



woodio

Yes it's wood





Gas dependent ceramic industry is facing huge challenges. Besides being a heavy energy guzzler, the ceramic industry is also among the most polluting industries in the world.

500 million metric tons of CO₂* emissions

Considerable NO_x and SO_x emissions

High consumption of drinkable water

Particle emissions

*Equivalent to approximately 200 million passenger cars emissions.



Woodio has created the World's first wood based alternative to ceramic and solid surface materials.

Woodio technology significantly reduces CO2 emissions of sanitaryware and makes solid surfaces recyclable.





AWARDS AND RECOGNITIONS



DESIGN DEED
OF THE YEAR
2019



IPR excellence
FENNIA PRIZE 20

FENNIAPRIZE 20
WINNER

“This is an absolutely ingenious product the like of which I have never seen before!”

-Joseph Grima, The International Friend of Habitare 2022

The choices of the International Friend
HABITARE
PRODUCT 2022

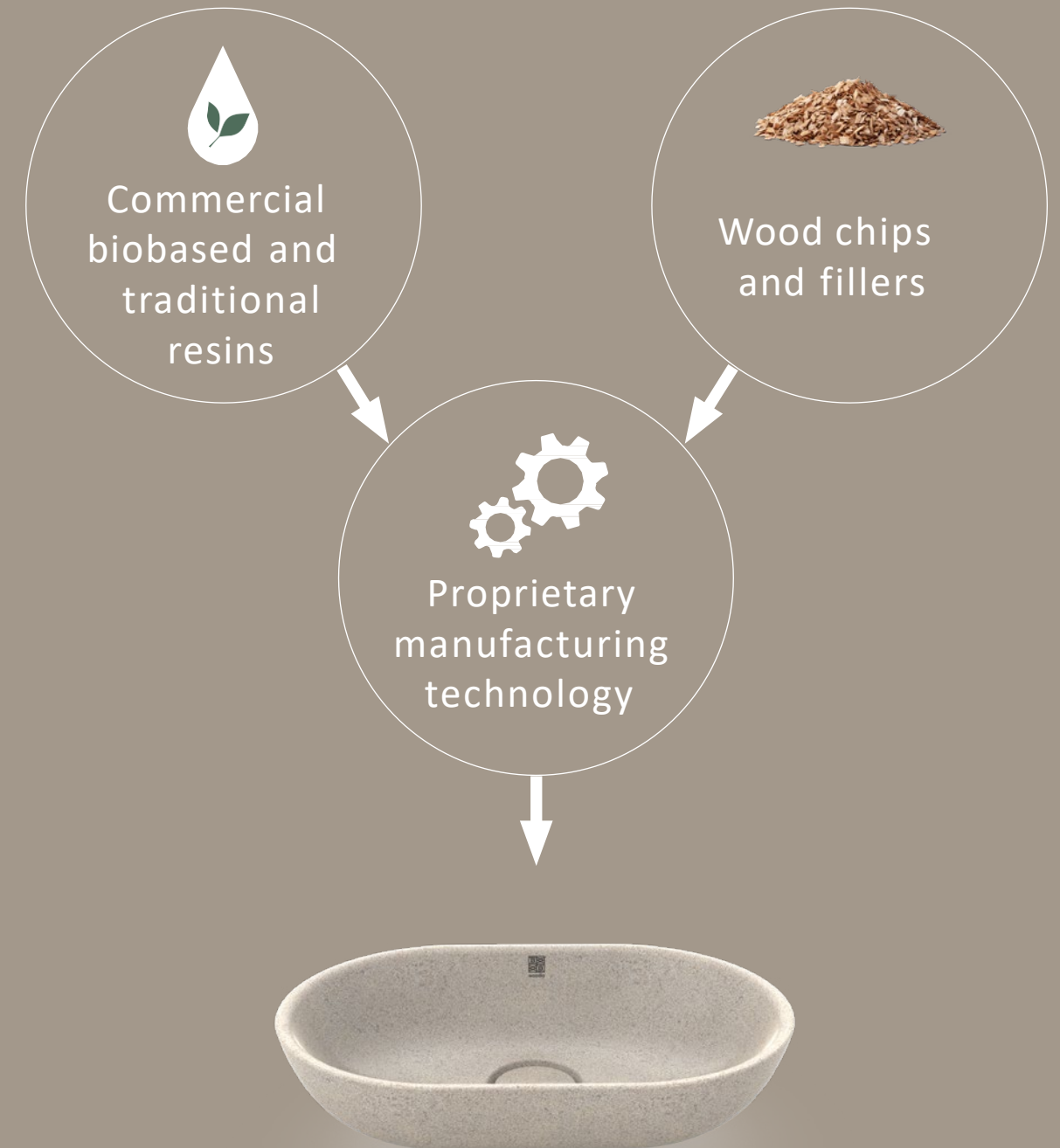




INNNOVATION

First in the World – multi-purpose solid wood composite material

- 100 % waterproof
- Low weight & high durability
- Low energy process, no gas
- Up to 90 % renewable
- Recyclable to particle board or energy
- Patented





COMPANY

Woodio is a trendsetter and a pioneer of eco- material design

Woodio is a Finnish start-up company commercializing proprietary wood-composite.

Our vision is to become a mainstream player on a € 200 billion sanitaryware and solid surface markets.

- Founded in 2016, sales started in 2019
- € 0.9 million sales in 2022
- Employes 33 persons
- Inhouse manufacturing in Finland





POR T F O L I O

Washbasins



Toilet seat



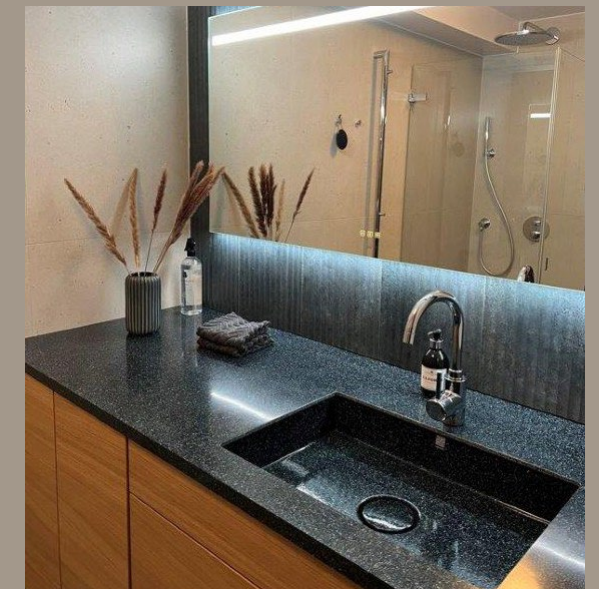
Bathtub



Accessories



Solid surface





WHY WOODIO ?

The main USPs for our clients are:

Trendy and future compatible

- Interesting and sustainable design taps to global megatrends and zeitgeist

Improved product

- Superior impact strength, long service life and fast cleaning, no maintenance

Low carbon footprint

- >100 kg CO2 saving per average bathroom room

Lower building costs

- Easy installation and logistic due light weight and clever design





STRATEGIC PATH

Nordic markets as stepping stone to Global markets

Uncertain natural gas availability, building regulation and rising energy cost drives Woodio's growth

Strategic goals

By 2025

- Enter mainstream sanitaryware markets in Nordics
- Build new factory
- Become revenue funded

By 2030

- Expand to European and North American markets
- OEM / private label / licencing
- Become the leading global eco-material design brand



BUSINESS MODEL

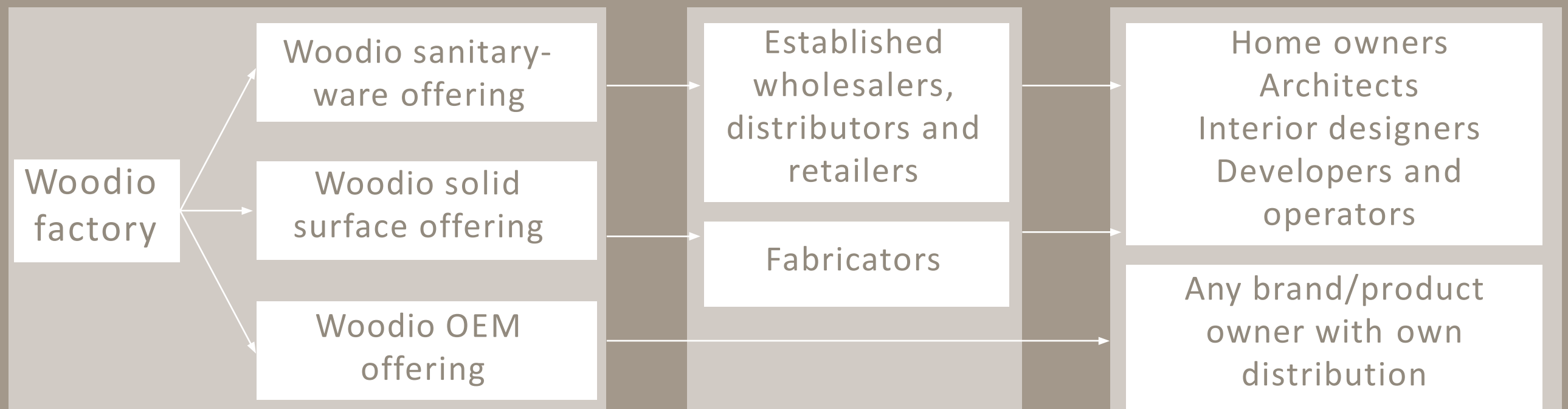
Woodio® technology is being commercialised through 3 synergistic business models

To maintain focus in Woodio operations we have chosen applications and customer segments that are highly synergistic

Business segments

Partners

End-users / Buyers





FINANCIAL FORECAST

Positive EBITDA in 2025

€ 17 million funding package is currently missing € 5 million in Equity

	2022e (K€)	2023 (K€)	2024 (K€)	2025 (K€)	2026 (K€)
Revenue	600	1 316	3 960	7 715	13 115
<i>Sanitaryware</i>	<i>600</i>	<i>1 188</i>	<i>3 135</i>	<i>5 000</i>	<i>7 350</i>
<i>Solid Surfaces</i>	<i>0</i>	<i>128</i>	<i>825</i>	<i>2 215</i>	<i>3 765</i>
<i>OEM</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>500</i>	<i>2 000</i>
Gross margin	1 632	1 567	2 554	5 377	9 204
<i>Gross margin %</i>	<i>88 %</i>	<i>73 %</i>	<i>64 %</i>	<i>70 %</i>	<i>70 %</i>
<i>Personnel</i>	<i>-1 637</i>	<i>-2 247</i>	<i>-2 568</i>	<i>-3 365</i>	<i>-3 686</i>
<i>FTE</i>	<i>31</i>	<i>39</i>	<i>44</i>	<i>61</i>	<i>65</i>
<i>Opex</i>	<i>-1 694</i>	<i>-1 638</i>	<i>-2 189</i>	<i>-2 295</i>	<i>-2 561</i>
EBITDA	-1 157	-1 871	-1 721	214	3 307
EBITDA %	-62 %	-87 %	-44 %	3 %	25 %
Capex	-768	-3 084	-2 065	-966	-350
Profit/loss	-1 384	-2 522	-2 761	-1 001	2 062
Cashflow	-2 375	-5 111	-4 301	-1 321	2 074

Profit lines include also grants and R&D capitalizations



woodio[®]

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