



Looking beyond: New business development and digitalisation

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Megatrends set the context for Uponor's new business development

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Megatrends affect societies fundamentally and over a long period of time



Climate change and scarcity of resources



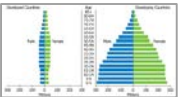
Urbanisation



Digital transformation



Shift of economic power towards emerging markets



Demographic split to aging and growing populations

...raising new opportunities to improve living environments



Intelligent plumbing and hygienic drinking water solutions. Sustainability and circular economy



Pre-fabricated solutions to enable efficient construction



Uponor pursues digitalisation within product, marketing, BIM and IT development



Market expansions in Asia and Mexico



Opportunities with assisted living housing. Solutions that bring comfort and health

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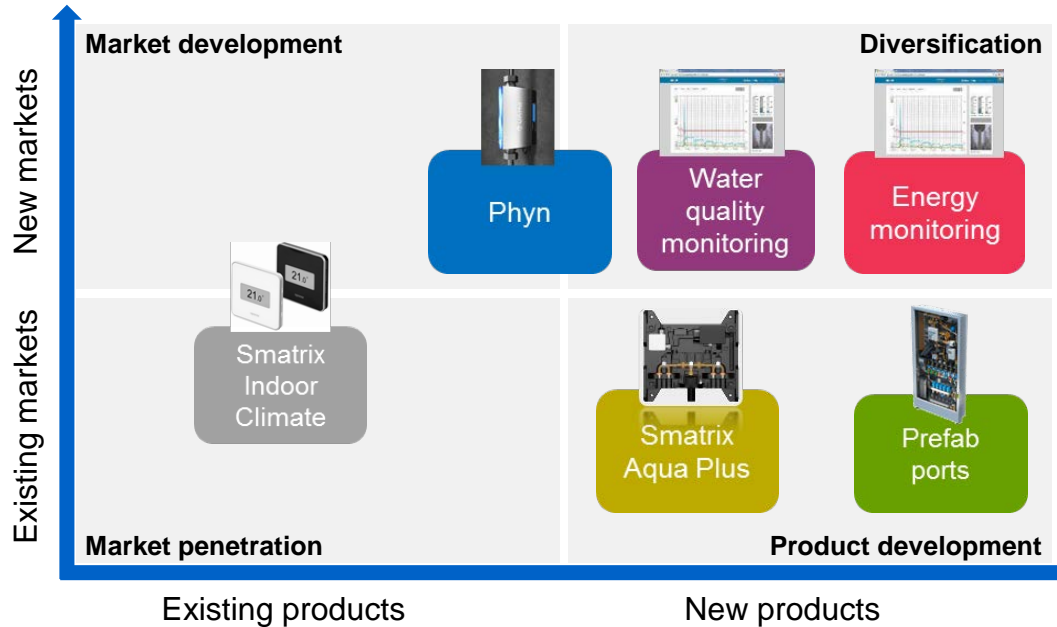
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New business development combines new products, services and markets



Targeting to comprise a significant part of the business

- Driven by digital offering or
- Facilitated by BIM or virtual construction

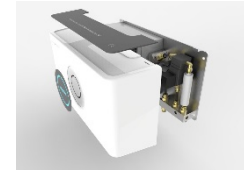
New products and services advance Uponor's strategy across the horizons

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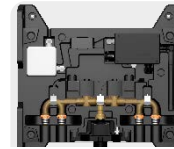
Value



Phyn



Water quality monitoring



Smatrix Aqua PLUS









Prefab ports



Smatrix for Indoor Climate

Intelligent solutions deliver on Uponor's value proposition

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	 Phyn	 Energy monitoring	 Prefab ports	 Smatrix Aqua Plus	 Smatrix Indoor Climate	 Water quality monitoring	
CUSTOMER BENEFITS	Comfort	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Health	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Efficiency	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Safety	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Sustainability	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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Example: Water quality monitoring service starting with infrastructure customers

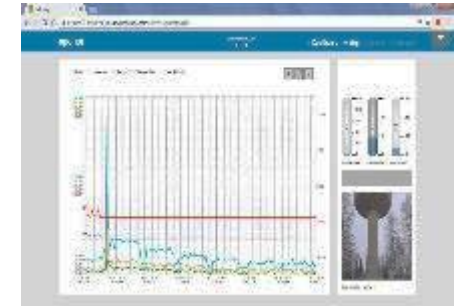
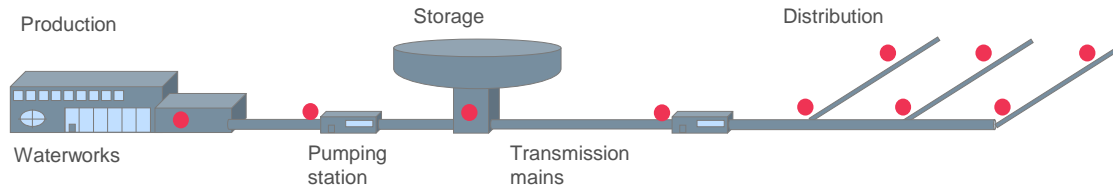
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Customer problem

- Water utilities lack visibility into their water networks
- Laboratory testing is time-consuming and expensive
- Identification of the source and spread is difficult in case there is a drinking water incident
- Liabilities can be significant

Uponor solution

- Real-time water network monitoring service.
- Cameras in measurement points detect microscopic particles and data is shown in an analytics dashboard



Dashboard



Devices

Example: Smatrix Aqua PLUS – Caring for your drinking water and health

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- Target customer**
- Planners, investors, facility managers
- Building types**
- Health & elderly homes, education, public buildings
- Key benefits**
- Ensures tap water quality at any time **independent of user behaviour**
 - Detects and communicates issues in the tap water installation
- Key features**
- Compact design
 - Ready to install and easy set up
 - Full monitoring of the tap water installation with online portal



Example: Smatrix brings comfort and energy efficiency with machine learning

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- Target customer**
- End-users, installers, prefab house manufacturers, smart home planners
- Building types**
- Single-family & multi-family homes for new build, renovation and upgrade of existing installations
- Key benefits**
- Improved comfort and energy efficiency
 - Easy to set-up
 - Controlled via App
- Key features**
- Open interface allows integration in home automation systems and interoperability with smart devices (e.g. voice control, lighting, security devices)
 - Simple system architecture



Example on using BIM and virtual construction to create value

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Product data

Uponor offers up-to-date digital product information to support customers' design, construction and maintenance efforts



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Digital products make it possible to simulate performance during the design phase to ensure end results are optimal.

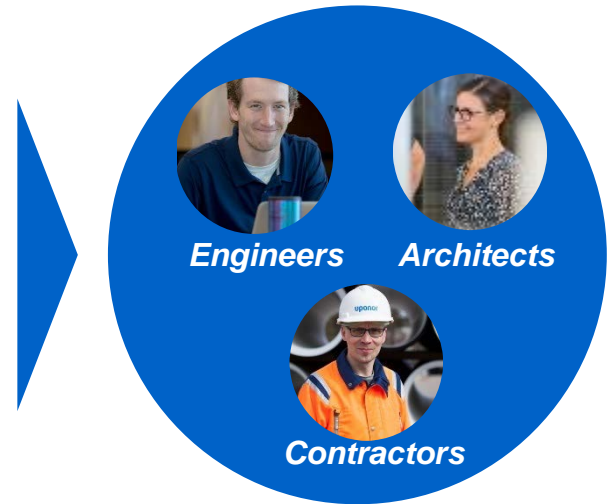
Constructible plans reduce errors in the building process and improve quality during the lifecycle.



Tools & skills

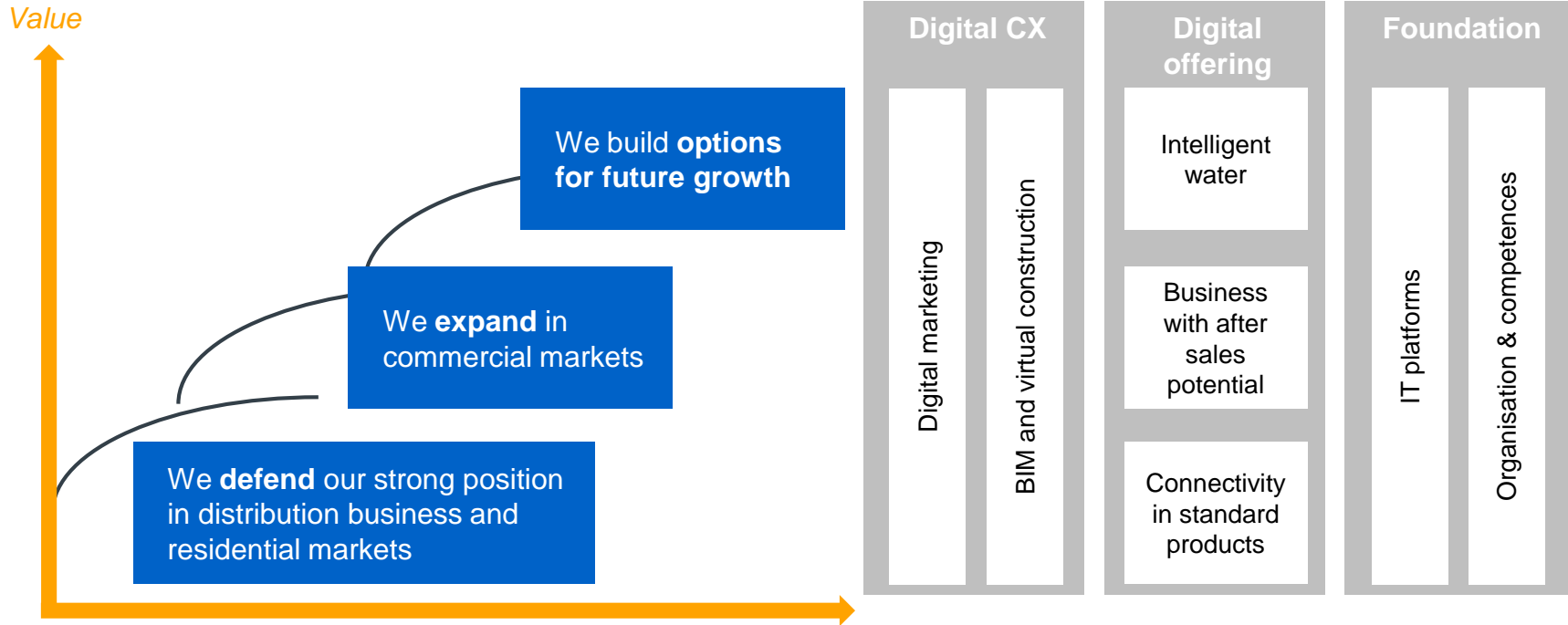
Designers are more productive by using our tailor-made, yet compatible BIM tools in their software.

Our BIM development helps customers to implement their BIM strategy and benefit from virtual construction.



Uponor's digitalisation efforts focus on customer experience and offering

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Business development within megatrends

- Climate change and scarcity of resources
- Urbanisation
- Digital transformation

Introducing new products to new markets

- Diversification exposes us to new business models
- Product development to existing customers
- Targeting to comprise a significant part of the business

Delivering on Uponor's value proposition

- Efficiency and sustainability as the main benefits across the portfolio
- Health within plumbing
- Comfort within indoor climate

Digitalisation focuses on CX and offering

- Digital marketing
- BIM
- Digital offering supports each of the strategy horizons

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BUILD ON
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100
YEARS