

Loihde Plc's Corporate Governance Statement

Loihde Plc's corporate governance complies with valid legislation, the rules and regulations of the Nasdaq First North Growth Market Finland marketplace (First North), the company's Articles of Association and the governance principles confirmed by the company's Board of Directors.

Loihde complies with the Finnish Corporate Governance Code 2020 for listed companies in its entirety as formulated by the Finnish Securities Market Association. The Finnish Corporate Governance Code is publicly available on the Securities Market Association's website cgfinland.fi/en.

Even though compliance with the Finnish Corporate Governance Code is not required of First North companies, Loihde wants to promote good governance and transparency for shareholders and other stakeholders by complying with its recommendations. The company has complied with the Finnish Corporate Governance Code in its entirety since 6 October 2021, when the company's Supervisory Board ceased to exist as a result of the company's new Articles of Association.

The Corporate Governance Statement is given separately from the company's Report of the Board of Directors.

LOIHDE'S CORPORATE GOVERNANCE STRUCTURE

In accordance with the Finnish Limited Liability Companies Act and the Articles of Association, the management of the company is divided between the General Meeting, the Board of Directors and the CEO. Shareholders participate in the management and supervision of the company through the decisions made at the General Meetings. In addition to the Articles of Association, the management is regulated by the rules of procedure, which define the central duties of the

Board of Directors, the committees and the CEO as well as the meeting policies followed by the company.



GENERAL MEETING

The General Meeting is Loihde Plc's highest decision-making body. At the General Meeting, the shareholders' decisions include:

- the adoption of the financial statements and the use of the profit shown on the balance sheet,
- the discharge from liability of the members of the Board of Directors and the CEO,
- the appointment and remuneration of the members of the Board of Directors,
- the election and remuneration of the auditor,
- changes to the Articles of Association, and
- acquisition and transfer of treasury shares.

The Annual General Meeting is held annually before the end of June on a date decided by the Board of Directors and considers matters that according to the Limited Liability Companies Act and the Articles of Association belong to the Annual General Meeting and other possible proposals mentioned in the notice. An Extraordinary General Meeting is convened if necessary.

A shareholder shall according to the Limited Liability Companies Act have the right to have a matter falling within the competence of the General Meeting dealt with by the General Meeting, if he or she so demands in writing from the Board of Directors well in advance of the meeting, so that the matter can be mentioned in the notice.

General Meeting 2021

Loihde Plc's Annual General Meeting was held on 6 May 2021 in Seinäjoki. 2,037,301 shares, or approximately 35 per cent of all shares, were represented at the meeting. The members of the Board of Directors, the CEO and the auditor were present at the meeting, either in person or through remote access.

The General Meeting decided on conditional amendments to the Articles of Association including a change in the company's corporate governance structure and the abolition of the Supervisory Board. The decision was conditional on the company's Board of Directors applying for the company's shares to be listed for trading on First North, and the changes to the Articles of Association came into effect on 6 October 2021.

SUPERVISORY BOARD

Until 6 October 2021, the company had a Supervisory Board consisting of 18 members. The members were appointed by the General Meeting so that annually one third of the members were appointed for a three-year period. It was the duty of the company's Supervisory Board to:

- supervise the management of the Board of Directors and the CEO,
- decide on the convening of the General Meeting,
- issue a statement to the Annual General Meeting about the financial statements and the auditor's report,
- decide on the number of members of the Board of Directors and appoint the members of the Board of Directors
- decide on the remuneration of the members of the Board of Directors
- give the Board of Directors instructions in questions that are far-reaching or important in principle.

The Supervisory Board consisted of the following people in 2021: Christian Wetterstrand (Chairperson), Martti Alakoski, Carita Ehnström, Lars Gästgivers, Pekka Haapanen, Pasi Haarala, Juha Koivisto, Matti Kulmakorpi, Jorma Kuoppamäki, Kuisma Laukkola, Riina Nevamäki, Heikki Mäki-Valkama (as of 6 May 2021), Ari Närvä, Björn Pundars, Raimo Ristilä, Janne Tuomikoski, Matti Uusi-Kakkuri and Piia Uusi-Kakkuri. Personnel representatives were Miia Manner and Olli Korpiertki.

The Supervisory Board convened three times during the year. The combined meeting participation rate of the members was 100 per cent.

BOARD OF DIRECTORS

The Board of Directors has general responsibility for the management of the company and the proper organisation of the operations of the company. The Board of Directors has adopted written rules of procedure for the management, where matters that shall be dealt with by the Board of Direc-

tors, meeting practices and decision-making procedures are defined.

According to the Articles of Association, the company's Board of Directors consists of five to seven ordinary members, which are appointed by the General Meeting for one year at a time. The Chairperson of the Board of Directors is also elected at the General Meeting, and the Board of Directors elects a Vice-Chairperson from among its members. The proposal to the General Meeting on the number of members, the members and the Chairperson of the Board of Directors as well as their remuneration is prepared by the Shareholders' Nomination Board. The majority of the members of the Board of Directors has to be independent of the company, and at least two members have to be independent of the company's major shareholders as well.

The Board of Directors is convened by the Chairperson on a regular basis, at least six times a year. A quorum of more than half of the members of the Board of Directors must be present at the meetings.

The Board of Directors regularly assesses their operations and working methods through self-evaluation once a year. In 2021, the evaluation of the Board of Directors was carried out by an external consultant and based on a questionnaire survey and interviews with the Board of Directors and the management.

Main duties of the Board of Directors

According to the rules of procedure, the main duties of the Board of Directors are among other things to:

- approve the long-term targets and strategies of the Group and its business areas,
- approve the business, financial and investment plans of the Group and its business areas for the financial period,
- ensure that the external financial statements of the Group and its companies are duly made as required by law,

- create the necessary organisational structure for the company's operations,
- appoint and discharge the CEO, the Managing Directors of the Group's business areas and the Directors in charge of the Group's administrative support functions, and decide on their remuneration and benefits,
- decide on the general principles for the Group's incentive schemes,
- approve the Group's values and follow their fulfilment,
- organise internal audits, follow external audits and take measures following from these together with the CEO,
- define the acquisition strategy and approve acquisitions,
- decide on significant investments by Group companies, other long-term expense items, transfers of property and funding vehicles,
- decide on significant expansion and reduction of operations, and
- prepare the matters to be dealt with by the General Meeting and see to their execution.

Diversity of the Board of Directors

Diversity is a central principle when Loihde's Board of Directors is elected. It supports the company's business development and the achievement of targets. The diversity of knowledge, experience and viewpoints among the members of the Board of Directors enables an open and innovative approach to business development, supports an improvement of customer understanding and promotes good governance.

Essential factors for diversity in the Board of Directors are the members having complementary education, know-how and experience from different industries and different development stages of business management, and the personal qualities of the members of the Board of Directors. Diversity is supported by the Board of Directors having a wide age distribution, well-balanced gender representation and member experience from international business environments and different cultures.

The Shareholders' Nomination Board takes the diversity principles into account when planning the composition of the Board of Directors. As a part of the election and evaluation process, they look for representatives of both genders. Persons that are appointed to the company's Board of Directors must, in addition to the required qualifications for the role, also have enough time to take on the role. When preparing the composition of the Board of Directors, long-term needs and successor planning is also acknowledged.

Members and meetings of the Board of Directors in 2021

In 2021, Loihde's Board of Directors consisted of Timo Kotilainen (Chairperson), Kaj Hagros, Jussi Hattula, Elina Piispanen, Matti Piri and Stefan Wikman. All members were independent of Loihde and its major shareholders.

The Board of Directors convened 18 times during the year. In 2021, the work of the Board of Directors centred on developing the company's strategy and following up strategy implementation, supporting performance development measures for the Group and business areas, listing on the First North marketplace and sustainability matters.

Secretary of the Board of Directors was CFO Pirjo Suhonen (until 26 May 2021) and thereafter lawyer Teresa Kauppila from Castrén & Snellman Attorneys Ltd.

Committees of the Board of Directors

In 2021, the Audit Committee and the Personnel Committee, working under the Board of Directors, have prepared matters that fall under the responsibility of the company's Board of Directors.

Audit Committee

It is the duty of the Audit Committee to among other things follow the financial reporting process for the interim financial statements, the financial statements and the consolidated financial statements and oversee the accuracy of Loihde Group's financial statements, the financial reporting process and the statutory audit. The committee follows the efficiency of Loihde Group's internal control, internal audit and risk management systems and oversees the Group's risks and the quality and coverage of the risk management. In addition, it is the duty of the Audit Committee to prepare pro-

posals to the Board of Directors on matters relating to the development of corporate governance.

The Audit Committee consists of members that are appointed by the Board of Directors and that are not part of the company's management. They shall be independent of the company and at least one of them shall be independent of the company's major shareholders.

In 2021, the Audit Committee consisted of Matti Piri (Chairperson), Stefan Wikman and Timo Kotilainen. The committee convened a total of seven times during the year. Each member's participation in meetings is shown in the table below. Secretary of the Audit Committee was Group CFO Pirjo Suhonen.

Personnel Committee

It is the duty of the Personnel Committee to among other things prepare proposals for Loihde's Board of Directors on the appointment of the CEO and other Directors that are members of Loihde Group's Leadership Team and to chart their successors when required. Additionally, the Personnel Committee prepares proposals on the principles of remuneration for and compensation of the personnel and the Leadership Team and on share-based incentive schemes. The committee prepares the remuneration policy and remuneration report of Loihde's governing bodies.

The Personnel Committee consists of members that are appointed by the Board of Directors. In 2021, the Personnel Committee consisted of Elina Piispanen (Chairperson), Jussi Hattula and Kaj Hagros. The committee convened a total of seven times during the year. Secretary of the Personnel Committee was Group HR Director Jaana Mäkinen.

MEMBERS OF THE BOARD OF DIRECTORS IN 2021

Name	Year of birth	Education	Main occupation	Ownership 31 Dec. 2021	Member since
Timo Kotilainen (Chairperson)	1959	M.Sc.Eng.	Founding Partner, KASIN Consulting Oy, Board professional	2 108	2019
Kaj Hagros	1970	M.Sc.Eng., MBA	Equity investor, Managing Partner of Redstone Nordics Oy	1 478	2021
Jussi Hattula	1968	M.Sc.Eng.	Director, Finnish Industry Investment Ltd (Tesi)	0	2018
Elina Piispanen (Vice-Chairperson)	1963	M.Sc.Econ.	Board professional, CEO of Fit Advice Oy	1 008	2019
Matti Piri	1969	M.Sc.Econ.	Group CFO, Accountor Group Oy	428	2021
Stefan Wikman	1956	LLM (with court training)	Senior Advisor, Roschier, Attorneys Ltd.	528	2021

MEETING ATTENDANCE OF THE BOARD OF DIRECTORS

Name	Position	Board of Directors	%	Audit Committee	%	Personnel Committee	%
Timo Kotilainen	Chairperson of the Board of Directors	18	100	7	100	6	85
Elina Piispanen	Vice-Chairperson of the Board of Directors, Chairperson of the Personnel Committee	18	100			7	100
Matti Piri	Chairperson of the Audit Committee	18	100	7	100		
Kaj Hagros	Member	18	100			7	100
Jussi Hattula	Member	18	100			7	100
Stefan Wikman	Member	18	100	7	100		

SHAREHOLDERS' NOMINATION BOARD

On 6 May 2021, the Annual General Meeting of Loihde Plc resolved to establish a Shareholders' Nomination Board to prepare proposals on the election and remuneration of the members of the Board of Directors for the General Meeting and confirmed the rules of procedure for the Nomination Board.

The Shareholders' Nomination Board is the governing body of the company's shareholders or their representatives, the duty of which it is to annually prepare the proposals regarding the election and remuneration of the Chairperson and members of the Board of Directors for the Annual General Meeting, and for the Extraordinary General Meeting when required. It is the main duty of the Nomination Board to ensure that the Board of Directors and its members have sufficient expertise, know-how and experience that correspond to the company's needs and to prepare well-founded proposals on the matter to the General Meeting.

According to the rules of procedure of the Nomination Board, during the first two terms of office, the members of the Nomination Board are appointed so that the association Virian pienosakkaat ry has the right to appoint three members, Finnish Industry Investment Ltd ("Tesi") has the right

to appoint one member, LocalTapiola Mutual Life Insurance Company and LocalTapiola General Mutual Insurance Company (jointly "LocalTapiola") have the right to jointly appoint one member and Katja Ahola and Janne Tuomikoski have the right to jointly appoint one member. The term of office of the Nomination Board ends annually when new members have been appointed to the Nomination Board.

In October 2021, the above mentioned appointed the following members to the Shareholders' Nomination Board:

- Kalervo Haapoja, Piia Uusi-Kakkuri and Christian Wetterstrand, appointed by Virian pienosakkaat ry,
- Jussi Hattula, appointed by Tesi,
- Juha Malm, appointed by LocalTapiola, and
- Antti Pelkonen, appointed by Katja Ahola and Janne Tuomikoski.

The Chairperson of Loihde's Board of Directors Timo Kotilainen participated in the work of the Nomination Board as an expert without right to participate in the decision-making. Chairperson of the Nomination Board was Christian Wetterstrand and secretary the Group's Director of Communications Tiina Nieminen.

The Shareholders' Nomination Board convened three times during the year. The combined meeting participation rate of the members was 100 per cent.

CEO

It is the duty of the CEO to be in charge of the day-to-day management of the company in accordance with the law and the instructions and orders issued by the Board of Directors. The Board of Directors appoints and discharges the CEO, decides on the salary and remuneration of the CEO and other terms of the employment relationship and supervises the operations of the CEO. The CEO ensures that the company's accounting practices are in compliance with the law and that the financial matters are organised in a reliable way.

Samu Konttinen has served as CEO of Loihde since 1 January 2021.

LEADERSHIP TEAM

The Leadership Team assists the CEO with the planning and operational management of the business. Among other things, it prepares Loihde's strategic planning and annual planning, follows the fulfilment of plans and financial reporting and prepares significant investments and acquisitions and divestments. One of the main duties of the Leadership Team is also to develop the internal cooperation within the Group and promote joint development projects. The members of the Leadership Team are appointed by the Board of Directors. Loihde's Leadership Team convenes regularly approximately twice a month. The CEO is responsible for the decisions made by the Leadership Team. It is the duty of the members of the Leadership Team to execute the decisions in their own areas of responsibility.



MEMBERS OF THE LEADERSHIP TEAM 31 DECEMBER 2021

Name	Year of birth	Education	Role	Ownership 31 Dec. 2021	Member since
Samu Konttinen	1973	MBA	CEO	10 876	2021
Katja Ahola	1976	MA	Managing Director of Loihde Analytics Ltd	212 994 ¹	2017
Tomi Bergman ²	1974	M.Sc.Econ	Managing Director of Loihde Advisory Ltd	32 586	2021
Marko Järvinen	1970	M.Sc.Eng., eMBA	Managing Director of Loihde Trust Ltd	4 772	2014
Juha Meronen	1972	M.Sc.Pol.	Managing Director of Loihde Factor Ltd	1 368	2021
Mikko Mäkelä ³	1973	M.Sc.Eng.	EVP Strategy and Business Development	1 668	2021
Pirjo Suhonen	1965	M.Sc.Econ	Chief Financial Officer	3 125	2018
Jere Teutari ⁴	1972	BBA	Chief Marketing Officer	0	2021

¹ Directly owned shares 2,418, shares through Bellurum Oy 210,576 ² As of 1 June 2021 ³ As of 8 February 2021

⁴ As of 19 October 2021. Director of Communications Tiina Nieminen was a member of the Leadership Team until 18 October 2021.

INTERNAL CONTROL AND RISK MANAGEMENT

The Board of Directors of Loihde Plc has confirmed the principles of risk management, internal control and internal audit that the Group shall comply with.

Risk management

The aim of Loihde’s risk management is to support the implementation of the strategy and the achievement of the targets as well as to promote business continuity by reducing business vulnerability and protecting functions that are critical to business operations.

Risk management is an integral part of Loihde’s daily business management. The Board of Directors and operational management of each Group company ensure that risk management is taken into account in the company’s business operations, on both a strategic and operational level. The organising of risk management in practice is lead on a strategic and Group level by Loihde Plc’s EVP Strategy and Business Development and on an operational level by the person in charge of the company’s risk management. The actual risk management is performed by every employee and supervisor in the company in their day-to-day work.

Risks are identified and assessed with the help of strategy risk mapping in connection with strategy, with the help of project risk assessment in connection with projects and in connection with annual structural risk mapping. When identifying risks, a comprehensive view of the internal and external environment of the Group, the business area and the unit and possible events that could affect the reaching of the targets is formed.

In the annual risk assessment, risks are assessed based on the probability of fulfilment and the impact they would have. From the point of view of reaching the targets, risks seen as particularly significant are defined as key risks and these are examined and approved annually by Loihde’s Board of Directors, and the resources and actions of risk management are primarily aimed at these. For key risks, a risk owner is appointed. The key risk owner plans and organises adequate actions for controlling the risk and is responsible for the implementation and reporting of these.

The most significant risks

The most significant risks and uncertainties that affect the operations of the Loihde Group are described in the company’s financial statements and the report of the Board of Directors.

Internal control

Internal control is a part of Loihde’s risk management system. It is the duty of internal control to adequately ensure the accuracy of processes and control risks that can have a negative effect on the accuracy of financial reporting or business functionality and efficiency or that can be linked to compliance with external laws and internal operating principles and guidelines.

The internal control procedures include, for example, policies and guidelines, risk identification and control measures to reduce risks, as well as the ensuring of the functionality of the controls.

The person most responsible for the Group’s internal control is the CEO of Loihde Plc and on a business or company level the Chief Business Officer or Managing Director of the company. They take responsibility for that there are adequate internal control procedures to control risks and prevent adverse events. Operational management is responsible for risks and controls relating to them as well as for implementing corrective measures relating to controls.

The management with the above-mentioned responsibilities and the entire personnel constitute the so-called first line of defence of internal control. The second line of defence is the financial organisation of the Group and its subsidiaries. Internal control, auditors and supervisory authorities function independently as independent organisations constituting the third line of defence.

The Audit Committee supervises the internal control and the development and implementation of internal audit by authorisation of the Board of Directors. The CFO reports to the Audit Committee at least annually about the implementation of internal control and the results of internal audits.

Internal audit

Internal audit is a function that is intended to verify the fulfilment of the management and control environment and to recommend the development of the control environment on the basis of the conducted audits. Loihde does not have a separate function for internal audit. The Board of Directors assesses the need for internal audit annually and decides on the tasks needed for internal audit and the organising of these based on the assessment. The Board of Directors can use external help for implementing audits.

INSIDER MANAGEMENT

In matters related to insider information, Loihde complies with applicable legislation, like requirements in compliance with the Market Abuse Regulation and the guidelines for insiders published by Nasdaq Helsinki Ltd. In addition, the company has formulated its own insider guidelines, where instructions and regulations relating to insider management, publication of insider information, maintenance of insider lists and transactions of the management are defined.

Loihde maintains a project-specific non-public insider list for projects that have insider information. All people that have access to insider information specific to the project or event are listed as insiders. The people that are on the insider list cannot trade nor recommend trading in the company's financial instruments during the project in question. Persons that are on the insider list are informed in writing of this and of the obligations consequent on this, as well as of the applicable consequences of insider trading and illegally expressing insider information.

The management of Loihde must schedule its trading in the company's financial instruments so that it does not reduce general trust in the securities market. Management refers to members of Loihde's Board of Directors and Leadership Team. Management cannot trade during a closed window of 30 days preceding the publication of the financial statements release, business report or half-year report, nor can

they trade on the day of publication. The restriction on trading also includes persons that participate in the preparation of profit reports or get information of their forthcoming content before the information is published.

On the grounds of the Market Abuse Regulation, Loihde Plc's management and their related parties must report trading in the company's financial instruments made for their own account both to the company and to the Financial Supervisory Authority without delay and no later than within three working days of the trading. As for the company, it has to publish the transactions in question as company announcements without delay and no later than within two working days of receiving the information.

Loihde's CFO is responsible for the coordination and supervision of matters related to insider information.

TRANSACTIONS OF RELATED PARTIES

In accordance with the IAS24 standard, Loihde assesses and follows transactions made by its defined related parties. The company's related parties consist of its subsidiaries and the Board of Directors, the CEO and the Group's Leadership Team, as well as the family members of these and legal entities over which the mentioned persons exercise a controlling interest. Loihde maintains a list of parties that belong to the company's related parties and regularly follows, handles and assesses transactions made with its related parties in accordance with principles and regulation approved by the Board of Directors.

The company's financial management follows and supervises transactions of related parties as a part of the company's normal reporting and supervisory praxis and reports transactions of related parties to the Audit Committee on a regular basis. The company's Board of Directors decides on transactions of related parties that are not part of the company's normal business or that are not carried out under ordinary terms of trade. Members of the company's Board

of Directors and Leadership Team and persons and parties that belong to their related parties are obligated to report potential transactions of related parties to the company. Transactions of related parties that have been made under different terms than the normal terms of trade are reported in the appendices of the financial statements.

AUDIT

Loihde's auditor must be an audit firm with an auditor in charge that is approved by the Central Chamber of Commerce ("KHT auditor").

The General Meeting elects the auditor based on the proposal by the Board of Directors. The Audit Committee of the Board of Directors prepares the proposal for the election of the auditor. The term of the auditor ends with the conclusion of the Annual General Meeting following the appointment.

It is the duty of the auditor to audit the company's accounting, financial statements and management for the financial period. The auditor of the parent company must also audit the consolidated financial statements. The auditor reports regularly to the Board of Directors and its Audit Committee and gives the company's shareholders an auditor's report as required by law.

The company's auditor is the audit firm KPMG Oy Ab with KHT auditor Esa Kailiala as auditor in charge.

In accordance with the decision of the General Meeting, the auditor's fee is paid according to the invoice approved by the company. In 2021, the auditor was paid a total fee of EUR 259,909, of which EUR 141,094 was paid for services not related to the audit.

CERTIFIED ADVISER

Loihde's certified adviser in accordance with First North's regulations is Aktia Alexander Corporate Finance Oy.

Board of Directors

Timo Kotilainen

Chairperson of the Board of Directors

Born 1959
 Founding Partner, KASIN Consulting Oy, Board professional
 Member of the Board of Directors since 2019

Primary work experience:

CEO, Nixu 2006–2014
 Board professional 2003–2006
 Several managerial positions, Nokia Networks 1993–2003

Positions of trust:

KASIN Consulting Oy, Chairman of the Board 2014–



Kaj Hagros

Born 1970
 Equity investor, Managing Partner of Redstone Nordics Oy
 Member of the Board of Directors since 2021

Primary work experience:

CEO, Pivot5 2014–2017
 CEO, Tecnotree Oyj 2009–2013
 COO, FOX Mobile 2008–2009
 Managerial positions, First Hop 2001–2008

Positions of trust:

Heltti Oy, Chairman of the Board of Directors 2017–
 Inderes Plc, Chairman of the Board of Directors 2016–



Jussi Hattula

Born 1968
 Director, Finnish Industry Investment Ltd (Tesi)
 Member of the Board of Directors since 2018

Primary work experience:

Investment Director, Finnish Industry Investment Ltd 2008–
 Investment Director, Eqvitec Oy 2002–2008
 Strategy Director, Teliasonera, 2001–2002
 Director, Technology development, Sonera 1999–2001
 Development manager, Sonera 1994–1999

Positions of trust:

Aker Arctic, member of the Board of Directors 2016–
 Observer member e.g. Valmet Automotive, RMC



Elina Piispanen

Born 1963
 Board professional,
 CEO of Fit Advice Oy
 Member of the Board of Directors since 2019

Primary work experience:

Transformation Director, Sanoma Media Finland 2016–2018
 CEO, Fit Advice 2015–
 Managing Director, Technology – Nordic Mobility, Accenture 2011–2014
 Several managerial positions, Accenture 1995–2014

Positions of trust:

Punainen Risti Ensiapu Oy, Chairperson of the Board of Directors 2020–
 Sitowise, member of the Board of directors 2017–
 Telko, member of the Board of directors 2017–



Matti Piri

Born 1969
 Group CFO, Accountor Group
 Member of the Board of Directors since 2021

Primary work experience:

Group CFO, Altia 2013–2018
 VP Finance & Control, Neste Oil 2011–2013
 Finance Director and other positions in finance, Mars Inc 1994–2011



Stefan Wikman

Born 1956
 Senior advisor, Roschier
 Member of the Board of Directors since 2021

Primary work experience:

Lawyer, Roschier 1994–,
 Partner 1996–2016
 Managerial positions in KWH Group 1986–1994
 Manager, SYP 1983–1985

Positions of trust

KWH Group, member of the Board of Directors 2019–
 Harry Schauman Stiftelse, Chairman of the Board of Directors 2009–



All members of the Board of Directors are independent of the company and its major shareholders.

Leadership Team

Samu Konttinen

Loihde Group CEO
MBA, b. 1973
Employed by the Group since 2021 (member of the Board since 2019)



Primary work experience:

F-Secure Plc, CEO, 2016–2020
F-Secure, several managerial positions in business, sales and marketing 2005–2016
Valimo Wireless, sales director, 2001–2005

Positions of trust:

Aico Oy, member of the Board of Directors 2021–
Finnish Information Security Cluster ry (FISC), member of the Board of Directors 2017–
Cyberlab Oy, member of the Board of Directors 2021–

Marko Järvinen

Loihde Trust Ltd's Managing Director
M.Sc. (Eng), eMBA, b. 1970
Employed by the Group since 2014



Primary work experience:

Viria Link Oy, managing director 2016–2017
Anvia IT-palvelut Oy, managing director 2015–2016
Anvia Oyj, business director 2014–2015
Maintpartner Oy, region manager 2011–2014
Eka Polymer Latex Oy, manager, process development 2004–2011
FibroGen Europe Oy, product development 1999–2004
Oulun university, research engineer, Laboratory of bio-process technology, 1996–1999

Positions of trust:

Partnera Oy, member of the Board of Directors 2018–
Foamit Group Oy, member of the Board of Directors 2019–

Katja Ahola

Loihde Analytics Ltd's Managing Director
MA, b. 1976
Employed by the Group since 2017



Primary work experience:

Aureolis Oy, managing director 2013–
Aureolis Oy, COO 2011–2013
Aureolis Oy, partner, managing director 2001–2011
eNikkas, DW consultant 1999–2001

Positions of trust:

Hobby & Bitti Oy, chairperson of the Board of Directors 2014–
Crocoliini Oy, chairperson of the Board of Directors 2010–
Bellurum Oy, member of the Board of Directors 2018–

Juha Meronen

Loihde Factor Ltd's Managing Director
M.Soc.Sci., b. 1972
Employed by the Group since 2021



Primary work experience:

Tori.fi / Schibsted, managing director 2016–2020
Tori.fi / Schibsted, growth and insight 2014–2016
Avaus Consulting Oy, VP Consulting 2013–2014
Blyk Oy, several positions 2007–2012
Andersen Consulting Oy / Accenture Oy, several positions 1997–2007

Positions of trust:

Air-Faas Oy, member of the Board of Directors 2021–
Alces Growth Oy, member of the Board of Directors 2020–
OC Puisto ry, chairperson of the Board of Directors 2002–

Tomi Bergman

Loihde Advisory Ltd's Managing Director
M.Sc. (Econ.), b. 1974
Employed by the Group since 2021



Primary work experience:

Talent Base Oy, managing director 2008–
Satama Interactive Oy, senior consultant 2000–2007
EBS GmbH, Germany, consultant, 1999

Pirjo Suhonen

CFO
M.Sc. (Econ.), b. 1965
Employed by the Group since 2018



Primary work experience:

ABB Global Business Services, Northern Europe, Director, Finance Services 2017–2018
ABB Northern Europe region, Transformation Director, Finance Services 2016–2017
ABB, Director, Finance Services, Finland (2009–2015) & Balticum (2012–2013)
Atria Suomi Oy, Business Area Controller 2008–2009
Serres Oy, CFO 2003–2008
ABB Oy, Business Controller, financial manager, project manager 1989–2003

Mikko Mäkelä

EVP, Strategy & Business Development
M.Sc. (Eng.), b. 1973
Employed by the Group since 2021



Primary work experience:

Martela Oyj, Vice President, Innovation to Market, 2017–2021
Wärtsilä Oyj, Director, Strategy & Business Development, Marine Solutions, 2015–2017
F-Secure Plc, several positions in product management and strategy, 2009–2015
Nokia Plc, several positions in product management and strategy, 2002–2009
McKinsey & Company, Associate, 2000–2002
Andersen Consulting, strategy consultant, 1998–2000

Jere Teutari

CMO
BBA, b. 1972
Employed by the Group since 2021



Primary work experience:

Never Say No, business consultant, 2019–2021
Kaleva Oy, SVP Business development, 2018–2019
MTV Oy, SVP Marketing & Analytics, 2016–2017
MTV Oy, VP Commercial development, 2014–2017
Family Inc. Advertising, Managing Director, 2010–2014
Elisa Oyj, Marketing Director, 2009–2010
TBWA Helsinki, Marketing Director, 2007–2009
TBWA Helsinki, Strategy Director, 2003–2007