

The background of the entire page is a photograph of a forest. Sunlight filters through the green and yellow leaves of the trees, creating a warm, dappled light effect. In the lower-left foreground, a hammock made of many thin, light-colored ropes is strung between two trees, hanging over a bed of fallen autumn leaves.

KEBONY

BEAUTY & PERFORMANCE IN WOOD

MAY 2014

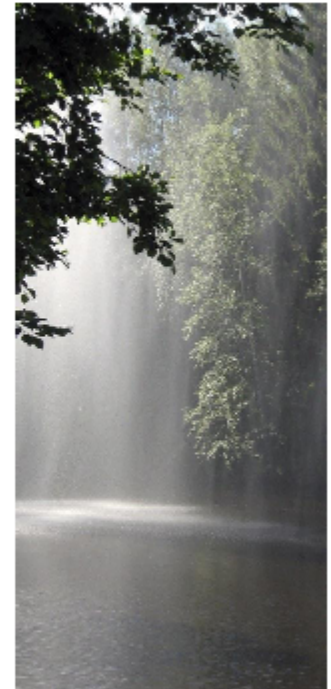
KEBONY VALUE PROPOSITION

The global demand for tropical hardwood simply cannot be satisfied sustainably

- Initially the rain forests covered 13 percent of the worlds surface - half of the rain forest is now gone
- An area equal to one football field disappears every three seconds – equaling 130.000 km² every year which is roughly the size of Germany

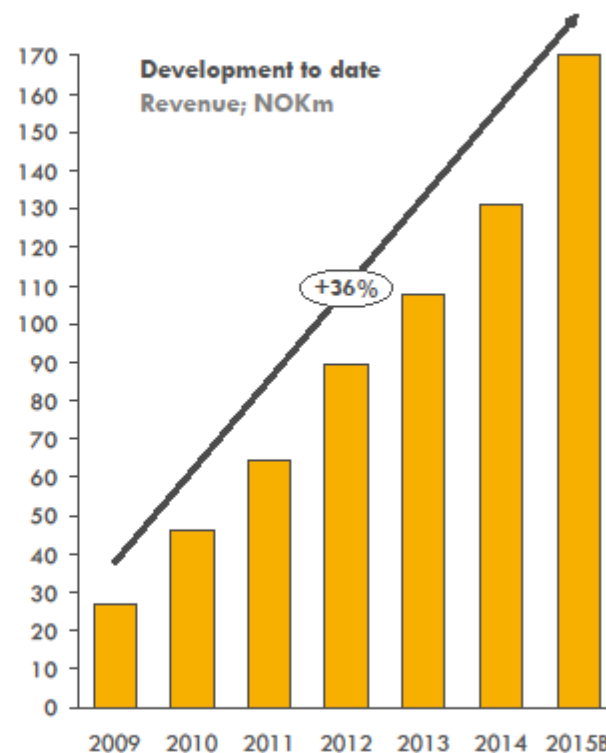
Kebony offers the solution

- Kebony's patented technology enables a cost effective transformation of fast growing sustainable timber into high performance woods
- Kebony represents the only sustainable alternative to tropical hardwoods
- Kebony products have also created new markets – e.g., strong growth in Norway despite limited demand for tropical hardwood



KEBONY – WHO WE ARE

- A leading wood modification technology company
 - Technology developed and tested since 2000
 - Wide range of patents and IP protections
- Industrial scale production from 2009 in Skien, Norway
- Norwegian commercial base with international distribution
 - Kebony sold to 22 countries in 2014
- 63 employees
- Headquarters in Oslo, Norway



KEBONY DECKING

(KEBONY SOUTHERN YELLOW PINE, RADIATA PINE AND NORDIC PINE)



KEBONY CLADDING

(KEBONY RADIATA PINE AND NORDIC PINE)



OTHER PRODUCTS USED MARKETING TOOLS



EXAMPLE PR PROJECT: KREOD



KEBONY IS RECOGNIZED BY CUSTOMERS AND THE GLOBAL BUSINESS COMMUNITY

Multiple high profile projects globally



Global recognition of the potential



KEBONY'S GROWTH AMBITION UNDERPINNED BY GLOBAL MACRO TRENDS

1 Increasing awareness and scrutiny on use of tropical hardwoods

- Use and sale of tropical hardwoods is increasingly becoming a liability to brands and retailers –
- Increased regulatory requirements for sustainable certification of products (eg. EU Timber Regulation)

2 Increasing attention on the environmental impact of traditional, toxic impregnation technologies

- Stricter regulations on use of chemicals reduces effectiveness of traditional impregnation

3 Increasing focus on environmental and economic lifecycle costs increase willingness to pay for durability

- Total lifecycle environmental and economic lifecycle costs are typically very different from initial investment costs
- Increasing focus on lifecycle costs has led to a higher acceptance for more expensive wood products with lower lifecycle costs

KEBONY – THREE MAIN PRIORITIES

Expand sales and distribution internationally

- Given limited sales resources, focus is on the primary markets: Scandinavia, US and core EU (specifically, Germany, France and UK)
- All other markets are served based on ingoing demand only – With no outgoing sales effort on Kebony's behalf, we still sold to 15 non-prioritized countries in 2014

Develop Kebony as an international brand

- Continue to build our position as 'The only sustainable alternative to tropical hardwood' globally
- Continue to use editorials (on-line/off-line) through high-profile projects as main channel

Expand production capacity

- Leverage existing factory for rapid and economical capacity increase
- Establish new production capacity outside Scandinavia – in proximity of major demand

HOW WE SEE THE WORLD AT KEBONY...

Environmentally friendly wood – to the world - Not being clean is not an alternative

- It is all about social responsibility...

It is not the clean companies that are good, it is those who are not who are bad

- ...and who eventually will lose their market

Beware consumers' assumptions about our Green Product

- Consumers tend to assume that product enhancements in one dimension — such as environmental impact — come at the expense of performance on other dimensions
- Green is obvious - end-users expect you to be clean and to do good

Kebony is doing good by going good business - we are both clean and better



THANK YOU!

The background of the slide is a panoramic view of the New York City skyline at dusk. The sky is a deep blue with some light clouds. The city's lights are beginning to glow, and the water of the harbor is visible in the foreground. The One World Trade Center is prominent on the right side of the skyline.

Resilient Urban Infrastructure

Ian Bowman, Siemens

Siemens

Electrify Automate Digitize

Siemens world

350,000 Employees

190 Countries

Euro72 billion Turnover

Euro 276 million on continuing education

1000
University
Partnerships

350 manufacturing facilities worldwide

29,000 R&D staff

Euro4.1 spent on R&D

Power
and Gas



Wind
Power and
Renewables



Energy
Management



Building
Technologies



Mobility



Digital Factory



Process
Industries and
Drives



Healthcare



Virtual world



Analytics

Fleet management
Embedded software

Neural networks

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Fault recovery

Smart grids Network planning

Meter Data Management

Efficient buildings



Traffic management

e-Tolling

Digital Factory

PLM

Collaboration
in the cloud

CAX

MES



Imaging software

Image guided therapy
Decision support

Siemens UK in numbers



Cities under pressure

Megatrends imply significant challenges for city decision makers

Megatrends



Population and Urbanisation

- Growing global population
- 2030: 60% of population in cities
- Pressure on infrastructure



Demographic Change

- Aging population
- Pressure on care and health systems
- Infrastructure growth

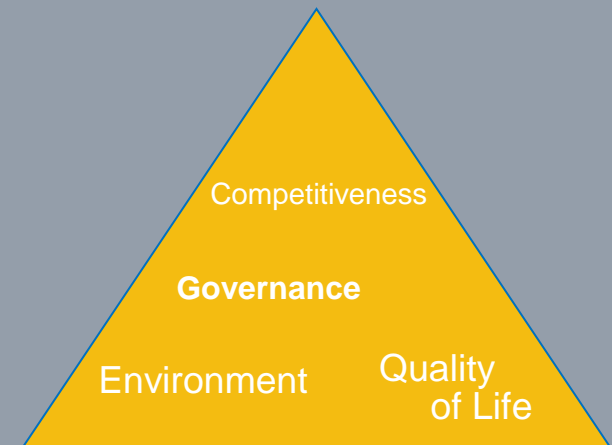


Climate Change

- Cities responsible for ~80% GHG
- Need for resource efficiency and environmental care
- Resilience

Sustainable Urban Development

- Cities are competing globally to make their urban areas attractive to live and to invest in



- Challenge to balance growth with resilience

Why Resilience?

Cities are often under-prepared for major shocks

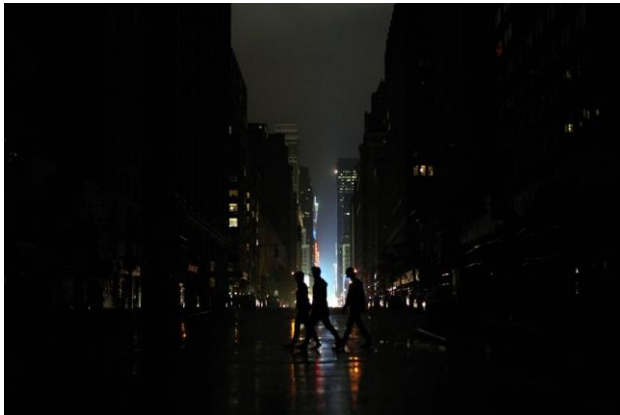
Aging infrastructure



High density

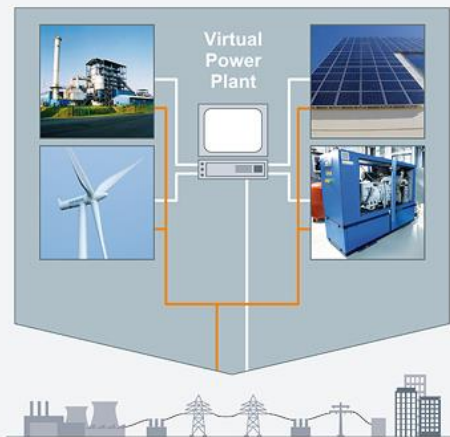


Lack of preparedness



Smart solutions

Infrastructure



- Small-scale, distributed energy operated as single installation
- Improves planning & forecasting
- Promotes greater diversity of sources

Density



- Advance control increases capacity.
- Active rerouting of traffic
- Bus priority services increase bus usage
- Integrated traffic management

Preparedness



- 35 high rise buildings
- Installed 40MW CHP power plant
- When Sandy hit, lights stayed on for more than 60,000 residents

Challenges

Resilience is a must to become and remain competitive



Resilience should be an integral part of planning and can be achieved through normal operational investment cycles



Resilience provides additional benefits, e.g. energy efficiency, safety & security etc.



Intelligent infrastructure can contribute to resilience



MyCity from Atos

Creating a Smart City.....
Making Every City MyCity

26/05/2015

Your business technologists. Powering progress

Atos

Atos: a Tier One global player and European IT Leader

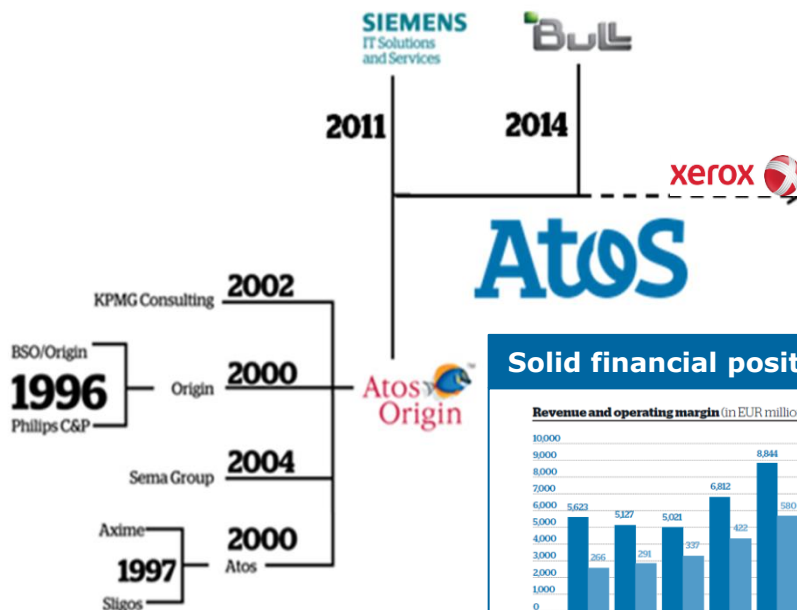
26/05/2015

“Our vision for the future: to accelerate progress by uniting people, business and technology.”

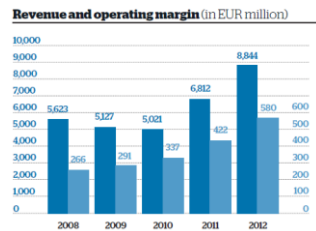
Revenue 2014
c. EUR 10 billion

No. of Employees
86.000

Countries
66



Solid financial position



- ▶ No. 1 European player in Managed Services
- ▶ Executed largest IT services and people merger in the last 5 years; Franco-German merger recognized as very successful
- ▶ Transformed the company to a Societas Europa
- ▶ Global IT-Partner of the Olympic & Paralympic Games since 1992

- ▶ Tier One industry recognition: Leader in Gartner's Magic Quadrant in Data Center, Infrastructure Utility, Helpdesk and Desktop Outsourcing
- ▶ Tier One customer base: E.g, Orange Siemens, Paribas, KPN, EDF, DU, Department of Work and Pensions, BBC, NS&I, McGraw Hill, Nokia Networks, John Deere, etc.



Setting the scene since 1992

A business with 4 billion customers, operating 24/7, in a new territory, every 2 years



... and 30 (Technology) Providers ...

Rio 2016 example

4 BN	worldwide viewers
37	competition venues with complete IT Infrastructure
over 300,000	accreditations
30,000	media
over 15,000	athletes
3,500	technology staff
200,000	testing hours
+++	digital, social games
80	different systems and applications
500	servers
over EUR 500M	technology budget

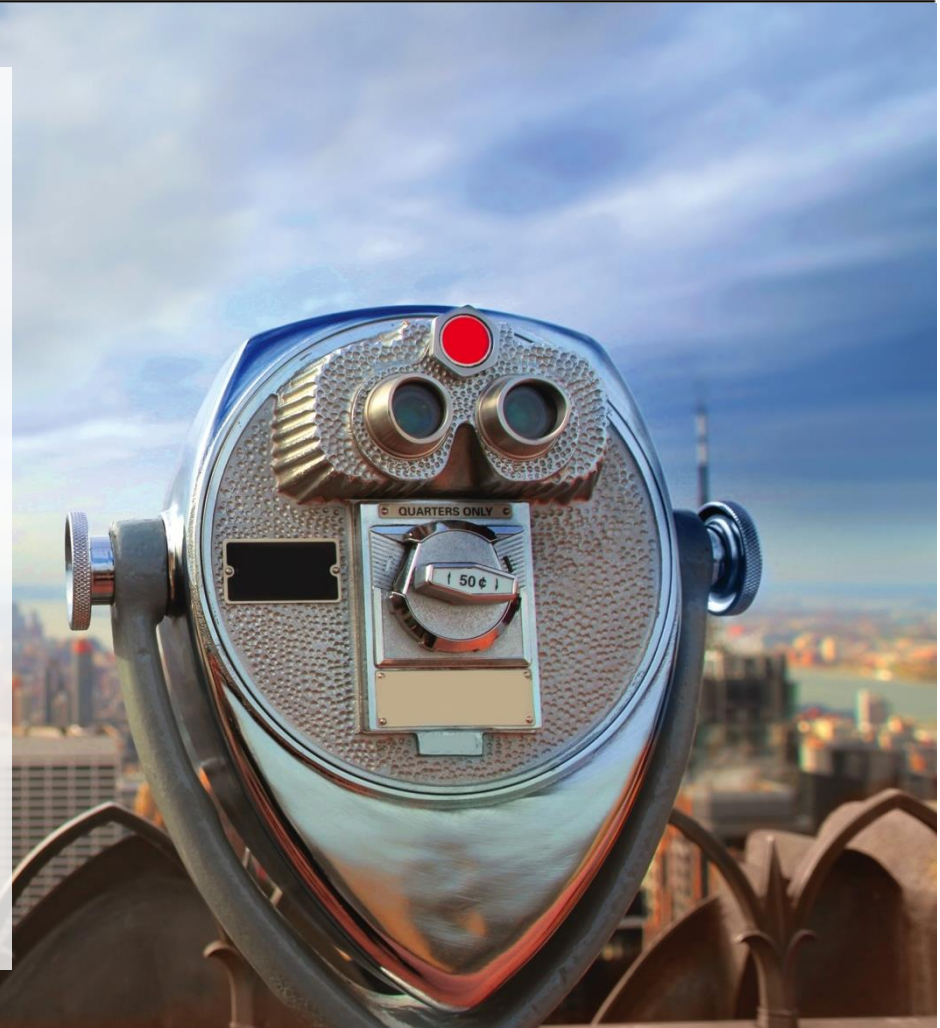
A Smart City is MyCity

How to create a Smart City..

26/05/2015

- ▶ We are increasingly city people
- ▶ Living every aspect of life and work in urban environments
- ▶ Everything that can happen, every change that occurs, happens in a city
- ▶ Whole lives, careers, learning, business, dreams, hope and creativity – take place in cities
- ▶ Many cities are bigger than small countries in population and wealth
- ▶ All human life is here
- ▶ A Smart City is MyCity: Personal. Engaging. Fulfilling. Rewarding. Connected. Efficient

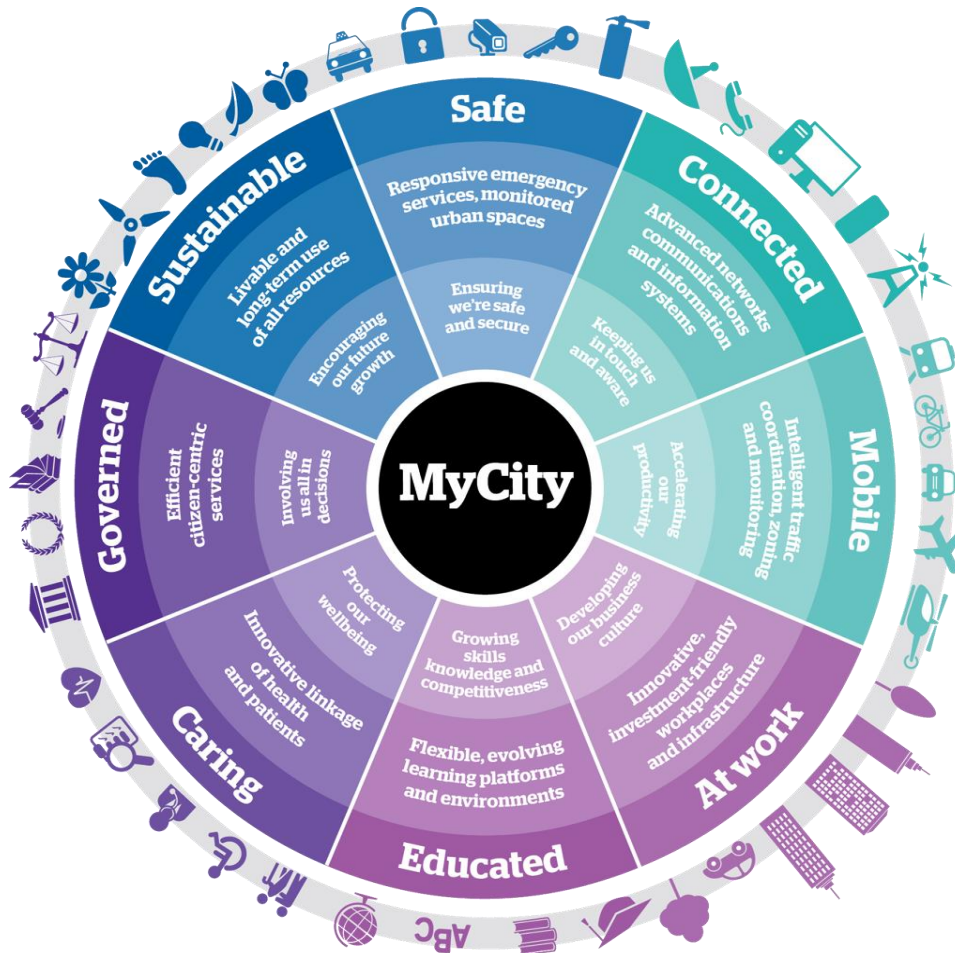
MyCity from Atos offers support on every aspect of the future ready city



MyCity from Atos

challenges and opportunities

26/05/2015



- ▶ Looking at the city as a whole helps to:
 - Identify issues
 - Connect topics (and departments)
 - Establish priorities
 - Specify solutions (long and short term)
 - Discover innovations
- ▶ Creating a city that's
 - Safe
 - Connected
 - Mobile
 - Working
 - Educated
 - Sustainable
 - Caring
 - Well-governed
 - Attractive
 - Pleasant to live in

Creating the Data Driven City

the economy of data

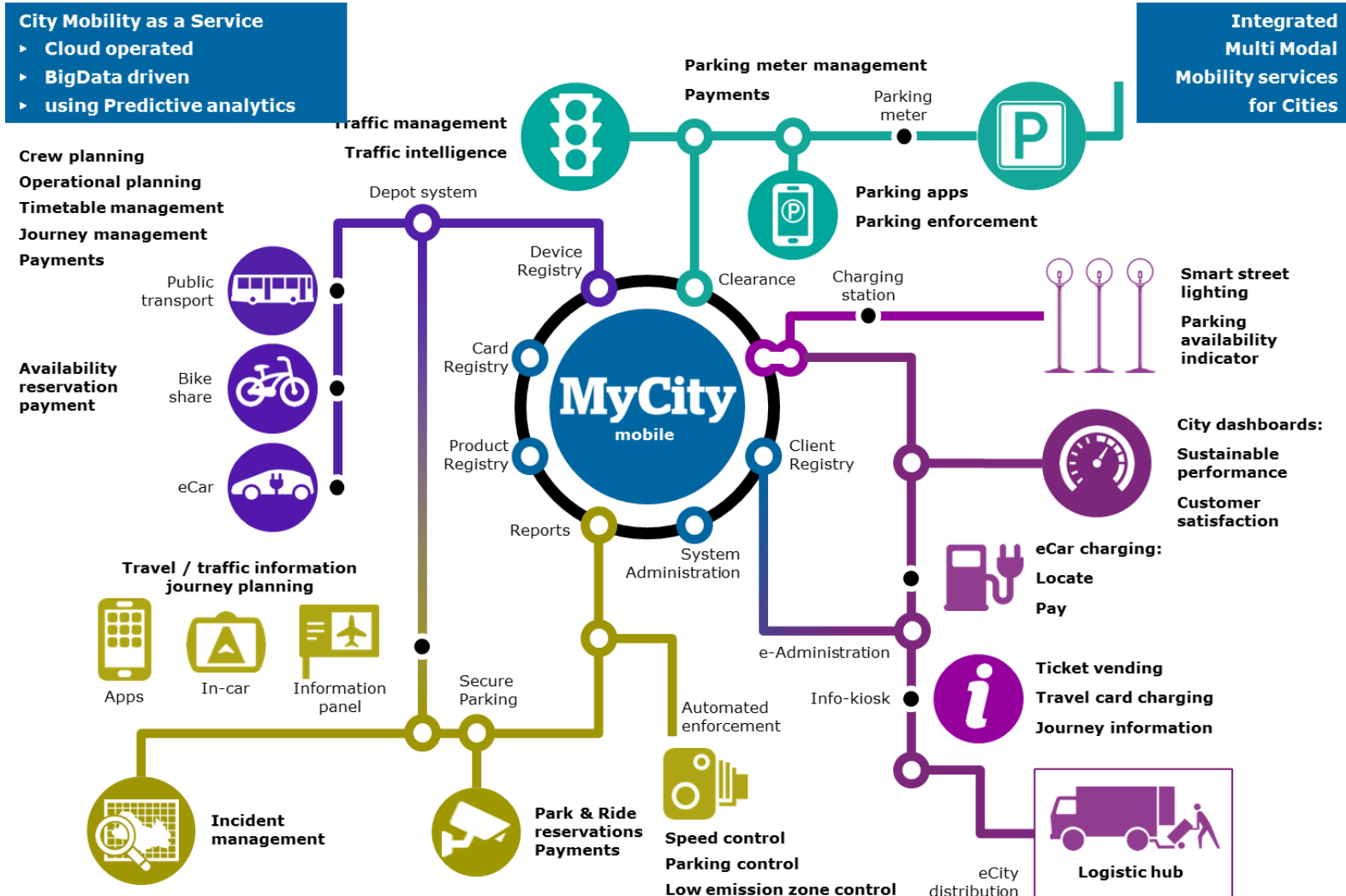
26/05/2015

- ▶ Data is everywhere...
- ▶ Data is what we need to create value
- ▶ Data is the new economy for cities



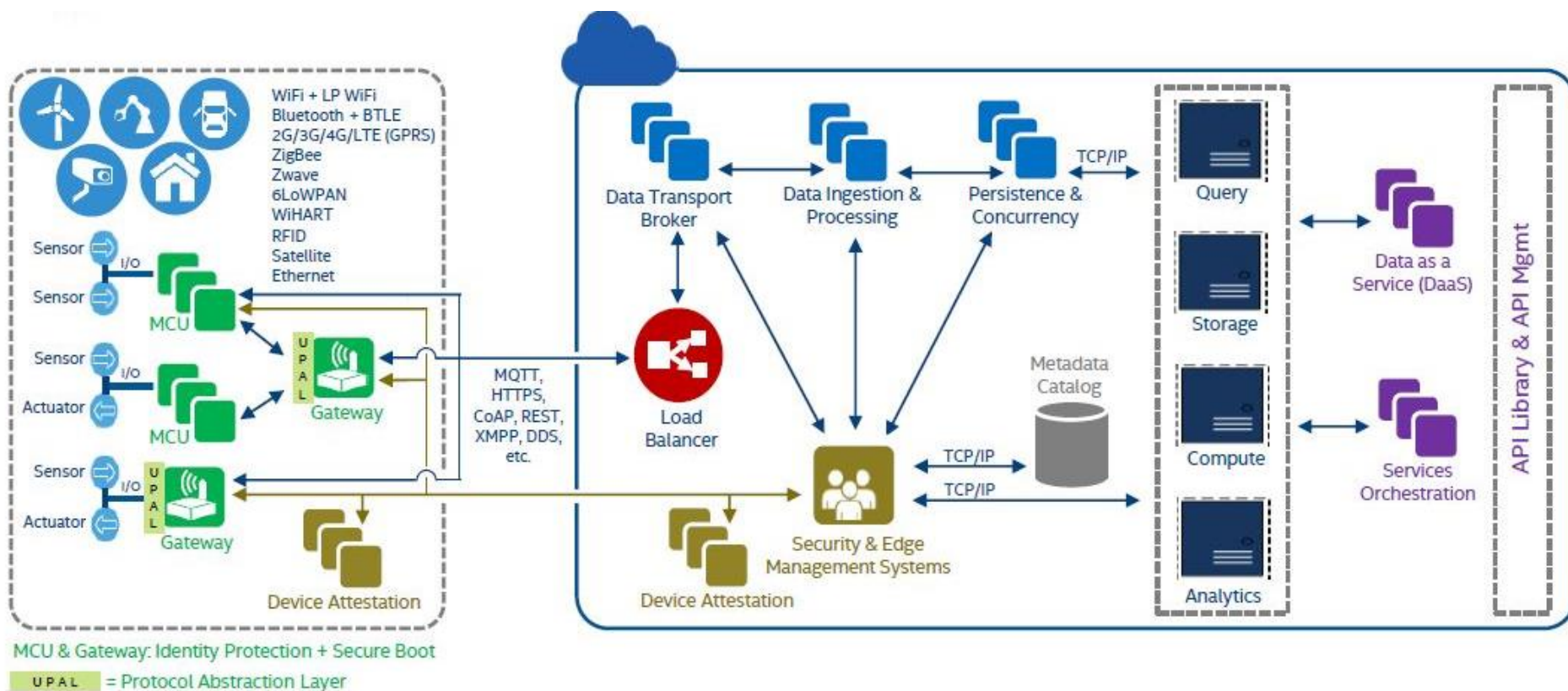
Integrated Transport for Cities

26/05/2015



Secured end-2-end IoT platform

26/05/2015



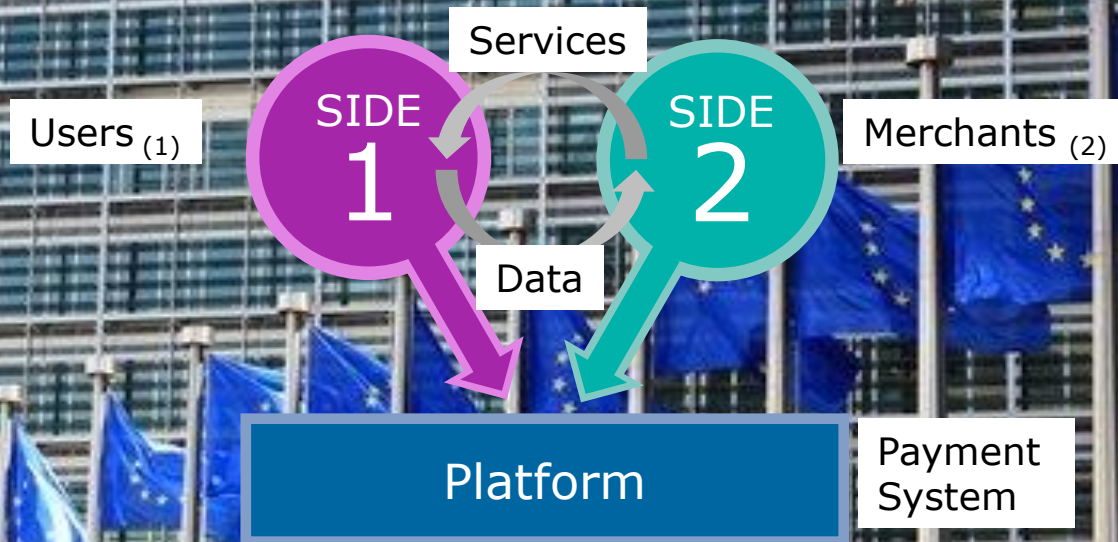


MyCity and Data

Economy of Data

26/05/2015

An “Economy of Data” organization targets potential users and providers of data to form a multi-sided market, building shared data asset platforms to be used by the participating players

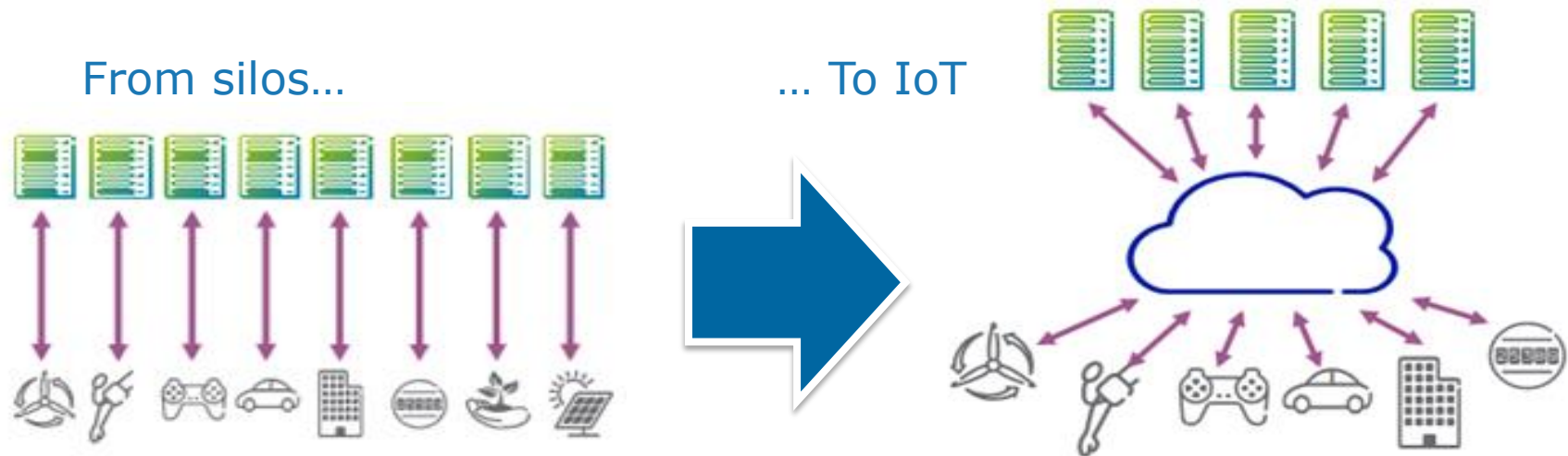


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Example: Context-driven mobility

26/05/2015

need for new Business Model for partner Ecosystem



- ▶ One device = One application
- ▶ Proprietary system
- ▶ Context come from one device

- ▶ One device = Many applications
- ▶ Open system
- ▶ Context from many devices & web
- ▶ Standardization



- Large set of services for a device or combination of devices
- Viable device deployments
- Reaching the long-tail (double sided market)
- Market place of Data & Services
- Ecosystem business inter-connect

Atos driving the connected trend

26/05/2015

Initially only focused on data push and collection,
Connected Living is now growing towards new business models



MyCity innovations from Atos

26/05/2015

We are constantly innovating new solutions; our specialist R&D units strengthens our portfolio and deepens our offer

- ▶ Real Time Traffic Forecast
- ▶ Epidemics and disease outbreak control
- ▶ Smart Grid dashboards for cities and citizens
- ▶ Business model design for successful use of FIWARE
 - FoodLoop
 - FISPACE
 - FICORE



Thank You

**If we can do it for
the Olympic Games,**
imagine what we can do for you



SAMSUNG

Smart Homes

19th May 2015

SAMSUNG INTRODUCTION

Samsung Group

75 Years old

Since
1938

\$318 Billion Revenue ('12)

Global Top 10 in Fortune 500

80 Affiliated Companies

For Electronics Industries,
Financial Services, Machinery &
Heavy Industries, Others

**609 Offices &
428K Employees**

In 86 Countries



Samsung Electronics

44 Years old

Since
1969

\$187 Billion Revenue ('12)

Global Top 14 in Fortune 500

**217 Offices &
210K Employees**

In 79 Countries



7th of 100
Best Global Brand

Interbrand

Business Unit

TN, CE, IT, Components
(LED, LCD, OLED)

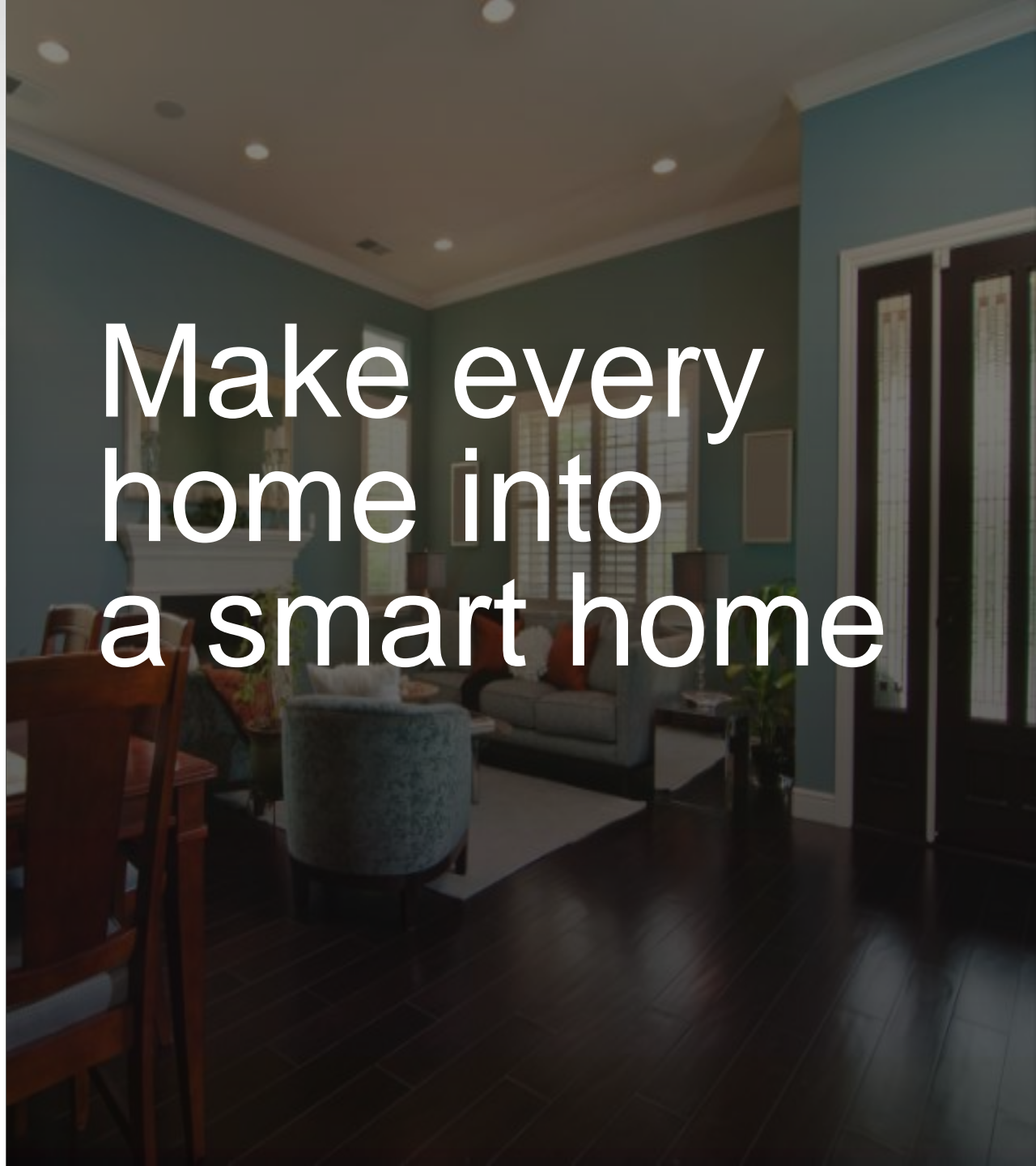




“The Internet of Things has the potential to transform our economy, our society and how we live our lives.”

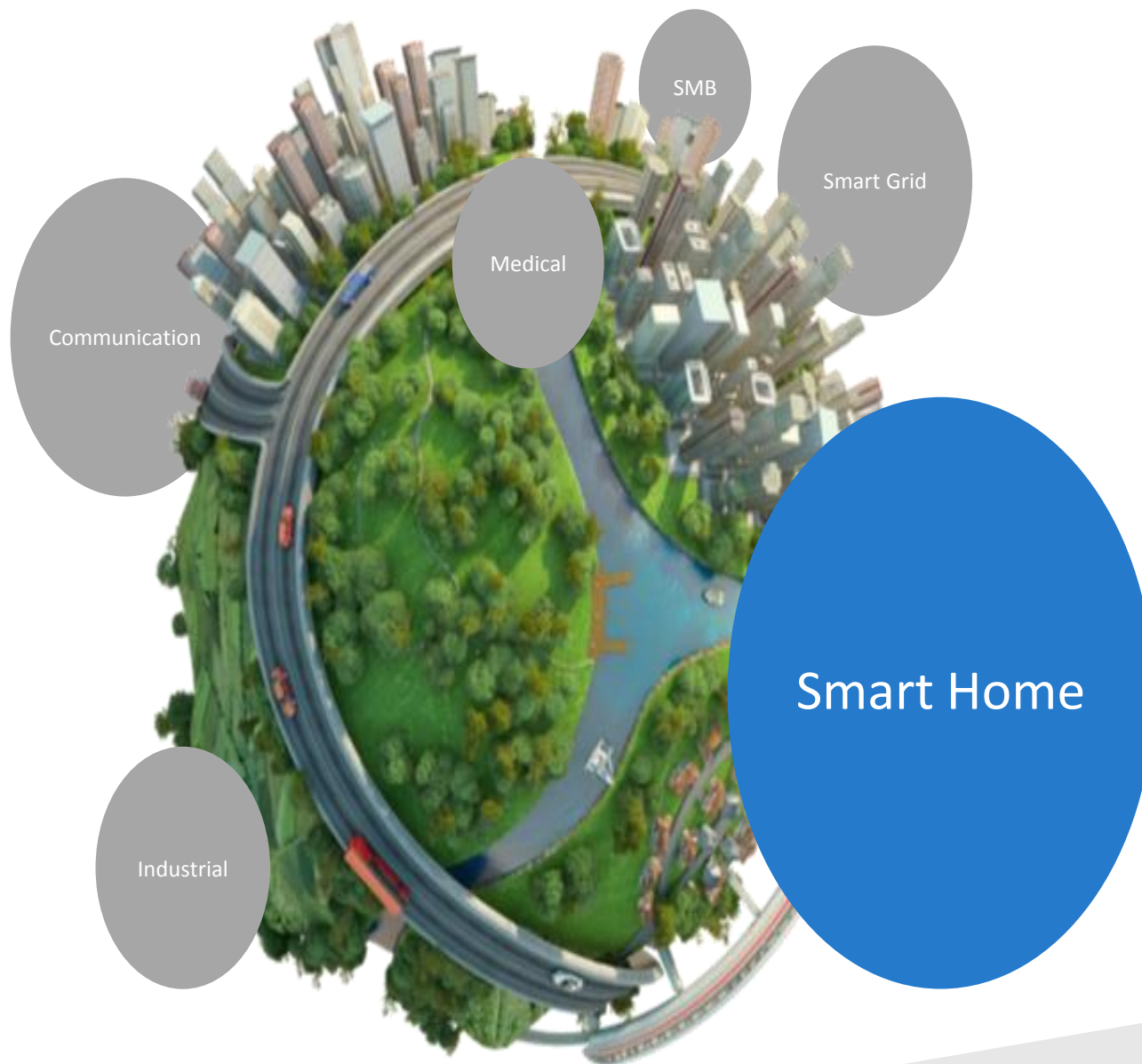


Make every
home into
a smart home





Internet of
Things





SmartThings
from Samsung



Security, Peace of Mind

DIY and professionally
managed home security
and monitoring

Convenience, Entertainment

Automate and personalize
home entry, lighting,
media and more

Energy Savings

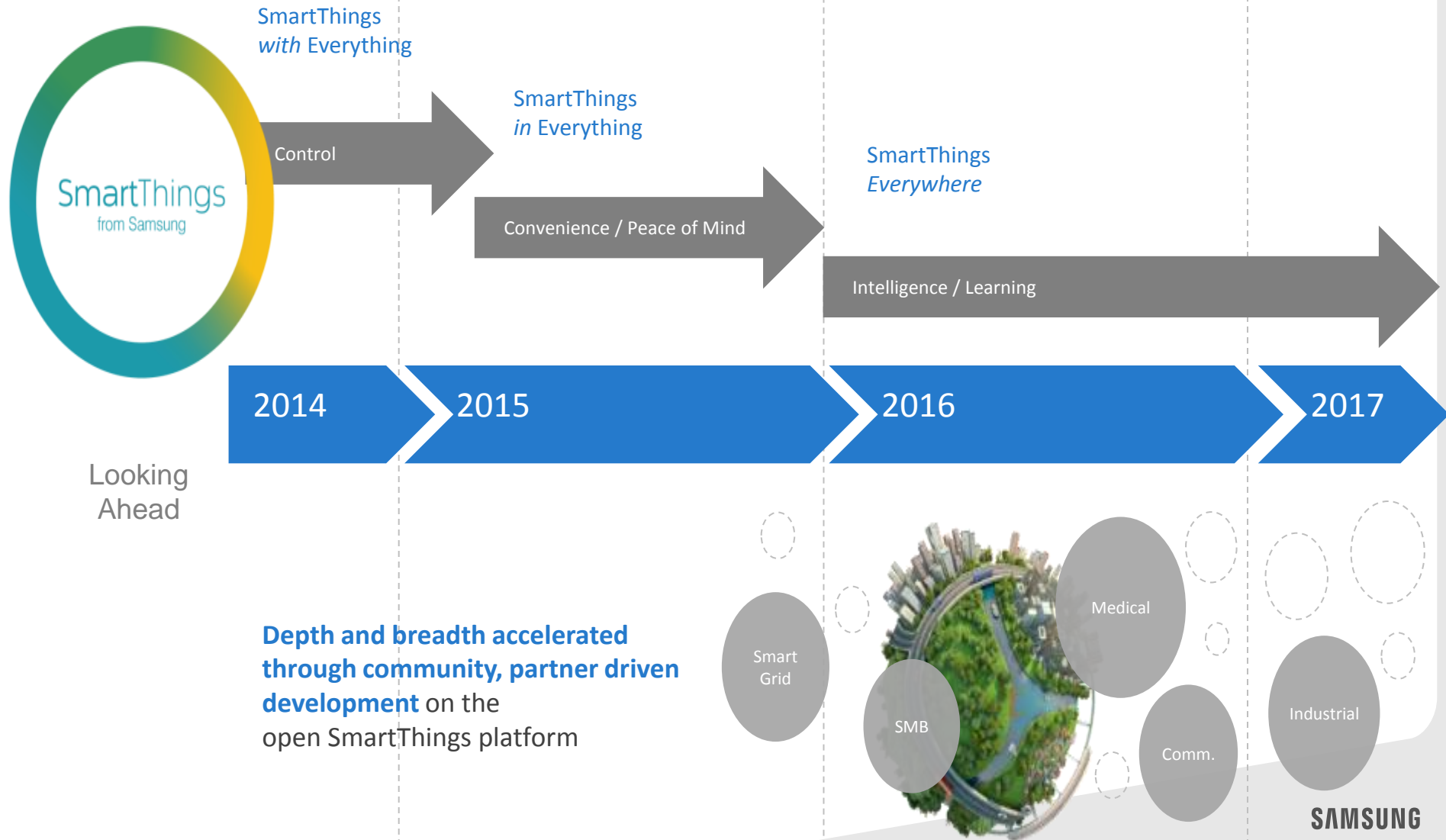
Save energy and money
by optimizing appliances,
heating, cooling, lighting

Smart Home
Focus



SAMSUNG

Smart Home value deepens, adoption increases



SAMSUNG

Thank you