

WAMGROUP® THE BALTIC WAY

Aivar Nurmela (53) was born and raised in Estonia's beautiful capital, Tallinn. After graduating from the Tallinn School of Economics with a degree in State Budget Management, he started his own business in the construction machinery trade. His friendship with the then manager of their Finnish subsidiary brought him into contact with WAMGROUP® in 2002 and secured him a distribution agreement for the Baltic States. The sales successes of the following years justified the founding of WAM Baltic, of which he is General Manager to this date.

Newsletter What can you tell us about the Baltic States?

Nurmela The situation in Estonia, Latvia and Lithuania is constantly changing. Large projects are rare. The bread-and-butter business is meeting the needs of smaller plants that often require retrofits and spare parts for their operations. Being a reliable business partner to these smaller operations is what has made the WAM® brand and its reputation so strong in the Baltics and

enabled us to increase our turnover many times over since our foundation fifteen years ago.

Newsletter What particular challenges do you have to face?

Nurmela One of the peculiarities and challenges is the fact that the customer base consists of 100% end users. This means that targeting the right customers and marketing the products is more time-consuming and requires a lot of research. In addition, sales forecasts are difficult to predict.

Newsletter And what do you see as the greatest challenges for you personally?

which is a challenge. However, thanks to good customer relations and goodwill, we always find suitable solutions to all challenges.



Aivar Nurmela

Newsletter The greatest opportunities at present?

Nurmela A railway project to connect Finland with Poland through a ferry link and a high-tech railway line crossing Estonia, Latvia and Lithuania. WAM Baltic is looking for opportunities to somehow get involved in this project.

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"Thanks to good customer relations and goodwill, we always find suitable solutions to all challenges."

Nurmela In the Baltic States, customers are currently still unsettled by the effects of the coronavirus. As a result, investment decisions are postponed or only made when there is an immediate need. For our business, this means that we have to be able to offer short lead times and quick deliveries,

EDITORIAL



Dear Reader,

What can you say to that? In the summer, we thought we were on the right track to put an end to the pandemic. Finally, there was a vaccine and calculations were made to determine when the pandemic would end based on how many people would be vaccinated. However, history proves that mankind has never been of one mind on anything. And that is why we must continue to struggle with new variants of the virus and exercise patience.

Despite the adverse circumstances, the projection shows that WAMGROUP® is expected to achieve double-digit revenue growth in 2021. How something like this can be achieved despite such difficult conditions has several reasons. As direct contact with customers is currently very limited, our sales force has to be particularly creative in promoting our products and use a wide range of remote sales tools, always with the implementation of our corporate values in mind. In this spirit, we look forward with confidence to the coming year, for which we have set high goals.

Best wishes and stay healthy,

Michael Grass

WAMGROUP®
Public Relations Manager

INCLUSIVE BASKETBALL IN THE MODENESE LOWLANDS SPONSORED BY WAMGROUP®

Since Summer 2020



Inclusive basketball is a Baskin-inspired sport that brings together boys and girls—some affected either by mental or physical disabilities—and allows them to join a team where they play different but equally important roles.

The game is played on a normal basketball court with two baskets added to the side in the middle of the court for use by children with limited mobility.

The **Asd PRIMAGIOCO** Sports Association of volunteers, founded in July 2011, has made sport a means of meeting, sharing ideals and lifestyle, involving children and young people of all ages.

In this spirit, since 2011, physical activity education projects have been developed in schools, while mini-basketball centres for children aged 4 to 14 have been opened in various communities in the lowlands. In 2018, the “Basket inclusivo” integration project was launched under the motto “If you help me, I’ll play too”. It involves numerous children and adolescents with disabilities in five teams in synergy with the Mirandola Neuropsychiatric Service.



Kids enjoying complimentary WAMGROUP® safety kits at summer festival

THE FIRST 60 YEARS OF OLI®

Medolla, Modena, Italy, 16th October 2021



New OLI® headquarters in Medolla

In the presence of the President of the Emilia-Romagna Region, Stefano Bonaccini, OLI® inaugurated its new headquarters in Medolla on its 60th anniversary. From the new premises, the company's international subsidiaries will be coordinated in the future. Since the takeover by WAMGROUP®, the company, under the leadership of the Group's Chairman and CEO, Vainer Marchesini, has become a

global player in its sector and is now also involved in the development and production of complete systems for e-bikes and electric spindles in collaboration with the University of L'Aquila. Piero Corsi, who founded OLI® in Milan in 1961, was the guest of honour at the event.

OLI® combines the advantages of Italian know-how with the global strategy of the Wolong Group, to

which the company now belongs.

OLI® continues to follow the four principles of its philosophy developed over the last six decades: listening, collaboration, proactivity, and responsibility. OLI® today employs five hundred people around the world and achieves a turnover of around 110 million euros.

www.olivibra.com



Governor Bonaccini delivering his speech



Corsi, Gavioli, Marchesini



Stefano Bonaccini

+++ DRYMIX PRODUCTS FOR THE BALTICS +++

Tartu, Estonia, since 2009



Estonia's second largest city, Tartu, is located about 200 kilometres southeast of the capital Tallinn and not far from Lake Peipus, which marks the border with Russia.

The German global player Henkel-Ceresit built a plant for the production of dry premixed building materials there in 2008, which went into operation in 2009.

The list of WAMGROUP® products supplied by WAM Baltic at that time is extensive and includes almost all machines and components from the

wide product range for bulk solids handling and processing needed in the production of dry pre-mixtures for building materials: Mixers, screw conveyors, dust collectors and venting filters, valves, bulk bag dischargers, and KCS silo safety systems. Along with WAM Germany, WAM Baltic was awarded the contract for the numerous plant components. At full capacity the plant currently produces around 24,000 tonnes annually, supplying customers in Estonia as well as Lithuania, Latvia, and Finland.

www.wamgroup.ee



Silo venting filters



Batch-type single-shaft mixer and screw feeders



WAMAIR® stand-alone dust collectors

+++ DRYMIX PRODUCTS FOR THE BALTICS +++

Saue, Estonia, since 2008



Tubular screw feeders for cement and additives

Saue is a small town just a stone's throw from Tallinn in the south-western direction, nestled in nature. It has become attractive as a place to live for people who work in the capital and can afford to live in the countryside. However, Saue is not only a residential area, but there is also industry.

In 2008, Mira Ehitusmaterjalid OÜ opened a dry mortar plant, which now supplies its products to customers throughout the Baltic States.

The proximity to the then still young WAM subsidiary was one of several reasons why Mira opted for WAMGROUP® products. In addition to the field proven SILOTOP® venting

filters and pressure relief valves, WAM Baltic supplied plant components such as screw feeders, butterfly valves and slide gate valves, as well as silo safety and monitoring systems. Over the years, a cooperation characterized by trust has developed in the areas of spare parts supply and service.

www.wamgroup.ee



Horizontal single-shaft batch mixer, WBH-type

SOME ADVICE TO THE NEXT MANAGER GENERATION

Torleone, Bologna, Italy, 11th October 2021



Giovanni Cerruti

Francesco Allegratti

The Rui Foundation (International University Residences), a non-profit organisation, manages university residences in Milan, Rome, Genoa, Trieste, Bologna and Verona, promoting university policy initiatives, studies, and research on the Italian and international academic world.

The mission of the Rui Foundation, through its university colleges, is to help students express their full potential so that they can become excellent graduates and people of quality, giving them access to the world of employment.

different fields. The idea is to give a first-hand account of one's work, combining some more specific explanations of the sector in question with more human aspects: how one interprets one's work, what qualities one considers fundamental today, the balance between work and family, etc. Basically, it is about highlighting the importance of the human-relationship factor (rather than just the technical factor) in the human and professional background through a witness's experience.

As part of the programme, the

In addition to a series of courses that take place every three years (leadership, communication, teamwork, ethics, etc.), the JUMP (Job-University Matching Project) programme offers informal meetings with professionals from

Chief Procurement Officer of WAMGROUP®, Giovanni Cerruti, and Assistant Purchasing Manager, Francesco Allegratti, were invited to a seminar at the Bologna residence to speak to an audience of 25 international students from different faculties about employer-employee and supervisor-subordinate relations.

The workshop began with the provocative cliché of the demanding, authoritarian superior whose high demands have to be met by a stressed subordinate. The experiences of Cerruti and Allegratti radically refuted this prejudice and showed that a profitable working relationship can be achieved with extraordinary ease if pursued with commitment. However, their stories revealed that age and professional years determine the obvious differences between them, two generations in constant constructive confrontation, often with very different opinions.

The event proved to be mutually valuable as a link between academic education and the job market, not least thanks to the lively and sustained participation of the audience.

www.wamgroup.com

FIRST SAVECO™ STREAMING EXHIBITION

WAMGROUP® Technology Centre, Ponte Motta, Modena, Italy, 3rd December 2020



Live chat

In times of the pandemic, it is essential to be creative with customer communication and sales promotion measures. In December 2020, WAMGROUP® launched an

experiment with the first Streaming Expo for SAVECO™, the Group's Wastewater Division.

Separated by time zones, active and potential customers were invited to a streaming

event from the WAMGROUP® Technology Centre. Throughout the entire event, which

lasted approximately one hour, visitors were able to chat live online with the Division's multilingual experts. Following the successful launch, editions for other time zones followed in 2021.

www.saveco-water.com



The live chat team

STATE OF PLAY WITH THE SMART FARM

San Felice Sul Panaro (Modena), Italy, December 2021



Drone shot of the "Risaia del Duca" of September 2021

In the WAMGROUP® Newsletter issue No.3 of December 2018, we presented our "Circular Economy in a Smart Farm" project for the first time. When it comes to nature, you need time to get it right. So, the process of growing crops or raising livestock cannot be accelerated. In 2022, the stage will finally be set.

The diagram below shows in broad outline what will be produced in the "Risaia del Duca" in the future.

First, a distinction is made between

the food sector and the environmental sector. In the former, we distinguish between agricultural activities and livestock breeding. In the area of agriculture we find seed crops, greenhouse horticulture, open field horticulture and a poplar plantation. In the area of livestock farming, there is dairy cattle farming and the cheese dairy.

The smart farm produces its own energy, on the one hand by means of a biogas plant, on the other hand by photovoltaics. Last but not least, environmental technology comes into play

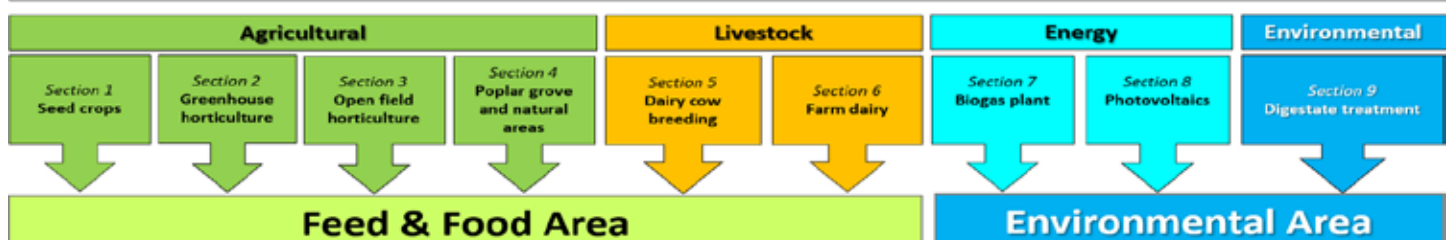
in the form of systems for treatment of fermentation residues from the biogas plant as well as for solid-liquid separation of manure, which is subsequently processed into fertiliser.

The Smart Farm will not only be used for production, but also as a testing facility for SAVECO™ products.

In the course of 2023, the neighbouring academy for students of agronomy but not only is also scheduled to open its doors.

www.risaiadelduca.com

PRODUCTION DEPARTMENTS



TO WHOM HONOUR IS DUE

Cavezzo, Italy, 15th December 2021

In 1986, Alessio Lugli began his career as an apprentice at WAMGROUP®. Thanks to his almost insatiable thirst for knowledge and his persistence in further education, he made it from a simple locksmith first to the foreman in sheet metal processing to the factory manager of WAM Industriale, the historical production company at the headquarters of WAMGROUP® in Ponte Motta, Italy. Lugli, who has been respon-

sible for more than 200 employees since his appointment to head of factory in 2004, has acquired profound knowledge of various manufacturing technologies and industrial processes over the past 35 years. In recognition of his services, he was next in a series of awarded WAMGROUP® employees in the past to receive the "Merit Star of Labour" for the year 2020 by decree of the Italian President.

Due to the ongoing pandemic, Alessio Lugli was not awarded the prestigious medal until December 2021, one year after the scheduled date.



NEXT ISSUE PREVIEW

Vietnam, ravaged by embittered wars for much of the last century, has emerged as one of the fastest growing post-millennial economies in the world since the political and economic reforms initiated in 1986. The Vietnamese economy has seen strong growth in agricultural and industrial production, construction, exports, and foreign investment.

As part of WAMGROUP®'s distribution strategy, a trading subsidiary was opened in Ho Chi Minh, the country's largest city, in 2007. Find out more in the next issue of our Newsletter.



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