



Luomuelintarvikepäivä 2018
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Our passion is to nourish well-being through healthy grain-based food solutions with respect for nature and sustainable development.

-Helsinki Mills Mission Statement

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We cherish all life and want to be part of feeding the world in a responsible way. **”**

-Mrs. Maret Puhk, Chairman of the Board



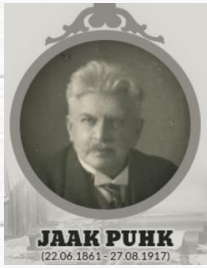
From a local flourmill to an international business

Pure and delicious for over 80 years
The largest processor of organic grains in Finland, remarkable exporter of oat products
Over 20 years of organic production

Desirable grain-based solutions
Organic, conventional and gluten-free
Strong focus on oats

Values
Responsibility, continuity, team-spirit





Brief History

- 1934 Helsingin Mylly ja Kauppa Oy established in Sörnäinen, Hki
- 1945-52 Expansion of Helsingin Mylly & Kauppa business
- 1952 Name shortened to Helsingin Mylly Oy (Helsinki Mills)
- 1962 business focus solely on milling and production processes modernized
 - 1980 first Myllärin® branded product
 - 1992 New flour mill to Järvenpää
 - 1993 daughter company Balti Veski est. in Tallin

1997 Oat mill to Vaasa (Expansion in 2015 and 2017)

- 2014 Acquisition of Top Food Ltd

Tällä rintamalla
tavanmukaista jauhatusta,
jauhatusta ja aina vain jau-
hatusta.

Helsingin Mylly
ja Kauppa Oy.



Liikkeemme nimi muuttuu
8. 2. 1952
Näin se käy
HELSINGIN MYLLY JA KAUPPA OY

Uusi nimeemme on
HELSINGIN MYLLY OY
Vaikka liikkeemme nimi muut-
tuu, pysyvät myllyntuotteemme
edelleenkin nimittäin ja laa-
duiltaan samoina.

HELSINGIN MYLLY OY
Helsinki, Kaikuk. 5. Puh. vaihte 70.364.





Responsibility in our hearts

Sustainability and environmentally sound operation in focus:



- Green energy is used as the only source of electrical power.
- Own in-house biofuel power plant: products are produced 100% without fossil fuels.
- Biggest processor of organic grains in Finland → Driver of organic farming in the country.
- Charity through UN's World Food Program



Today



Oat products:
flakes, bran, groats etc.
Gluten-free,
Organic,
Conventional



Breakfast cereals,
Mueslis,
Extruded Ingredients

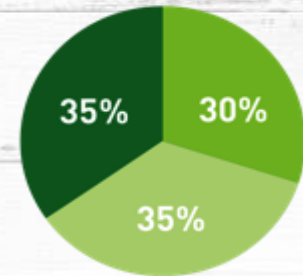


Flours,
Baking Mixes,
Headquarters



Turnover ca. 40 M€
Personnel 80

Sales:



- Bakeries & food industry
- Exports
- Retail



Helsinki Mills product portfolio in exports



Ingredients and Semi-finished products



Consumer products:

- Own brand in Russia
- PL products



Tailormade solutions



Oat products at the forefront of exports



The exportable grain in Finland is oats:

- Relative advantages in cultivation
- As grain and as processed ingredients, semi-products and finished goods
- Natural fit to most global food trends
- Niche market
- Growing market
- Globally remarkable volume
- Quality and know-how

Different value propositions for oats:

Food

- Organic
- Conventional
- Gluten free (Org. And Conv.)
- Betaglukan rich varieties
- Fractions
- Single strain deliveries
- Specialty strains for focused processes/products (in the future)

Feed

- Organic
- Conventional



Exports today

- Mainly consists of milled organic oat products
 - Flakes, steel-cut, flours & bran
 - Also extruded BF cereals & mueslis
- Main market Europe, also to Far East, Middle East, Africa, South- and North America, Australia
- Customer groups include: retailers, wholesalers, distributors, bakeries & industrial users
- Directly by sea freight or road transport

Exports today



Worldwide to:
Europe
Russia
Middle East
Far East
USA
Australia
South Africa



Organic demand brings Opportunities and Challenges

Opportunities

- Consumers are demanding greater transparency in their food and drinks. In addition, they are willing to pay a premium for ethical choices.
- Exporting reduces risk.
 - By spreading market risk beyond our home market, we actually reduce our overall risk.
- Organic products have already moved into the mainstream in developed markets, but are also seeing development in some emerging geographies.
- China emerges as a key market for organic offerings
 - Increasing interest in more premium brands and organic ranges as they are perceived more reliable and trustworthy.

Challenges

- EU Organic certificate: Not recognized by China
 - China Organic Certification : The cost is roughly \$10,000 USD.
- Availability
 - Limited supply
 - Weather conditions



OUR RECIPE FOR SUCCESS

- We love what we do and respect everyone: Staff, competitors and ourselves.
- Behind good product is a good team.
 - Working closely with family farmers
 - Flexibility
 - Fast action
 - If problem: we fix it and move on
- Adopt a global mindset and do your homework on target markets by travelling to the target market and attending trade shows.
- Put your toe in the water. Narrow your product offering by focusing on your best product
- Win by completing the cycle. Use your export knowledge to your advantage by importing ideas and knowledge from your foreign market to your home market.
- Cultural knowledge. Getting things done with people who come from diverse backgrounds in any part of the world.
- The channel doesn't work for you, you work for the channel.



EAT OATS



Pure and Delicious Every Day