



# Pohjola Rakennus Oy Suomi

WE CREATE NEW COMFORT ZONES

# About Us

- Pohjola Rakennus Oy Suomi was founded in 1989 and is a steadily growing Finnish family-owned development and construction company.
- We are one of Finland's largest construction companies and are known for our strong regional planning expertise and project development. Our main focus is on the construction of apartment buildings, with more than 30 years of experience.
- We design and build more than 4000 new homes each year in good locations and with functional floor plans and quality materials.
- We operate in six cities in Finland:
  - Helsinki
  - Tampere
  - Turku
  - Jyväskylä
  - Kuopio
  - Oulu
- Currently we employ approx. 300 people.



# Mission, vision and strategy



# Values

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ability to be reformed

100% honesty and  
transparency

Value for the customer

agility

# Mission

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Developer of the best neighbourhoods

# Vision

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To build the best new home for our customer



# Strategy 2022 – 2024

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## Product

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- Quality apartments for anyone looking for a new home.
- With active project development, we are able to construct 130,000 m<sup>2</sup> of new floor area annually.
- Our operations are centred on the Helsinki Metropolitan Area, Tampere, Turku, Jyväskylä, Kuopio and Oulu.

## Personnel

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- Motivated personnel with a high level of well-being.
- Respect for equality and individuality.
- Attractive employer with a focus on continuous personnel development and investing in young professionals.

## Customer

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- Developing and improving the customer experience.
- Pursuing customer satisfaction by providing homes that meet expectations.
- Developing customer service both at the apartment sales office and online.

## Operations

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- Responsible operations and sustainable growth guide everyone's actions.
- Active profitability management is part of our day-to-day operations.
- Careful planning yields the desired outcomes.
- Carefully selected partners and focused and sharp project management.



# Corporate responsibility





# Corporate responsibility

## Our Values:

- ability to be reformed
- 100% honesty and transparency
- Value for the customer
- agility

- Personnel health and well-being
- Occupational safety
- Equality
- Customer satisfaction
- Employment of young people



- Reducing the load on the environment  
Climate change mitigation
- Preserving biodiversity
- Controlled use of natural resources/Efficient resource management

- Financially profitable business operations
- Employment effects
- Fair and open competition
- The tax imprint
- Prevention of the grey economy and corruption

# Corporate responsibility

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- Pohjola Rakennus is a Finnish family-owned company, meaning long-term ownership and sustainable growth in line with the company's values. Pohjola Rakennus Group builds homes with respect for residents and the environment. The company's Board of Directors and Management Team steer and monitor the responsibility work. Corporate responsibility is divided into three areas: good governance, social responsibility and environmental responsibility.



# Good governance

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- Pohjola Rakennus follows good corporate governance practices in all its operations. The company's operations are guided by, among other things, the ownership strategy, updated annually in connection with the company's strategy process, and ethical guidelines.
- The highest governing bodies are the Annual General Meeting and the Board of Directors, as well as the President and CEO. The Chairman of the Board prepares matters to be decided by the Board of Directors with their personnel. The Chairman of the Board is responsible for implementing the goals, plans, policies and objectives set by the Board in the Group.

# Social responsibility

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- Pohjola Rakennus's goal is to offer its employees an inspiring, fair, safe and equal work environment. With regard to accidents at work, the goal is zero.
- The company requires that its partners, subsuppliers and subcontractors commit to complying with the Group's ethical guidelines. The company requires employees, subcontractors and partners, as well as their employees, to wear the necessary protective equipment and a photo ID on construction sites.
- The company's purpose is to engage in financially stable, profitable and responsible construction activities in the long term. The goal is profitable, moderate growth, i.e., sustainable growth that creates value for the owners now and in the future.
- Pohjola Rakennus Corporation actively maintains financier relations in order to act as a reliable and interactive partner and to secure the financing of the Corporation's operations on market terms in both the short and long term.



# Environmental sustainability

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- The environmental programme of Pohjola Rakennus includes the company's most significant environmental aspects and goals. Based on these, the company sets environmental goals and measures to achieve these goals. The objective of the environmental programme is to develop the company's operations to be more environmentally friendly and support sustainable development.
- By taking environmental considerations and social responsibility into account, we aim to be involved in preventing climate change and promoting the preservation of a diverse environment. The environmental programme's starting point is the commitment to complying with the legislation and the continuous development of operations. Pohjola Rakennus requires its subcontractors and partners to comply with the prepared environmental programme. In addition to the programme, our operations are also guided by the company's ethical guidelines.

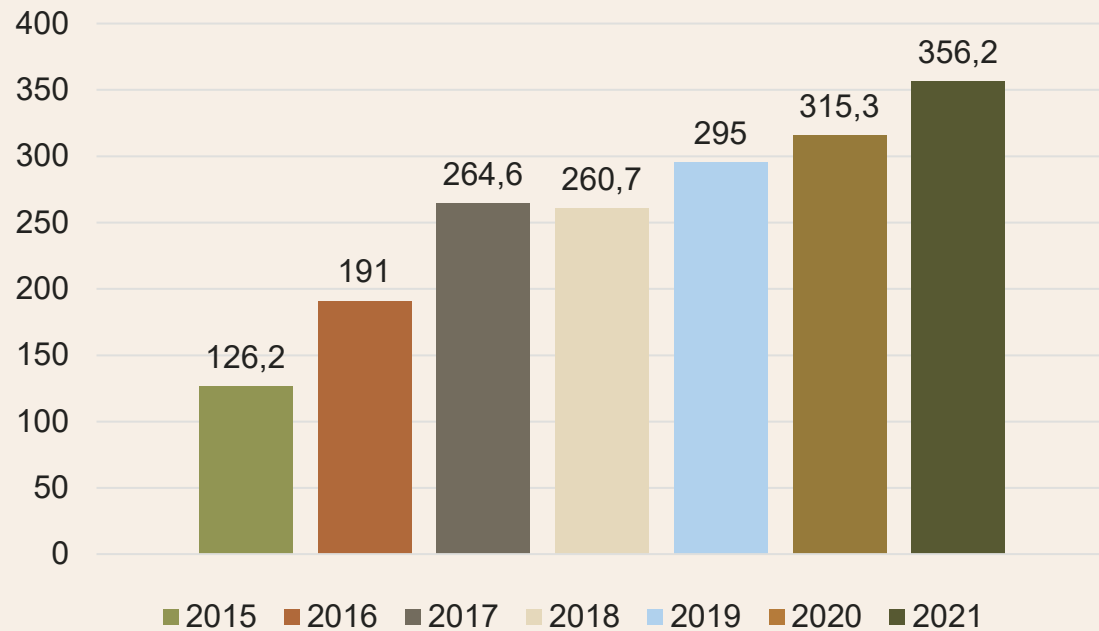
# Pohjola in Figures



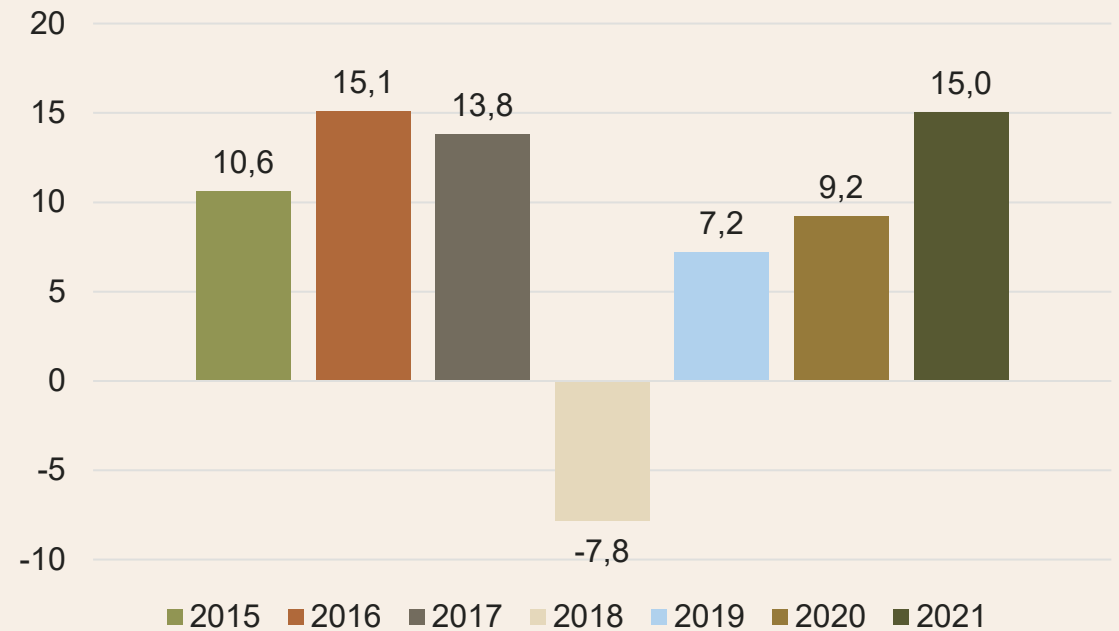


# Key Figures 31.12.2021

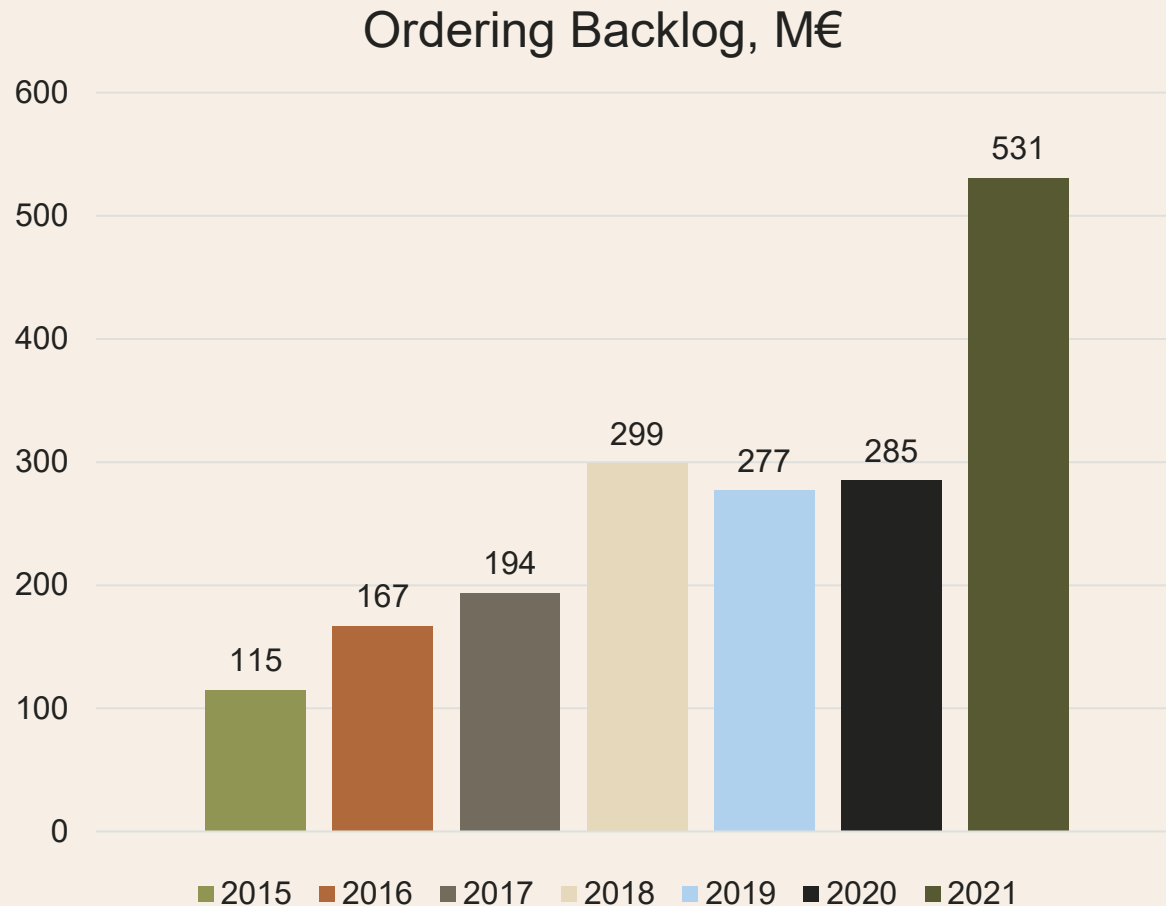
Turnover, M€



Operating Profit, M€



# Key Figures 31.12.2021



- 80% of our production is self-developed apartment building construction.
- Our order backlog is at a very good level.
- We have 600,000 sqm of plots with a secured land use planning or under zoning.
- Our plot reserve enables the construction of approximately 130,000 m<sup>2</sup> of floor area per year.

# References







# Mahtinokka

## Matinkylä, Espoo

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- 16-storey apartment building in Matinkylä, Espoo. Mahtinokka is located about 300 meters from the metro station and Iso Omena shopping center.
- Mahtinokka comprises 125 apartments, 30m<sup>2</sup> studios to 116 m<sup>2</sup> apartments.
- One building has built in co-operation with FIM and other one in co-operation with Asokodit. One building has built by Pohjola Rakennus on its own.
- Construction work was completed in December 2021.





# Vallila Helsinki

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- Five apartment buildings, 220 new homes
- 14-storey apartment building, Vallilan Monumentti. Construction work has started in January 2021 and the estimated completion time is in the end of 2022.
- Next to the Monumentti is 12-storey apartment building Vallilan Siluetti. Siluetti is part of the Finnish hitas-system apartment buildings.
- Three seven-storey apartment buildings; Fikka (completion time 12/22), Piilo (completion time 11/22) ja Jemma (completion time 3/21).
- In addition to the residential buildings, an underground parking facility (155 parking spaces) will be built.





# Helsingin Julius

## Lauttasaari, Helsinki

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- Six-storey apartment building in Lauttasaari, next to the metro station entrance at Gyldenintie 2.
- Apartment area: 3,400 m<sup>2</sup>
- Floor area: 4,400 m<sup>2</sup>
- 51 new homes, 32 parking spaces in the parking garage.
- Built on a new type of plot owned by a centralised plot company.
- Construction work has started in november 2021 and the estimated completion time is in the fall of 2023.





# Särkiniemenpuisto

## Lauttasaari, Helsinki

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- Seven-storey apartment building in Lauttasaari, at Särkiniementie 3. The property is located on an optional rental plot.
- Apartment area : 5400 m<sup>2</sup>
- Floor area : 6500 m<sup>2</sup>
- 81 new homes
- 63 parking spaces in the parking garage.
- Construction work has started in December 2021 and the estimated completion time is from the end of 2023.





# Hannusranta Espoo

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- With the construction of the metro, a new residential apartment building area is being created next to the Kaitaa metro station and Hannusjärvi.
- The planning area is located in Espoo on the shores of Lake Hannusjärvi. Kaitaa metro station is located about 200 metres from the planning area and the journey to the centre of Helsinki takes about 20 minutes by metro.
- The City Planning Committee approved an alteration to the local plan to be taken to the City Board on 19 January 2022. There are plans for permits for 67,000 square metres (floor area) of residential building construction and for 2,550 square metres (floor area) of construction of business and day-care centre facilities.
- The land ownership of the project consists of the land of both the City of Espoo and private individuals
- Construction is estimated to begin on 2024.



# Finnöö

## Espoo

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- Located between Matinkylä and Kaitaa in Espoo, the city district of Finnöö is projected to develop strongly in the coming years. The upcoming projects are located 300 metres from Finnöö metro station, where Helsinki West Metro Line will begin operations in 2023.
- The building permits cover a total floor area of approximately 36,000 m<sup>2</sup>. The properties are located on an optional rental plot.
- One 24-storey apartment building and three 17-storey apartment buildings.
- A one-level parking garage will be constructed underground.
- The application process for the permits is underway, and the first phase of earthworks is set to begin in summer 2022. The estimated completion time for the entire project is 2026.





# Tammela Stadium

## Tammela, Tampere

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- Tammela Stadium is located in the city center of Tampere, surrounded by urban residential blocks.
- Pohjola Rakennus is building the new Tammela Stadium along with RS system apartments on the Salhojankatu-side end. Two apartment building, Asunto Oy Tampereen Victoria and Asunto Oy Tampereen Vesta, 119 new homes
- Apartment area 6593 m<sup>2</sup> and Floor area 8510 m<sup>2</sup>.
- The property is located on a rental plot
- The estimated completion time is from the end of 2024.





# Kaleva Park

## Kaleva, Tampere

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- Kaleva is Tampere's most preferred area in new residential development.
- Six buildings, ranging from 7 to 13 floors
- Four of the apartment buildings will be built by Pohjola Rakennus on its own and two of them will be built in co-operation with other company. The estimated completion time is 2025.
- Close to schools and universities, next-door to groceries' store and along the new tram line
- Puisto-Kalevan Kärki and Puisto-Kalevan Kastanja are expected to be completed in the spring 2022.
- Asunto Oy Tampereen Puisto-Kalevan Tuomi construction work has started 2022 and Asunto Oy Tampereen Puisto-Kalevan Pihlaja construction is estimated to begin on 2024.





# Santalahti

## Santalahti, Tampere

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- 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.
- Pohjola Rakennus will construct over 1300 apartments ranging from 20 ministudios and loft apartments to 4-bedroom penthouses. Apartments should be ready by 2025.
- Two areas built in co-operation with YH-Kodit Oy and one area will be built by Pohjola Rakennus on its own.
- The apartment selection is extensive and includes 20 m<sup>2</sup> mini studios, one-room loft apartments, 7 m tall loft apartments and four-bedroom terraced penthouse apartments.
- New tram-line will go through the area from 2023.





# New Lamminpää Lamminpää, Tampere

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- Pohjola Rakennus's 6 new blocks at Suonsivunkatu.
- Neighbourhood is very peaceful and includes lots of one-family houses.
- Planning work for the area is not yet complete. We will build approximately 16 apartment buildings by 2027.
- Floor area 35,600 m<sup>2</sup>
- Construction work of the Area has started in 2022 and the first block estimated completion time is 2023. The entire area estimated completion time is 2027.





# Linnakortteli

## Herttuankulma, Turku

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- A total of ten apartment buildings in the city district of Herttuankulma in the port of Turku.
- The location is a stone's throw away from Turku Castle.
- A 300 car parking facility under the yard deck.
- The first apartment building and parking facility are under construction, and construction on the next three buildings is estimated to begin in summer or autumn 2022.
- The entire project is estimated to be completed within the next five years.





# Kakolan Keidas

## Kakolanmäki, Turku

- A total of four apartment buildings in co-operation with YH Kodit Oy in the historic Kakola prison area.
- Kakolanmäki is one of the most well-known and interesting residential areas in all of Finland, and the National Board of Antiquities has defined the area as a nationally significant built cultural environment.
- Total permitted building area: 17,000 m<sup>2</sup>
- 318 new homes
- First apartment building completion 2020, second apartment building estimated completion time is June 2022. Third apartment building construction work is estimated to begin in 2022.
- The entire area estimated completion time is in December 2023.





# Pääskyvuori Turku

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- New residential area in Pääskyvuori, Turku, near the old transmission tower.
- Four apartment building
- Total permitted building area: 9 600 m<sup>2</sup>.
- Pääskyvuori area comprises 174 apartments, 26m<sup>2</sup> studios to 79,5 m<sup>2</sup> apartments.
- First two apartment building construction work has started and estimated completion time is 2022.





# Kalevankatu 8-10

## Puistola, Jyväskylä

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- A total of three apartment buildings to be built in the city centre of Jyväskylä in Kalevankatu 8–10. 16- and 12-storey tower blocks and a smaller 8-storey apartment building.
- Net floor area: 9,700 m<sup>2</sup>
- Business premises: 570 m<sup>2</sup>
- Gross floor area: 13,390 m<sup>2</sup>
- 20 new homes
- The property is located on an optional rental plot
- Schedule for the entire project: spring 2022–autumn 2025





# Oulun Albert and Oskar City centre, Oulu

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- Asunto Oy Oulun Albert & Asunto Oy Oulun Oskar is located in the city center of Oulu.
- 13-storey apartment building, Asunto Oy Oulun Albert, Apartment area 4428,5, Floor area 5700 m<sup>2</sup>
- 8-storey apartment building, Asunto Oy Oulun Oskar, Apartment area 2706 m<sup>2</sup>, Floor area 3130 m<sup>2</sup>.
- The property is located on an optional rental plot
- Construction works for Albert began in June 2021, and the estimated completion time for the project is June 2023.
- Construction works for Oskar began in June 2022, and the estimated completion time for the project is December 2023.



# Sataman Kajo II & III Toppilansaari, Oulu

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- Two new apartment buildings will be built in the city district of Toppilansaari located three kilometres from the city centre of Oulu.
- Toppilansaari is a popular residential area known for its housing fairs.
- Kajo II 38 new homes, 28 car spaces.
- Floor area: 2,350 m<sup>2</sup>.
- The property is located on an optional rental plot
- Construction is estimated to begin on summer 2022 and the estimated completion time is the end of 2023.





# Wärttö

## Värttö, Oulu

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- Six-storey apartment building in the popular Värttö district in Oulu.
- 24 parking spaces, 2 motorcycle parking spaces
- Värttö comprises 35 apartments, 33,5m<sup>2</sup> studios to 132,5 m<sup>2</sup> apartments.
- The property is located on an optional rental plot

# Our apartment stores







# The most comfortable apartment stores in Finland

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- The homely apartment store of Pohjola Rakennus offers a relaxed atmosphere where it is easy to tune in to the atmosphere of a future home.
- It is easy and comfortable to close the deal on your new home and choose the materials for the future home in the apartment store.
- A stylish and cosy apartment store tunes you to the right mood when it comes to decorating your own home.
- At present, Pohjola Rakennus has its own apartment stores in Helsinki, Tampere, Turku and Oulu.

# Our apartment stores

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## Helsinki

Simonkatu 9  
00100 Helsinki

## Turku

Kreivinaukio 1  
20200 Turku

## Tampere

Voimakatu 18  
33100 Tampere

## Oulu

Typpitie 1  
90620 Oulu



# Contact information



# Board of Directors



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041 459 0600



## Kim Gran

Member of the Board, the Finnish honorary title of vuorineuvos

CEO of Nokian Renkaat Oyj 2000-2014. Member of the Board since 2017.



## Kari Inkinen

Member of the Board

CEO of Pohjola Rakennus Oy Suomi 2019–2021. Member of the Board since 2018–2019 and 2022.



## Jouko Kempainen

Member of the Board

Senior Vice President of YIT (investments and business development) 2013-2017. Member of the Board since 2022.



## Jan Montell

Member of the Board

Member of management and CFO of Fingrid Oyj 2013-2022. Member of the Board since 2019.



## Erkkä Valkila

Member of the Board

CEO of SATO Oyj 2003-2015. Member of the Board since 2016.



## Tutu Wegelius-Lehtonen

Member of the Board

Vice President, Facility Services Finland of Lassila & Tikanoja Oyj 2016-2019. Member of the Board since 2020.



## Carita Metsälä

Deputy Member of the Board



## Christian Metsälä

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