
THE OPTINOVA WAY

#feelgoodfactory





THE PURPOSE

The story you now hold in your hand will give you an overview of the Optinova Group. It describes **who** we are, **why** we exist, **what** we do and **how** we've chosen to do it, all of which are conscious decisions. We've packed this into a folder making it easy to understand our Company and our Vision.

The audience is primarily our own champions, meaning our **employees**, who create our success. However, external partners might also find it useful to understand how we conduct business "the Optinova way."

Enjoy! 

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THE ELEVATOR PITCH

The Optinova Group is a leading global supplier of **advanced tubing solutions** for the global medical device industry and for challenging industrial applications.

We use our experience and knowledge in **extrusion**, combined with a **sustainable** business mindset, to develop top quality components which are part of **innovative** solutions, **increasing the quality of everyday life.**

OUR
GREATER
PURPOSE

All in all, we describe how and what we do with our guiding star **#feelgoodfactory.**

Have we made you curious? That's great. Let's find out more



We use our **experience and knowledge in extrusion**



Combined with a **sustainable business mindset**



To develop top quality components which are part of **innovative** solutions



**Increasing
the quality of
everyday life**
(our greater purpose)

WELCOME TO OPTINOVA

Optinova has a **long story**, but we consider it only to be the **beginning of a journey**. We're still a teenager at heart, aiming high and building something that goes far beyond our imagination. We don't know exactly what it is, probably never will, but we know it will make the world a better place.

Our story also motivates our employees to be part of our journey and build something bigger with a greater purpose; to grow through that journey and have fun along the way. We want to show that **combining dedication for business with a sustainable mindset can make magic happen** far beyond general expectations in society. Putting company culture and employee happiness at the center of attention is an important focus for us.

Nordic **professionalism, integrity** and a **desire** to evolve have shaped our company and the way of working with partners to ensure the latest generation of advanced tubing.

The belief in combining extensive knowledge in extrusion with **passion** and **fun** has always been our foundation, and it will continue to be so.

**IN YOUR HAND YOU HOLD "THE OPTINOVA
WAY" OF DOING BUSINESS. IT'S A GUIDE TO
HOW WE ROLL.**

ENJOY!

Anders Wiklund

Anders Wiklund,
CEO, Optinova Group



FIRST THINGS FIRST: HOW IT ALL BEGAN

Approximately 50 years ago, the Swedish company Habia decided to start a new factory in response to rising market demand. They looked for suitable locations and ultimately chose to place the new factory in the Åland Islands. The reasons were access to a skilled, loyal work force and the local tax incentives.

The factory opened in 1971 under the name Godby Plast. This was the first facility to manufacture cable and tubing. This launched a successful venture that would become one of the Åland Islands' biggest private employers and a local ambassador for global business.

The founder, Obi Jacobson, still serves the Optinova Group as a senior advisor.



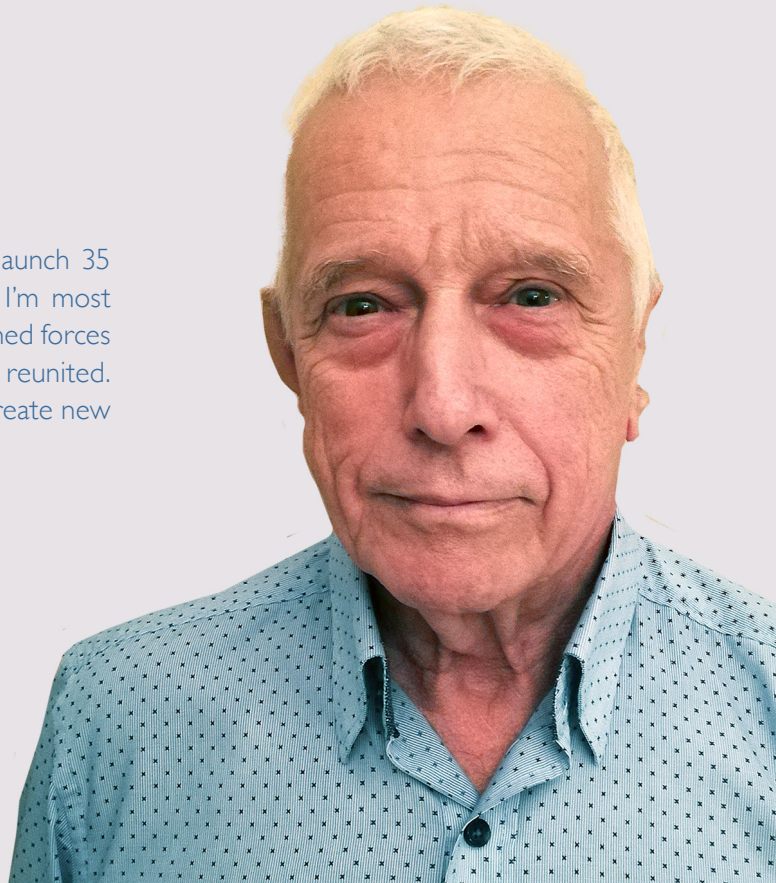
WORDS FROM OBI

“Throughout my working life I’ve had the pleasure to launch 35 companies around the world. Two of the ones which I’m most proud of is Optinova and ScanTube. When these two joined forces in 2015, it felt like the circle was closed and the family was reunited. Together, we’re even stronger and better equipped to create new successes.”

Obi Jacobson

Obi Jacobson

Founder of Optinova and ScanTube



ERIKSSON CAPITAL

Optinova has, since 1986, been owned by Eriksson Capital, a family-owned investment company from the Åland Islands. In fact, the company has a wide variety of enterprises, each of which is characterized by being different from others in its market but also fun as a creative, quality-oriented endeavor. Optinova is the second-largest company in Eriksson's portfolio.

Rebecka Eriksson is the vice president of Eriksson Capital Ab.



WORDS FROM REBECCA

“We’ve owned Optinova for more than 30 years and have constantly invested in the company to achieve its full potential. The progress has been remarkable, but there are still many opportunities for us. Optinova, with its fantastic team of dedicated employees, will achieve something even greater, and we as owners will do our outmost to make it happen.”

Rebecka Eriksson

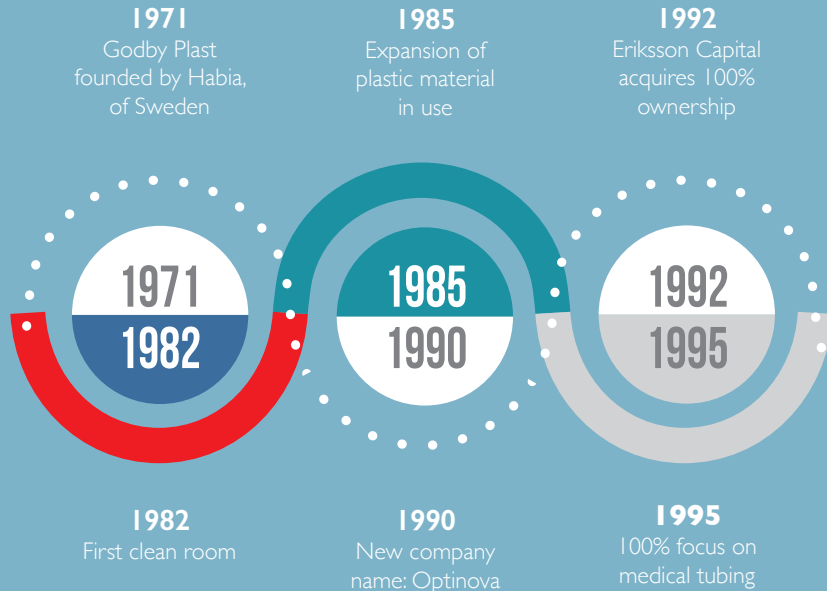
Rebecka Eriksson

Vice President, Eriksson Capital, Owner of Optinova Group



OUR HISTORY

DECADES OF ADVANCED TUBING



1998

Established
in China

2002

Hall 6 finished;
300 m² clean
room

2013

Second plant in
Minneapolis, USA
established

2017

Sales office in
Bangkok, Thailand,
established

1998
2000

2000
Established
in the USA

2002
2011

2011
Acquisition of
Medicin Lake
Extrusion in Min-
neapolis, USA

2013
2015

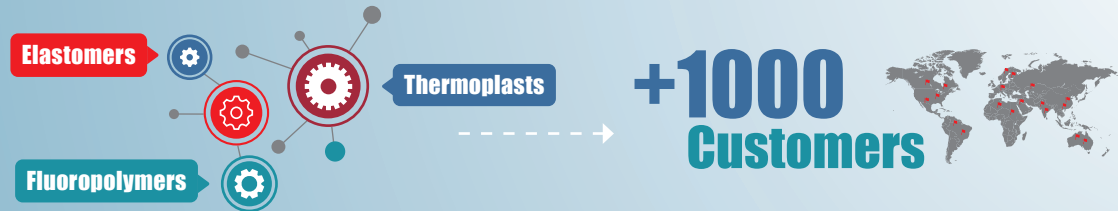
2015
Acquisition of
ScanTube Group;
industrial tubing
added to portfolio

2017
2018

2018
Transition to only
one brand:
Optinova

WHO

DID YOU KNOW OPTINOVA HAS



TURNOVER

○ = Industrial ● = Medical

Distribution

Optinova Group has enjoyed years of steady growth, particularly since the addition of industrial tubing in 2015. Great synergy effects from M&A efforts, along with core business growth, have led to a healthy business balance and risk mitigation.

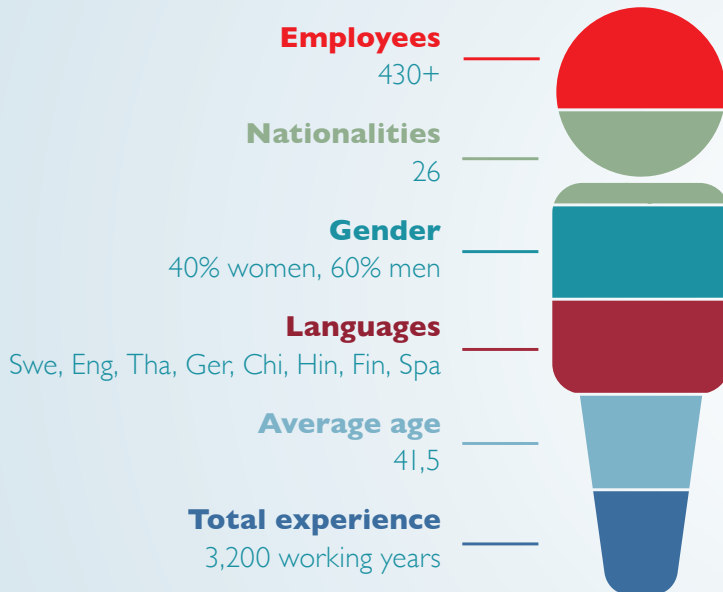


DIVERSITY

The diversity among Optinova employees is a competitive advantage.

We strive to be inclusive with respect to gender, age, nationality, culture and experience. With this we can get plenty of different views, ideas and input to help us make the best decisions.

Diversity is fun and enriching too, especially in a global organization where the understanding of cultural (internal and external) differences is essential.





MISSION: OUR GREATER PURPOSE

We use our experience and knowledge in **extrusion**, combined with a **sustainable** business mindset, to develop top quality components which are part of **innovative** solutions, **increasing the quality of everyday life.**



VISION: OUR DREAM

We want to be the number one extrusion partner for the global community using advanced tubing solutions for demanding applications.

OUR BUSINESS LINES

The Optinova Group is a leading global supplier of **advanced tubing solutions** for the global medical device industry and for challenging industrial applications.

Medical tubing

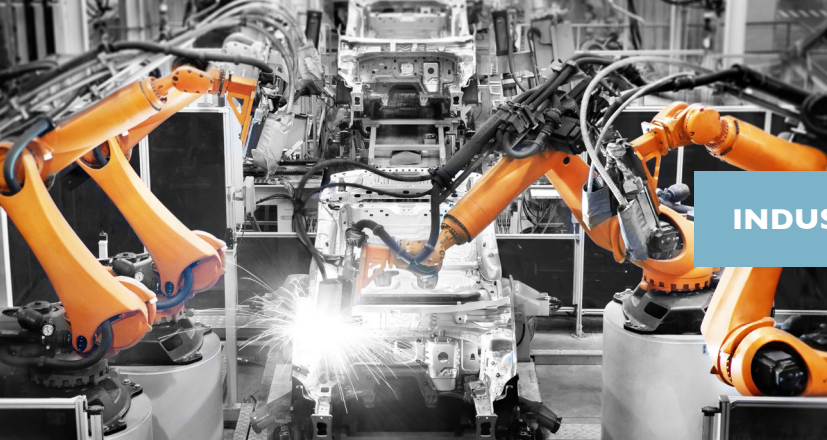
Optinova Group's medical extrusion solutions are designed into thousands of medical devices globally, mainly in the cardiovascular, delivery device and infusion therapy fields.

Industrial tubing

The industrial extrusion branch of Optinova is a renowned solutions provider in a range of areas, such as in chemicals, foods and pharmaceuticals as well as the electrical and electronics sectors.



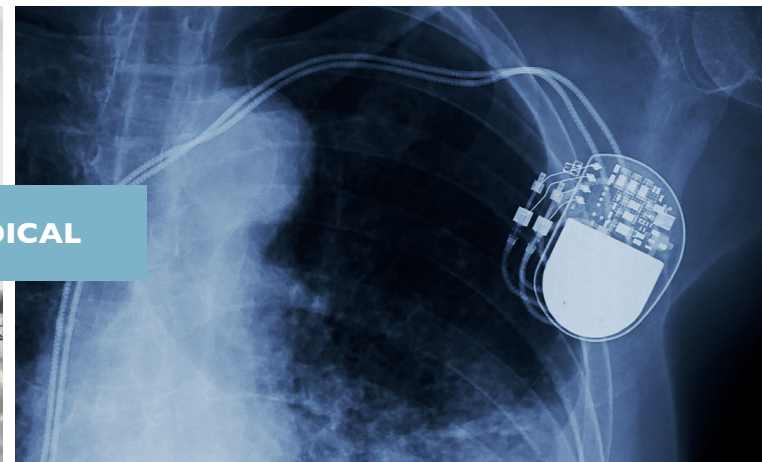
SCAN ME



INDUSTRIAL



MEDICAL





BRAND NAME

OPTI

Stands for advanced products requiring deep knowledge and years of experience.

NOVA

Stands for our ambition of being a global leader in our field.

#feelgoodfactory

Also used as our tagline with the logo and as a hashtag for new followers on social media.

UNIQUENESS



BRAND

Optinova is our one and only company brand globally.

QUALITY

Is our backbone and what we strive for at every single step.

BUSINESS VALUE

Creating business value through our total product and service package.

SERVICE

Outstanding service to our partners, in all interactions.

TRUST

We stand by our words, keep our promises and act with high integrity.

EXPERTS

+40 years of global extrusion experiences creates a real and unique advantage.

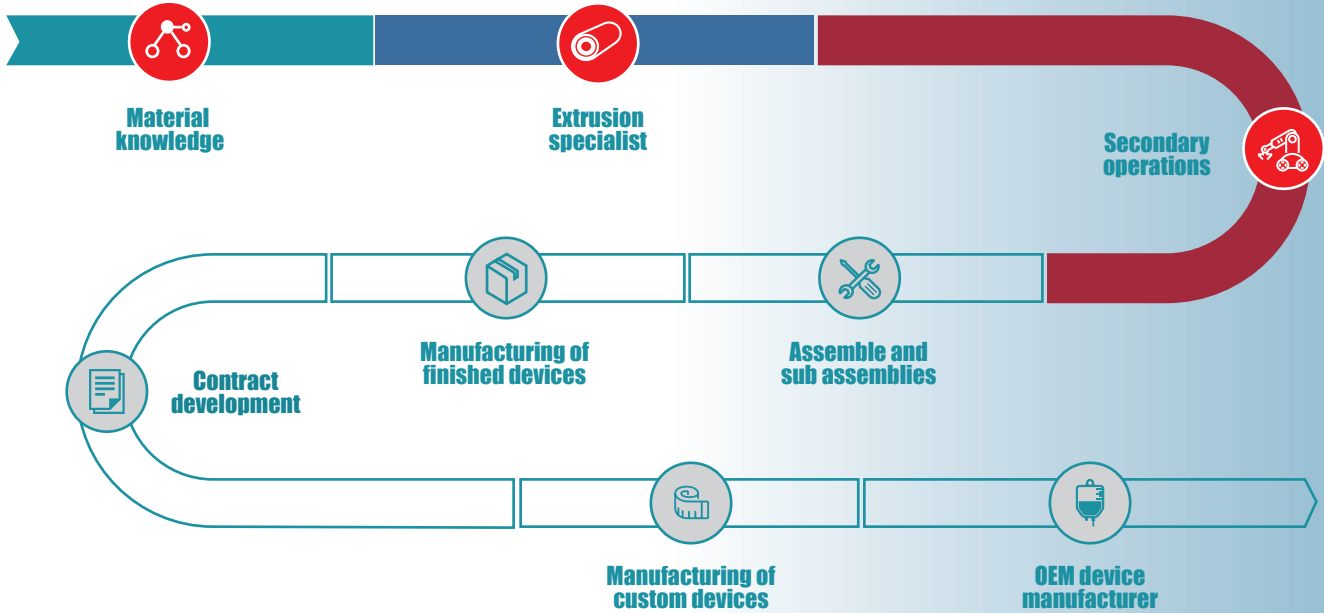
VALUE CHAIN

We continue to dig deeper in what we're really good at and what has created our success so far. This means that we focus on all aspects between **material knowledge, extrusion and secondary operations**.

We want to become even better in our expert field, widen our knowledge and offer an even deeper portfolio of opportunities to our partners. To set the expect-

tations straight, we have no intention to go down the value chain towards our customers. Instead we want to become even better in our field of expertise.







MATERIAL KNOWLEDGE

We possess in-dept knowledge of raw-material, having our own polymer experts (PhD level) as well as laboratories for research. We combine this with external partner collaborations that ensure our expertise in polymers and raw-material processing.



EXTRUSION SPECIALIST

We know extrusion inside out, the core of our business with over 100 extrusion lines globally, making us the biggest in the world. We continue to push the limits and develop our processes with new innovations.



SECONDARY OPERATIONS

We provide secondary operations according to our partners' needs, many times tailor-made just for them. Our R&D center provides valuable consultancy, and we've even created the robots needed to make the operations as automatic and efficient as possible.



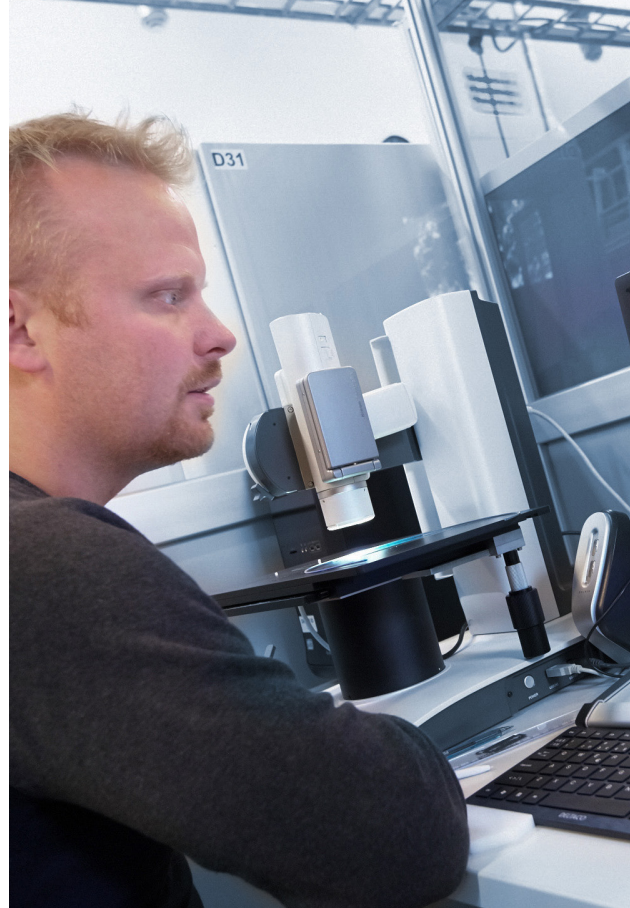
**We dig deeper where
we're really good**

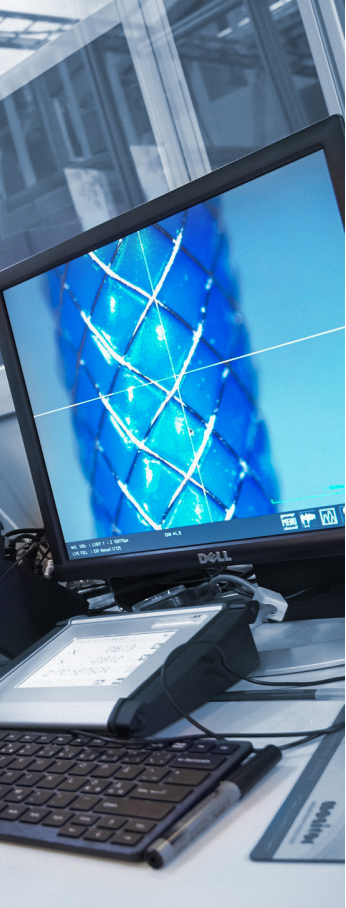
INNOVATION

Innovation is the lifeblood of any successful company. So, innovation and continuous improvement are fundamental to our daily operations, not just in R&D but in every aspect of the business.

DIGITALIZATION

We have a strong belief that, by adding a digital layer on top of the craftsmanship, we will be able to enhance our capabilities and provide even higher value for our customers. We push the boundaries of what is possible in the extrusion of high-performance tubing, and we follow manufacturing development with Industry 4.0.





PARTNERS

We have chosen an organizational setup through which we can be close to our customers and interact with them on a day-to-day basis and, as much as possible, in their respective languages and time zones.

This goes for our sales resources and local inventory as well as production facilities which step by step will be able to locally support our customers better and better.

Five plants and 10 sales offices combined with flying technical teams and virtual collaboration creates a feeling of closeness.

DOING BUSINESS
WITH OPTINOVA
should feel
INNOVATIVE, EASY AND FUN!

WHAT



AGILE & LEAN PRINCIPLES



Part of our culture is to work Agile and Lean, meaning flexible and adaptable with string focus on customer value.

DEFINITION

Lean manufacturing or Lean production (often simply “Lean”) is a method that ensures waste minimization (“muda”) within a manufacturing system without the sacrifice of productivity. Lean also takes into account the waste created through overburden (“muri”) and waste created through unevenness in the workload (“mura”). Working from the perspective of the customer who

consumes a product or service, “value” is any action or process that a customer would be willing to pay for.

Agile manufacturing is a term applied to an organization that has created the processes, tools and training needed for quick response to customer needs and market changes. It also ensures effective cost management and quality control.

FLEXIBLE AND ADAPTABLE

WHAT



QUALITY POLICY

We are committed to achieving customer satisfaction by supplying superior quality grade tubing and services that are delivered on time. We will accomplish this by continuing to improve our capabilities, complying with requirements, and maintaining the effectiveness of the quality management system.



Medical Device
ISO 13485



Clean Room
ISO 14644-1, class 8



Business Management
ISO 9001



Environment
ISO 14001

PEOPLE ARE THE ORGANIZATION

Business is done by people for people. That's the reason we've chosen to make the corporate culture the number one piece of the puzzle for continuing and enhancing our success story. Take care of your people, and the rest will follow.

EAGER FOR SUCCESS

We want to be seen as the established player who hasn't yet outgrown the teenage behavior of wanting to go our own way and challenge the set practices. We're bubbling with energy, always open to new friendships and endeavors. We're restless, with a strong belief in our ability to help make the world better. Our way of working is heavily affected by this mentality. The formal description would be Lean and Agile principles, but

we choose to see it as “common sense” packed into a family feeling.

ALWAYS FORWARD

Our direction is set. The plan how to get there is updated regularly and adapted to the rapidly evolving environment. We're in the driver's seat and will ensure that we close in to our long-term direction, day by day.



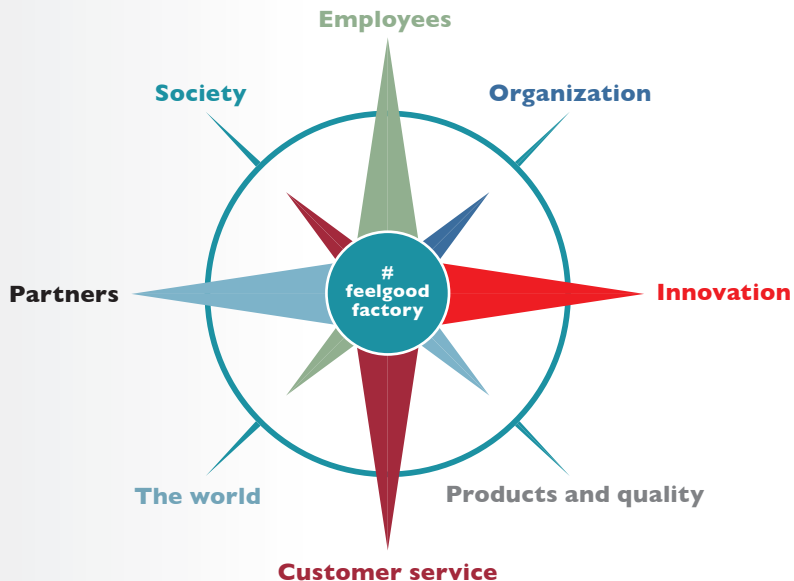
We're skilled, fun professionals with a bit of craziness: That's how we roll.

THE OPTINOVA WAY

Every day we strive to follow the Optinova way of doing business under our guiding star:

#feelgoodfactory.

We want to make end users, partners, employees and society feel good when in contact with our company.



#feelgoodfactory

Employees

Feeling motivated and having fun creates energy for our day-to-day work.

Organization

The feeling of belonging to the company; of contributing and having great relationships with colleagues.

Innovation

The feeling of constant improvement, pushing limits and having opportunities to test new ideas without fear of failure.

Products and quality

Feeling proud of what we produce and how it contributes to our partners ambitions.

Customer service

The feeling we create with the service we provide, internally and externally.

The world

The feeling of how our products contribute to improved quality of life.

Partners

The feeling we create for our partners when in contact with them, our family feeling of professional friendship based on true win-win.

Society

The feeling of adding value to local society by sharing our experience and supporting good causes.



#feelgoodfactory Our guiding star, summarizes the Optinova way of doing business.

Glocalness

We want decisions to be made as close to the local needs as possible, local empowerment and authority to drive the business along the long-term direction set.

Central decisions and directions are only used when there are positive synergies to be made creating even better prerequisites for driving business locally.

Strong self-powered units with close global cooperation in the hunt for great synergy effects.

OneOptinova

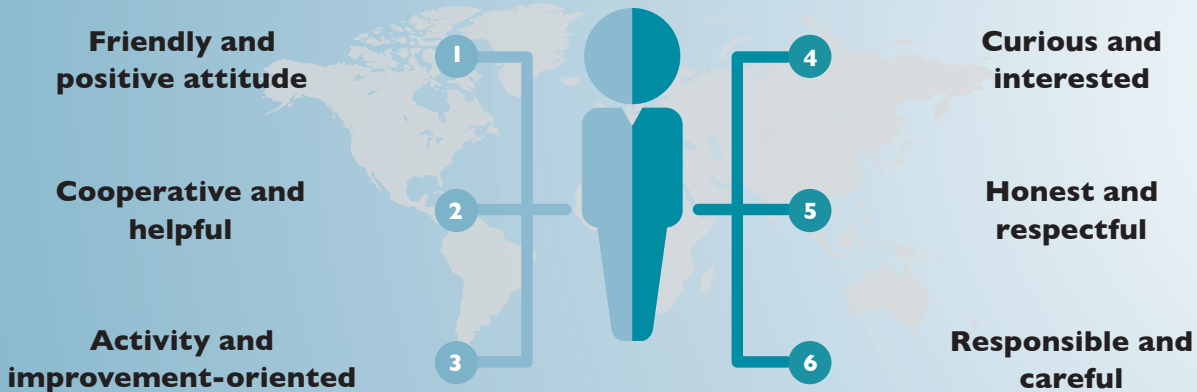
We strive to have a global company culture in which employees and partners feel they belong and are eager to do business. The goal is to be one aligned company. There are, however, local and cultural distinctions, so we don't try to force everything into a template. A global, high-level "we" feeling is probably the best way to describe OneOptinova.



**FEEL GOOD
GLOBAL "WE" FEELING
CLOSE LOCAL DECISION-MAKING**

KEY BEHAVIORS

We encourage our key behaviors. They represent the cornerstone of our company culture. Our performance evaluation is always based on both **what** and **how** the task has been accomplished.



LEADERSHIP

Leadership has a huge effect on company culture and as a consequence in the company progress.

Leaders' roles

Leadership is a behavior and a choice which comes a lot from attitude. We encourage a leadership throughout the organization which motivates, inspires, empowers and creates a feeling of trust in the organization. Leadership for us is to show direction and create prerequisites for everyone to perform at their best and reach their full potential.



Training

Optinova provides training/coaching for our leaders, both internal training as well as external. In these sessions we focus a lot on leaders' roles in the company culture, communication, feedback and expectations as well as in coaching and conflict resolution. Each leader is paired with a mentor who provides coaching and supports the day-to-day leadership tasks.

AGILE MANAGEMENT

We orchestrate our business through agile management so that we all play in unison.

Coaching and mentoring

Interpersonal dedicated daily support to help each other.

Weekly action talks

Regular weekly talks between the leader and the employee for support and feedback

Monthly action plan

A transparent monthly plan that aligns expectations.

QRP and QRF

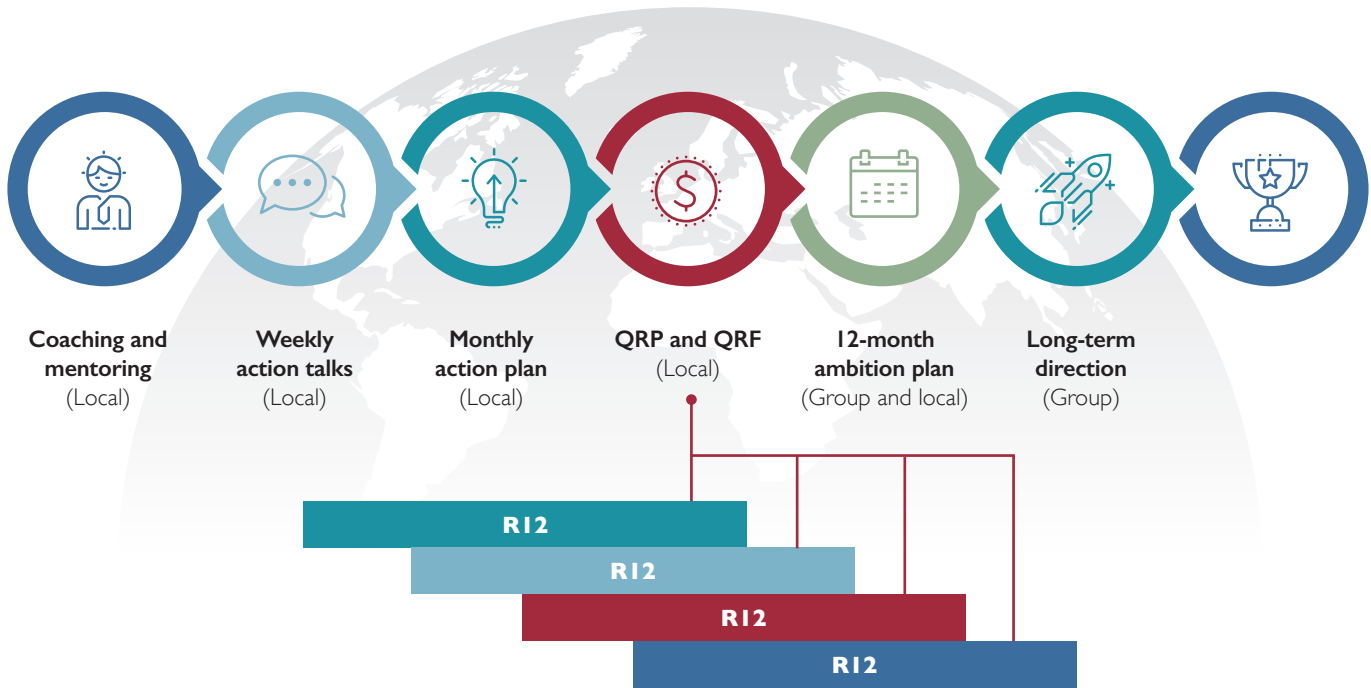
Quarterly Rolling Planning and consequently the Quarterly Rolling Forecasting of revenue and cost to ensure appropriate action.

12-month ambition plan

The ambitions for the coming 12 months with high level actions needed to reach our long-term direction.

Long-term direction

The future direction of best-case scenario, toward which we strive; the magnet for our planning and what we believe will lead us to our financial targets.



THINK OF US AS

- A place for you to grow . . .
- The place to reach and use your full capacity . . .
- Productive, creative and fun . . .
- A preferred employer . . .



GROWING PEOPLE

- We continuously develop our competencies as a cornerstone of growth. We work close with industry specialists, partners, networks and universities to enhance our knowledge.
- We build our competence in alignment with the market and our partners.
- This includes specialists and leaders.



**PRODUCTIVE,
CREATIVE AND FUN**



OPTINOVA ACADEMY

When people grow, our business grows.

Competence development is vital, which is why we've gathered our knowledge in the “**Optinova Academy.**” All training, whether as leadership training, extrusion or other aspects, is contained within this concept.

The main idea is to give **each individual** a clear development path, whether as a leader or a specialist. Therefore, a lot of the training is conducted in-house by the usage of internal already existing knowledge.

SOCIAL RESPONSIBILITY

- **Equality** between sexes is a must in our business.
- We encourage a **mix of people** regardless of their countries of origin.
- We have **zero tolerance** for racism or other workplace bullying based on individual differences.
- High **ethics** and **responsibility** shape our way of doing business.
- We **support** various **local** causes as a way to give back to society.
- We strive for **sustainable business**, socially and environmentally.



SUSTAINABILITY IS CENTRAL TO OUR #FEELGOODFACTORY DNA

We strive to be at the forefront by operating sustainably in our field and society. Our efforts are important for the growth of our employees and business. Together we can contribute to a better world towards higher purpose. We invite and encourage everyone at Optinova to participate and promote sustainability at any level.



Environmental

We're waste-aware. We track all leftovers and minimize waste. We limit our carbon footprint by tracking shipments and travel, and we encourage partners to get "green" certifications.



Social

Optinova employees grow the #feelgoodfactory here and in society. We see our multicultural environment as an asset as we strive for gender equality, a healthy workplace and individual growth.



Financial

Finance is instrumental as we adapt to changes in our industry and world. We focus on improvement through proactive relationships with partners and customers.



We've made our long-term direction very simple. We call it **BEEP**.



- **BRAND PROMISE**

Be the **global number-one** preferred partner for advanced tubing.

- **EFFICIENCY**

Demonstrate extremely high **glocal operational agility**.

- **EVOLUTION**

Be seen as an **innovation partner** in our industry.

- **PEOPLE**

Be the **best workplace** in each of our regions.

Great place to work

Personnel surveys, conducted globally every year by external partners

Net Promoter Score The global process of measuring customer satisfaction.



Quality focus

Various quality indicators that are central to our brand.

And other indicators . . .

HOW

Glocalness



Sustainable
Business



#feelgoodfactory



Extrusion is fun



Skilled, fun &
professional



Advanced tubing solutions

People Matters

nova

The best workplace

Teamwork



HOW

GREAT PLACE!

Thank you for the support and encouragement extended to the team in this part of the world.

Metha Pradiskesorn

Thailand

GREAT COMPANY!

Come on, join us! It's a great company, and the great colleagues you'll have are a bonus!

Caroline Backas

Finland

TEAMWORK!

Thank you all for the great teamwork and the sharing of knowledge and information

Jutta Recio

Germany

FUN!

Oh, my gosh! This looks like so much fun! You guys ROCK!!!!

Amy O'Neil
USA

PEOPLE!

I'd like to thank everyone for the busy but productive first week and all the people who've made me feel welcome from the first moment.

Stephen Purdue
Ireland

TEAMWORK!

Thank you! I have the best and funniest colleagues in the world!

Cecilia Engblom
Finland

NOTES



Printed on environmentally friendly paper 2019.

 **ptinova**
#feelgoodfactory