

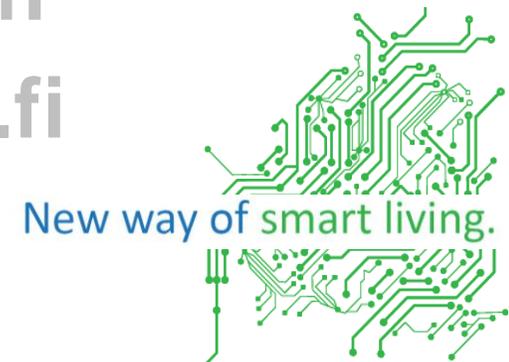
# Short introduction for investors



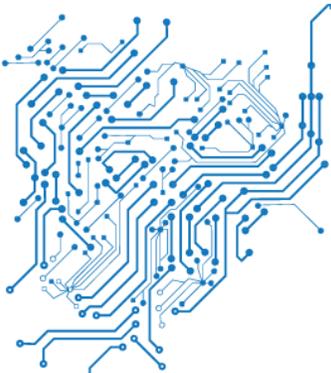
ASV Arctic Smart Village Oy Ltd  
Älykylä® –smart village concept

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# ASV Arctic Smart Village Oy Ltd



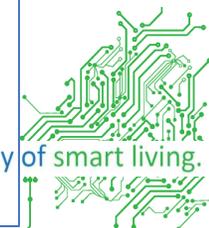
- Established in April 2017
- The Älykylä® -concept has been developed for three years
- The first concrete construction project in Utajärvi municipality is under a planning and resident acquisition progress
- Several municipalities are looking for funding to start the Älykylä® -project
- Main customers are municipalities, companies and private people

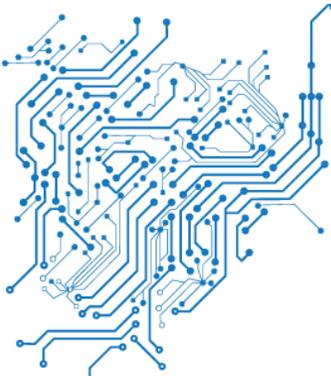
## • Business model

**We sell resident acquisition services to municipalities on a "turnkey" basis. Municipalities commit to paying compensation about the residents who move to the Smart Village. Residents pay for our planning indirectly in the form of commissions we charge from the construction contractors.**

## • Operating model

- Manage projects from preliminary and feasibility study to implementation
- Advises, supports and prepares documents for establishing associations, organisations, and other administrative parts required by the concept.
- Produces planning, designing and development services
- Bring customers and producers together at Älykylä.fi portal
- Provides support during startup and beyond





# ASV Arctic Smart Village Oy Ltd

## Our company



### Core purpose:

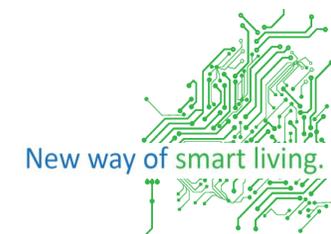
“As a social enterprise, we are building a better world. ASV increases rural vitality, prosperity and people’s quality of life, as well as sustainable housing worldwide. We act responsibly and doing good for society.”

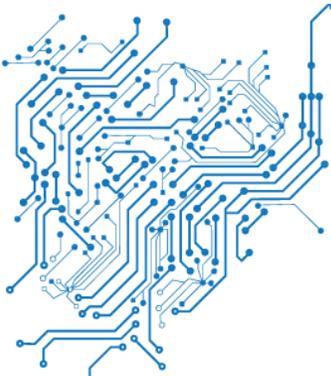
**Vision 2030:** “30 Älykylä -smart villages have been established in Finland, and thousands of people live in smart villages. We have also created 100 new jobs.

A desired and well-known partner in sustainable housing in Finland

Export the best Finnish sustainability know-how to significant international markets.”

**Mission 2030:** “We will create the conditions for increasing the rural population, modernizing the housing stock and building new ones with cost-effective, sustainable and attractive low-threshold solutions, and provide a diverse platform for developing sustainable housing.”





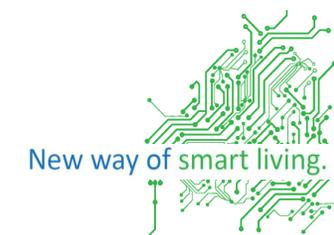
# Why invest in ASV Arctic Smart Village Oy Ltd and the Älykylä®

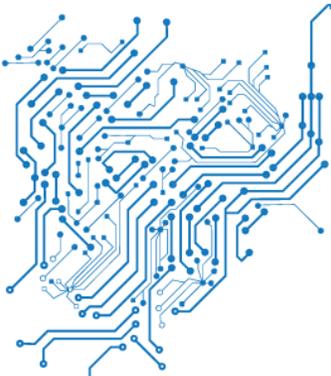


The growth prospects of Arctic Smart Village Oy Ltd are promising: The Älykylä® -concept has aroused widespread interest in Finland and abroad, and several construction projects are underway. On 4 April 2019, the KasvuOpen jury has selected the company as one of the 30 most potential growth companies.

Due to the high interest and demand of the Älykylä® -concept, ASV Arctic Smart Village Oy Ltd needs to grow its operations rapidly. To finance the growth, ASV Arctic Smart Village Oy Ltd is looking for investors who would like to be committed to rural development and increasing rural vitality by investing in the Älykylä® -concept and its activities under development.

As an investor, you become a co-owner of an innovative company whose contribution to maintaining the vitality and communality of rural areas is significant.





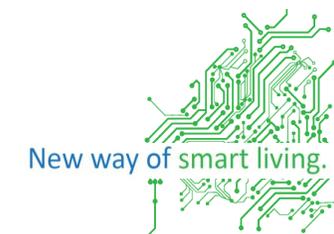
# Älykylä® –smart village concept

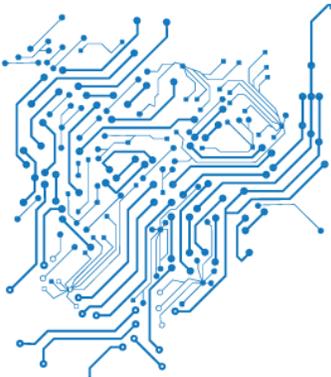


In the Älykylä® -smart village concept the cost of living is reduced with a new way of thinking. It has been developed to enhance the vitality of the rural areas and the well-being of people. In the Älykylä®, the resource wisdom increases by utilising the circular economy.

The main aim of the Älykylä -smart village concept is to create a co-operational living ecosystem, which follows the principles and rules of the shared economy and shared co-value economy. Modern, energy-self-sufficient Älykylä® attracts people who want to live in an advanced, resource wise and communal way.

The Älykylä® -smart village is the perfect solution for every modern way of thinking person!



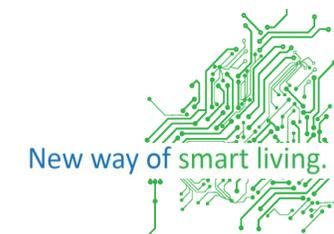


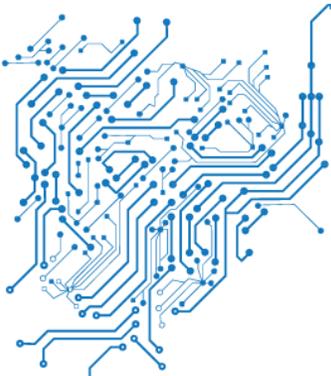
# Älykylä® –smart village concept



The Älykylä® takes advantage of the opportunities created by the Fourth Industrial Revolution to change traditional concepts of work and production. The Älykylä® also changes customary administrative and financial models to generate added value and additional income for its residents. It uses several existing solutions in a new modern way for the benefit of the community. Life-cycle thinking, based on the village's energy production, joint procurement, service delivery, and a community-entrepreneurship, creates living time savings.

In the Älykylä® -smart village model, residents can organise a tender for procurement in phases, from design to construction, through larger bidding stages already during the construction stage.





# Älykylä® –smart village concept

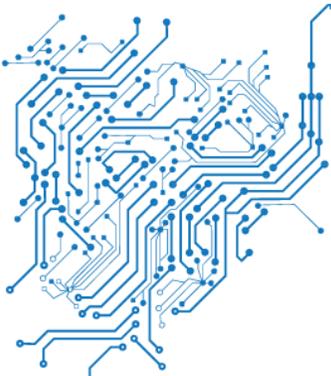


From the beginning the Älykylä® -smart village is implemented according to sustainable development.

While living in the Älykylä® -smart village, the residents are pioneers in promoting climate-friendly, ecological and resource-rich housing. The residents will decide together on how much they pay for energy, water or the Internet.

The residents of the Älykylä® -smart village own the companies providing the essential services in the smart village.



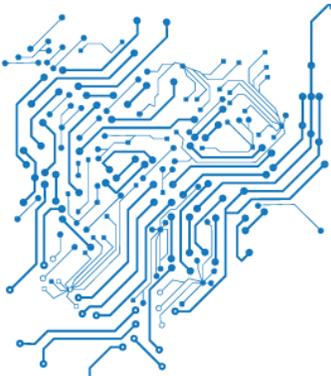


# Älykylä<sup>®</sup> –smart village concept



By investing in living in the Älykylä<sup>®</sup>, the residents save money, increase their equity ratio and gain decision-making power.

With joint ownership, residents also create solutions for many other everyday consumption needs, such as motoring. Shared ownership, energy production or services - as a resident of the Älykylä<sup>®</sup>, individuals choose themselves the size of the carbon footprint they leave out of their convenience.



# Älykylä® –smart village concept



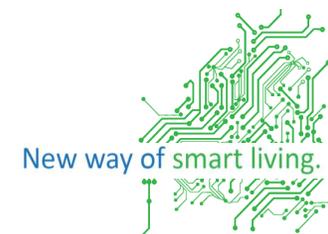
The Älykylä® -smart village concept has been well received in Finland and the EU. Currently, in Finland, the ASV Arctic Smart Village Oy Ltd is negotiating with several municipalities to launch the Älykylä® project.

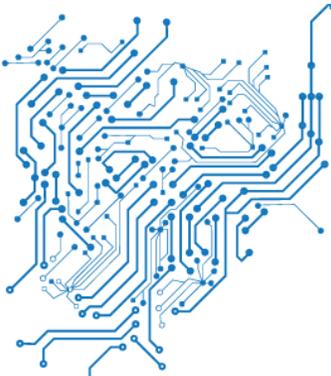
**At the moment we have two Älykylä project sites in Finland at different stages of development.**

Furthermore, the aim is to start the preparation of the EU project, which would create the opportunities to extend the Älykylä® -concept to other EU countries. In the future, the company also aims to broader internationalisation. Already in the USA, the State of Alaska is interested in the possibilities of the concept.

We are now sowing the seeds of future rural life.

Join our journey toward a new way of smart living.





# Älykylä.fi

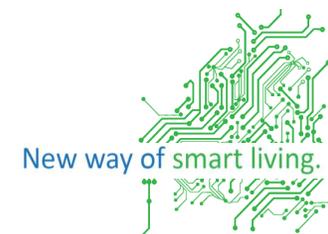
## Portal for competitive tendering

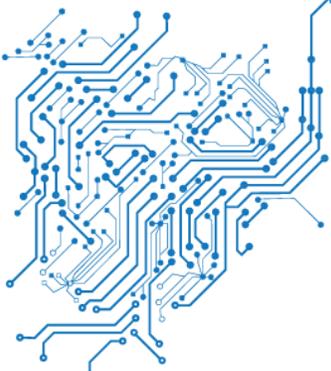


In the Älykylä® projects the Älykylä.fi portal will operate as a channel for bidding and tendering between the customer and the supplier.

To be involved in tendering, companies are required to register as portal service providers. We also require registered companies to adhere to the values of ASV Arctic Smart Village Oy Ltd. These values include improving rural vitality, community spirit, and quality of life, environmental friendliness, carbon neutrality, reliability, and resident orientation.

The customer receives the best deals from the appropriate companies. The service is user-friendly and easy for the customer.



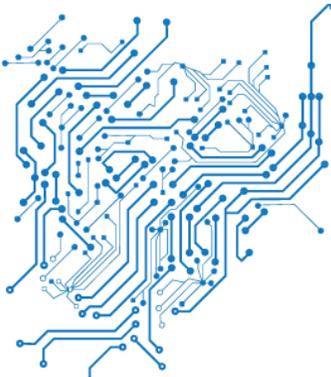


# Target markets



The target markets for the Älykylä<sup>®</sup> -concept are the households interested in carbon neutral and environmentally friendly living. Municipalities and cities that want to develop the vitality of the region. Associations of local actors, village associations and other parties interested in establishing new villages.

For the Älykylä<sup>®</sup> projects, market segmentation follows the objectives defined by local cooperation on a case-by-case basis. Acquisition of the residents has emphasised ecologically and socially conscious individuals.



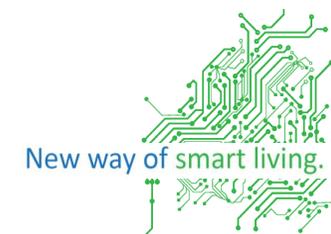
# The KasvuOpen and ASV Arctic Smart Village Oy Ltd

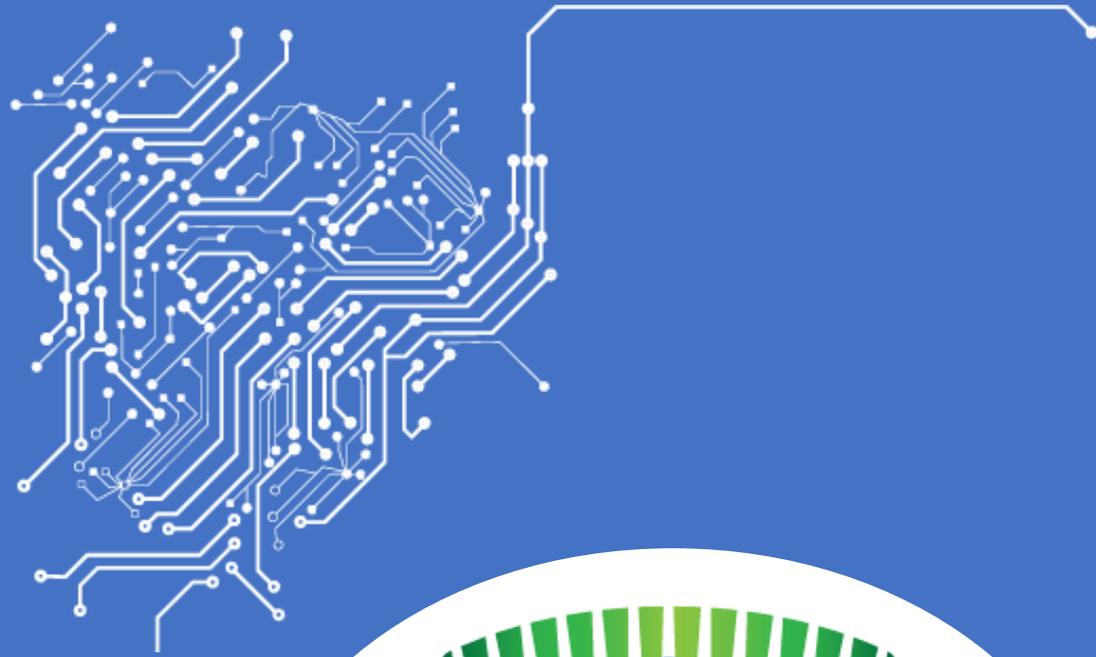


During its existence, the Älykylä® -smart village has received much good feedback from many different actors and now the prestigious jury of the KasvuOpen has noticed our excellence. The jury chose ASV Arctic Smart Village Oy Ltd to participate in the Growth Path program as one of the best growth potential companies.

The KasvuOpen is the largest national project for sparring eager to grow companies with growth experts in Finland. It harnesses the best experts in the country, the most visionary investors and the most experienced entrepreneurs to think about every eager to grow company's growth potential. As a result, companies have a clarified growth plan, an extended network of the best possible growth venture experts and investors in the country.

KasvuOpen's sparring partners are the brightest stars in Finland's corporate sphere - angel investors, entrepreneurs, marketers, sales experts, and internationalisation experts, united by one common goal: helping your business grow and prosper.





Join us,  
and we will undoubtedly  
find a mutually beneficial  
solution.

Please do not hesitate to  
contact us



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