

# Capital Markets Day 2023

## Increasing share of wallet to grow profits in tailored business

Olli Tevä

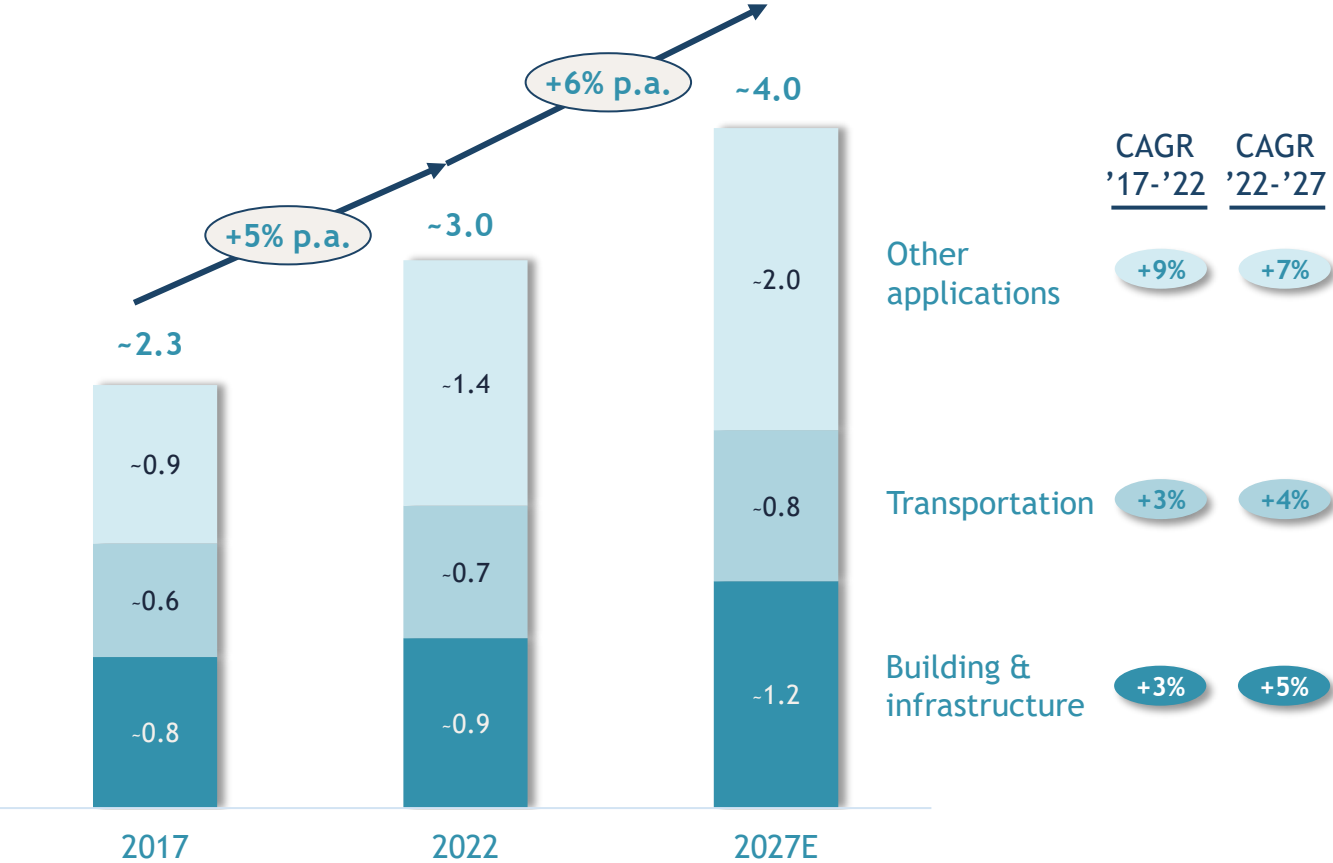
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# Tailored business will have healthy growth

Historical and expected growth of the addressable market, BEUR



Source: IHS; The World Bank; Statista; Global Data; Global Wind Energy Council; U.S. Department of Energy, 3rd party market study

# Exel's stronghold, carbon fiber pultrusion: Growing number of high value add applications



## Tripods

Unique aesthetic and weight savings, stiffness for stability



## Drones

Thin-wall lightweight tubes to meet the high-strength and weight requirements



## Airships

High mechanical strength and stiffness with lightest weights & repeatable product consistency



## Arrows

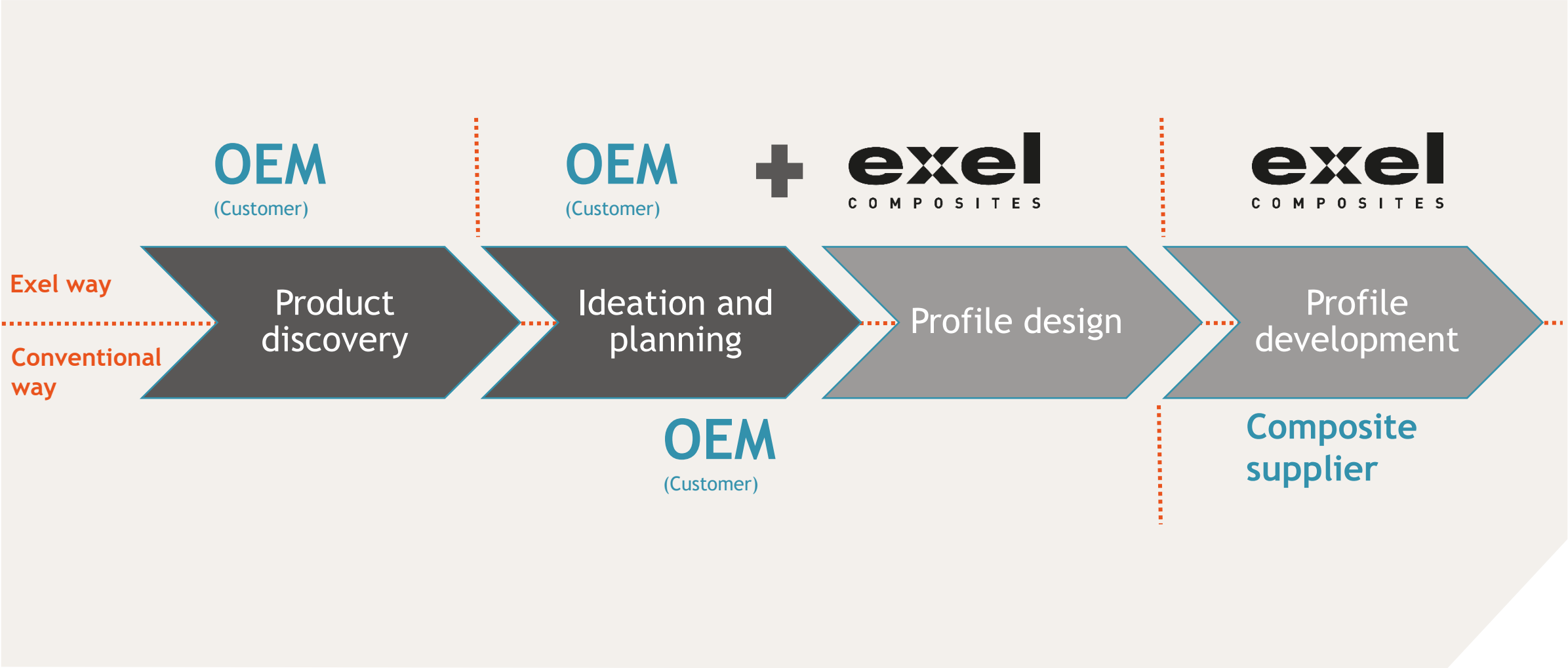
Extreme thin-walls and stringent straightness and stiffness requirements

# Application engineering helping customer to apply composites

## Challenge

Customers are unfamiliar with composite material possibilities and restrictions & unable to specify optimal solution

# Application engineering helping customer to apply composites



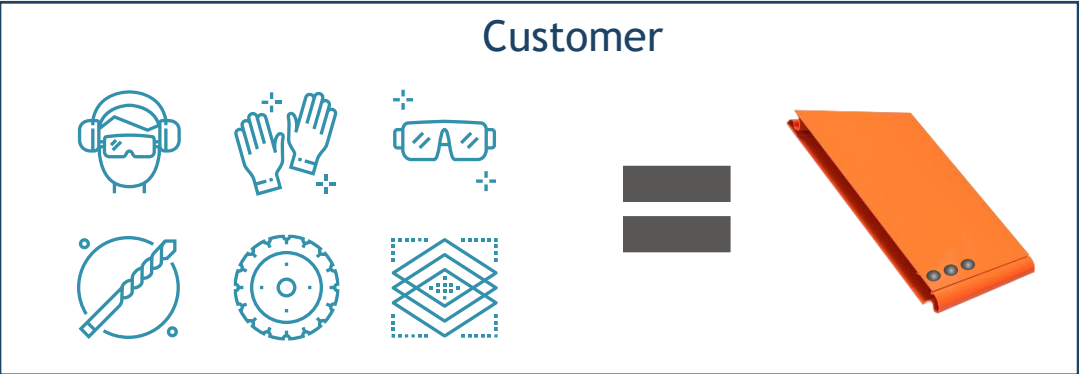
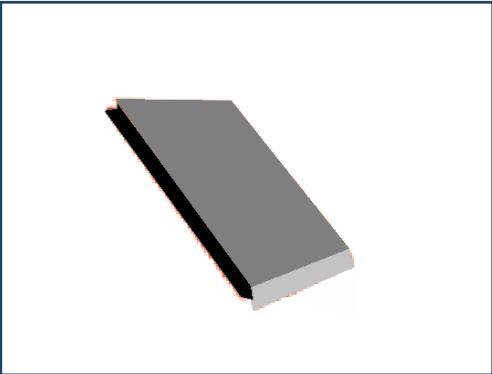
# Increase share of wallet by closing the gap in value stream

## Challenge

Customers are unfamiliar with composite material post processing

# Increase share of wallet by closing the gap in value stream

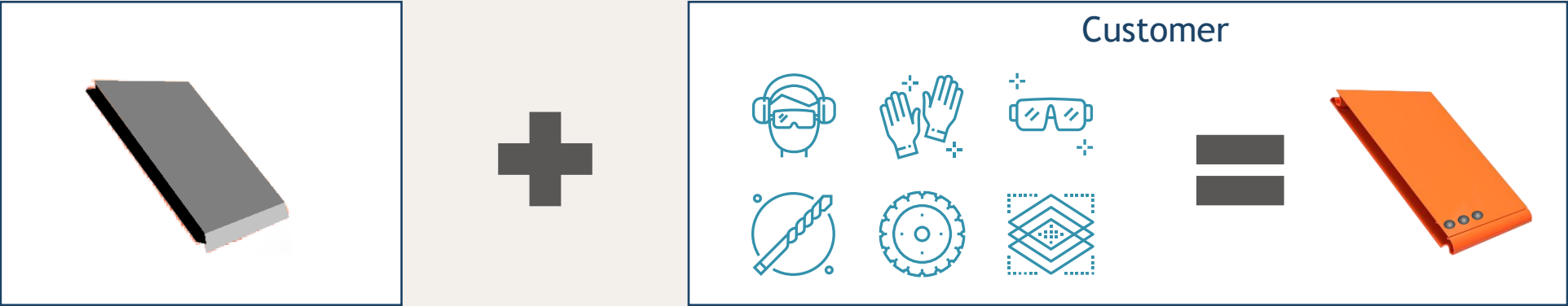
Conventional way



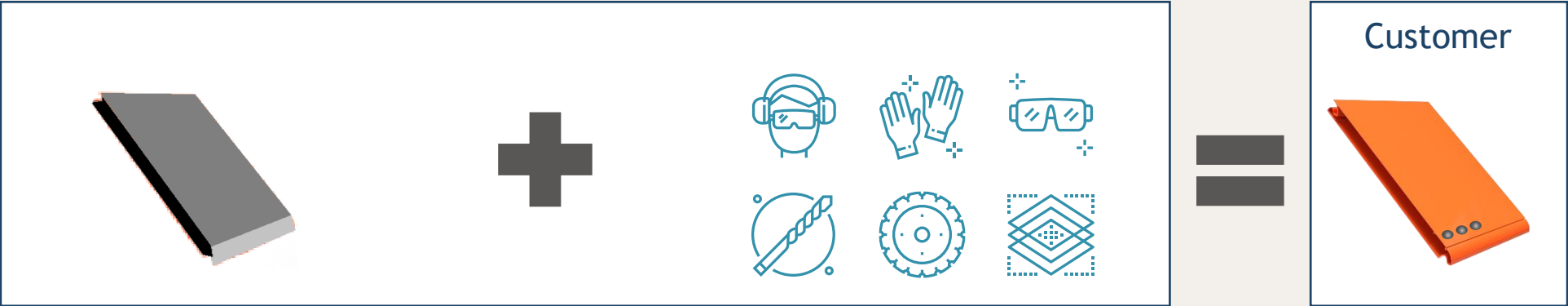


# Increase share of wallet by closing the gap in value stream

Conventional way



**exel**  
COMPOSITES  
Value-added approach



## Case: KONE UltraRope®

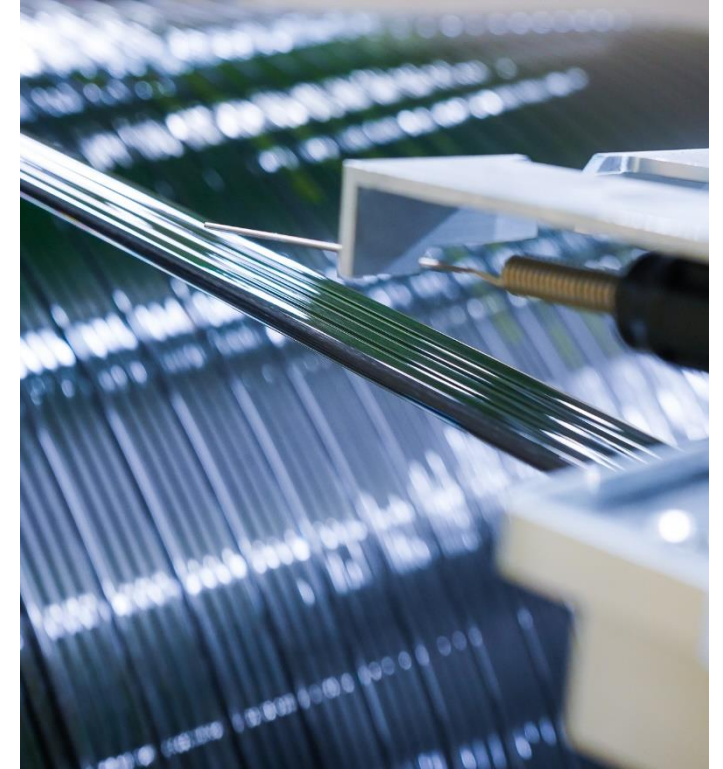


**Jeddah tower: 660 m  
elevator rise**



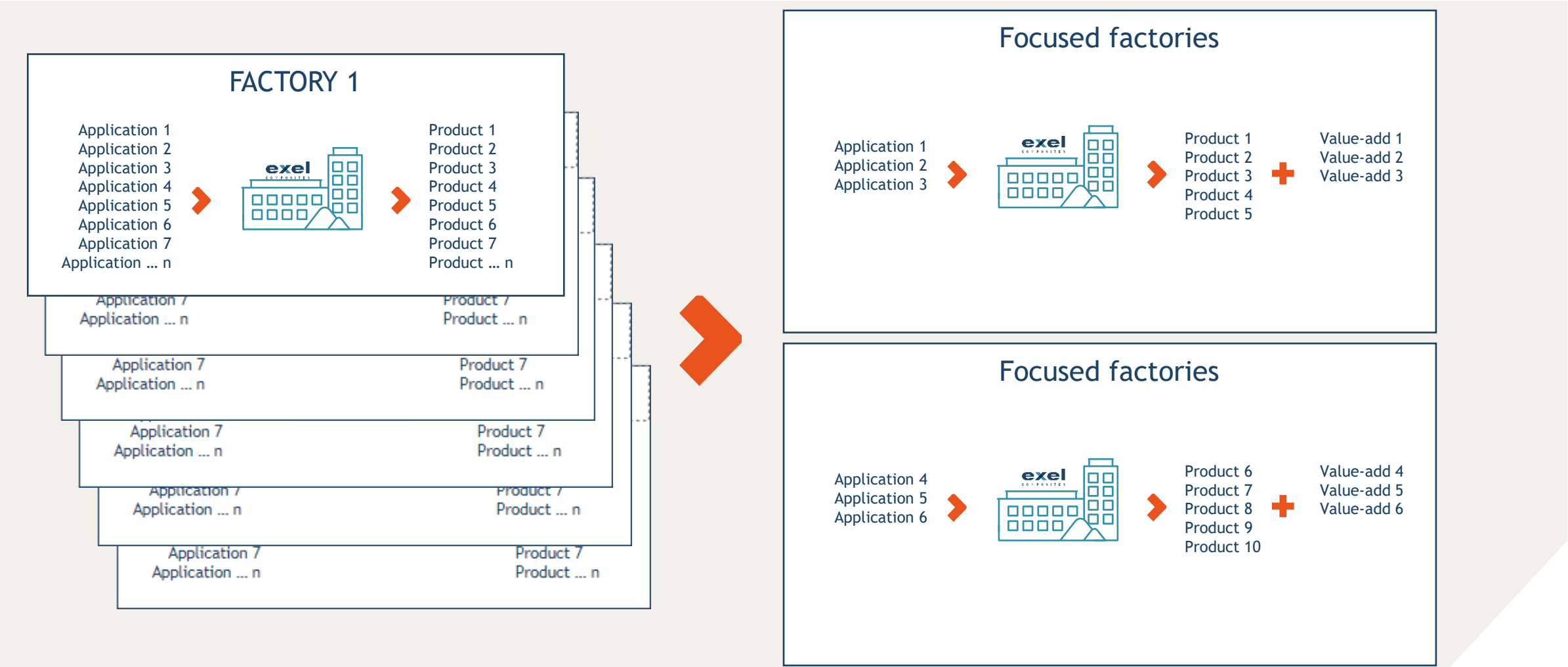
Photo source: KONE

**Closeup: UltraRope®  
elevator application**



**Manufacturing at  
Exel Composites**

# Focused factories: shorter time to market and profitability



# Increasing share of wallet to grow profits in tailored business

Utilize strongholds

Engineering

Value adding services

Faster time to market

Bigger productions units



**exel** | FOR  
FORWARD  
THINKERS