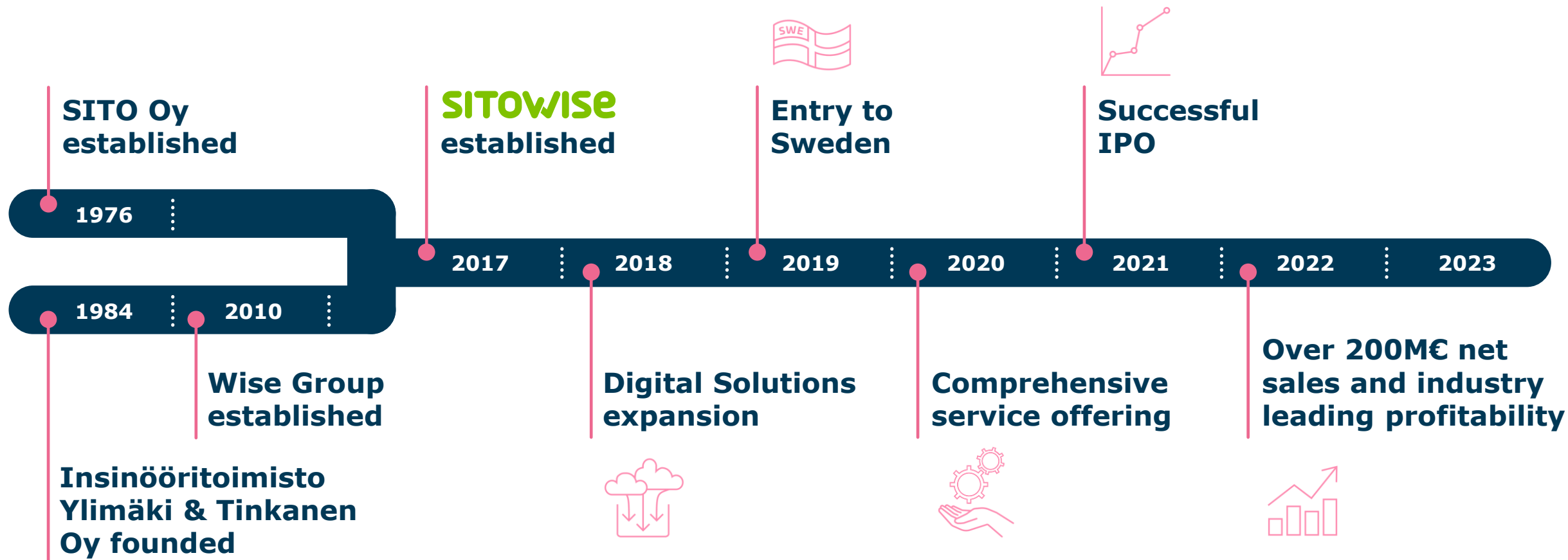


OVER
2,200 experts



NPS 32

SITOWISE



Along the way we have...



Built capabilities & scalable platform to support **innovation** and future growth in smart city solutions



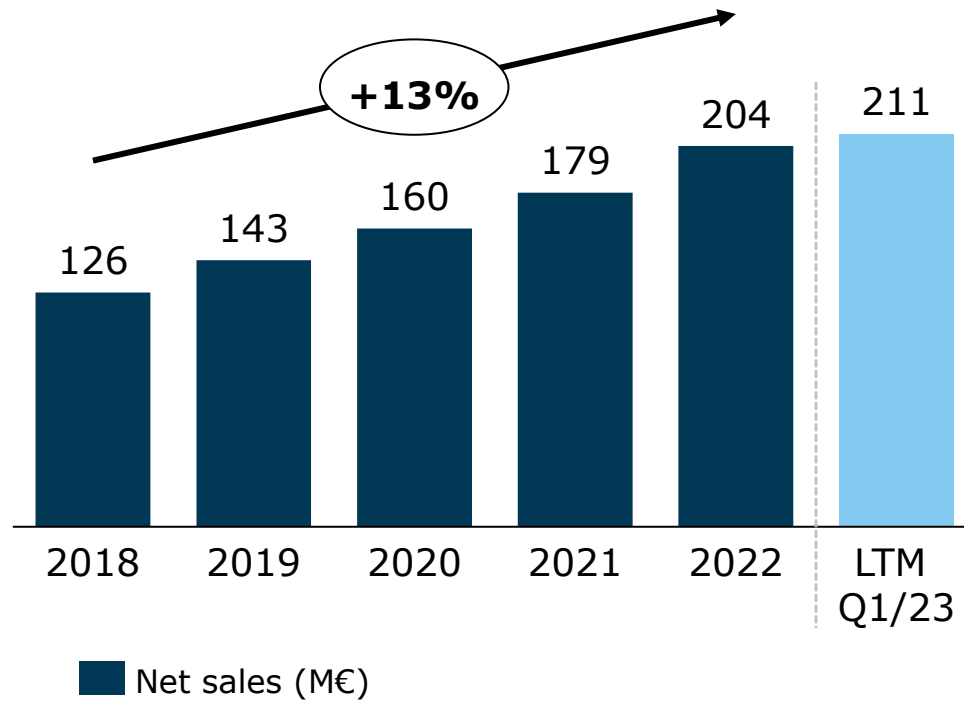
Embraced the **Sustainability** vision throughout the organization; well recognized by external stakeholders



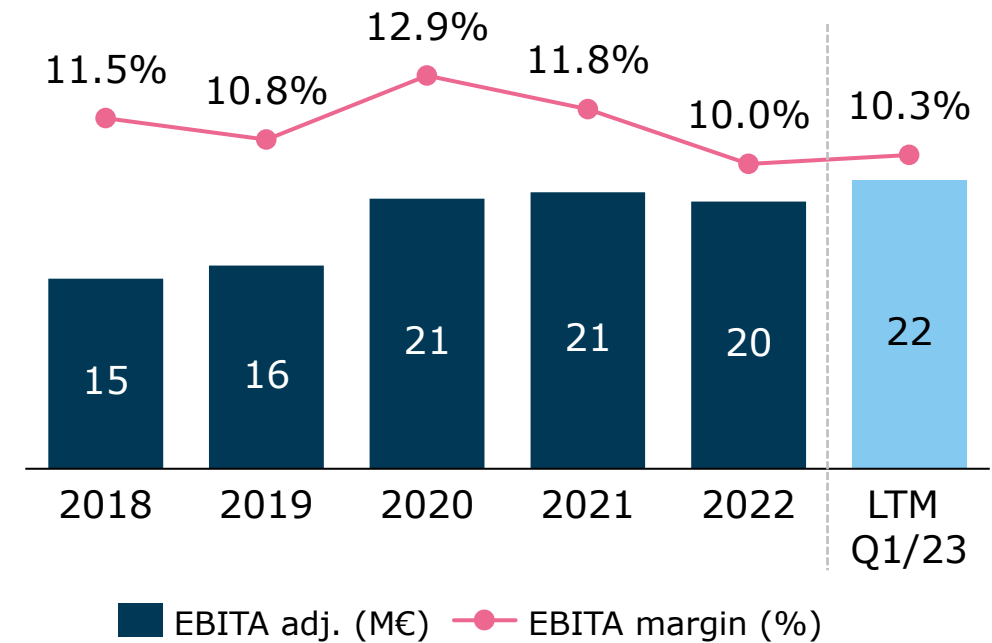
Created and developed Voima platform to drive **efficiency** and profitability

We have steady growth profile

Strong track record of net sales growth...

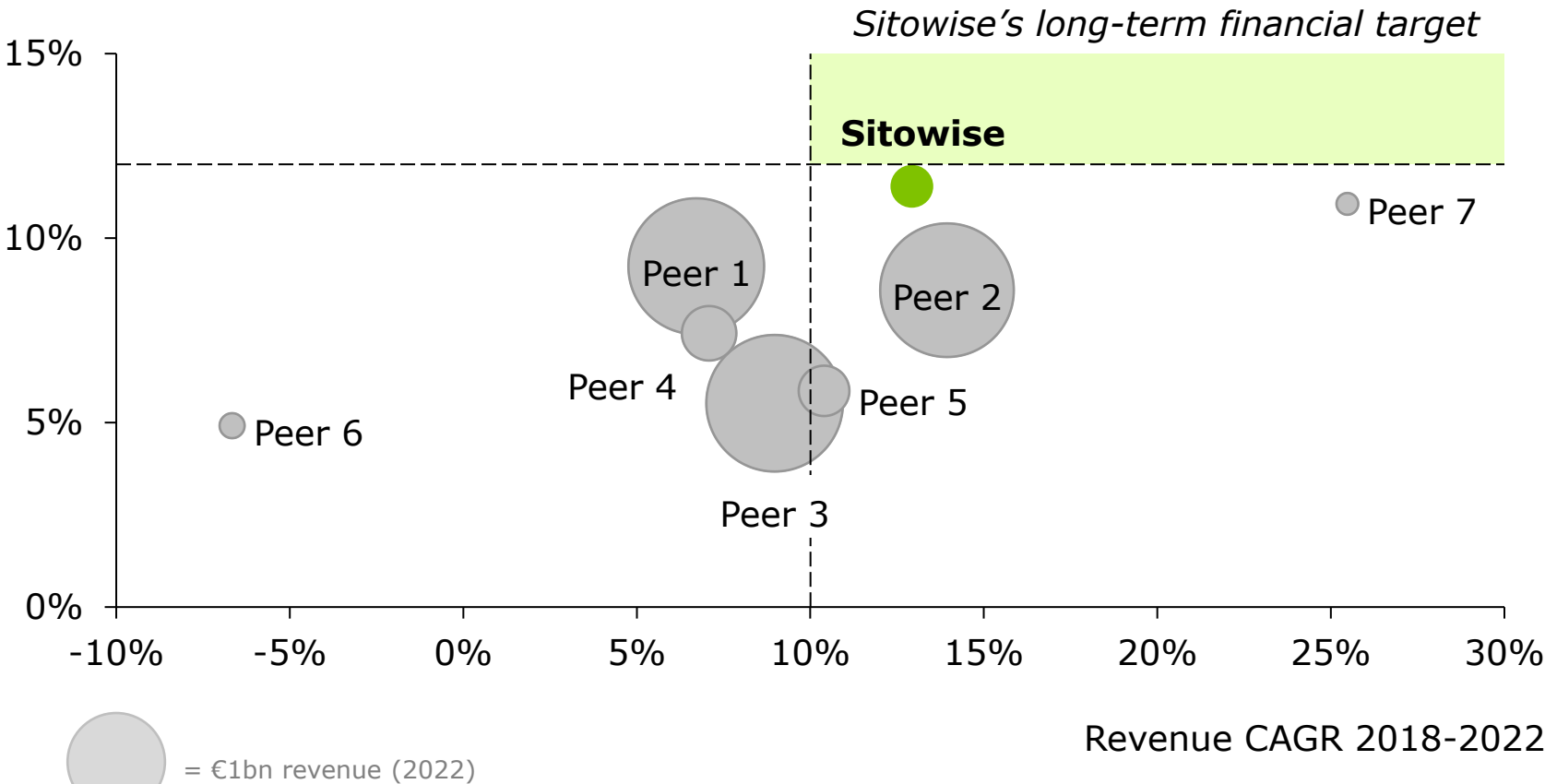


...with industry leading profitability



...and we are the most efficient company in our industry

Avg. EBITA margin (adj.)
2018-2022



13%

Sitowise revenue
CAGR 2018-2022

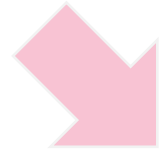
11.4%

Sitowise
adj. EBITA margin
Avg. 2018-2022

Current market environment remains mixed – challenges loom over Buildings while good momentum in Digital Solutions



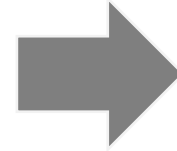
Buildings



- Heavily declined activity in new build residential
- Non-residential construction has remained largely stable
- Renovation market has remained more resilient



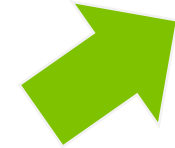
Infrastructure



- Increasing technical consulting penetration in the market
- Declined public investments in road and rail construction
- Slowing cost development supports projects next year



Digital Solutions



- Overall demand for geospatial digital solutions increasing
- Continued stable growth in software development
- Double digit growth in SaaS and product business

Sweden has maintained slightly better overall market outlook than Finland

We strive to provide the best value for our clients

We help clients to differentiate and build innovative solutions

Sitowise is a pioneer

53%

We help clients to succeed and reach their objectives

Product / service quality

4.1/5

Would re-select Sitowise

97%

We master the basics and are close to the customer

Expertise

4.3/5

Trustworthiness

4.4/5

Willingness to serve

4.3/5

Megatrends continue to drive demand for technical consulting



Urbanization

Renovation backlog

Sustainability

Digitalization

Security

KESKI-PASILA

Client | YIT
Place | Helsinki, Finland
Gross area | 183,000 m²

Urbanization
will drive the demand for
sustainable solutions in
the field of the built
environment

Increasingly
complex high-
rise, tight space
or underground
projects

Built
environments
include more and
more technology
content & smart
solutions

Optimization of
people and traffic
flows

Renovation backlog

expanding with ageing
building and infrastructure
as well as tightening
regulation

HELSINKI CATHEDRAL

Client	Helsinki Cathedral Parish
Place	Helsinki, Finland
Gross area	4,855 m ²

Ageing buildings
& infrastructure
requires
maintenance,
renovation and
replacement

Increasing need
to optimize
renovation
pipeline by asset
owners

Tightening
regulatory
requirements

TYRINSELKÄ

Client	Megatuuli Oy
Place	Ypäjä and Jokioinen (altogether 7 windmills)
Project scope	Land use planning and master plan

Climate change

impacts significantly to the development of built environment and requires major investments by cities and industry

Maximizing energy efficiency and minimizing emissions

Optimizing life cycle costs of built environment

Conserving biodiversity and use of sustainable materials

Photo | Timo Huhtinen

Digitalization

grows the demand for advance analytics and puts data at the center of business models

INFRACONTROL ONLINE

Client	Helsingborg municipality
Place	Helsingborg, Sweden
Cases	Approx. 35,000 incidents

Increasing technology content & smart solutions in build environments

Services for geospatial information, asset mgmt. and analytics

Increasing importance of data and cyber security in built environments

Photo: AdobeStock



Security

threats affect the built environment on a large scale, especially on critical infrastructure of society

Cyber & Physical Security are vital components for every company working in built environment

Threat vector changes and evolves rapidly impacting secure use of Data and Technology

Increasing importance of supply chain security

Sitowise strategy 2025

SITOWISE
The Smart City Company

**We understand
our clients**



**We work as
one team**



**We trust
each other**



**We are
open**



**We are
brave**



OUR PURPOSE ›

Empowering
passionate experts
to solve complex
challenges.

OUR VISION ›

Redefining
smartness
in cities



**The most
innovative**



**The most
sustainable**



**The most
efficient**

WE WILL FOCUS ON ›

- Creating new smart services
- Accelerating growth in Sweden
- Expanding our digital solutions business
- Becoming a thought leader in sustainability
- Being the most well-known and desired employer
- Finding the smartest ways to work

It is January 2026

Sitowise has
redefined
smartness in
cities

There will be a
cover story in a
major newspaper
about Sitowise

SITOWISE CONNECTED THE DOTS

*Investing in people
resulted in the best
efficiency in the
industry 3rd year in a
row. Take advantage
of AI in design &
software development*



SITOWISE SOLVES THE NORDIC CITIES ENERGY PROBLEMS

By combining the use of Nordic
multidisciplinary teams, innovative
use of data and revolutionary AI.
Up next: scaling solutions globally



GOTHENBURG IS THE CAPITAL OF SMART CITY

Safe, smooth and
sustainable. The AI
governed city of
Gothenburg make
citizens feel like home.
Sitowise is the most
unique player in the
field.

Sitowise designed first ever concept for carbon negative smart city

Sitowise invited to redesign most Nordic cities

Sitowise City® increases happiness by 25% in Copenhagen



New data from the
Sitowise Island reveals:
A CARBON-NEUTRAL,
INCLUSIVE SOCIETY
IS HERE

Net-positive, long-lifecycle
buildings. Safety and security
enabled by the infrastructure

MAJOR CITY PROJECTS TO BE CLIMATE POSITIVE IN NORDICS

Sitowise's patented digital-
savvy design halves the
footprint of infrastructure and
building projects

THE SITOWISE-AI
DESIGNED THE FASTEST
& MOST SUSTAINABLE
CONNECTION BETWEEN
HELSINKI TO TURKU

THE TRAVEL TIME will be 45 min
and operation will be carbon neutral.
The AI compared 1 billion different
scenarios and used the data from the
Sitowise's 50 years project history
combined with public open data
bases

Strategic pillars

OUR VISION

Redefining
smartness
in cities



The most **innovative**

Develop and engage our people and partners to innovate smart solutions accelerating the industry transition



The most **sustainable**

Lead the way to sustainable future concentrating in three dimensions – project work, future business opportunities and our own operations



The most **efficient**

Optimized way of working, providing best value for our clients

We will focus on >

1 Creating new smart services

We look innovatively into the future and create new services with significant commercial potential based on data and digital capabilities

2 Accelerating growth in Sweden

We have profitable and faster than market growth in Sweden and create a Sitowise brand that is wellknown by the clients and employees

3 Expanding digital solutions business

We aim at Nordic excellence in geospatial solutions which give Sitowise a competitive edge

4 Becoming a thought leader in sustainability

We want to lead the conversation around sustainability in the living environment

5 Being the most well-known and desired employer

We focus on building – both internally and externally – a culture that gives us competitive edge when experts choose best place to work

6 Finding the smartest ways to work

Together we find the smartest way to work both locally and on a group level

Sitowise business KPIs

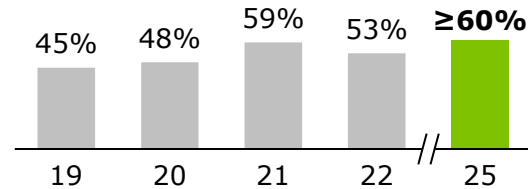


Client



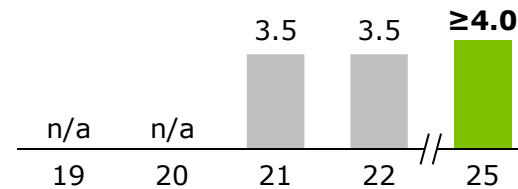
The most innovative

Sitowise is forerunner in new innovative solutions



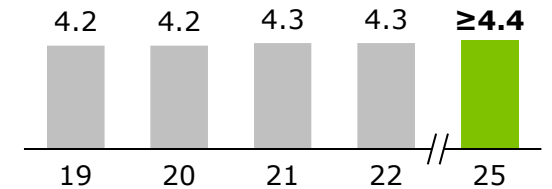
The most sustainable

Sitowise is the most sustainable partner



The most efficient

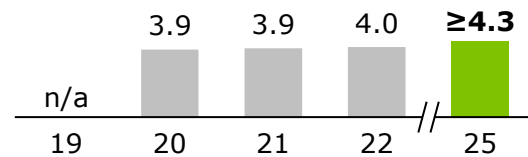
Sitowise reliability as a partner



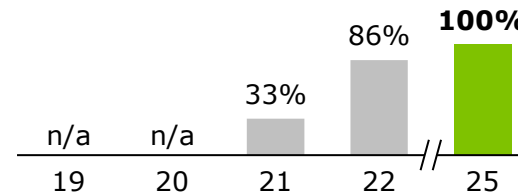
Personnel



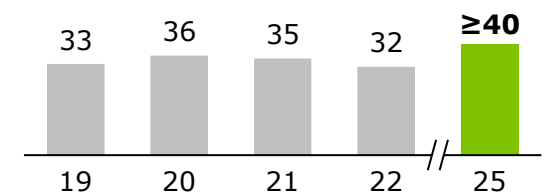
Our atmosphere encourages people to seek new mindsets and ideas



SDGs defined for relevant projects¹



Net Promoter Score



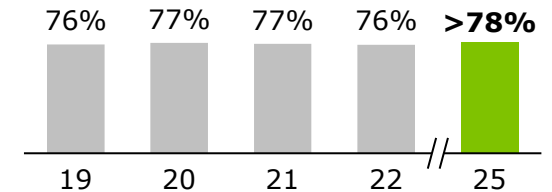
Business



Recurring revenue²
~10% of Group net sales

Doubling sustainability service revenue³

Utilization rate



¹ SDG = Sustainable Development Goals. Historical values only for Finland

² Recurring revenue = SaaS and digital products as well as continuous service agreements

³ Sustainability service revenue = data-based strategic sustainability services for built environment

Note: Sweden included in the client survey from 2021 forward.