

# Data economy opens new opportunities for Ponsse





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# DELIVERY TRADITIONS



PONSSE MACHINE NUMBER 10.



PONSSE MACHINE NUMBER 20 000.

# PONSSE TODAY



# PONSSE PLC

Ponsse is a company specializing in the sales, production, service and technology of cut-to-length method forest machines.

Ponsse develops and manufactures sustainable and innovative harvesting solutions based on customers' needs.

Ponsse is established in 1970 by Einari Vidgren. We are headquartered in Vieremä, Finland.

Main markets: Finland, Sweden, Germany, France, North and Latin America

All forest machines manufactured in Vieremä and Epec manufactures information system products in Seinäjoki, Finland

Ponsse is one of the world's leading forest machine manufacturers.



# PONSSE GLOBALLY

We are in

**37**

countries

**12**

Subsidiaries

**30**

Dealers



**47,2**  
MEUR

Operating profit  
(2023)

**821,8**  
MEUR

Net sales  
(2023)

**30,0**  
MEUR

Net result  
(2023)

**2110**

Ponsse people globally

Share of women 11 %

**972**

Ponsse people in Finland

**945**

Ponsse people abroad

**193**

Epec people

**74,9 %**

Share of exports

**21 %**

**124**

Sales professionals

Share of service from turnover

**235**

Service centers around the world



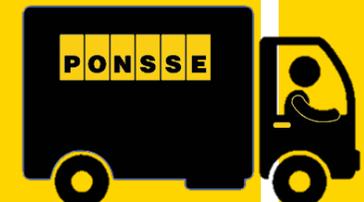
**> 2200**

Service professionals



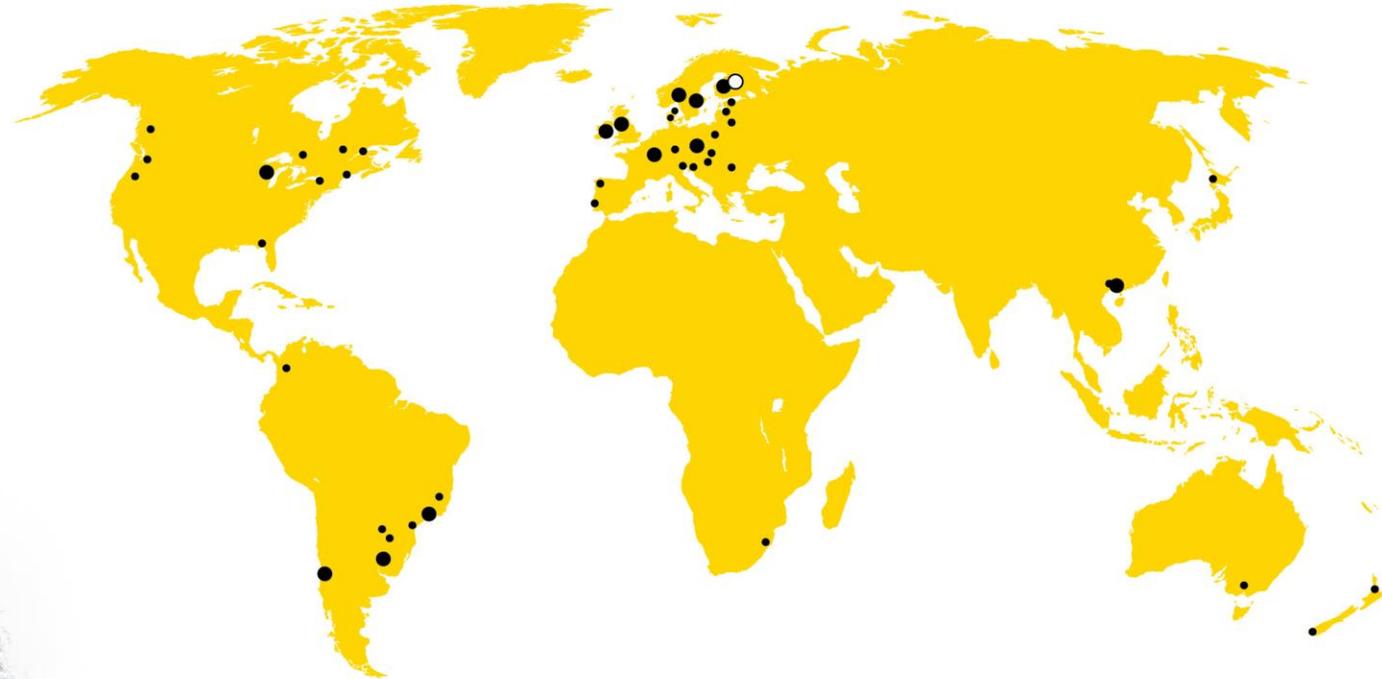
**15 000**

Active PONSSE fleet



# PONSSE WORLD

PONSSE PLC ○  
PONSSE SUBSIDIARY ●  
PONSSE DEALER ◆



**NORTH AND SOUTH AMERICA**

PONSSE NORTH AMERICA, INC. USA  
PONSSE LATIN AMERICA LTDA BRAZIL  
PONSSE URUGUAY S.A. URUGUAY  
PONSSE CHILE SPA CHILE  
A.L.P.A EQUIPMENT LTD. CANADA  
HYDROMEC INC. CANADA  
READYQUIP SALES AND SERVICE LTD. CANADA  
VALHALLA EQUIPMENT INC. CANADA  
CHADWICK-BAROSS INC. USA  
KLEIS EQUIPMENT LLC USA  
PACWEST MACHINERY LLC USA  
MDETEC S.A.S COLOMBIA  
TIMBER FOREST BRAZIL  
SOTREQ S.A. BRAZIL  
MAQUINARIAS GEIER ARGENTINA  
H. PETERSEN PARAGUAY

**CENTRAL AND SOUTH EUROPE**

PONSSE S.A.S FRANCE  
PONSSE UK LTD. UNITED KINGDOM  
PONSSE MACHINES IRELAND LTD. IRELAND  
PONSSE CZECH S.R.O. CZECH REPUBLIC  
ASCENDUM MAQUINÁS PORTUGAL  
FOREST POWER KFT. HUNGARY  
CDN ERGO SP. Z O.O. POLAND  
HNOS. TOIMIL GARCÍA, S.L. SPAIN  
WAHLERS FORSTTECHNIK GMBH GERMANY  
WAHLERS FORSTTECHNIK ÖSTERREICH GMBH AUSTRIA  
SC IRUM SA ROMANIA  
FLEXIM SPOL. S.R.O. SLOVAKIA  
INTEREXPORT D.O.O. SLOVENIA, CROATIA, SERBIA  
PROGRESS TECHNIK OOD BULGARIA  
CARRER MACCHINE ITALY

**NORTHERN EUROPE**

PONSSE PLC FINLAND  
EPEC OY FINLAND  
PONSSE AB SWEDEN, DENMARK  
PONSSE AS NORWAY  
BALTIC AGRO MACHINERY AS ESTONIA  
BALTIC AGRO MACHINERY SIA LATVIA  
BALTIC AGRO MACHINERY UAB LITHUANIA

**OTHERS**

PONSSE CHINA LTD. CHINA  
GUANGXI PANGSAI FORESTRY MACHINERY CO LTD. CHINA  
M.T.S. PARTS CC SOUTH AFRICA  
SHINGU SHOKO LTD. JAPAN  
RANDALLS EQUIPMENT COMPANY AUSTRALIA  
RANDALLS EQUIPMENT COMPANY NEW ZEALAND

# A LOGGER'S BEST FRIEND

## PURPOSE

SUSTAINABLE SOLUTIONS FOR THE BENEFIT OF OUR CUSTOMERS AND ENVIRONMENT

## MISSION

WE SUCCEED TOGETHER WITH OUR CUSTOMERS

## VISION

THE PREFERRED PARTNER FOR RESPONSIBLE FORESTRY

## MEGATRENDS

- TECHNOLOGY IS CHANGING EVERYTHING
- SUSTAINABILITY CRISIS NOW



PRODUCTS



SERVICE



FINANCE



TRAINING



PARTNERSHIP DEVELOPMENT



DIGITAL SOLUTIONS



CTL OPERATIONS CONSULTANCY

## CTL INDUSTRY DRIVERS

- MECHANICAL FOREST INDUSTRY
- CHEMICAL FOREST INDUSTRY

## OUR TECH DRIVERS

- SUSTAINABLE POWER SOLUTIONS
- OPERATOR ASSIST SYSTEMS
- DIGITALIZATION AND DATA DRIVEN SERVICES



**PONSSE'S STRATEGIC GOALS****Succeed with customer**

Reaching high customer loyalty is done through high quality services, good spare parts availability and reliable productive products.

**Operational and solution excellence**

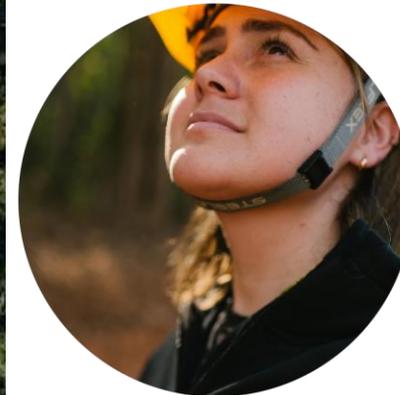
We are developing continuously to reach safety and excellence in our products, services and daily operations. Responsibility is enabling our sustainable business.

**Sustainable financial performance**

We are continuously seeking balance between growth, profitability and cash flows to enable financial sustainability.

**Grow faster than the market**

We are developing our sales and service network and challenging our competitors through technology leadership. We have the most competitive offering in the market.

**Great company culture**

We are developing Ponsse culture, management systematics and leadership with great passion to serve our customers in an agile way. We respect, trust and care for each other.

**SUSTAINABILITY & SAFETY  
ONE PONSSE**

Sustainability is driving our business and is a direction for us. Sustainability enable our social and economic success. By being responsible in every aspect we can develop the right way.

# WHY DATA IS IMPORTANT?

- Understanding the operating environment
- Better decision-making
- Forecasting and scenarios
- Service-based business models



# OUR DATA JOURNEY



# WHY DATA CENTRALIZATION?



Maintainability



Unified data



Governance



Shareability,  
self-service  
reports

# HOW TO SUCCEED

- Clear vision
- Governance model
- Data ownership
- Master data management
- Agile methods and experiment culture



# DIGITAL SOLUTIONS



Ponsse  
Manager



Ponsse Sync



Active Manual



Ponsse  
Parts Online



# ECOSYSTEM BUILDING



The mission of FORWARD'27 ecosystem is to develop new innovative technological solutions for mobile working machines in challenging locations, supporting the industry of heavy machinery to transform to be sustainable.

<https://forward27.ponsse.com/>

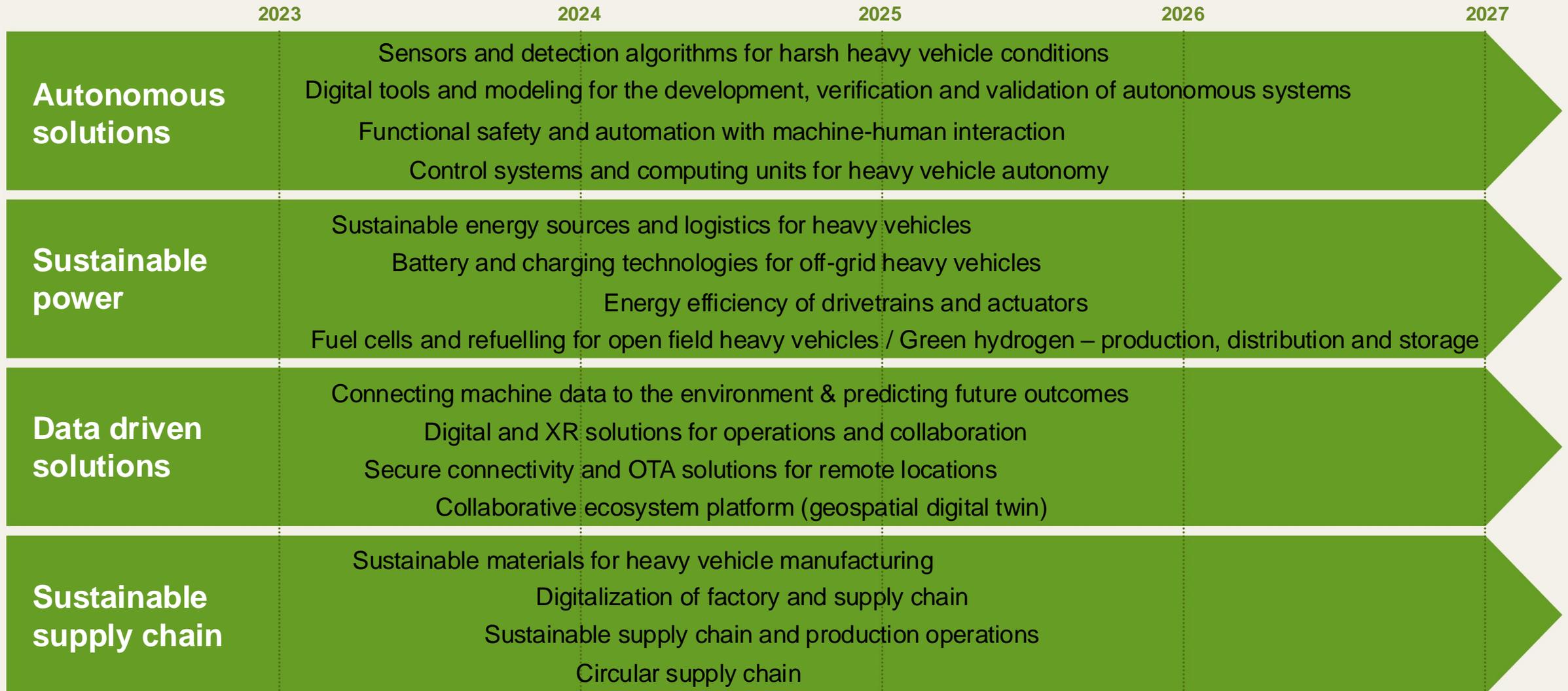


## OBJECTIVES

Our objectives aim to develop solutions for intelligent, zero-emission off-road and commercial vehicles. By developing and utilizing advanced technologies, it is possible to manage operations in a more sustainable, efficient, and profitable way also in challenging environments.

# WE WILL SOLVE THE TECHNOLOGY & COMMERCIAL CHALLENGES

through collaboration in ecosystem projects to create solutions for off -road & commercial vehicles





PONSSE

# ÄLYKKÄÄMPÄÄ SIIRTOJENHALLINTAA

Siirrot PRO mahdollistaa koneiden siirtojen ennakkosuunnittelun, reaaliaikaisen seurannan kartalla, ilmoitukset siirron vaiheista kaikille osapuolille sekä viestinnän tehostamaan nopeasti muuttuvia tilanteita työmailla. **Siirrot PRO** ja **PONSSE Manager 2.0** on integroitu, jolloin PONSSE-koneet näkyvät järjestelmässä automaattisesti.

**siirrot** PRO

**MANAGER 2.0**



The background of the advertisement is a black and white photograph of a man, Einari Vidgrén, smiling. He is wearing a dark corduroy jacket and is positioned on the right side of the frame. The background shows a forest with a PONSSE logging machine and several workers in the distance.

***WE DO***  
***WHAT WE PROMISE***

“Machine users are the best experts,  
so we always listen to them.”

***-EINARI VIDGRÉN***