

Auramarine strategy 2021-2026

**Ensuring clients' success  
with modular solutions  
based on understanding of  
technology and business**

December 2021

# Our strategic goal

Our goal is to ensure our clients' success with modular solutions based on understanding of technology and business.

## Our mission

To be the preferred partner and supplier for leading players in the maritime, power and process industries by continuing to combine our technical expertise, high quality products and lifecycle services, and excellent customer service.

To identify opportunities and collaborate with key customers to further improve solutions and services ensuring the ongoing

success of their businesses. At Auramarine, we strive to create a deep understanding and needs analysis of our customer's business to solve their future challenges.

We want to continue to have a strong focus on operational excellence in quality, processes and building partnerships to enable profitable growth.

## Our vision and financial targets

Over the next five years, our aim is to be the preferred partner and supplier for leading players in maritime, power and process industries, with a strong foothold in new low and zero carbon marine fuels. Our financial targets are 7% growth to yearly business, 5 MEUR revenue reached by new business, and 10% profitability.



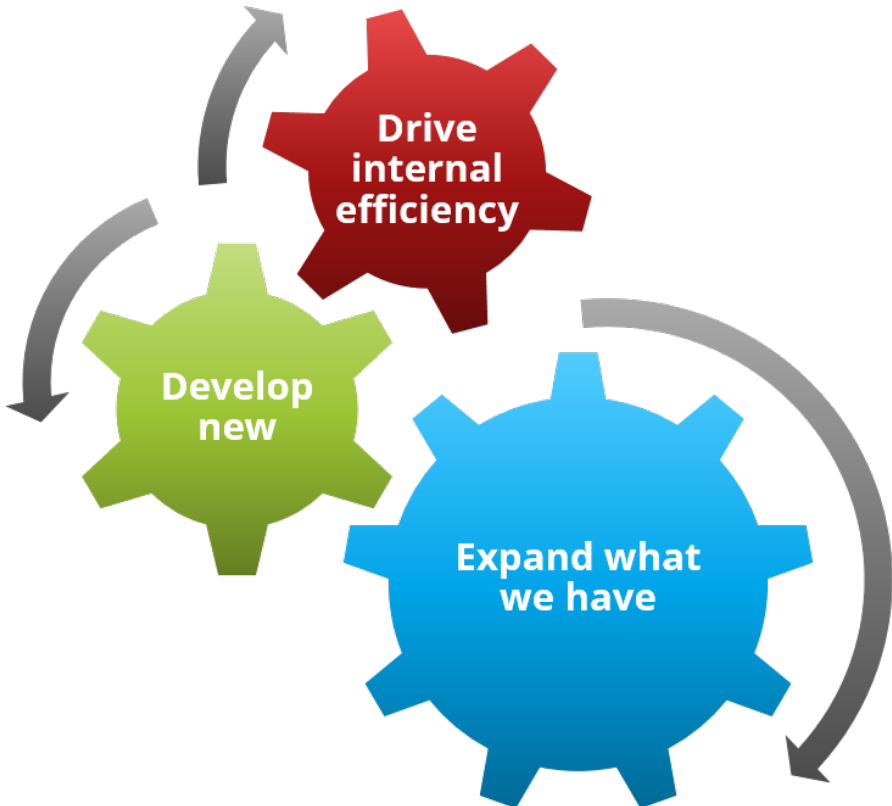
# A changing world

In the past, we have focused 95% on marine business. However, by applying our expertise to new market segments and new products we can serve our full market potential. This new approach will also support us in reaching our financial targets.

Our strengths are our agility as a business, strong and reliable brand and good reputation.

The success in reaching profitable growth and continuing our operations in the changing environment is built on three cornerstones; a broader approach to new markets, product diversification and internal efficiency.

# Job to do



A close-up photograph of a person's hand holding a small, young plant with two bright green leaves. The plant is growing out of a small amount of dark soil held in the palm. The background is a soft-focus green, suggesting an outdoor setting. The overall image conveys themes of growth, nurturing, and new beginnings.

**1**

**Develop  
new:  
Driving New  
business**

## Background

The marine and land-based fuel landscape is rapidly evolving. We have a strong foothold in the marine industry and want to maintain that. Additionally, we have existing expertise that the process industry, EPC contractors and data centres can benefit from. Leveraging new solutions for existing clients, as well as applying our expertise on current solutions to new industries, will enable us to offer a fuller scope, reduce cyclicality and establish a wider potential for Lifecycle Services.

## Targets by 2026:

- Provide **cooling and energy storage** solutions for **EPC contractors and data centres**
- Develop an effective product portfolio to **support the increasing use of LNG** in the marine industry for key customers
- **New fuels; Ammonia and Methanol**, co-create solutions for the marine, power and process industries to support uptake of new low and zero carbon fuels and be the front runner in developing this new technology
- **LBG (Liquified biogas)**; Utilise expertise in LNG and gas handling to establish a new business to support LBG production





2

**Expand what  
we have:  
Current  
business**



## Background

We can leverage our existing technology to expand our market reach to the power plant segment. Alongside this, we aim to further develop new products and services that serve both current and new market segments. Co-creating solutions with new and existing partners and customers will help us identify and find the best fit.

## Targets by 2026:

- Expand **power business** through close collaboration with chosen key clients and EPC contractors, with existing fuel supply products, and new products such as lubrication and water modules
- Continuous improvement and directions based on regular and measurable **customer feedback**.
- In relation to our **Lifecycle Services**, we will focus on retrofit turn-key orders, continue to enhance strong support from our agent network, ensure our product portfolio matches our clients' needs and utilise up-to-date global fleet information to proactively support our clients with spare parts and retrofit services

The background is a blurred photograph of a workspace. It shows a desk with a laptop, a computer mouse, and a white mug. A person's hands are visible, interacting with the mouse and the laptop. The overall tone is warm and professional.

**3**

# **Profitability: Drive Efficiency**

## Background

Enhancing our internal efficiency will help us drive improved profitability. Our increased economic performance will then translate to competitive prices for our customers, increased overall reliability, high quality products, business agility, and finally to drive a healthy, successful and impactful business.

### Targets by 2026:

- Maintain high quality and customer satisfaction by regular feedback and improvement process
- Maintain and improve sourcing efficiency
- An enhanced IT platform in place for efficient utilisation of data to support our processes and collaboration between business units
- Build up skills and competencies to support our strategic focus areas
- Explore partnerships and build relationships with chosen organisations and schools
- Committed and motivated personnel achieving great results together as one team, - team spirit supported by common wellbeing activities

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