



A year of changes

Looking back to 2008 at Vaisala, I feel a great sense of pride. We have accomplished a great deal. We have further refined our strategy, following a process started in 2007. As a result, we are now able to serve our customers in different applications even more efficiently than before. We have also identified entirely new applications, such as wind energy, where we believe Vaisala has much to offer. Our organization has been adjusted to cater for the customer segment-based reporting model.

We have strengthened our presence in India and China, and signed agreements with our customers in Africa and South-America. We want to contribute to the success of these developing markets, and work together with them to find the best solutions to their challenges.

Also in 2008, we carried out an interesting brand exercise to find out

what is the essence of the Vaisala brand. It turned out to be curiosity — curiosity to seek challenges and to solve problems. The new look and feel of the Vaisala brand embodies this curiosity, whilst respecting the company's long history and good reputation gained through the years. We hope you like it.

Another important achievement is Vaisala's commitment to corporate responsibility issues. We are currently working towards publishing the first Vaisala Corporate Responsibility Report in 2009. We have also joined the UN Global Compact, and committed ourselves to its ten principles of human rights, labor rights, protection of the environment, and anti-corruption.

No doubt 2009 will be just as busy for us. With curiosity, we look ahead to new challenges. One of them, and one that we are particularly proud of, is the develop-

ment project for a new reference radiosonde for climate change observations. We are committed to contributing to the research on climate change by providing the best possible tools for scientists. We hope that this project will reap great rewards in the near future.

What is your challenge in 2009, and how can we help you to solve it? Let's talk.

A very Happy New Year to all,

Kjell Forsén