



Pohjola Rakennus Oy Suomi

WE CREATE NEW CUSTOMER ZONES

About Us

- Pohjola Rakennus Oy Suomi was founded in 1989 and is a steadily growing Finnish family-owned development and construction company
- We were among the first to take project-led contract work as our business model. Currently we are best known for our regional planning and property development.
- Our main focus is on residential construction
- We operate in six cities in Finland:
 - Helsinki
 - Tampere
 - Turku
 - Jyväskylä
 - Kuopio
 - Oulu
- Currently we employ approx. 200 people

Mission, Vision and Strategy

Mission

Developer of the best neighbourhoods

Values

ability to be reformed

100% honesty and
transparency

Value for the customer

agility

Vision

To build the best new home for our customer

Strategy 2020 – 2022

Living

- Reasonably-priced and high quality apartments
- Focus in growing cities and areas
- Our current landbank enables us to grow an estimated pace of 130 000 floor m² per year

Customer

- Our aim is to develop customer experience further
- Our target is a happy customer in his/her dream home
- We will develop customer service in our shops and web pages

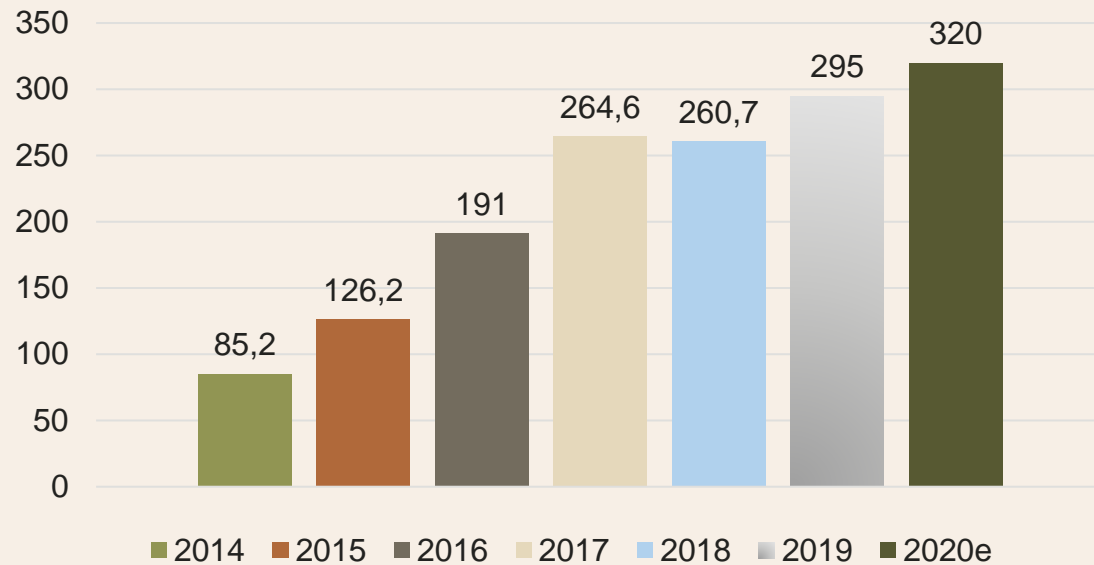
Cost Control

- Comprehensive project planning
- Carefully selected partners
- Focused and strict project management
- Focused purchasing

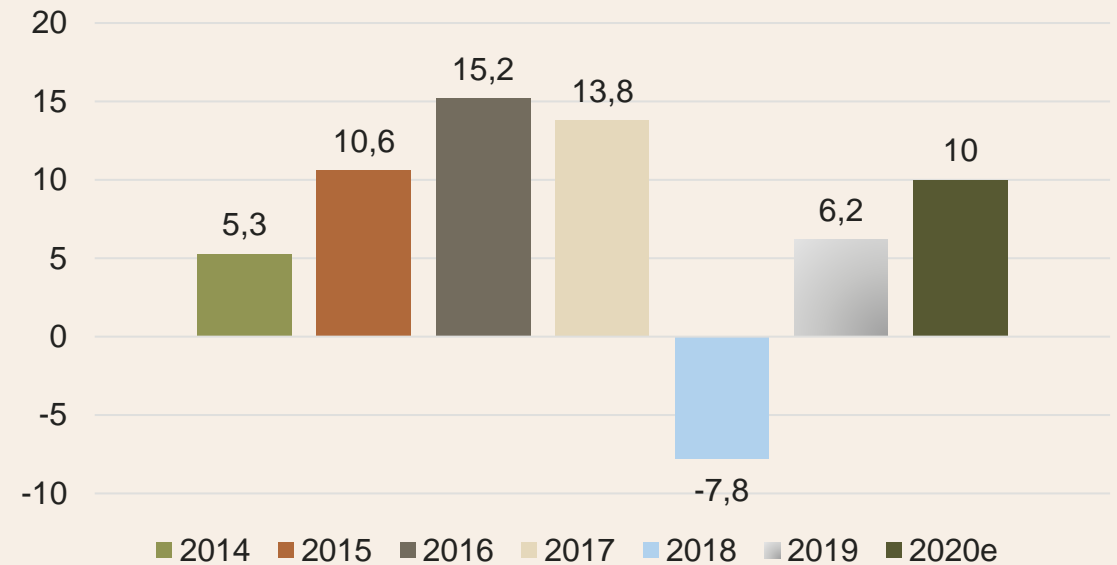
Pohjola in Figures

Key Figures 31.12.2019

Turnover, M€

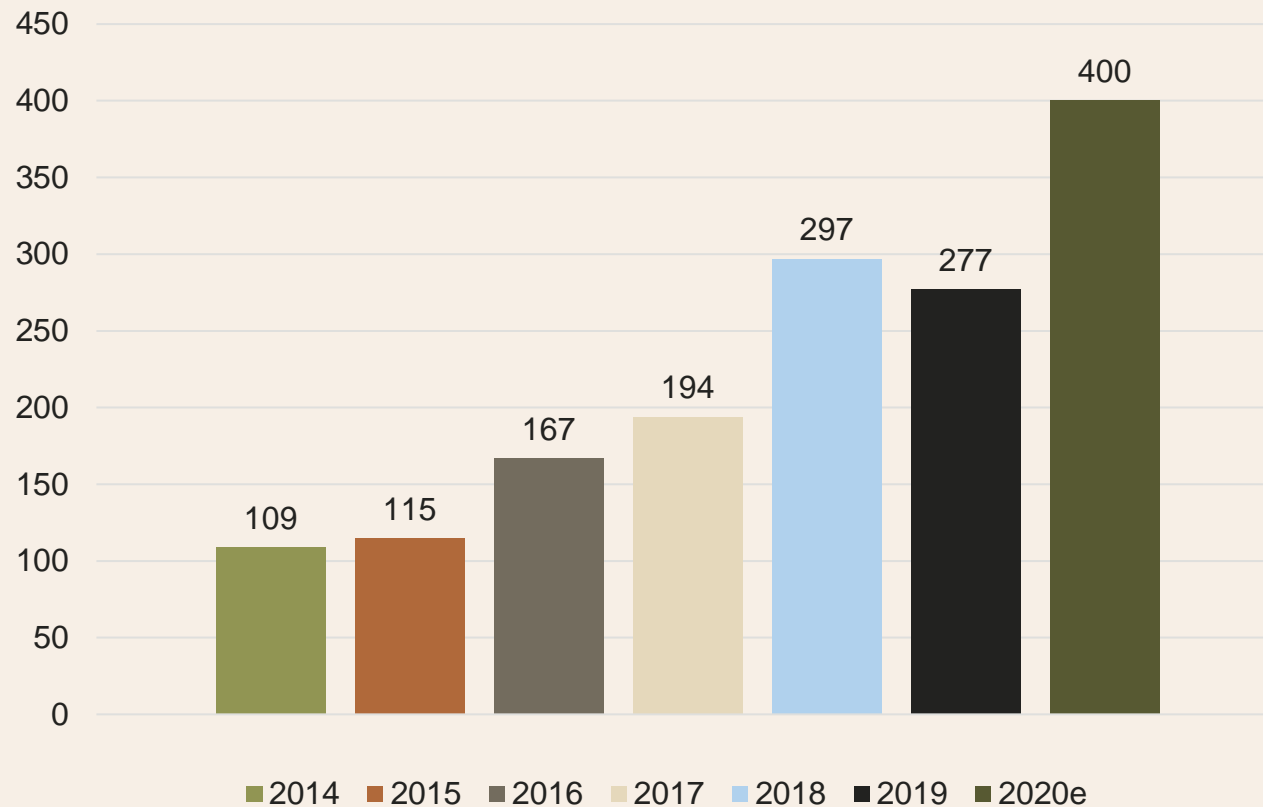


Operating Profit, M€



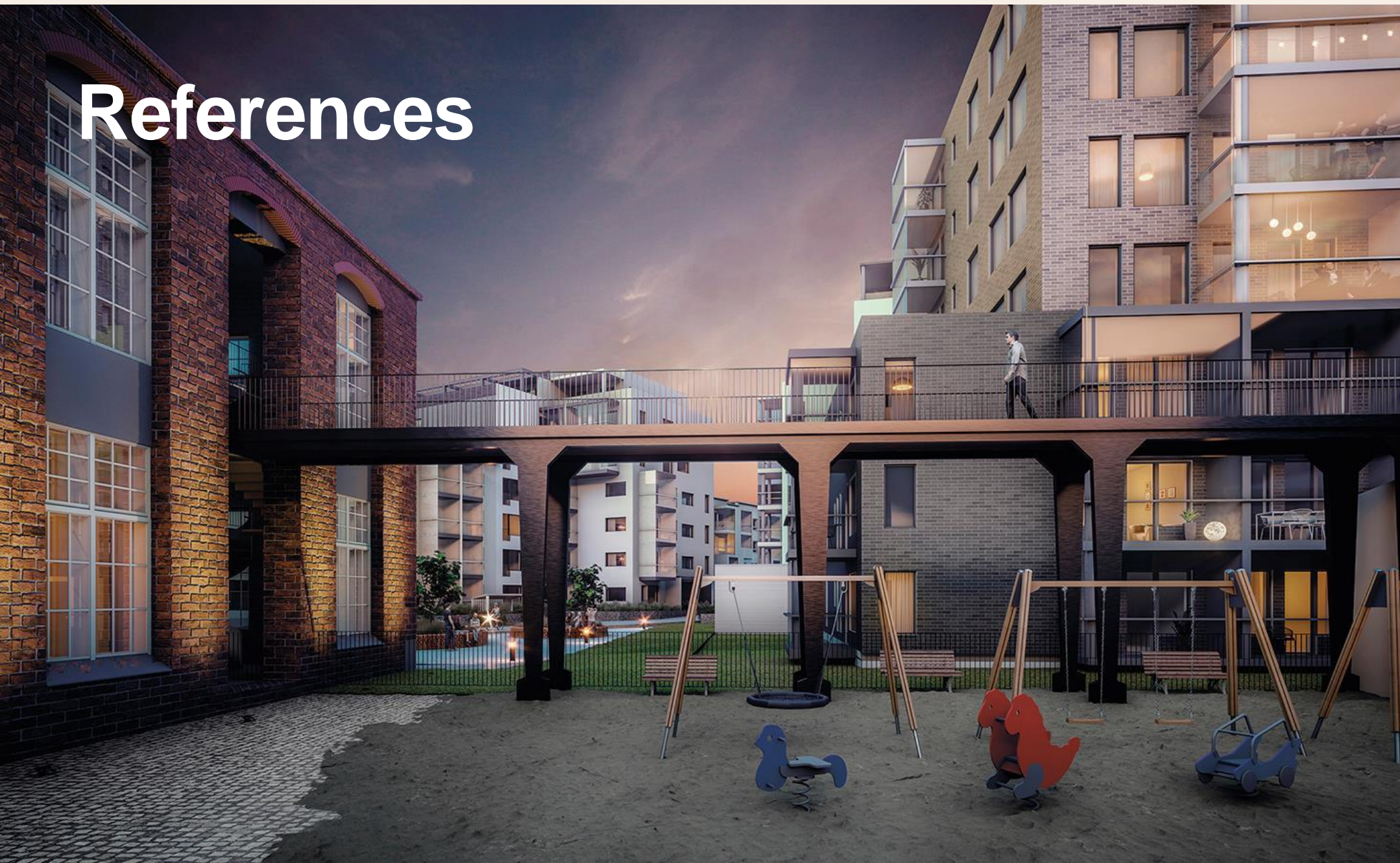
Key Figures 31.12.2019

Ordering Backlog, M€



- Our order backlog is on a high level
- Our pipeline for zoned land is approx. 300 M€ by market value
- The landbank enables us to continue to grow at an estimated pace of 130 000 floor m² annually

References



Slottsgården

Porvoo

- Ten building block in Porvoo, Slottsgården
- Slottsgården turned out to be very popular neighbourhood. Apartments were sold at once.
- Eight buildings are ready, construction work for last two will start at spring 2020
- Three buildings built together with FIM
- Sizes are from 32 m² studios to 75 m² two bed-room apartments.



PMK Tower

Tammela, Tampere

- 12-storey building with fantastic views to city centre and lake Näsijärvi
- Building is attached to old cotton factory building
- Consists of studios, one, two and three bedroom apartments
- Construction completed November 2018



Kaleva Park Tampere

- Kaleva is Tampere's most preferred area in new residential development
- Six buildings, ranging from 7 to 12 floors
- Close to schools and universities, next-door to groceries' store and along the new tram line
- Zoning expected to be ready in summer 2019
- Construction estimated to begin in the autumn of 2019



Santalahti Tampere

- Old industrial site ranging over 1 km, consisting of 4 separate areas named after the old landmark factories/commercial buildings
- Located close to the city centre, Särkänniemi Amusement Park and lake Näsijärvi
- Two areas built in co-operation with YH-Kodit Oy and one area will be built by Pohjola Rakennus on its own
- Pohjola Rakennus will construct over 1 500 apartments ranging from 20 ministudios and loft apartments to 4-bedroom penthouses
- New tram-line will go through the area
- Currently six ongoing sites, whole project ready in 2023-2025



Kakolanmäki

Turku

- Three 8-storey buildings in modern and highly praised old Kakola prison hill
- Built in co-operation with YH Kodit Oy
- Approx. 300 apartments to be constructed
- First building is currently under construction
- The whole project is completed by 2024



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