

Consumer Solutions

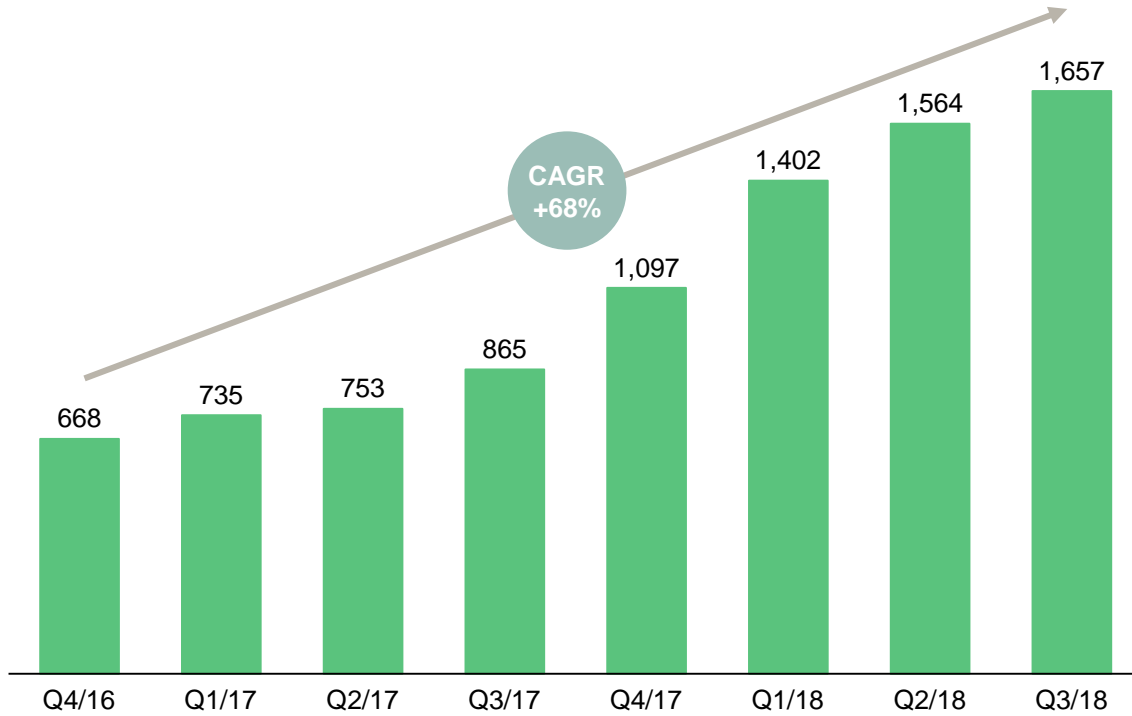
Creating the leading consumer business in the Nordics – and beyond

Mikael Rönnblad, EVP – Consumer Solutions

13 November 2018

The combination of Fortum and Hafslund has significant scale benefits for both our customers and our business...

Rolling LTM sales, MEUR



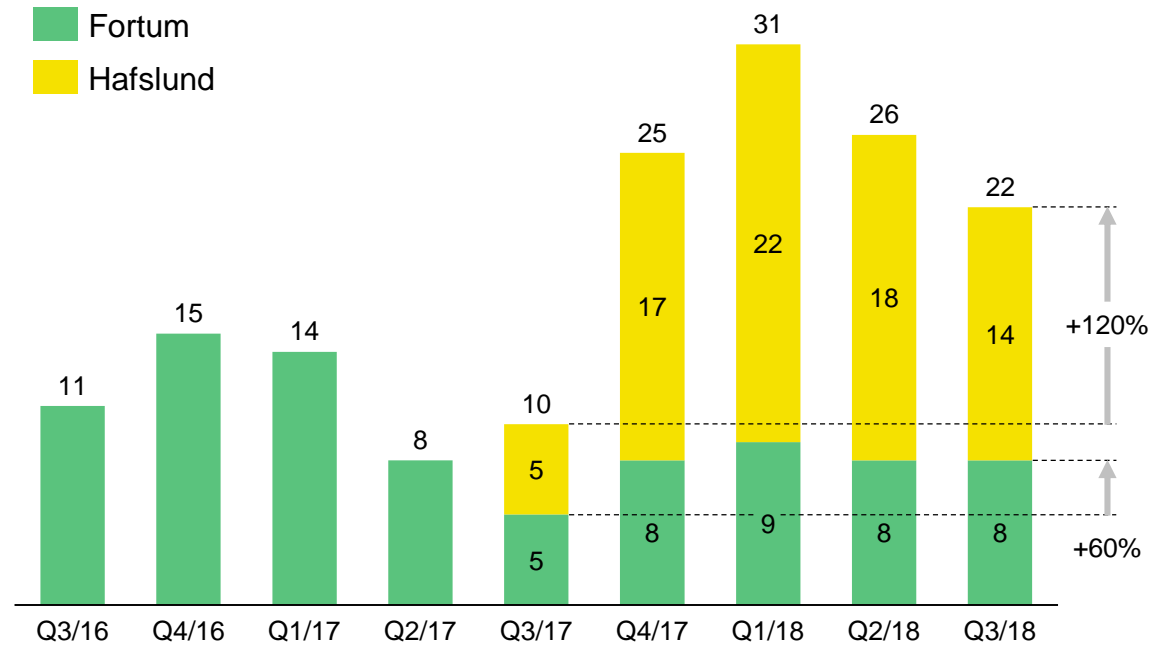
Improved performance via more customer-driven and digital way of

- offering and selling services upgrades for our present customers
- commercialising value adding services to our present customers



...as we execute our strategy to further improve our financial performance

Comparable EBITDA, MEUR



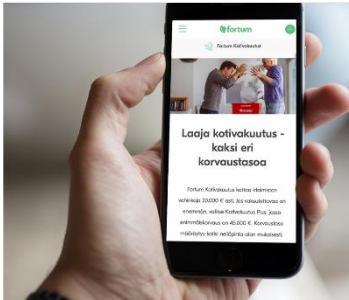
Improved performance via

- sharing best practices across businesses to improve
- increasingly customer-driven and digital ways of working

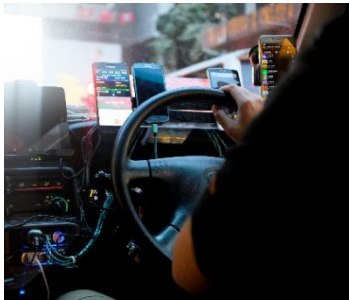


Consumer and technology trends create further strategic growth opportunities for us in the power value chain...

Key consumer and technology trends



Consumers value convenience, sustainability, and digital services



Electrified, connected, autonomous, and shared vehicles enable new digital e-mobility services



Digital technologies transform the power value chain

Strategic business opportunities

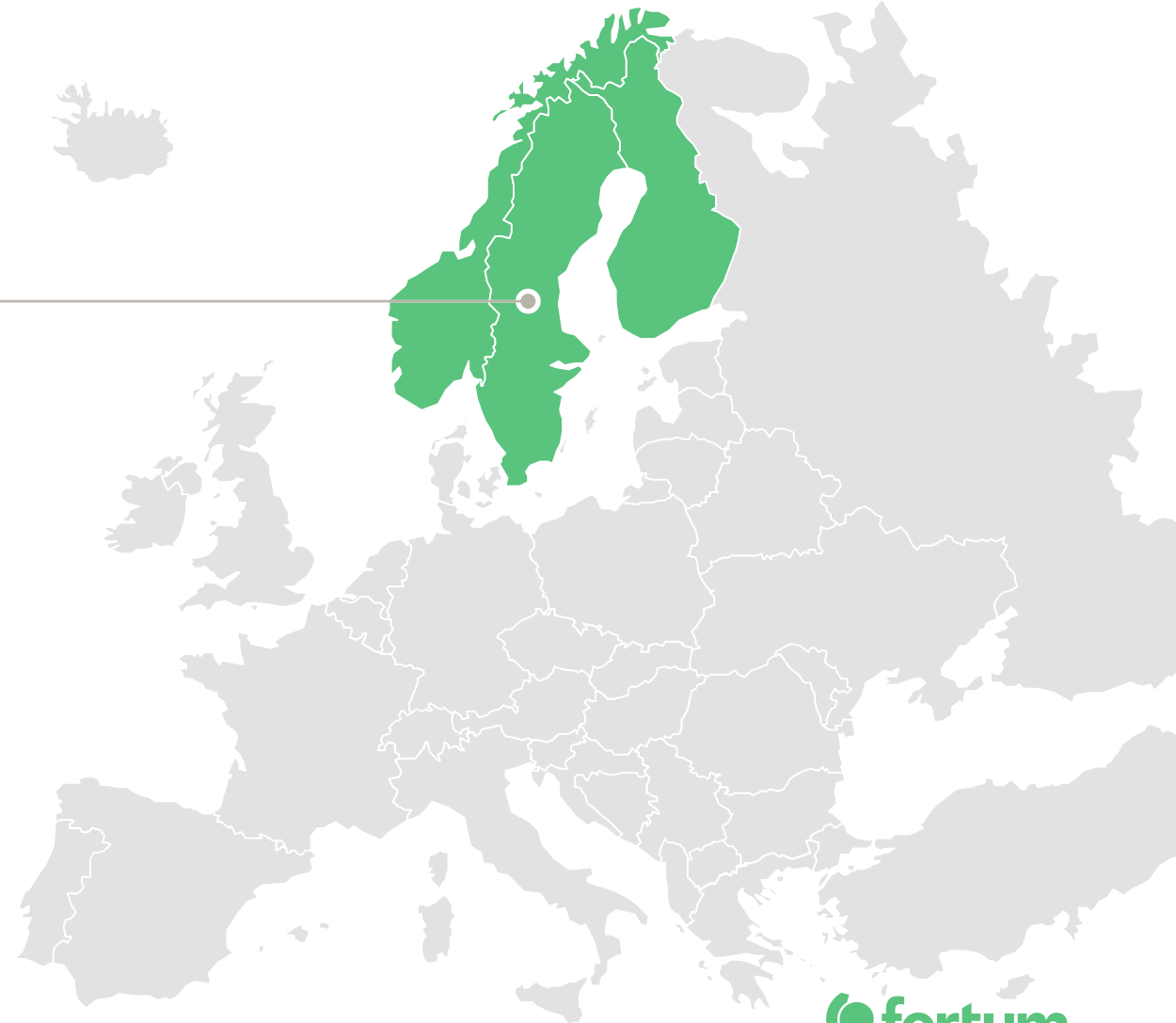
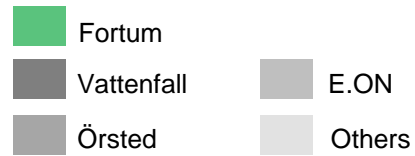
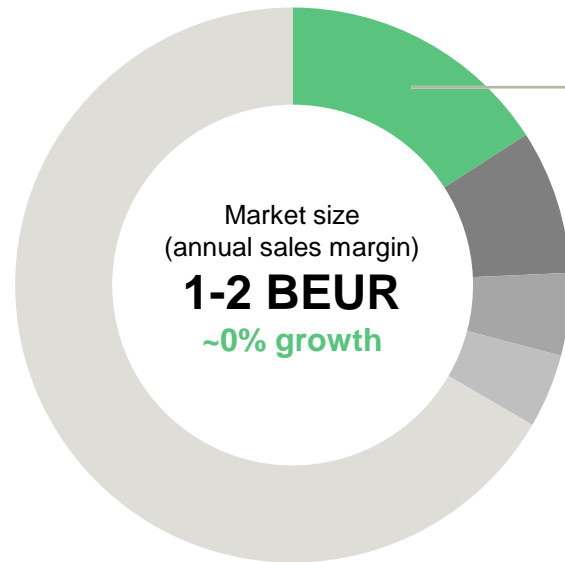
Drive focused growth in value adding services

Drive focused growth with new digital services for consumer customers

Improve performance by increasing customer centricity and operational excellence via digitalisation

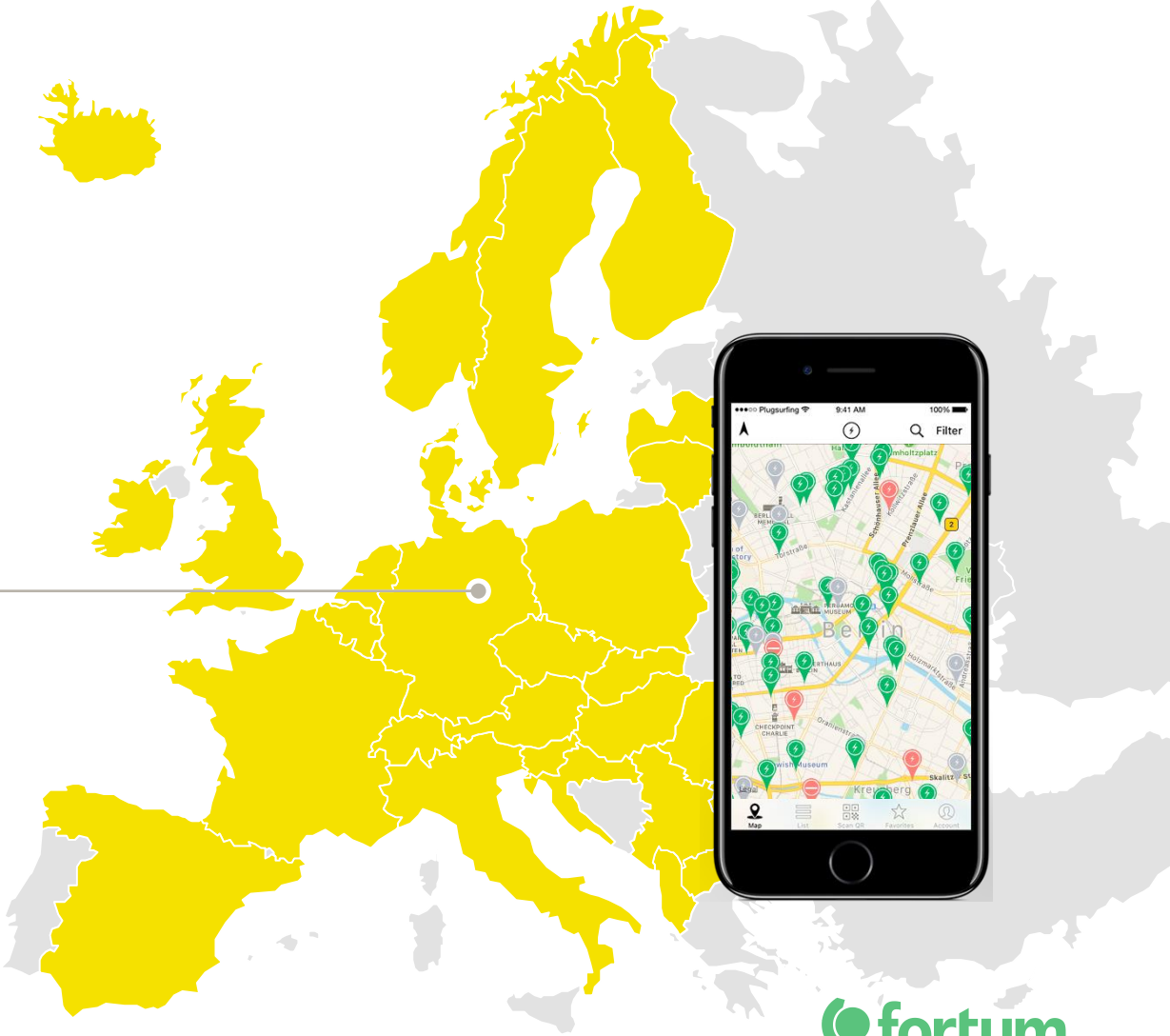
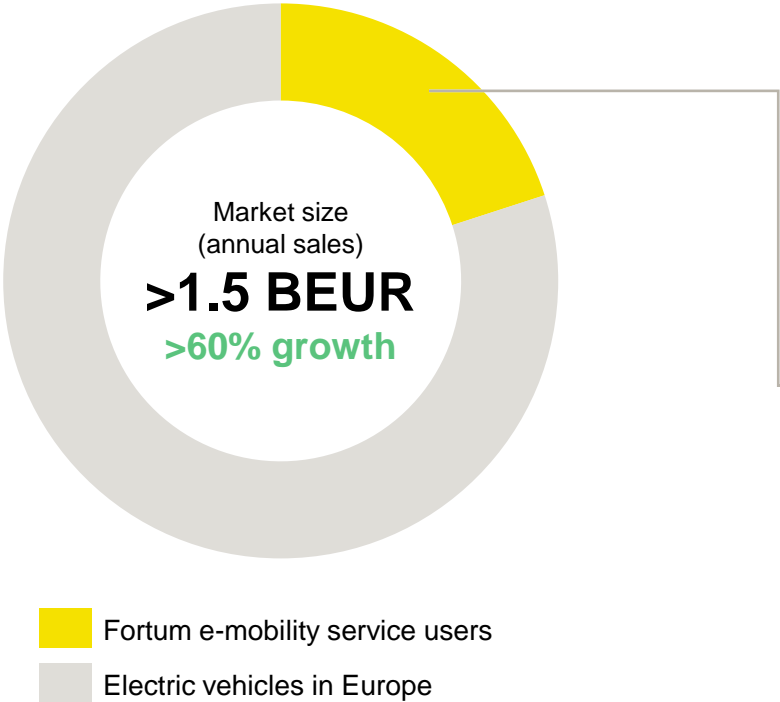
...as our leading position in Nordic electricity services business provides further customer-driven value creation

Nordic consumer electricity services market
– approx. 15 million consumer customers
and approx. 350 providers



Simultaneously as we scale new digital services internationally – with more than 200 000 e-mobility users today

Digital e-mobility services market in Europe 2021



Fortum's Consumer Strategy execution drives focused growth in the power value chain

1. Reach approx. 10 MEUR gradually materialising synergies from Hafslund acquisition by end-2020
2. Offer customer-driven service upgrades and value adding services to our present customers in the Nordics, and international asset-light growth of our new digital services
3. Improve performance by increasing customer centricity and operational excellence via digitalisation

