

SPEAK UP

– *Digital kaffe med faglig påfyll*



Tor Henrik Haavik

Sales Director North Atlantic

Started in ScaleAQ in 2003 (Steinsvik Machine Industry)
Orbit AquaCam AS
Orbit GMT
Steinsvik
Scale AQ

Different tasks in the company, from being a technician, to production manager, purchasing and developing = Sale.

Wide customer network both in Norway and internationally and focus on long term customer relationship.



40 years old, married with Betina and have two daughters Julie (7) and Jenny (4).

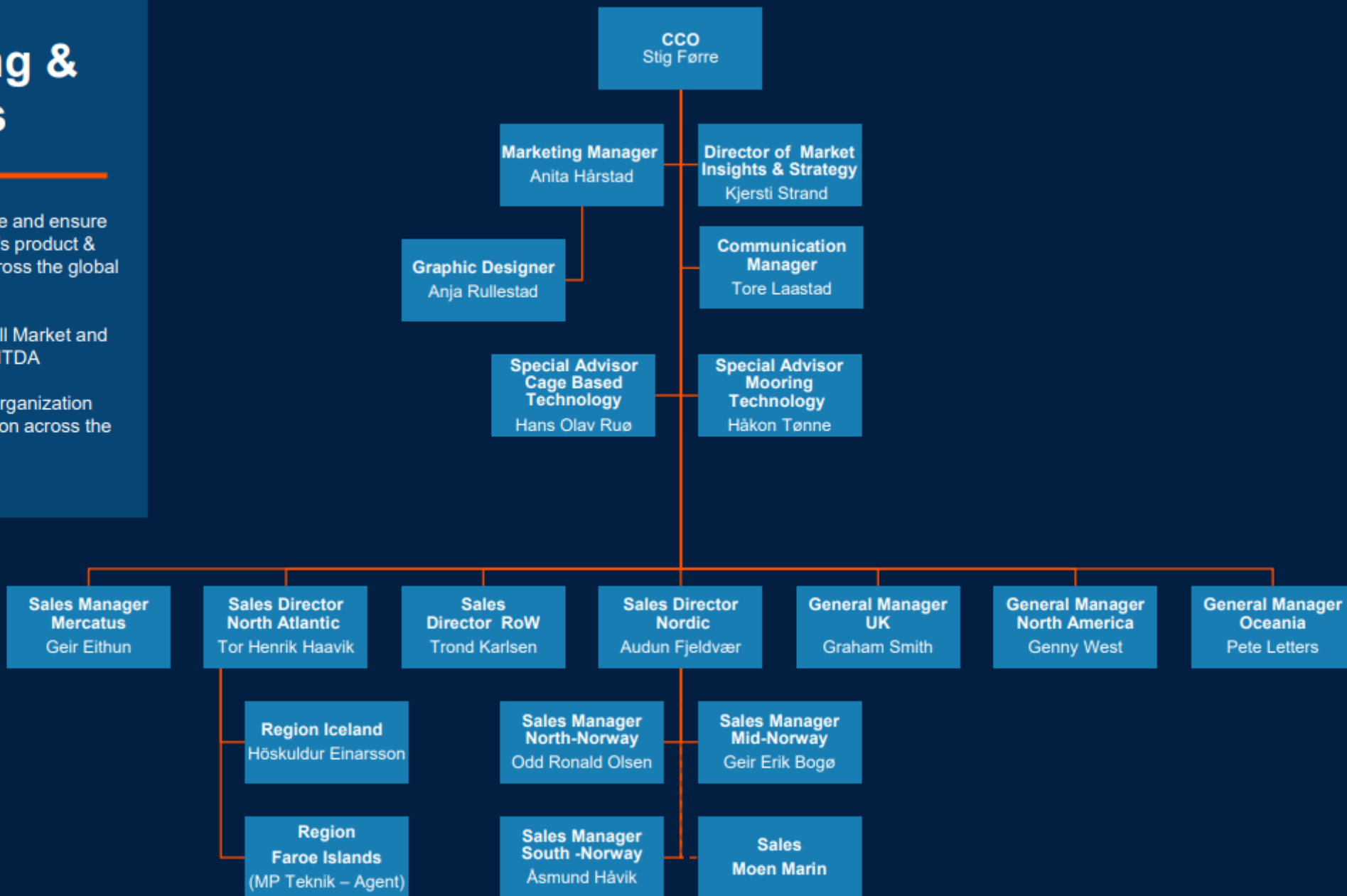
-
- Educated Engineer in Automation and control technology.





Marketing & Sales

- Develop, communicate and ensure execution of ScaleAQ's product & marketing strategy across the global organization
- Responsible for overall Market and Product sales and EBITDA
- Ensure a competent organization with strong collaboration across the global organization
- # FTE's Norway: 16





How we work!

How can we be the preferred partner to our customers when they are seeking advice or wants to invest?



Partnership and strategy

- Long term agreements (frame/sales)
- Quarterly reviews (follow-up) together with a professional internal team
- Investment's plan
- Competition control
- Product development





Turn-key supplier

- All our products and solutions
- Moving risk and responsibility





Scale World

- Used during Quarterly reviews
- Used during sales process
- Used when customer wants to see details, or we are to show them details





Super Office

- CRM system
- Streamline sales
- Increase profitability
- Independent





North Atlantic

- Creating a development plan for the region
- Knowing trends and changes (inc. regulations)
- Capex
- Product adaptations
- Building an internal team





2020 – 2021+

- Turn over for 2020 = 300”
- Order backlog 2021 = 230” and increasing
- Long term agreements





Iceland

- Production 25 000 ton
 - Targeting 50 000 ton in 5-8 years time
- Turn Over 2020 = 175” NOK
- Orders for 2021 = 170” NOK
- Market share
 - Barges = strong
 - Cages and Moorings = very strong
 - Cameras and feeding = strong
 - Moen Marin = very strong





Team Iceland



Faroe Island

- Production 100 000 ton
 - Growing through post smolt and exposed areas
- Turn Over 2020 = 7" NOK
- Orders for 2021 = 25" NOK
- Market share
 - Barges = low
 - Cages and Moorings = medium
 - Cameras and Feeding = low
 - Moen Marin = low





Team MP teknik



UK and Ireland

- Production around 200 000 ton
 - Growing to 250-300 000 within 2030
- Turn Over 2020 = 118” NOK
- Orders for 2021 = 35” NOK and increasing
- Market share
 - Barges = medium
 - Cages and Moorings = Low
 - Cameras and feeding = Medium
 - Moen Marin = low
- Increasing collaboration with Scottish industry regulators and industry stake holders
- Partner chosen for exposed farming





Team UK



