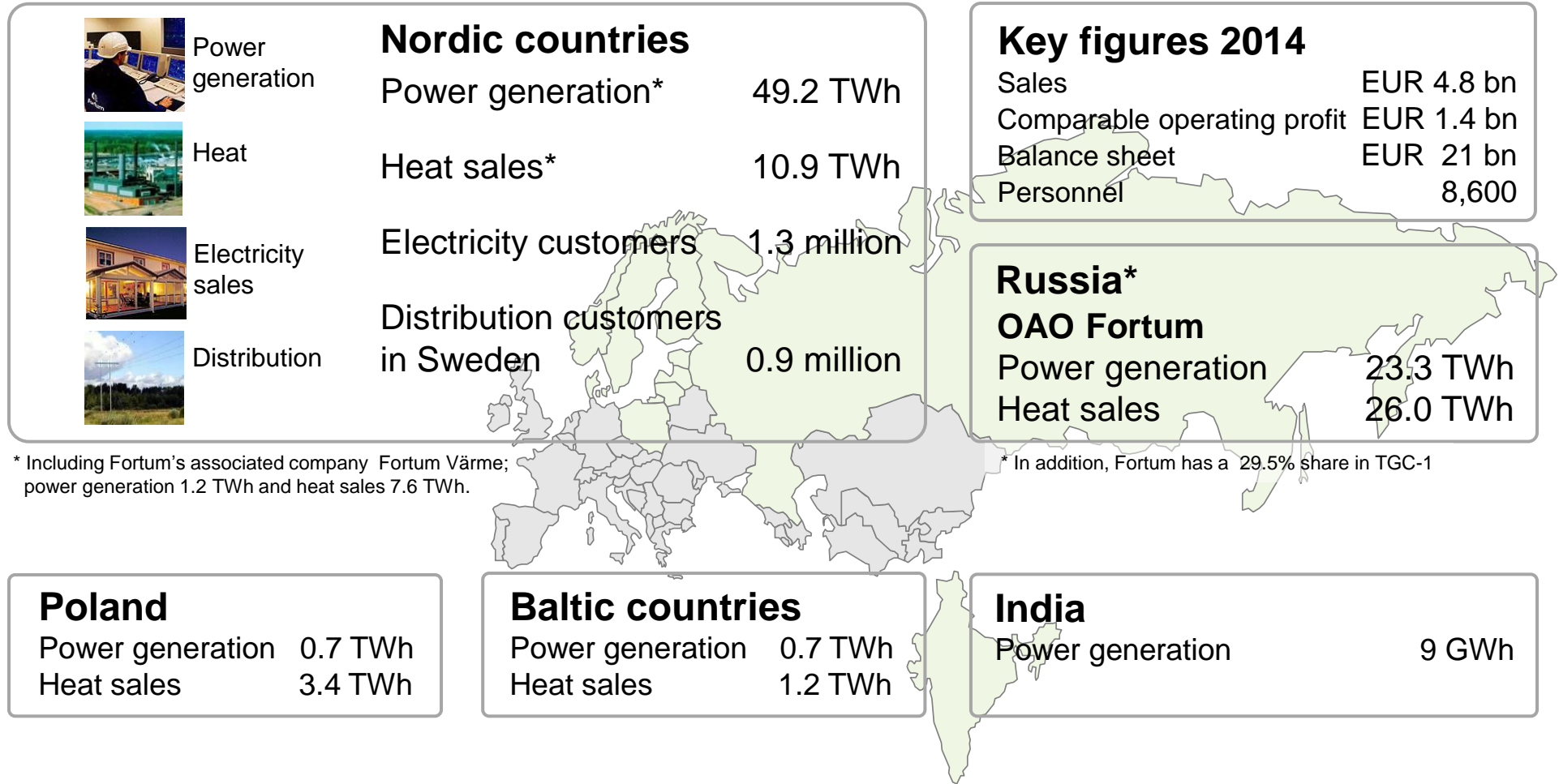

Solar Economy, Digitalisation and Consumer

VP New Business Kalle Ahlstedt, Fortum

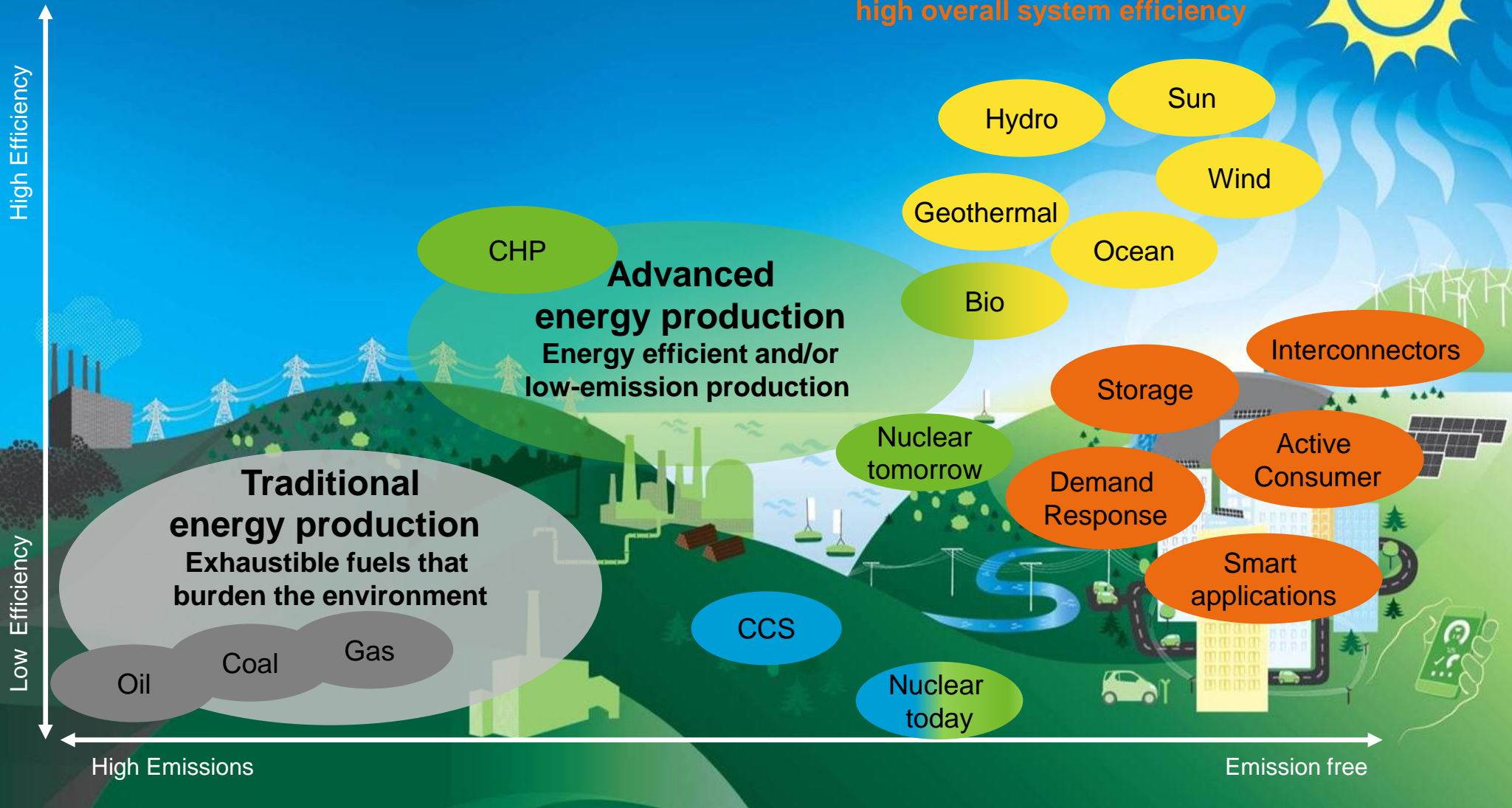
Fortum today



Energy is an enabler

Solar Economy

Solar based production with high overall system efficiency



Digitalisation provides new value creation possibilities

Increased productivity –
cheaper / more value



Improved customer experience –
personal / more / better



New business models –
earlier just impossible



New energy related consumer businesses are many



Mobility



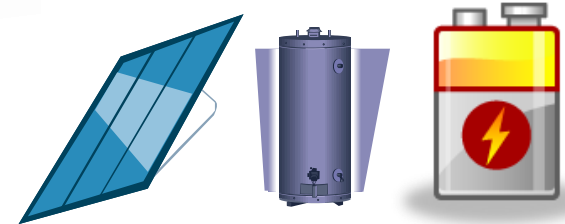
Heating/Cooling



Integration



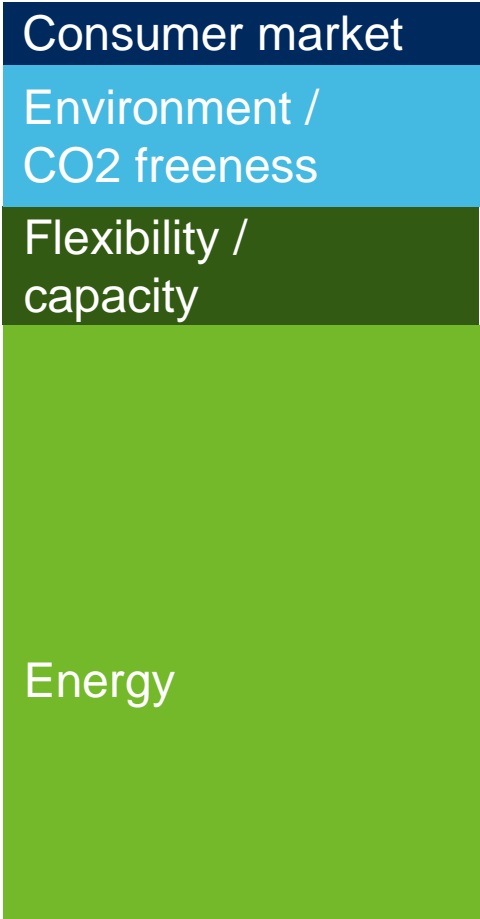
Other products/services



Micro production/storage

As it looks like power sector value pool split is to change

Now



Future



Illustrative