



CAPITAL MARKETS DAY
2022





Anders Edenhammar
Business Unit Leader &
Business Development Manager,
Measurement & Sensor Technology



A photograph of industrial machinery, likely a leak testing system, featuring stainless steel pipes and components. A blue semi-transparent text box is overlaid on the center of the image. The 'nolek' logo is visible on the machinery.

*From Organic growth and Operational leadership
to
strategic leadership/business development*

My background and journey in Indutrade

- *Production engineer with passion for sales and business development*
- Process and manufacturing Industry (John Crane, Freudenberg)



- Easy-Laser AB, Sales manager and MD (since 2006), 21 years totally.

2021

- 192 MSEK (22 MSEK)
- 27.4% EBITA
- 75 employees (16)

Indutrade Measurement & Sensor Technology

Business Unit Leader

- Instrument Solutions
 - Easy-Laser
 - Adam Equipment
 - Ava Monitoring
 - NTi Audio
- Board member in different companies in Indutrade.

Business development manager

- New pot acquisitions proactively in the MST group
- Strategy and business development (organic growth) in MST

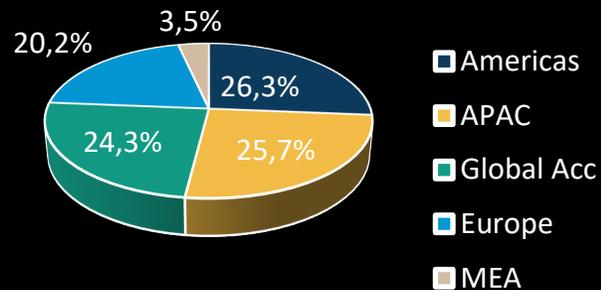
Interim MD in 2 companies during transition to new MD

Easy-Laser AB

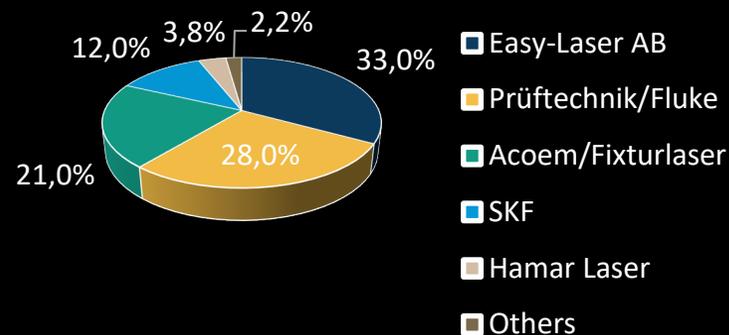
- Manufacturer of Laserbased Measurement- and Alignment systems
- Headquarter based in Mölndal, 75 employees covering R&D, Sales/marketing, Production/Supply, Finance-admin and Management.
- Rotating machinery/applications in:
 - Process Ind, Manufacturing, Wind power, Marine!
- Global sales through distributors/partners and global accounts covering more then 50 countries/Areas



Sales areas %



Estimated market shares



Sustainable profitable growth over time

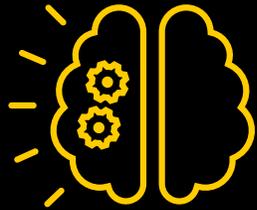
- Focus on organization and company culture
- Strategic engagement and execution
 - Proactivity in all functions/departments
- Management Team, Sales, R&D, Supply, Finance
- Timing in Sales and R&D projects
- Decentralisation with Indutrade as a safe owner



Sales
14% p.a. last 5 years

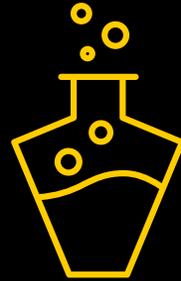
EBITA
27.4% 2021

Successful strategy execution



From No 3 to No 1

- *Drive to a changed mindset through the company*
- *People and Culture that support the strategy*



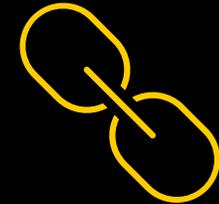
R&D focus with active product plan and Innovation

- *New technology and customer driven platform*



Proactive Sales focus

- *New distributors/partners and market segment focus*
- *Growth through market shares (USA, China, Germany)*
- *Growth through new market segments (Machine tool)*
- *Market growth (Windmill)*



Supply chain, flow of material, production line, Quality

From Operational MD to Strategic BUL

- From operational to strategic focus
- Leading the MD towards a strategic goal
- Indutrades core values and strategy in a company level
- Exchange experience and knowledge, using influencing skills

Business Unit – Instrument solutions

Measurement instruments with global sales through partners and subsidiaries

EASY-LASER®

Sales 192 MSEK
75 FTEs
Laser alignment

BEADAM

Sales 136 MSEK
170 FTEs
Weighing scale

INTi
AUDIO

Sales 90 MSEK
44 FTEs
Acoustics & sound

M
AVA MONITORING

Sales 53 MSEK
14 FTEs
Vibration

Leading the board as a chairman on a strategic level

- Standard 3 board meetings/year + 1 extra workshop/meeting if needed
- Business review 1/month, incl. monthly reporting
- Ad-hoc support and coaching the MD in tactics and strategy, 1-2 /week

Main goal is sustainable profitable growth

Business Development within MST

Business Development in MST BA

- Create organic growth by influencing skills
- Assist/Benchmark business/strategy plans
- Establish and moderate internal forums/meetings
 - Sales, R&D, Supply

Acquisitions

- Search proactively for new potential companies to the MST BA
- Network, Web search, exhibitions, Internal MDs
- Selling the Indutrade model in a proactive way
- Pipeline today over 60 companies
- Focused on approx. 20 companies
- 5 high priority leads right now

Why still in the Indutrade Family after 16 years?

-  The strategy and concept works really well
-  Decentralisation built on trust
-  Focus on People and Execution
-  Entrepreneurial touch and feeling
-  Culture, belonging to a business and make impact
-  Personal development inside the organization





Thank you!

The logo for Indutrade features a stylized 'IT' symbol on the left, composed of three parallel, slanted vertical bars of varying heights that merge into a horizontal bar at the top. To the right of this symbol, the word 'Indutrade' is written in a bold, white, sans-serif typeface.

IT Indutrade