

CAPITAL MARKETS DAY, 2018

Project Brief

Updated: 05/09/18

BACKGROUND	OBJECTIVES
<p>Uponor is planning to host a Capital Markets Day at the Apple Valley location in the Training Academy on May 17.</p> <p>We are hosting 14 investment analysts from Europe and North America who will be interested in seeing where Uponor has been investing in the last few years.</p> <p>In addition to presentations, we will provide a 60-minute tour of the Apple Valley campus.</p> <p>Related events that week</p> <ul style="list-style-type: none">• May 14-15: Group Communications meetings with UNA teams• May 15-16: ExCom meeting• May 15: Uponor Sustainability Summit (MN Zoo)• May 16: ExCom meet and greet (1 to 1:30 p.m.)• May 16: Webcast team set-up / rehearsal 4 to 5 p.m.• May 16: Cocktails/dinner with attendees• May 17: Capital Markets Day	<p>Our overall objective is to educate investors about our opportunities and strategy to verify confidence in our organization.</p> <ul style="list-style-type: none">• Uponor strategy• Future growth and profitability as a company• Demonstrate our innovation and investments/expansion• Industry/market trends• Sustainability targets and ambitions for business and our own operations

AGENDA/STRATEGY

Programme outline

Wednesday 16 May 2018

18:15 Informal get-together and dinner buffet at Hyatt Regency Bloomington – Minneapolis

Thursday 17 May 2018

07:15 Bus transportation from Hyatt Regency Bloomington – Minneapolis to Uponor

08:00 Registration / Welcome

08:15 **The Uponor strategy** – President and CEO

08:45 **Building Solutions – Europe: Profitable growth in Europe after the transformation programme**
President of Building Solutions – Europe

09:15 **Uponor Infra: Profitable growth in infrastructure solutions after the transformation programme**
President - Uponor Infra

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09:45	Break and refreshments
10:15	Building Solutions – North America: Meeting customer demand in North America President of Building Solutions – North America
10:45	Sustainability – targets and ambitions for business and our own operations VP of New Business Development and CSR, Uponor Corporation
11:15	Lunch
12:15	Site visit / manufacturing tour
13:15	Refreshments and coffee
13:45	Looking beyond: New business development and digitalisation – President and CEO
14:00	Looking beyond: Intelligent Water & Phyn Plus – President of Building Solutions (NA)
14:15	Looking beyond: Hygiene and prefabrication – President of Building Solutions (Europe)
14:30 - 15:00	Q&A Closing – President and CEO
15:00 - 15:45	Bus transportation from Uponor to the Minneapolis airport

TARGET AUDIENCE/ATTENDEES

- 14 investment analysts and brokerage firm investment reps
- ExCom members
- Headquarters and North American Communications teams
- Designated U.S. project team members
- Training team (to answer questions in apps lab before and after Capital Markets Day as well as during breaks and at lunch; will also provide the manufacturing tour)

Note: Group invited investment analysts and brokers from Europe and North America. Currently, 14 are registered to attend; they will analyze the organization to verify confidence in the organization and where we're headed.

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KEY MESSAGES

Our overall objective is to educate investors about our strategy and opportunities to verify confidence in our organization.

- Uponsor strategy
- Future growth and profitability as a company
- Demonstrate our innovation and investments/expansion
- Industry/market trends
- Sustainability targets and ambitions for business and our own operations

FUNCTIONAL SUPPORT NEEDED

- N/A Video development
- Graphic design - TBD
- Internal communications
- External communications
- Administration
- Market/industry trends
- Facilities / Operations / Tour
- IT

N/A External agency

KEY MILESTONES

March 9, 2018: Presentation outlines due to VP of Communications

March 19, 2018: PowerPoint first draft due to VP of Communications

March 19, 2018: Update to Senior Management

April 16, 2018: PowerPoint second draft due to VP of Communications

April 27, 2018: PowerPoint final draft due to VP of Communications

May 11, 2018: All PowerPoints finalized

May 15-16, 2018: Executive Committee (ExCom) meeting in Apple Valley

May 15: Executive Sustainability Summit at Minnesota Zoo (ExCom, Senior Management, Headquarters Communications, Sustainability Team)

May 16: Webcast crew arrives in Apple Valley at 9:45 a.m.; rental company arrives at 10 a.m.

May 16: Final rehearsals

May 16: Cocktail reception/dinner to welcome guests

May 17: Capital Markets Day

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BUDGET REQUIREMENTS

All expenses incurred to support this day must be covered by Headquarters Communications – with the exception of staff/labor.

- Invoices should be coded to **XXX** and labeled **CMD**.
- Any expenses charged to corporate credit cards should use Expense Type “**Other Prepaid Expense**” and enter **CMD** in the Business Purpose.
- Then once the event is over and we believe all expenses and invoices have been submitted, Finance will do a charge back to Uponsor Headquarters for the total.

TEAM MEMBERS

Communications	Headquarters and North American Communications Teams
Manufacturing	VP of Operations
Event coordination	Event Coordinator; Executive Assistant
Supporting team members	Director of Operations Brand Director Graphic Designers / Photographers IT Training Team Phyn Team

TACTICS

Deliverables	Audience(s)	Owner	Est. Cost	Timing	Status/notes
Training Branding (Auditorium)	Investors/ExCom	Brand Director			<p>Current branding in training room where webcast will be broadcast is sufficient.</p> <p>Setting up camera in the middle.</p> <p>Blue table drape front and center. Bring “100 years” banners in.</p> <p>In addition to our current product/system displays in the app lab, we are adding:</p>

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					<ul style="list-style-type: none"> Phyn Plus display where people can see / feel the device, see the water shut-off / turn-off and an app display. EU prefab combi-port unit on display
Manufacturer of the Year lobby and training center banners	Investors/ExCom	Brand and North America Communications			<p>Capital Markets Day branded pieces will arrive by May 14, 2018.</p> <ul style="list-style-type: none"> CMD2018 30x14_0518 sign for podium 100-year anniversary banner stand Welcome/we're glad you're here banner stand Minnesota Manufacturer of the Year 2018 banner stand Phyn banner stand
Webcast	Investors (present and online)	HQ Communications			<p>IT will be available to support webcast crew who will arrive the day before on May 16 at 10 a.m. to set-up and test. Confirming availability to be onsite May 17.</p> <p>This webcast is not repurposed for other audiences.</p> <p>Webcast room layout: set up camera in middle of the auditorium.</p>

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Manufacturing Tour	Investors/ExCom	Training Team			<p>60-minute tour</p> <p>The tour will not include the quality assurance portion, as the time is limited. (If Quality Assurance is part of the tour, it adds another 30 min.). The sequence is planned as follows.</p> <p>Factory (30 min)</p> <ul style="list-style-type: none"> • Tour prep with non-disclosure agreements • QA process at extruders • Mixing room • Stucki wall • Extrusion process at extruders including sustainability initiatives • Oxygen barrier line • ProPEX rings • Very large diameter • Straight length bays • Pipe in pipe • Lacquer lines <p>Annex (30 min)</p> <ul style="list-style-type: none"> • Ecoflex • HelioPEX (if applicable) • New addition extruders • LEED Gold features • Recoil • Packaging

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					<ul style="list-style-type: none"> Encapsulation Lean processes <p>We will plan to break the attendees into two groups. We have microphones and headsets to accommodate.</p>
Printed materials	TBD	HQ and North American Comms Teams			<p>Will provide printouts with folders (HQ Comms bringing Uponor-branded folders); printouts include agenda, presentations with notes (A4 paper ordered); Johanna to bring pre-printed badges/lanyards for attendees.</p> <p>Communications teams meeting on 5/15 to assemble</p>
Bill's presentation	Investors/ExCom	Corporate Communications			<ul style="list-style-type: none"> Uponor President will give two presentations: <ul style="list-style-type: none"> 30 min on BLD-NA 15 min on Phyn Plus <p>Presentations completed.</p>
Hosts/point people	Investors/ExCom/ Global employees	Executive Assistants			<p>Comm VP has requested two North American assistants to serve as resources to help ensure a smooth flow of the presentations and guides attendees to refreshments, lunch, tour, etc.</p>
Photos	Investors/ExCom/ Global employees	Marketing and Comms Teams			<p>Discrete photos allowed as long as the webcast</p>

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					cameras do not capture the photographers.
Audio/visual needs	Investors/ExCom	IT			2 red laser pointers ordered. Bulbs in projectors are new IT support to be on-call for any IT needs on May 17 (located in Training Center)
Comm dinner (May 14 evening)	Marketing Communications dinner with Group Comms	Events team			Event coordinator sent invite; Hazelwood Food and Drink at 7 p.m.
Sustainability Symposium (May 15)	Invitees: Greater MSP, MBR, ExCom, Core Sustainability Team, Group Communications				<ul style="list-style-type: none"> ExCom members Sustainability team Comms teams
CMD cocktail hour / dinner (May 16 evening)	Investors / ExCom / Group employees / hosts/organizers	Events team			Stone Arch Room is on reserved at the Hyatt. Buffet menu has been confirmed. Food will start right at 6:15 and be available until 8:00. Guests can come and go as needed. There will be no formal program.
Misc. tasks	Investors/ExCom / Global employees	All team members			All team members

Notes:

Video: We will not include a video in the presentation due to limited budget; we will use still photos only.

Group Communications team:

- Arriving Sunday, 5/13. Brand Director to pick them up from Hyatt Regency Monday, 8:30 a.m.
- Corporate Communications has created an agenda for HQ Comms Team for the week of May 14.

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LOCATION OF ARCHIVED ASSETS

2016 Capital Markets Day – Hassfurt, Germany [included link to internal documents]

APPENDIX & INSIGHTS

N/A