
We are building an even **stronger foundation** for **you** in the **Nordic** market.
WEXØE
part of UTU Group
Wexøe
Online **Partner Meet '26**
You are an **important part** of this **journey**.
A business build on **extremely close relationships**.
K!
Join our **Kahoot! Quiz** at the end of our program
Join at **www.kahoot.it** or with the **Kahoot! app**

Agenda for 90 mins (max!)

Meet the **new team**

Where we are **now**

The **plan** & timeline

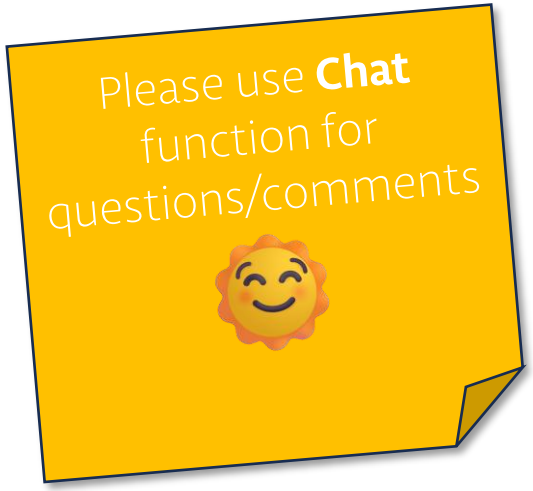
UTU & Nordic market access (Olli Heinonen, Group CEO)

What this means for **you** & What we need from you

Interactive break — **Kahoot!**

Closing

Q&A



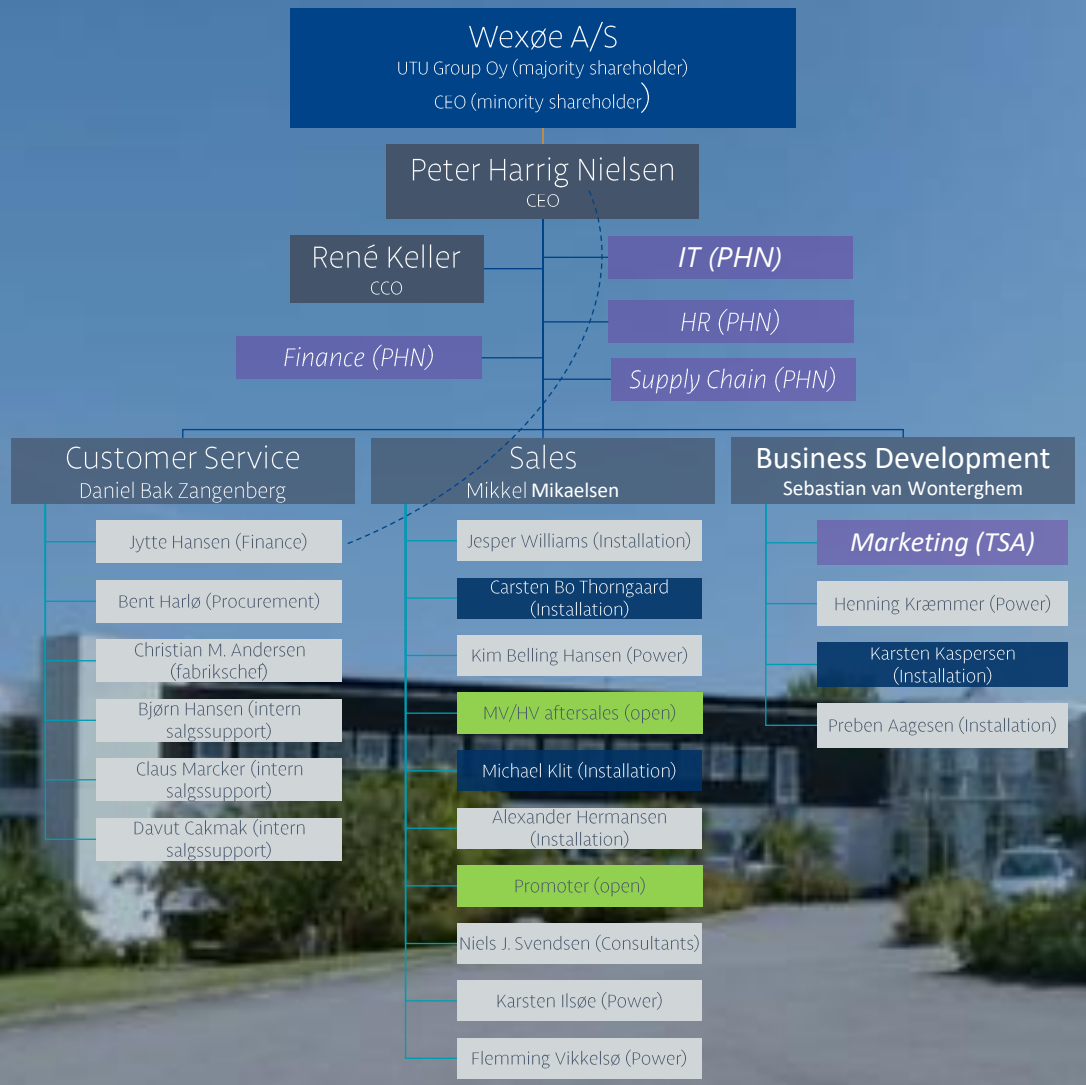
Wexøe ”5.0”

The dream team!


Wexøe 5.0 team

Organisation Chart

CVR: 46053931



VALID FROM MARCH 1ST, 2026

CEO

Peter Harrig Nielsen

Peter is an international industrial B2B manager with solid business acumen. He has a strong track-record in sales, marketing and business development and has received international awards for his work.

- Career
  - CMO @FLSmidth A/S (11,000 empl.)
  - Member of the Board at @FLSmidth offices in DE and CZ
  - General Manager Sales, Marketing & Customer Services @FLSmidth A/S (budget €125M)
  - Channel Manager, Nordic @Rockwell Automation A/S
- Education
  - M.Sc.E.E., INSEAD, Henley, Ashridge
  - Board certificate
- Private
  - *2+1 children and lives privately in Roskilde with Marianne, senior project manager at DSV A/S*
  - *Loves photography, wine, and aims to become a decent golfer (in the future!)*



CCO

René Keller

Focus on Building Infrastructure: Structure, Competence & Concept development, Value based sales, relationships and customer preference.

- Career
  - Wexøe A/S
  - Lemvigh-Müller
  - Folsgaard
  - FABA (Board member)
  - Rørforeningen (Board member)
  - LFS Byg APS (Member Advisory Board)
  - QPARTNER (Founder)
  - El-Hjørnet (Member Advisory Board)
  - GodEnergi (OK Board member
- Education
  - Commercial & Office training
  - Sales and concept development
  - Business development
  - Management
  - Digital transformation
  - Executive sales
- Private
  - *Married to Lisbeth Anette Keller*
  - *Frederik Fjelsted Keller + daughter-in-law + Johan*
  - *Sarah Fjelsted Andersen + son-in-law + Naia + Alma*
  - *Interests: Travels, Sport, Sailing, Culture & Craftsmanship*



Head of Sales

Mikkel Mikaelsen

Mikkel is Head of Sales at Wexøe. He brings a strong background in B2B sales and commercial leadership, with strong experience in customer engagement and leading high-performing sales teams. Mikkel's focus is on building long-term partnerships and driving consistent, sustainable growth within complex organizations.

- Career
  - Electrician – 12 years of industry experience
  - Wholesaler Solar: Account Manager – 1 year
  - Wholesaler Solar: Key Account Manager – 1 year
  - Wexøe a/s: Key Account Manager – 6 years
  - Wexøe a/s: Sales Manager – 1 year
  - Wexøe (part of UTU Group): Head of Sales – present
- Education
  - Trained and qualified electrician with 12 years of practical experience
  - Mini MBA with a focus on sustainability
  - Academic leadership education covering Leadership in Practice, Change Management, Organizational Psychology, Strategic Leadership, Communication, and Project Management
- Private
  - *Based in Roskilde, Zealand*
  - *Father of three children 10-14-17 (7/7 arrangement)*
  - *Enjoy's an active lifestyle, with a focus on fitness and mountain biking*



Head of Business Development

Sebastian van Wonterghem

Sebastian is a B2B business leader with a passion for creating customer value through technology.

With a strong technical background and commercial experience, he focuses on building partnerships, identifying growth opportunities, and turning strategy into sustainable business results.

- Career
  - Country Manager @ Nokalux – 2 years
  - Sales Development Manager @ Fagerhult – 4 years
  - External Sales Rep @ Fagerhult – 3 years
  - Electrical Consultant @ WSP – 3 years
- Education
  - AP Degree in Electrical Installation
  - Electrician
- Private
  - *Lives in Hvidovre, just outside Copenhagen, with his wife Elise and their three children.*
  - *Enjoys football, wine, timepieces and spending time with family and friends, preferably travelling.*



Head of Operations

Daniel Zangenberg

Daniel is early in his operations role and brings a highly adaptable mindset. While new to the position, he is quick to learn, comfortable with change, and focused on contributing value in day-to-day operations.

Career

- Store manager at Dansk Supermarket, 4 years of experience
- Electrician for Fugmann A/S , 1 year of experience
- Project lead for Fugmann A/S, 2 years of experience
- Project lead for Wexøe A/S, 2 years of experience
- Head of operations for Wexøe A/S

Education

- BCT – Store manager Trainee
- Electrician, with Trade Medal - Awarded for achieving the highest possible grade

Private

- *3 kids aged 1, 4 and 8 – Married to Josefine, living in Copenhagen*

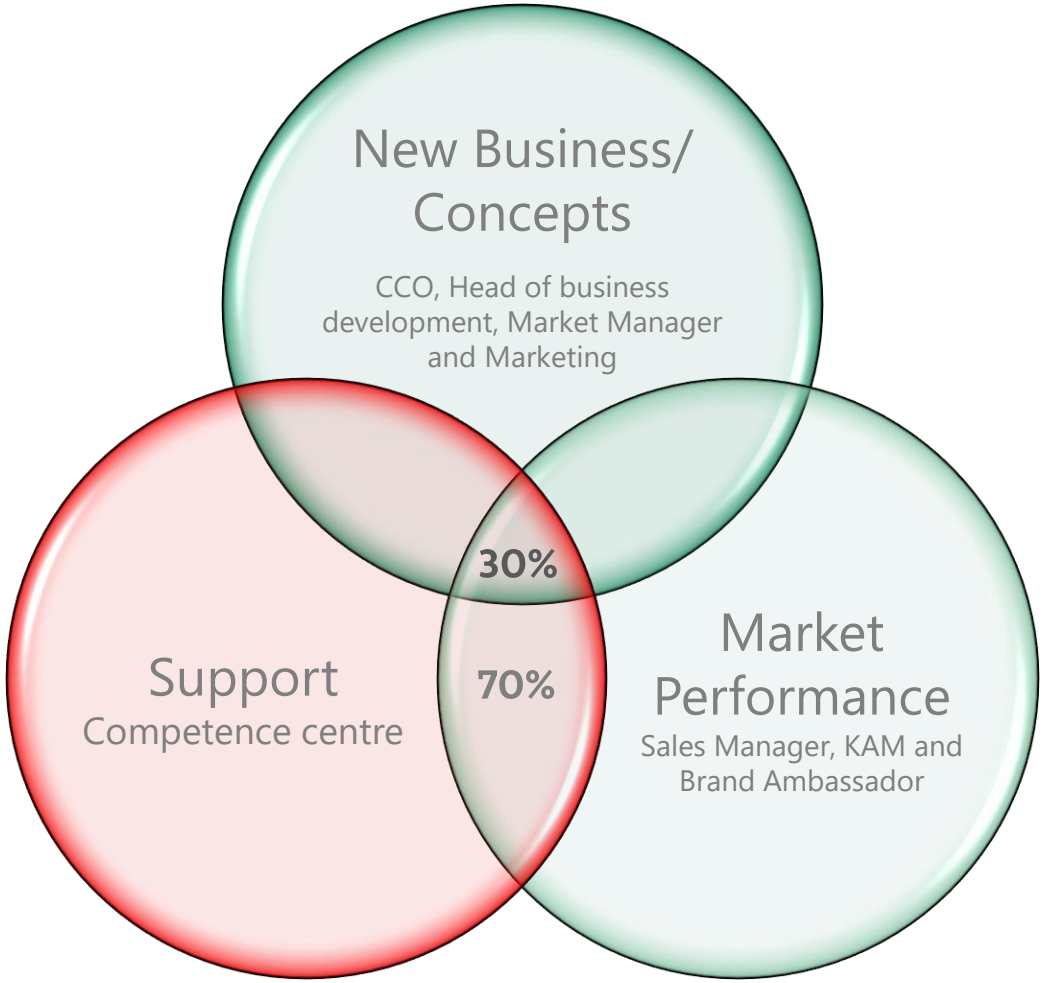


An **Organisation** with **Connected** Functions

Uniting business, support and sales

Second to none business support

- Develop high-end technical back Office (shared)
- One point of contact
- Strong day to day collaboration - MM and shared service
- Second to none back Office and shared service



IN-design/Add-on solutions

- Increase market pressure
- Increase focus on concept and business development
- Commercial thinking
- Next level security
  (develop strategic leaders of the future)
  (minimize management gap)
- Incentive-based

Where are we now?

1st of March 2026

UTU Oy
2,692 followers
3mo • Edited •

Tässä kuvassa konkretisoituu loikka UTU Groupin kasvutarinassa

Vasemmalta UTU Groupin toimitusjohtaja Olli Heinonen sekä Wexøe A/S ...more

Show translation



Wexøe A/S
242 followers
3mo •

Vi tager næste skridt — til fordel for vores kunder

Fra mandag 2. marts 2026 er vores divisioner Power og Building Infrastructure officielt en del af UTU Group — Wexøe A/S fortsætter uændret. ...more

Show translation





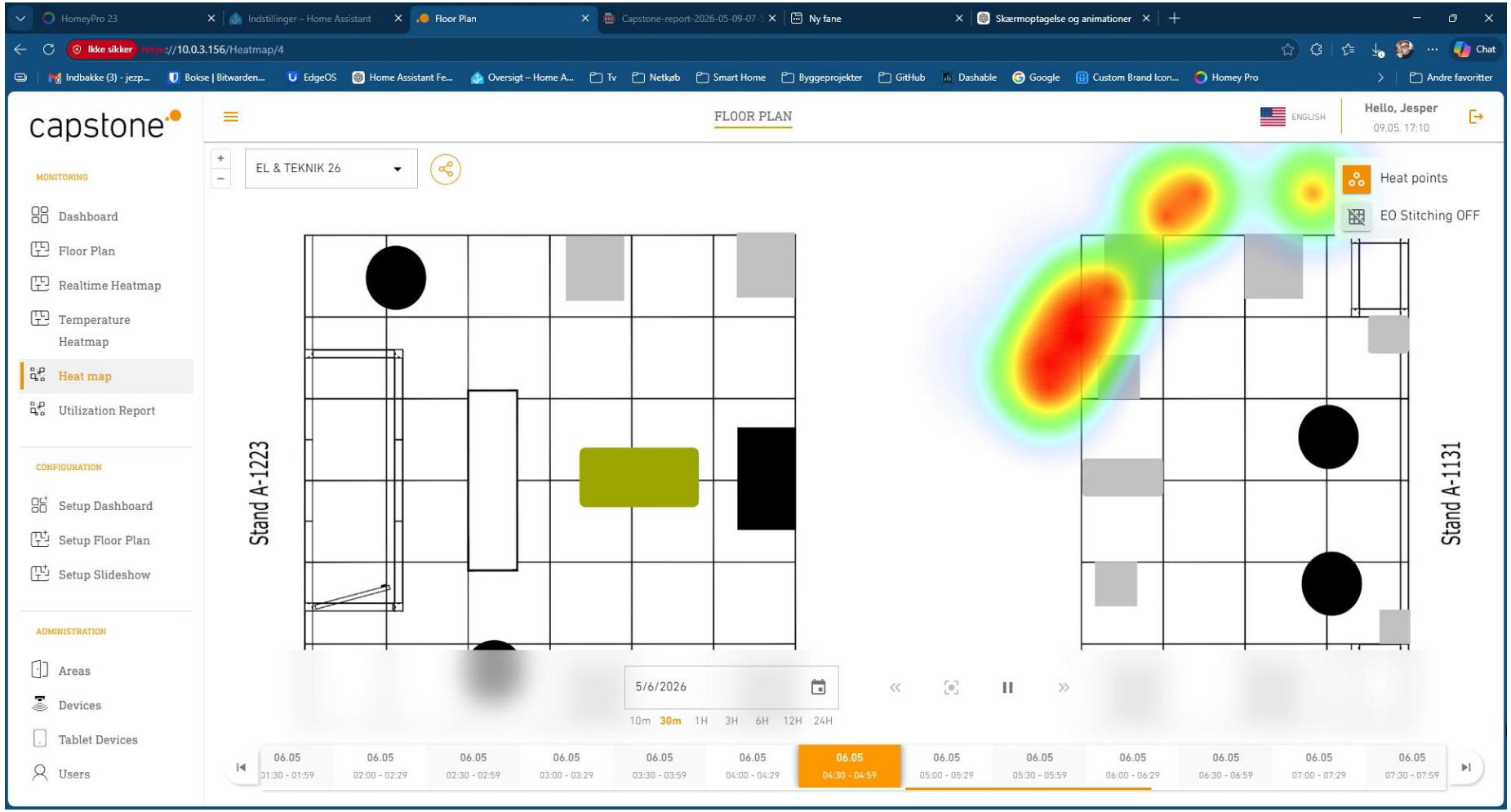
A strong dual **Brand** to be **continued…**



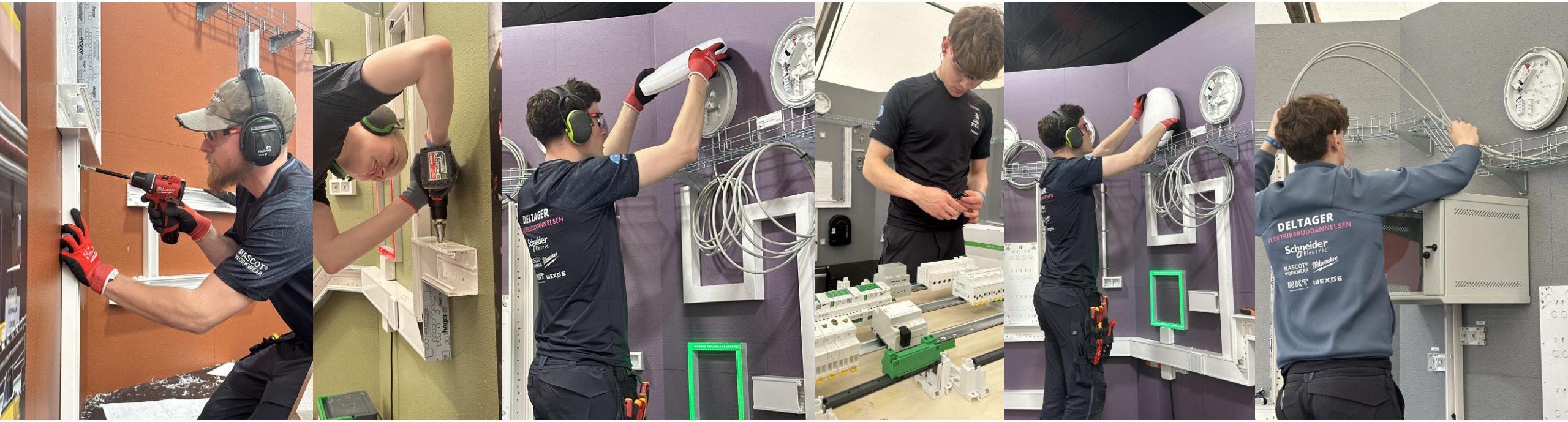
El & Teknik

11,377 visitors
272 leads

Visitor activity using **Capstone®** from steinel



And we Sponsored
Danish Championship in **“Skills”**



Danish Economy in 2027?

Growth

- BNP +1.8% (2.9% in ‘25)
- Inflation 2.2%
- Housing prices +6.0%







DANMARKS NATIONALBANK

Forside > Viden og nyheder > Presse > Udsigterne for dansk økonomi er præget af vedvarende usikkerhed

PRESSEMEDDELELSE | Om Nationalbanken

26. marts 2026

Udsigterne for dansk økonomi er præget af vedvarende usikkerhed

Udsigterne for dansk og global økonomi er præget af vedvarende geopolitisk usikkerhed, handelskonflikter og stigende energipriser. Men dansk økonomi er grundlæggende i god balance med høj beskæftigelse og lav ledighed, vurderer Nationalbanken i sin prognose for dansk økonomi, der er offentliggjort i dag.

Deling

LinkedIn Facebook E-mail

26. marts 2026

Udsigterne for dansk og global økonomi er præget af vedvarende geopolitisk usikkerhed, handelskonflikter og stigende energipriser. Men dansk økonomi er grundlæggende i god balance med høj beskæftigelse og lav ledighed, vurderer Nationalbanken i sin prognose for dansk økonomi, der er offentliggjort i dag.

Nationalbanken forventer, at inflationen vil være lav de kommende år, men udviklingen i energipriserne som følge af krigen i Mellemøsten udgør en betydelig risiko for inflationen fremadrettet.

"Trods de nuværende stigninger i energipriserne forventer vi ikke, at vi ser ind i en inflationskrise, som den vi oplevede efter Ruslands invasion af Ukraine," siger nationalbankdirektør Christian Kettel Thomsen.

Nationalbanken forventer, at inflationen bliver 1,8 pct. i år, 2,0 pct. i 2027 og 1,9 pct. i

Challenges

- Middle East escalation:
  - Inflation 4.5% and -0.7% BNP





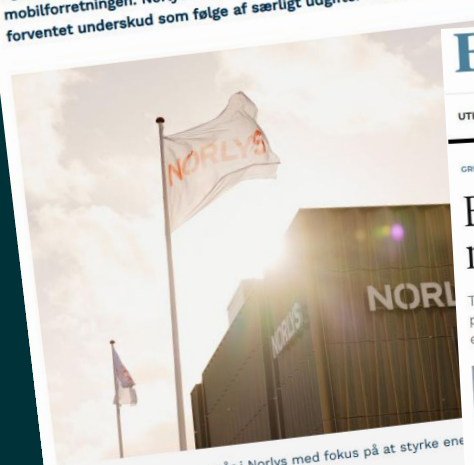
NORLYS

Norlys investerede mere end 4 milliarder kroner i kritisk infrastruktur i 2025

29.4.2026 07:00:00 CEST | Norlys | Pressemeddelelse

Del

Norlys gennemførte i 2025 rekordstore investeringer i den kritiske infrastruktur, øgede omsætningen med 2 milliarder og accelererede integrationen af mobilforretningen. Norlys er i en transformationsfase, og året giver som forventet underskud som følge af særligt udgifter til integrationsarbejdet.



2025 var et integrationsår i Norlys med fokus på at styrke ene
fremtidige forretning.

2025 var et integrationsår i Norlys med fokus på at styrke ener
fremtidige forretning. Væksten i koncernens omsætning og ind
resultatet før særlige poster og af- og nedskrivninger lyder på
Det er en fremgang på 181 millioner kroner sammenlignet med

Omsætningen steg i 2025 til 16,3 milliarder kroner mod 14,3 m
Udviklingen skyldes først og fremmest, at mobilforretningen f
regnskabsår, og samtidig er der solgt flere kilowatt-timer på l
Integrationen af mobilforretningen og arbejdet med at skabe
kundeforretning tog fart i 2025, og udgifter til integrationsarb

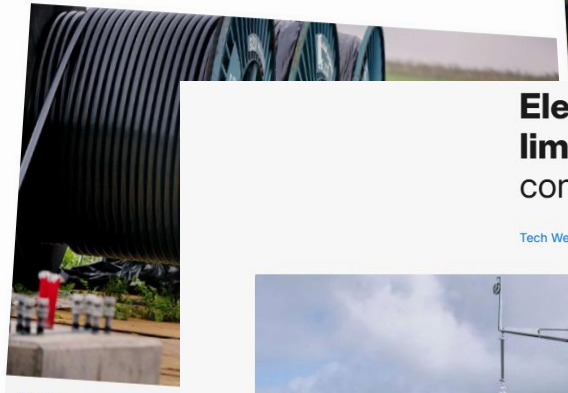
cerius · radius

Storkøbenhavn: Der var fuld fart på industriens elektrificering i 2025

29.1.2026 09:59:10 CET | Cerius Radius | Pressemeddelelse

Del

Det forgangne år brugte de største elkunder i Københavnsområdet, Nordsja og dele af Midtsjælland 21,1 pct. mere strøm end i 2024. Det viser nye tal fra Radius, der ejer elnettet i området.



Fremtidssikring af elnettet

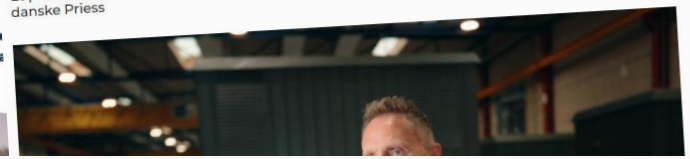
Det er ikke kun på villavejene
investerer i varmepumper og
omstilling af varmesektoren o
det samlede elforbrug hos de
det forgangne år.

I 2025 brugte Radius' største k
fortæller Cäthe Bay-Smidt, fun
både nye og eksisterende kund

"Vi har gennem nogle år haft di
tilslutte sig elnettet til glæde o
proces, der kan tage tid, men n
det er med til at løfte forbruget
fortsætter:

Indtjening styrtbløder: Priess lukker selskab

Et pludseligt ordrestop og styrtdykkende indtjening har ført til fyringer og en selskabslukning i danske Priess



ENERGYWATCH

UTILITIES OIL & GAS RENEWABLES CLEANTECH POLICY & TRADING

GRID COMPANIES | SUBSCRIPTION

Energinet's profit decline mounting demands for c

The Danish transmission operator's task has grown to such a possible to meet the demand for an expansion of power gric executive.



"We must strengthen our ability to execute and accelerate the expansion of the power grid—without compromising the security of supply for Danes," says Thomas Egebo. | Photo: Joachim Ladefoged

Electrical grid is reaching its limits: Energinet puts all new connections on hold

Tech Weekly 5. marts kl. 08:56

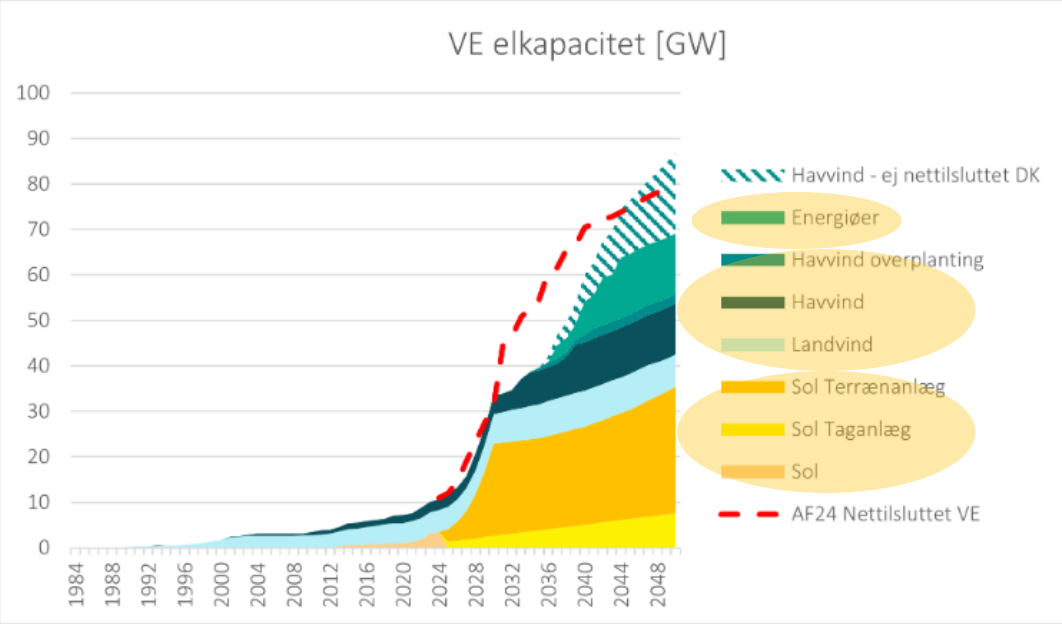


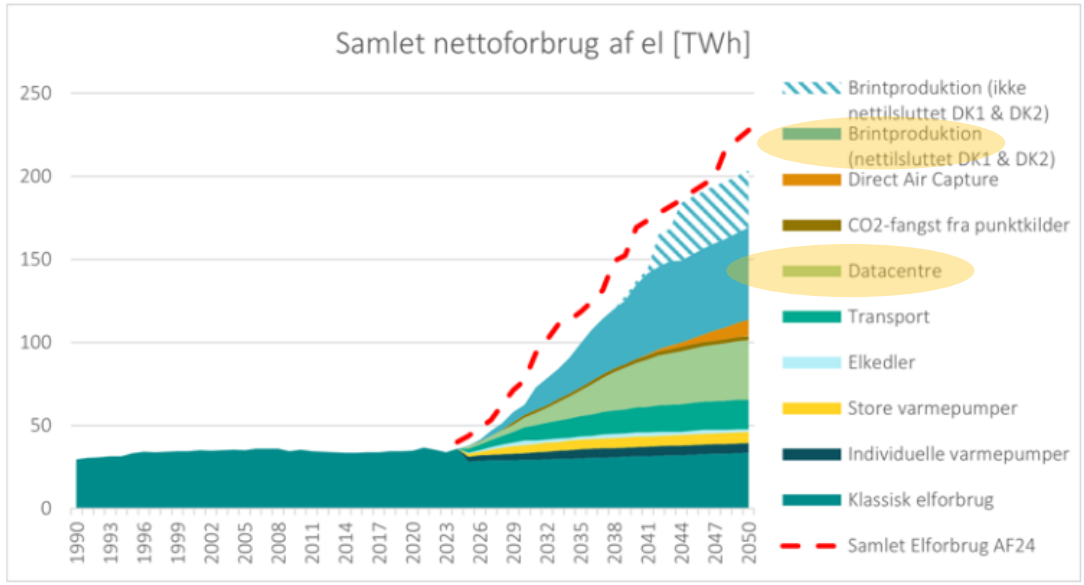
Illustration: Energinet.

All new grid connections are being put on hold for at least three months due to very high demand and capacity challenges. Mature projects on the border between the transmission and distribution grids are to be prioritised instead. This is unexpected, according to the industry.

The **Future Grid** of **Denmark**

Source: Energinet 2025





Danish Grid Situation

Short-Term Bottlenecks, Long-Term Demand

Market reality now

- Grid capacity is **tight now and for the coming years**. Energinet paused new transmission connection agreements on **2 March 2026** ar **agreements for larger customer before autumn 2026**.
- Connection demand has become extraordinary: Energinet reported **57 GW** of new electricity-demand connection requests across transm distribution grids, versus Denmark' demand of around **7 GW**. Datacent PtX account for roughly 80% of requests.
- "Normal electrification" can still continue in many places: smaller and medium custom connected, while larger custome on clarification of available upstr

Large new transmission connections paused until autumn 2026

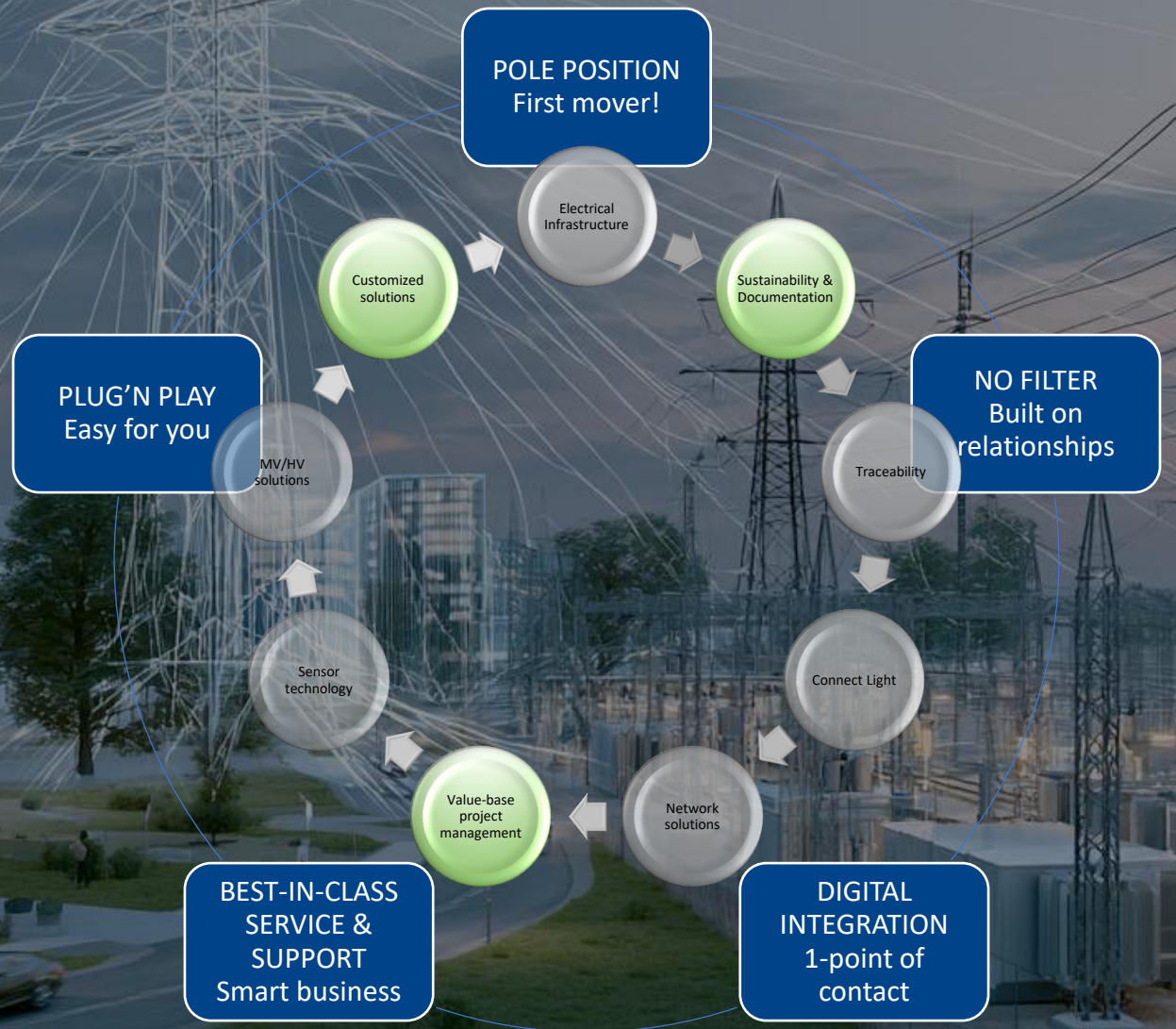
57 GW in the queue vs. 7 GW peak demand

Normal electrification continues — but large projects face prioritisation and longer timelines

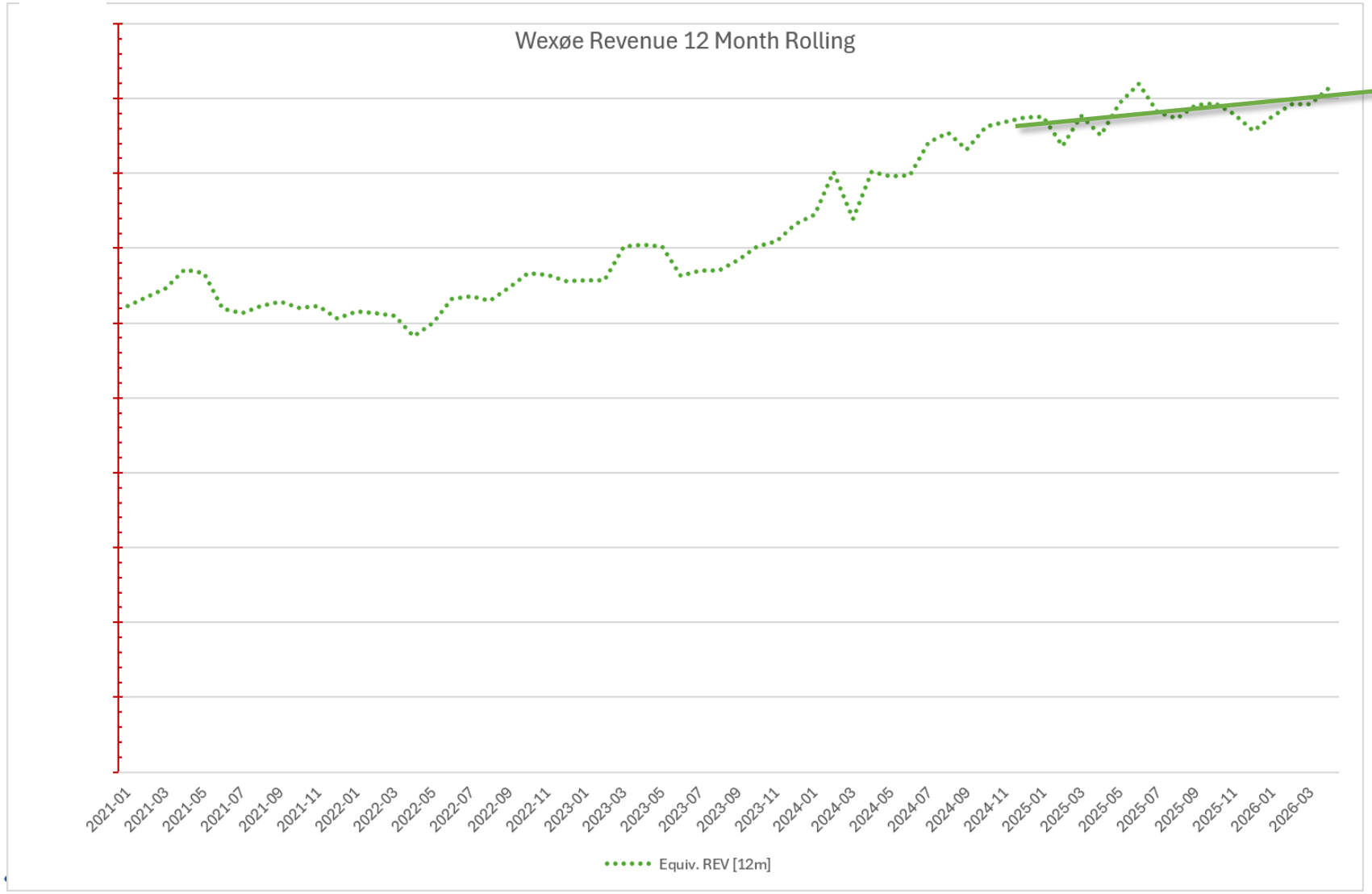
What it means for 2026–2028

- **Short term (now–12 months):** more uncertainty, longer lead times and slower decisions on large projects — but also higher urgency around capacity, flexibility, substations, protection, power quality and grid-friendly solutions.
- **Mid term (2–3 years):** structural demand stays strong because electrification is continuing and the grid must be reinforced, digitised and made more resilient.
- For DSO-related customers and partners such as N1 and Nexel, the opportunity is less about "more of the same" and more about **solutions that help connect faster, operate smarter and reduce grid risk.**

Business model build on the **HAGER concept**



Wexøe 5.0 = **Solid Growth**



CAGR 7.3%
(Compound/average Annual Growth Rate)

INSTALLATION

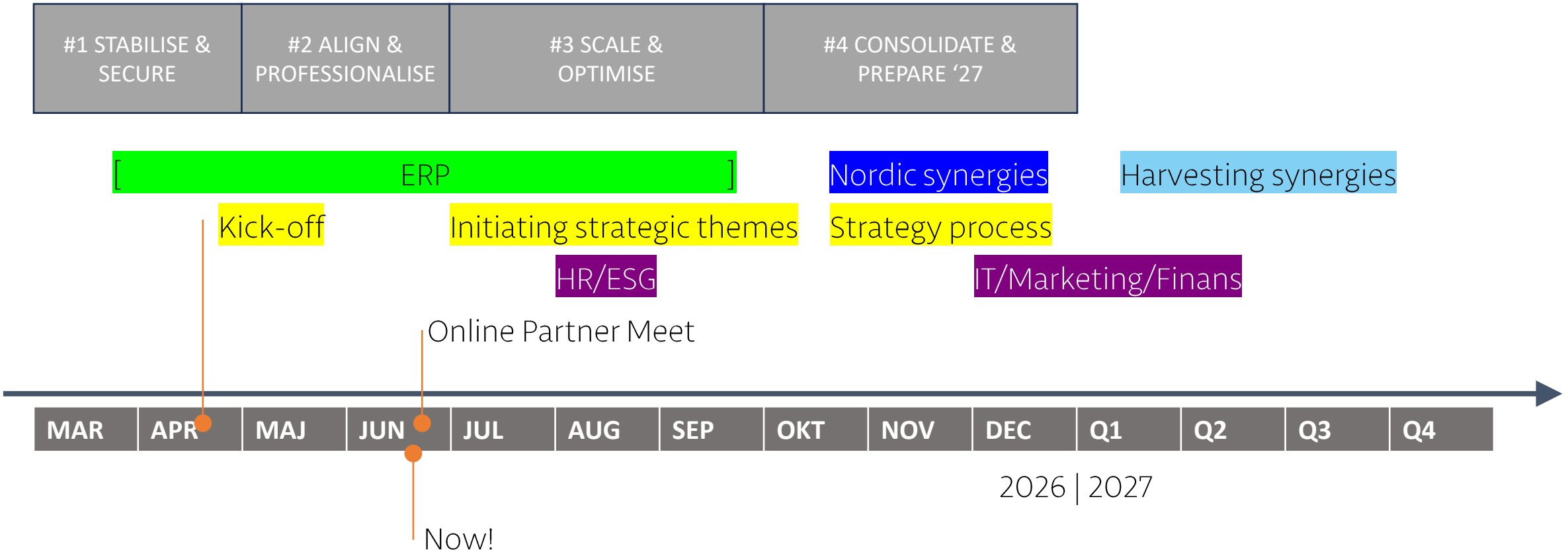
Stable growth due to broader portfolio

POWER

Increased focus on commission-based contracts

The **Plan!** And **timeline.**

Carve-out towards the new **Wexøe 5.0**



Action Plan & Roadmap 2026

Clear business ambitions

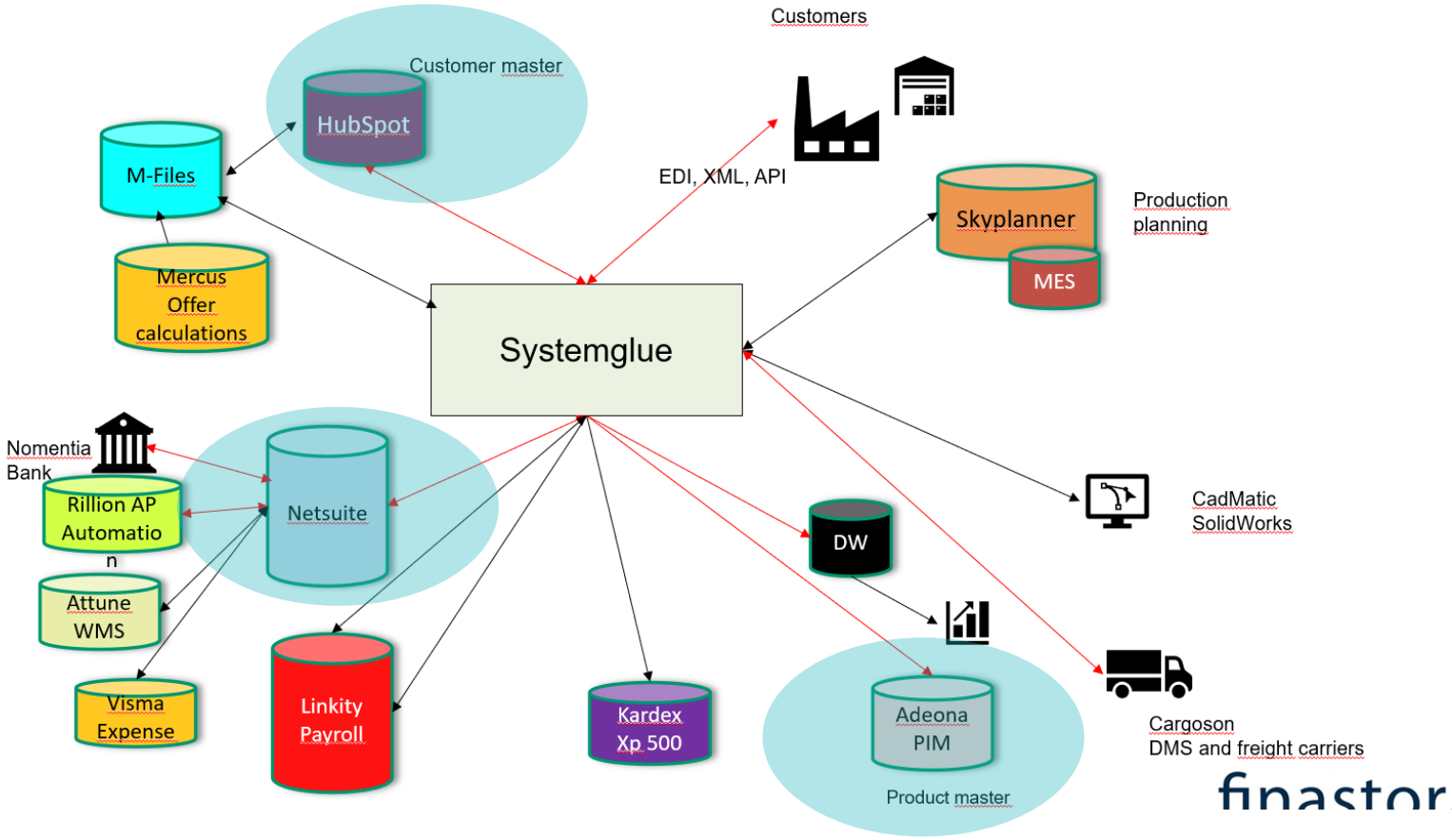
- Build **one company, one culture** – no silos between Installation, Power and Customer Service
- Deliver **best-in-class customer experience**
- Preserve **Wexøe continuity** while professionalising structure and scale
- Use **2026 as calibration year** for sustainable business level
- Leverage **UTU Group scale and systems** without losing agility

Non-negotiables

- Customer **delivery stability** during transition
- Financial transparency by **segment**
- **Ownership** placed close to execution
- Clear **accountability** despite TSA dependencies

Future UTU Group **IT Platform**

3 core systems to be upgraded



Migration & TSA plans

	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27
IT													
ERP			Start project							Go-alive	End of TSA		
WMS Apport integration			Start project							Go-alive	End of TSA		
AP Automation			Start project							Go-alive	End of TSA		
PIM			Start project							Go-alive	End of TSA		
CRM				Start project						Go-alive	End of TSA		
Marketing Aut				Start project						Go-alive	End of TSA		
Microsoft M365							Start project			Go-alive	End of TSA		
Phone system							Start project			Go-alive	End of TSA		
Travel mgmt		Start proje	Go-alive										
IT servicedesk							Start project (outsource)			Go-alive	End of TSA		
TSA													
HR				Start project (outsou		Go-alive	End of TSA						
Finance							Start project				End of TSA		
Marketing & Communications							Start project				End of TSA		
ESG					Start project		End of TSA						

UTU introduction & **Nordic Market** Access

What is UTU?

- 107 years old family-owned company in 4th generation
- Turnover 54 M€ (2025), personnel 210 (2026)
- UTU is involved in the critical areas of the electrical industry — from **building electrification** and **renewable energy solutions to electricity distribution**, **e-mobility** and **automation**.
- Hager partner in Finland, Estonia, Latvia, Lithuania and Norway.
- Our commitment is long-term employment, stability and taking care of our people.
    - We believe that people are our greatest strength — our success comes from collaboration, trust and long-term relationships
- UTU continuously invests in sustainable product development, safe working environments and energy-efficient solutions



Olli Heinonen
CEO
UTU Group



UTU factory

- The UTU factory, built in 1972, is located in Ulvila, West coast of Finland
  - Major layout transformation in 2024
  - Expansion of production facilities in 2026
- The factory covers an area of 6,000 square meters.
- We manufacture up to 70,000 standard products annually. On a daily basis this means producing up to 270 products.
  - Electrical distribution boards for buildings
  - Substations
  - Energy poles
  - Switchgears
  - AC charging stations for electric vehicles







Building electrification

Installation products, electrical panels, cable duct and trunking systems and sales and maintenance of power electronics e.g. UPS system



Renewable energy & electricity distribution

Compact secondary substations for distribution networks, EV charging and renewable energy infrastructure. MV switchgear. Related commissioning, installation and maintenance services. Remote Condition monitoring service for secondary substations.



Industrial automation

HMI solutions, motor drives, control systems, robots, industrial data transfer. Automation design, control panel manufacturing, programming, and testing.

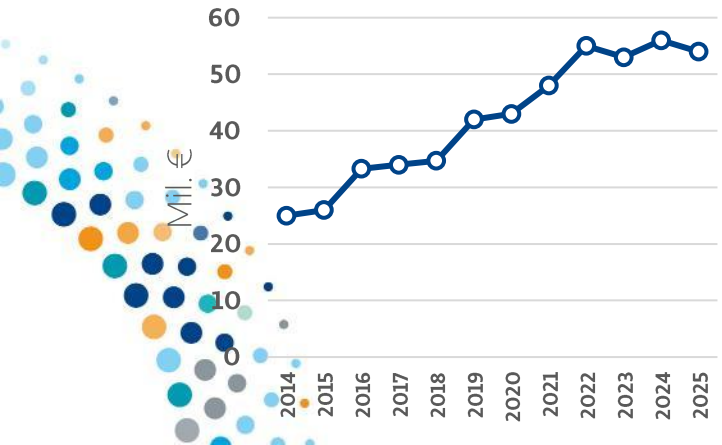


E-mobility

Electric vehicle charging stations and electricity distribution solutions. Load management solutions. Charging management. Support and maintenance.



TURNOVER



Established **1919**

Fourth generation of owners **2014**

Acquisition of Beijer Electronics Oy → UTU Automation **2016**

Acquisition of Pajap Oy **2022**

UTU expands to Denmark. Wexøe business acquisition. **2026**

2007 Acquisition of Baltic subsidiaries of Hager → UTU EE, UTU LV, UTU LT

2016 Minority shareholder of Tosibox Oy

2019 Acquisition of Norwegian subsidiaries of Hager → UTU Norge

2023 Minority shareholder of IGL-Technologies Oy

UTU TODAY

210 EMPLOYEES

6 COUNTRIES

75 M€ TURNOVER

30 000 PRODUCTS



UTU Invest Oy

UTU Group

(Urho Tuominen Oy)

UTU Oy (FI)	51%
UTU Automation (FI)	-
Wexøe A/S	28%
UTU Estonia	3%
UTU Latvia	4%
UTU Lithuania	7%
UTU Norway	8%

UTU Products



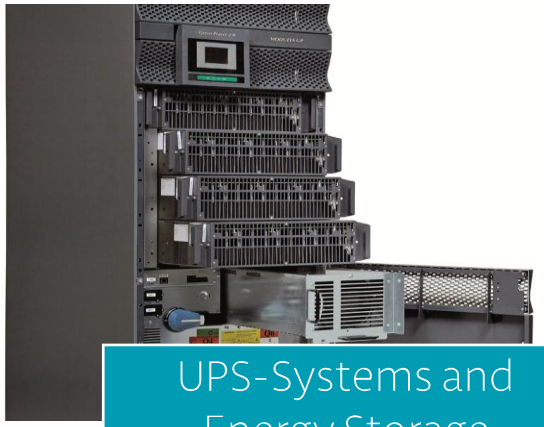
Electrical Switchboards



Electrical Installation Products



EV Charging Stations



UPS-Systems and Energy Storage



Substations



Automation Products

Rationale for the acquisition

- ***M&A as a part of UTU growth strategy*** – good track record
  - Hager Baltic operations / 2007
  - Beijer Electronics Oy / 2016 => UTU Automation Oy
  - Hager Norge AS / 2019 => UTU Norge
  - Pajap (energy poles) / 2022 => Part of UTU business today
  - IGL Technologies Oy / 2023 (minority share, EVC and parking SW platform) => synergies with UTU EVC business
- ***Denmark*** – logical geographical market for UTU as a Nordic player
- We believe this is ***a match made in heaven***
  - Two family-owned companies with shared values and cultural fit
  - Similar business focus and product offering
  - No overlap in businesses
  - Strong management commitment (Peter Harrig and Rene Keller)
- ***Synergies and opportunities to both directions***
  - UTU products and main principals for Danish market
  - Wexøe partners in other UTU countries
- ***Valuable know-how*** in both parties to be utilized across boarders

WEXØE part of UTU Group



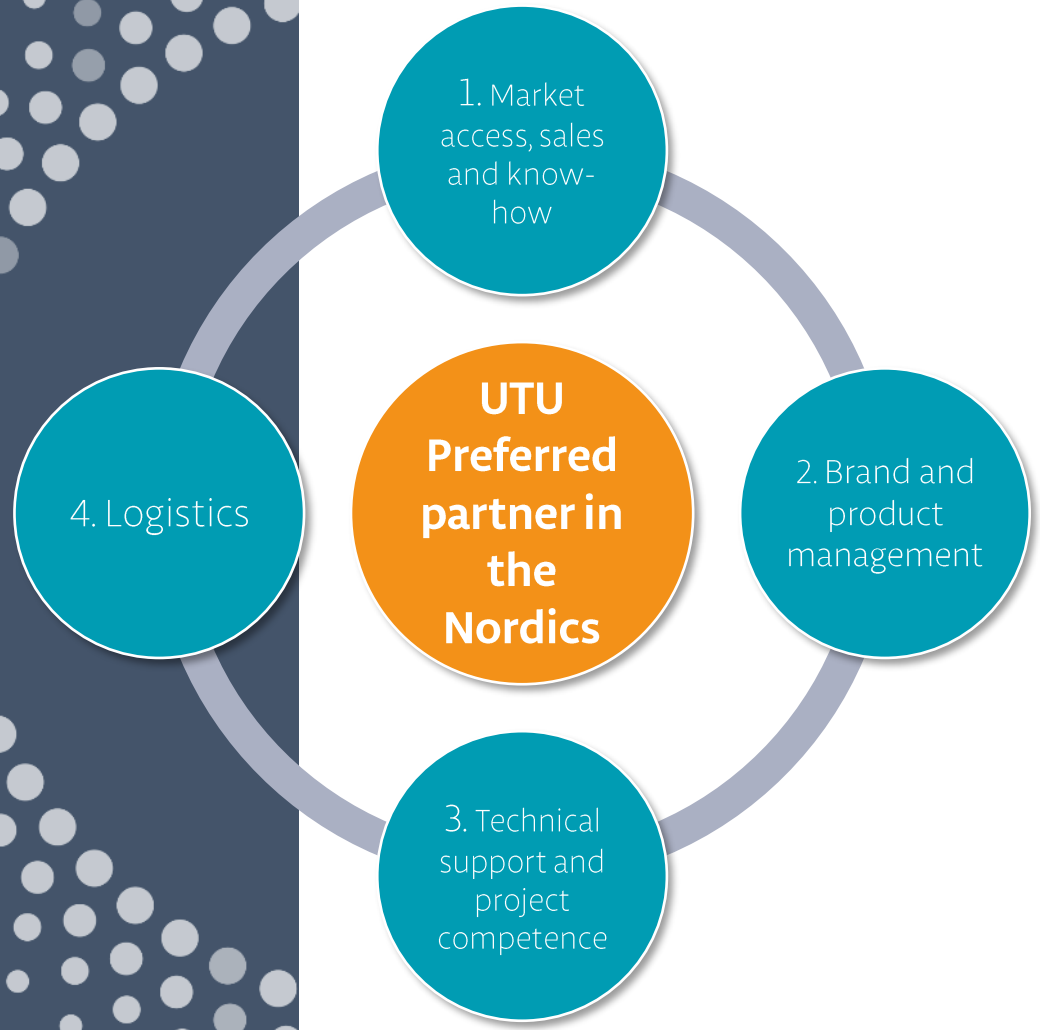
UTU Can and will.

What can UTU offer to our partners?



- **UTU**
  - Customer focused sales, marketing and support operations
  - Clear common sales targets and marketing plans with partners, regular follow-ups
  - Easy of doing business
- **Create value**
  - Utilize UTUs market position to open channels. Access to key decision makers by wholesalers, electrical contractors, electrical consultants, end users and energy sector
  - Selected brand portfolio supporting each other, high quality suppliers
- **Operations**
  - Own stock in all the markets to serve wholesalers and direct/project customers
  - Own production facilities in Finland

What can UTU offer to our partners?



- ✓ **UTU** offers a **professional channel** to the Nordics market with a wide know-how, expertise and digital platform.
- ✓ UTU creates a **tailored package** to customers from UTUs and partners high quality products
- ✓ Deep **customer understanding**, **know-how and flexible operations** enable significant added value to partners' business

What's in it for **You?**

What Wexøe 5.0 Means for You

As our partner, you gain

- **A strong, committed owner** – UTU Group, a 107-year family-owned Nordic business
- **A stronger route to market** – greater scale and commercial muscle behind your products in Denmark
- **Access to the wider Nordic platform** – your range in front of customers across the region, not just Denmark
- **More specialist expertise** across Power and Installation to position and grow your sales
- **One stable, well-backed distribution partner** – and lower risk for you

What stays the same

- The **Wexøe name, brand and people** you already know
- **Business as usual** for purchasing, supply agreements and day-to-day contact
- **Local decision-making** kept close to you
- **Continuity first** through the transition

How can you **help?**

What We Need From You

How you can help in 2026

- **Support us** through the transition – keep supply flowing and support pre-sales
- **One point of contact:** bring questions to your Wexøe contact
- **Share your product roadmap** so we can plan demand together
- **Bring your range to the Nordic platform** – new markets for your products with us

What you can expect from us

- **Continuity of orders** and offtake during the carve-out
- **Clear, proactive communication** at every milestone
- **The same trusted team** and relationships
- **Continuous improvement** as we professionalise

And as a **closing activity...**

Kahoot!



How to Join a Kahoot Quiz

1. Go to **www.kahoot.it** on your phone, tablet, or computer
2. Enter the **Game PIN**
3. Type your **name** and click “OK”
4. Wait for the quiz to start
5. Answer each question by tapping the correct option on your screen. Score points based on **accuracy** and **speed**

Lastly...

The 3 Most Important Points

Remember three things:

- **1. Stronger together** – Wexøe is now part of the Nordic UTU Group, with a committed long-term owner.
- **2. Continuity first** – same name, same people, business as usual through 2026.
- **3. Built to grow** – more expertise, broader solutions and one partner for electrical infrastructure.

Our commitment!

- Keep your **delivery and service stable**
- Stay **one easy partner** to work with
- **Grow the value** we bring you, year on year

Team Wexøe 5.0 are **fully committed** on this journey – *together with **you!***

Q&A

