

'We will continue the development of our customer-centered cut-to-length-based products and services.'



## Editorial

A customer-centered approach is one of the most important Ponsse values, and it can be seen in all our activities. We wish to look at our business even more from the viewpoint of our customers.

We have a new CEO, and we have also made changes in sales and marketing. Jarmo Vidgrén started as the Sales and Marketing Director on 1 June. He is responsible for Ponsse's global sales and servicing. Managed by Jarmo, the sales and servicing network of our six strategic market areas is closely connected to the customers' business. This presence will no doubt ensure the best possible service in the local market, also in the future. At the same time, we will be able to be closer to our own people and develop our business. In our quickly-changing environment, we wish to take care of the continuous development of our organizations and personnel's expertise. It is important for Ponsse that our staff includes new persons to carry the responsibility in challenging positions. The development work at Ponsse has remained lively. With the investments at the Vieremä factory, we aim at a continuous improvement of our quality and an intensification of our business. The entire organization is involved in the development of products and operation methods. The factory is being renewed, and quality is the key. The new machining center and development of the continuous improvement methods are investments in quality and reliability. The factory is now working perfectly, and we have been able to respond effectively to the needs of the customers, despite the fluctuating component availability.

The development of our supplier network continues. We started a new project at the beginning of this year in order to more closely integrate the supplier network in the Ponsse business. We have also made major investments in our own product development personnel and process development. The development of internal processes can be seen as close and seamless cooperation between various activities.

Our after-sales service network is being expanded; the latest addition is the PONSSE Service Center in Falun, Sweden. In Finnish servicing, we will celebrate the opening of the new facilities in Kouvola at the end of the year. In March, more than fifty after-sales service professionals from 14 countries met at Vieremä. In this event, we received valuable feedback from the network and information on how we can further develop our products and services. In 2008, we celebrate the tenth anniversary of the Kouvola and Rovaniemi After-sales Centers. Ponsse AS of Norway will also celebrate its tenth year in business.

Personally, I am happy and humble to be able to become the CEO of Ponsse. Now I have the opportunity to look at the familiar organization and the entire forestry industry from a new viewpoint. We are headed in a good, familiar direction: we will continue the strong development of our customer-centered cut-to-length-based products and services.

Several trade fairs are taking place during rest of the year. You are welcome to visit our stand to study our products, offer feedback and catch up!

A handwritten signature in black ink, which appears to read 'Juho Nummela'.

Juho Nummela  
President and CEO