

ORGANIZATION CHANGE AND FINANCIAL GUIDANCE INSPIRED BY THE NEW STRATEGY

STRATEGY

We are in the middle of an accelerating change of work, related to the developments that digital technology bring to how organizations operate and compete in the global market.

This change will bring Martela a number of new and exciting opportunities. In the new strategy, we predict how work environments and associated services best support the ways we work and lead in the future.

The new mission statement "better working" and our new vision "people centric workplaces" define our strategic direction. Martela provides people centric workplaces, where users and their wellbeing are in the core.

We will focus on the Nordic countries, as the Nordic countries are forerunner in hybrid working environments with common open work culture background and needs.

As work roles and tasks become increasingly diversified, work environments need to change too. Our strength at Martela is the ability to design and build environments to suit the unique needs of each organization. Hybrid environments to match the expectations of hybrid work combine the best parts of closed and open plan offices: they offer quiet areas for focused tasks, collaboration spaces to boost ideas, phone booths, teamwork rooms, and more.

ORGANIZATION

Martela's organization is changed to be in line with the sharpened strategy. Majority of the change will be effective from 1st October 2016. With the new organization we provide a single point of contact in all workplace related professional services.

The members of the Group Management Team are same as previously with some changes in roles and responsibilities.

Ari-Matti Purhonen, VP will have overall responsibility for Martela customer interface, sales and workplace professional services. In addition to sales in Finland and Sweden that he also led previously, Ari-Matti will be leading also Norway as well as International dealers.

Petri Boman, VP will continue to lead Customer Supply Management (CSM) and Information Technology. CSM responsibilities include Sourcing, Logistics, Product Development, Production and Quality. With the organization change Removals Service will be added to Petri's CSM-responsibilities.

Veli-Matti Savo, VP will be responsible for a new Innovation to Market (ITM) organization consisting of Brand Communication, Marketing, management and development of Workplace Services and Product Portfolio. Previously Veli-Matti led Marketing, BU International and International dealers.

Maija Kaski, VP will lead the new organization People and Communication. This organization is responsible for Human Resources, Wellbeing, coordination of Corporate Communication and Corporate Responsibility. Previously Maija led HR.

Riitta Järnstedt, CFO and Matti Rantaniemi, CEO will not have changes in organizational responsibilities.

FINANCIAL GUIDANCE

Year 2016 guidance remains the same:

The Martela Group anticipates that the Martela Group's revenue will slightly decline compared to previous year, however the Group's operating result will remain at the level of 2015. Due to normal seasonal variations, the Group's operating result accumulates mainly during the second half of the year.

Longer term guidance:

Together with the sharpened strategy Martela has set financial target to reach 8 % operating result level without extraordinary items during 2018.

MARTELA CORPORATION

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Additional information

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