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**WE HELP YOU
MEASURE THE
UNMEASURABLE**

Aistin

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Enabling Sustainable Digitalisation

Founded 2012 by ex Nokia engineers

Early strategy:

Custom Projects - productizing customers' innovative hardware ideas

Helping f.ex. **Oura ring** to build their first prototype

Doing IoT before the term was invented

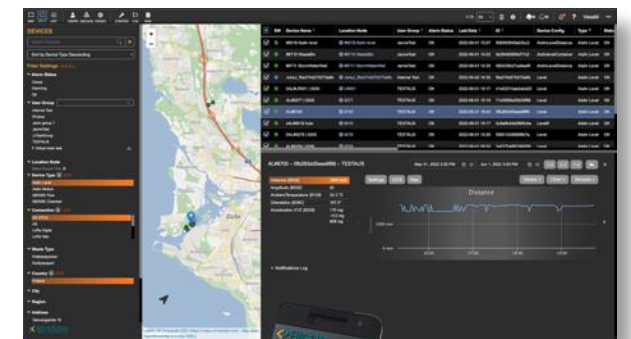
Developed Aistin platform to scale up Custom Projects

From custom projects to product business

2019 First Aistin digitalization

2021 Transformation to product company

2022 Aistin Portfolio ready, continuous improvements to meet evolving client needs



What Can Be Measured?

Distance or
surface level with
radar

Motion, vibration,
orientation with
accelometer

Presence of
people with
infrared

Temperature
(ambient or
surface)

Humidity

Positioning with
or without GPS



Why Measure?

Lack of data means poor decision making



Stop expensive and time-consuming service visits

When site visits are mainly to ensure everything is as expected



More up-time, less down-time

Problems become increasingly expensive to fix when issues on-site are not detected in time



Find bottlenecks to increase revenue

Difficult to target inefficiencies without sufficient data



Move into a service business model

Customers need a digitalization solution for predictable costs and to focus on core business. A steady, recurring revenue for the reseller.



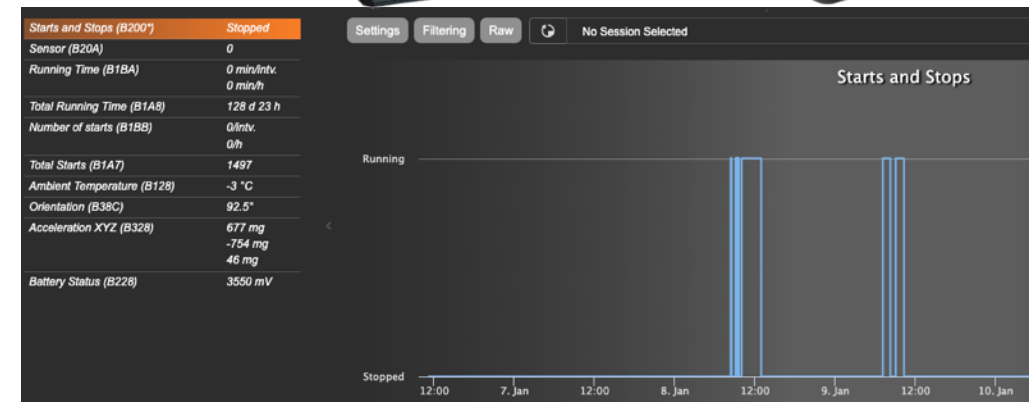
Aistin Products – Aistin Level

- To detect distance or measure surface level with a micro-pulse radar
- Includes accelerometer and ambient temperature sensors and cell-based positioning
- Optional sensors possible



Aistin Products – Aistin Motion

- Measure motion, vibration and orientation with an accelerometer sensor
- Includes an ambient temperature sensor and cell-based positioning
- Optional sensors possible



Aistin Products – Aistin Presence

- Presence of people with an infrared sensor
- Includes accelerometer and ambient temperature sensors and cell-based positioning
- Optional sensors possible



Aistin Products – Aistin Switch

- Read switch information from a relay or switch
- Includes an ambient temperature sensor and cell-based positioning
- Optional sensors possible



Aistin Products – Aistin Gateway

- Use Aistin Gateway to connect your third party sensors to cloud, f.ex. Bluetooth sensors
- Aistin runs on battery power — no need for hardwires or data cabling





100% Finnish, Operating Globally

AI optimized battery and data

Years with a single set of batteries

Completely wireless

4G NB IoT / CatM1 or LoRaWAN

No additional gateway needed

Nordic quality

Designed & manufactured in Finland



Why Aistin?

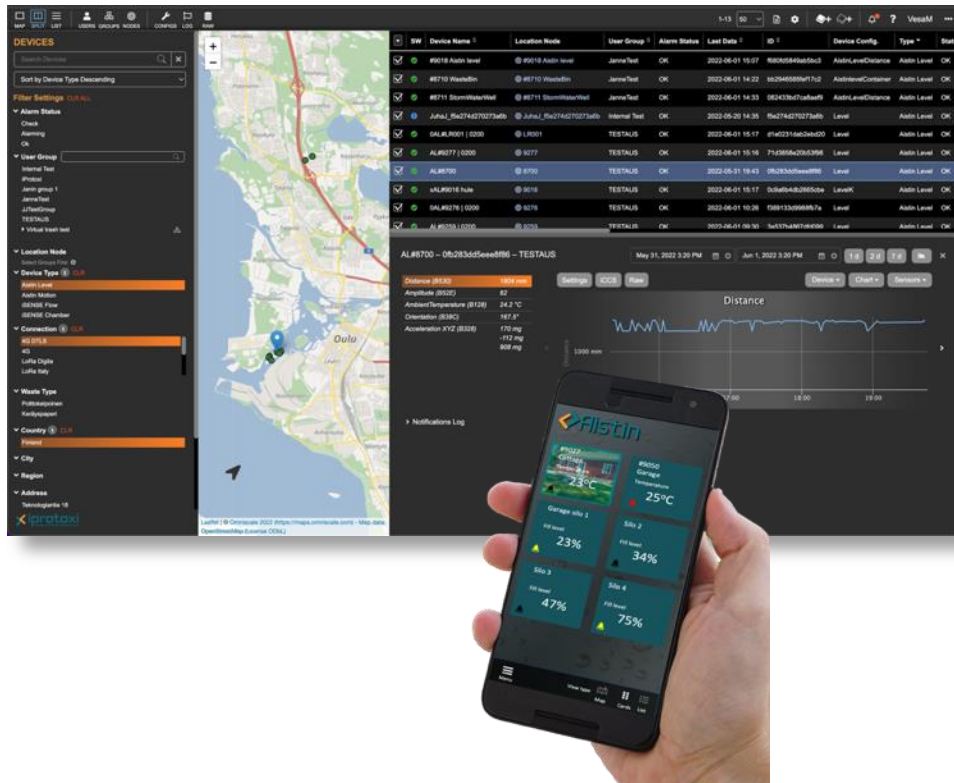
- ☆ Wireless & battery operated; no hardwiring needed
- ☆ Global coverage with AI optimized connectivity; minimizing costs and maximizing battery life
- ☆ Plug-and-Play; configs and alarms over-the-air
- ☆ Remote device management and OTA updates
- ☆ Elegant, robust, shock and waterproof (IP67); proven in harsh Nordic conditions
- ☆ Surface level radar, motion & orientation, temp & humidity, presence, positioning with or w/o GPS
- ☆ Sophisticated Cloud Service and Mobile App
- ☆ Competitive pricing

15.000 delivered
and counting



Aistin Cloud - IoThund

Scalable **Life-Cycle-Management** of the **device fleet** is the only way to keep **operating costs** under control



Features

Device management; FirmWare updates and settings over-the-air

Mass operations to minimise admin work

Alarm, warning and notification setup and handling

End-to-end security and optimised data consumption

Data visualisation, map and positioning

Easy customer account and user rights management

APIs to forward data to any other system

Managed by iProtoxi or installed to customer's cloud or on-premise

Accessible via Aistin mobile app



Business Model – Why To Partner With Us



Expand Your Revenue

Add a high-demand IoT solution to your portfolio. Benefit from hardware sales and recurring SaaS revenue from the Aistin platform.



Unlock New Services

Move beyond sales. Offer value-added services like installation, configuration, customer support, and data analytics.



Differentiate Yourself

Stand out from competitors by offering a proven, end-to-end IoT system, not just components. Solve real customer problems.

Our commitment to you



Full Technical Training: Master the Aistin platform from setup to data analysis.



Marketing & Sales Support: Co-branded materials, case studies, and lead generation support.

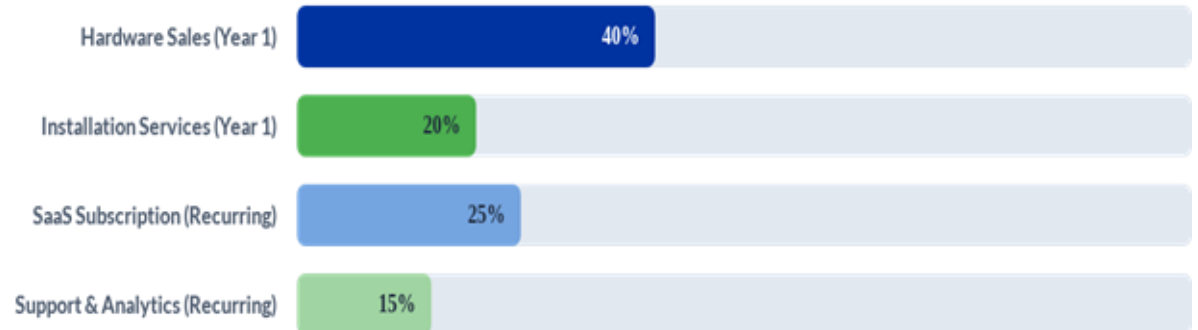


Tiered Technical Support: We back you up, so you can confidently support your customers.



A True Partnership: We succeed when you succeed. We are in this for the long term.

Example of multiple revenue streams that Aistin creates



Vertical partners, distributors and IoT platform providers

- Partnering with solution area experts who already have sales and marketing resources, but are lacking IoT capabilities
 - Water: Wioniq (Nordics, Benelux), Snower, FAMS(UAE)
 - Waste: Wastebook, Futuren, FAMS (UAE)
 - Asset monitoring: Framery (Global), Visiotech(BRA), Adroit Fire(UK)
 - District Heating: Vexve
 - Tracking: INCA(SWE), Salgrom

Technology partners marketing channels

- Nordic Semiconductor (Cellular IoT chipset provider)
- Acconeer (Radar technology provider)



Go to Market Strategy



The Market

Worldwide
Market size (Gartner)



Smart water management

Stormwater, wastewater, sewage, nature water and snow

€17B



Smart waste

Smart waste management, route optimization and recycling

€3B



Asset and occupation monitoring

Engines, pumps, motors, environment and spaces

€25B



Containers

Tanks and silos fill levels

€253M



References

