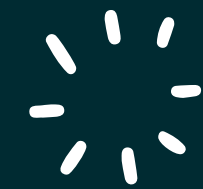


The \$500 Million Bio-based Bet:

Kemira's Growth Accelerator Unveiled

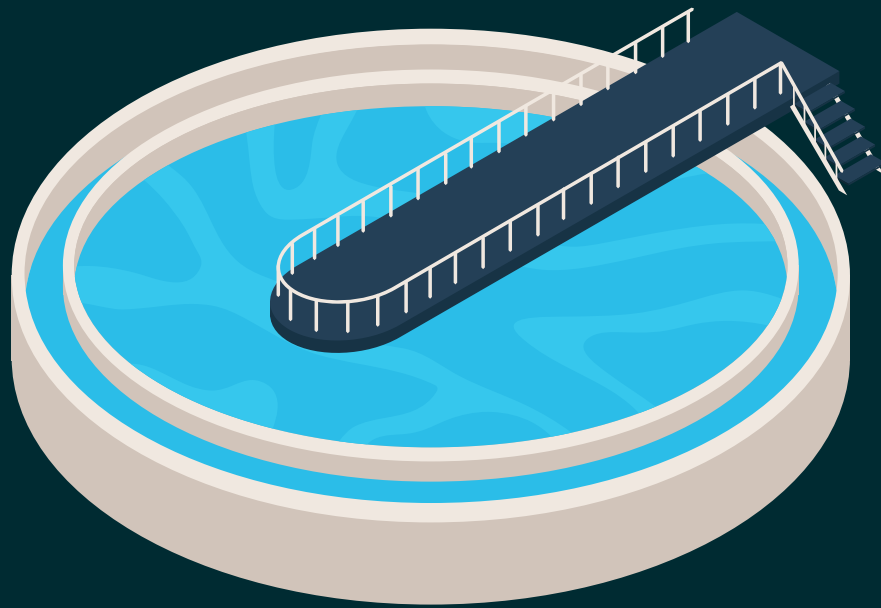
with Tuija Pohjolainen-Hiltunen,
President Industry & Water
@ kemira



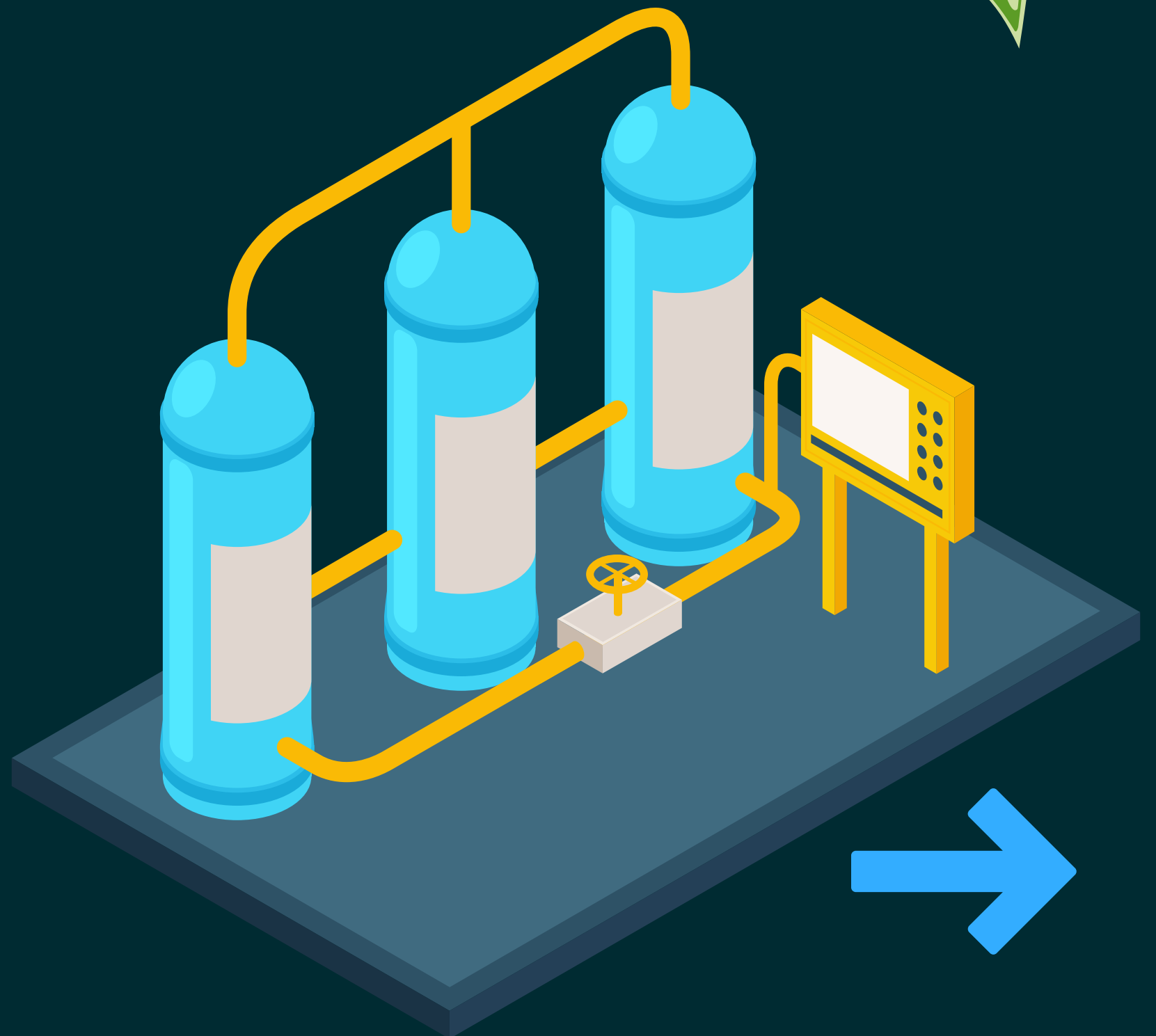


(DON'T!)
**WASTE
WATER**

Water Industry Chemicals are a \$30 Billion yearly market. Coagulants, flocculants, defoamers, biocides, pH adjusters, scale or corrosion inhibitors... you'll hardly find a water application that doesn't use any.



**But is it a
good thing?**



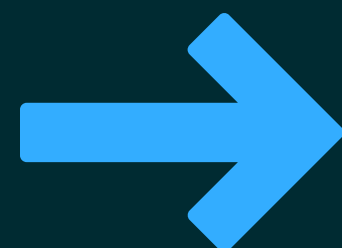
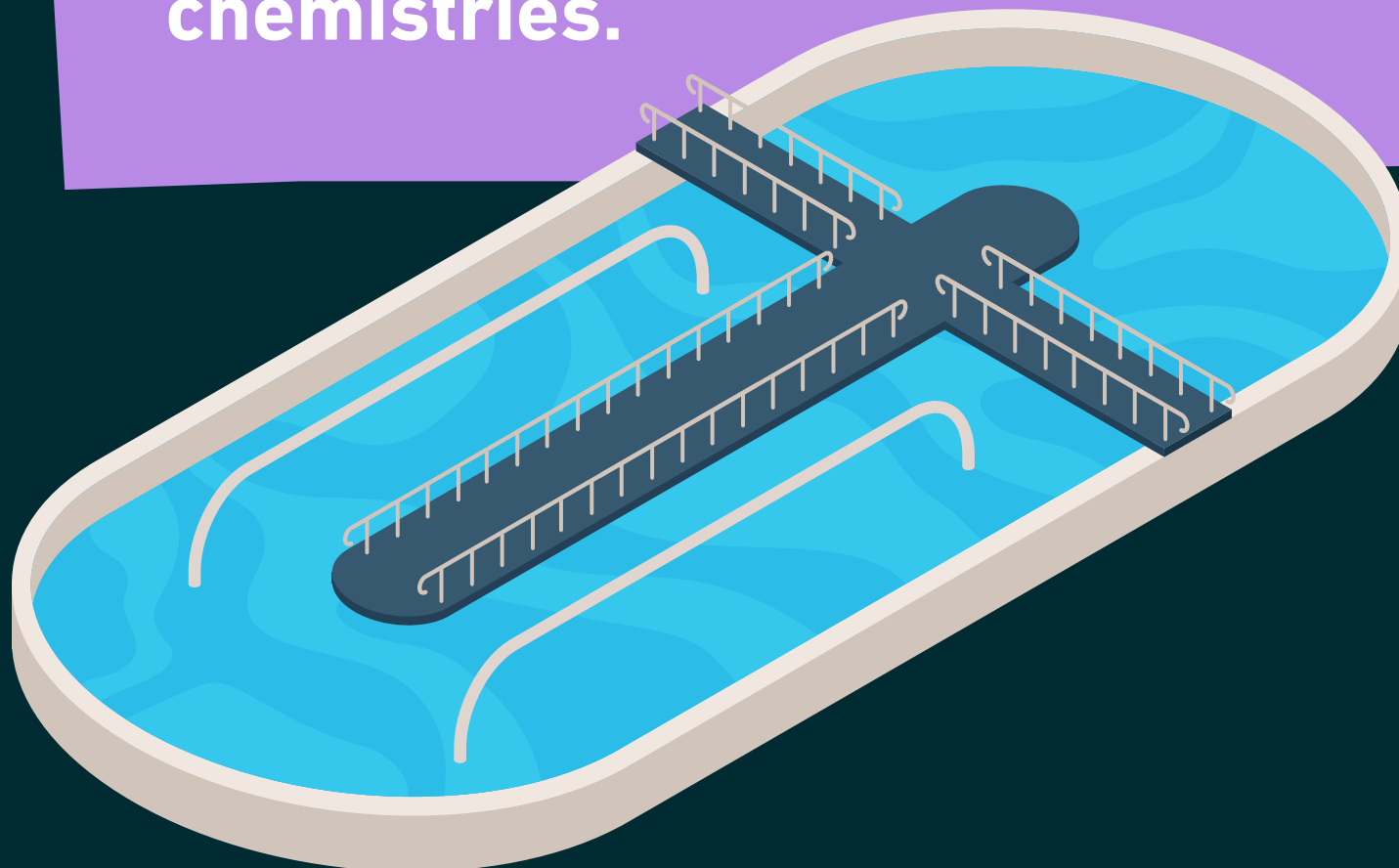


Over the last few years, regulations and market pull have triggered some changes in the water chemical landscape, up to the rise of “chemical-free” treatments.

(DON'T!)
**WASTE
WATER**



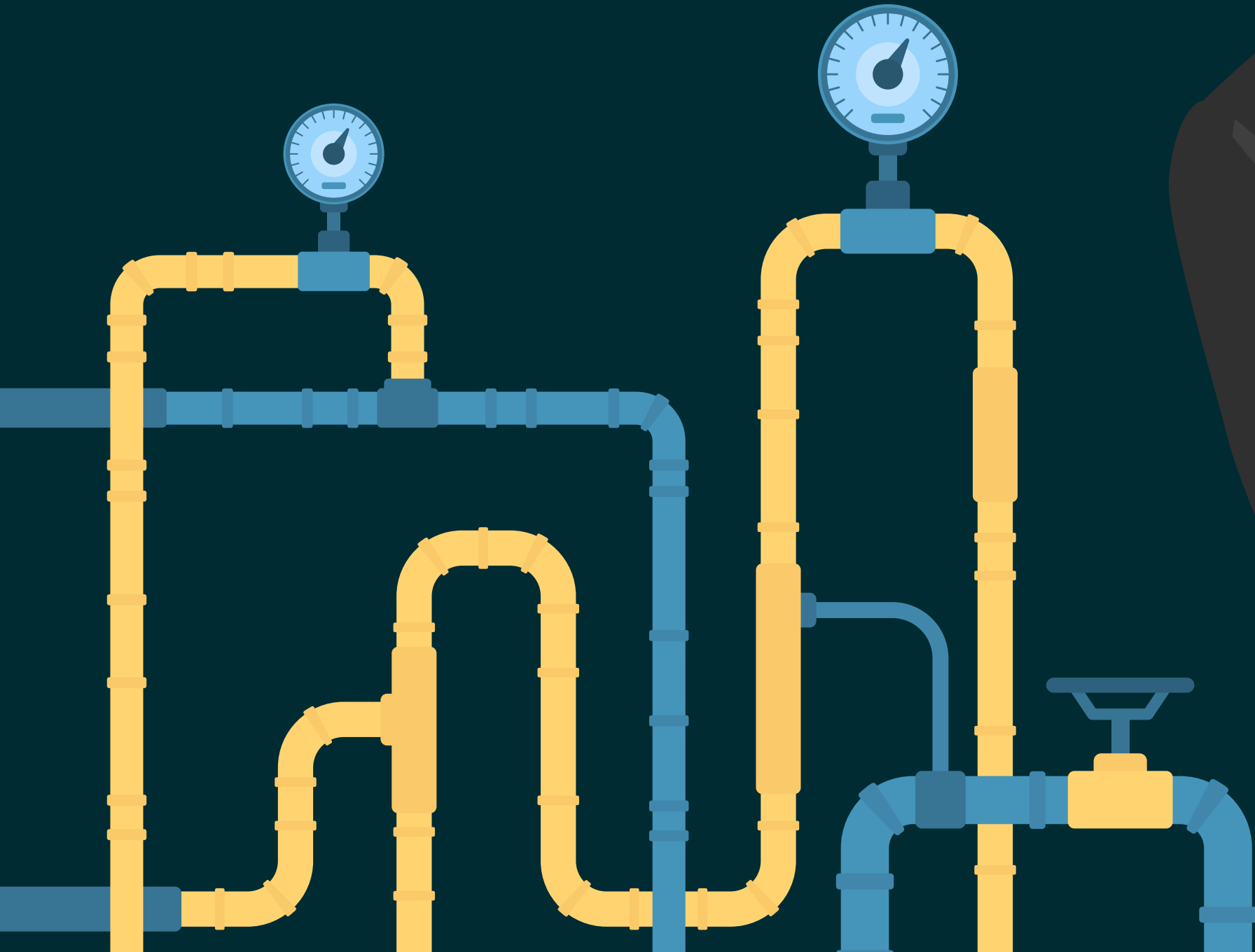
It's too simplified a picture to say that chemical-free is always better. Chemicals are an essential part of water processes, and if you look at today's regulatory world and requirements, we couldn't meet most treatment standards without chemistries.



Some of these chemicals, by the way, are one of the great examples of circular economy done right:

(DON'T!)
WASTE WATER

40% of the raw materials that Kemira uses to produce our chemical products are by-products of another industry, for example, from the steel industry!

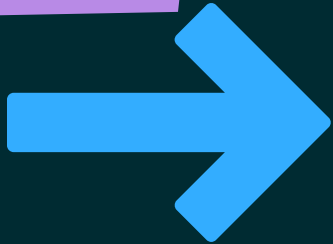


But for sure, a “chemical-free” approach also has clear merits, as it would cut our sector’s cord to the virgin materials often derived from fossil fuels.

**(DON'T!)
WASTE
WATER**



Everybody would like to get rid of fossil-based stuff. So our job is to go and find an alternative that provides you with the same performance - because nobody wants to compromise on treatment efficacy!

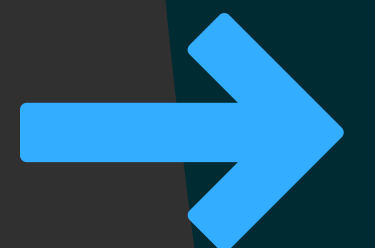


If Kemira intends to lead the road towards a greater share of bio-based polymers as a direct replacement to today's fossil standards, it's essentially an Idea that they "stole" from their customers:

(DON'T!)
WASTE WATER



Very often, customers come with new challenges: tighter requirements or a change in regulation. They wonder what kind of technological combination we should do to handle it sustainably and cost-efficiently.



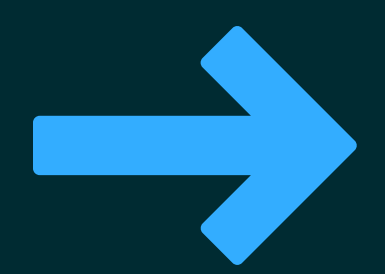


And as clever as one gets on over a century of a journey, Kemira doesn't intend to solve these crucial riddles alone:

(DON'T!)
WASTE WATER



Nobody can succeed alone. No company can succeed alone! We all need each other; it forms a network, and it's beautiful when it works.

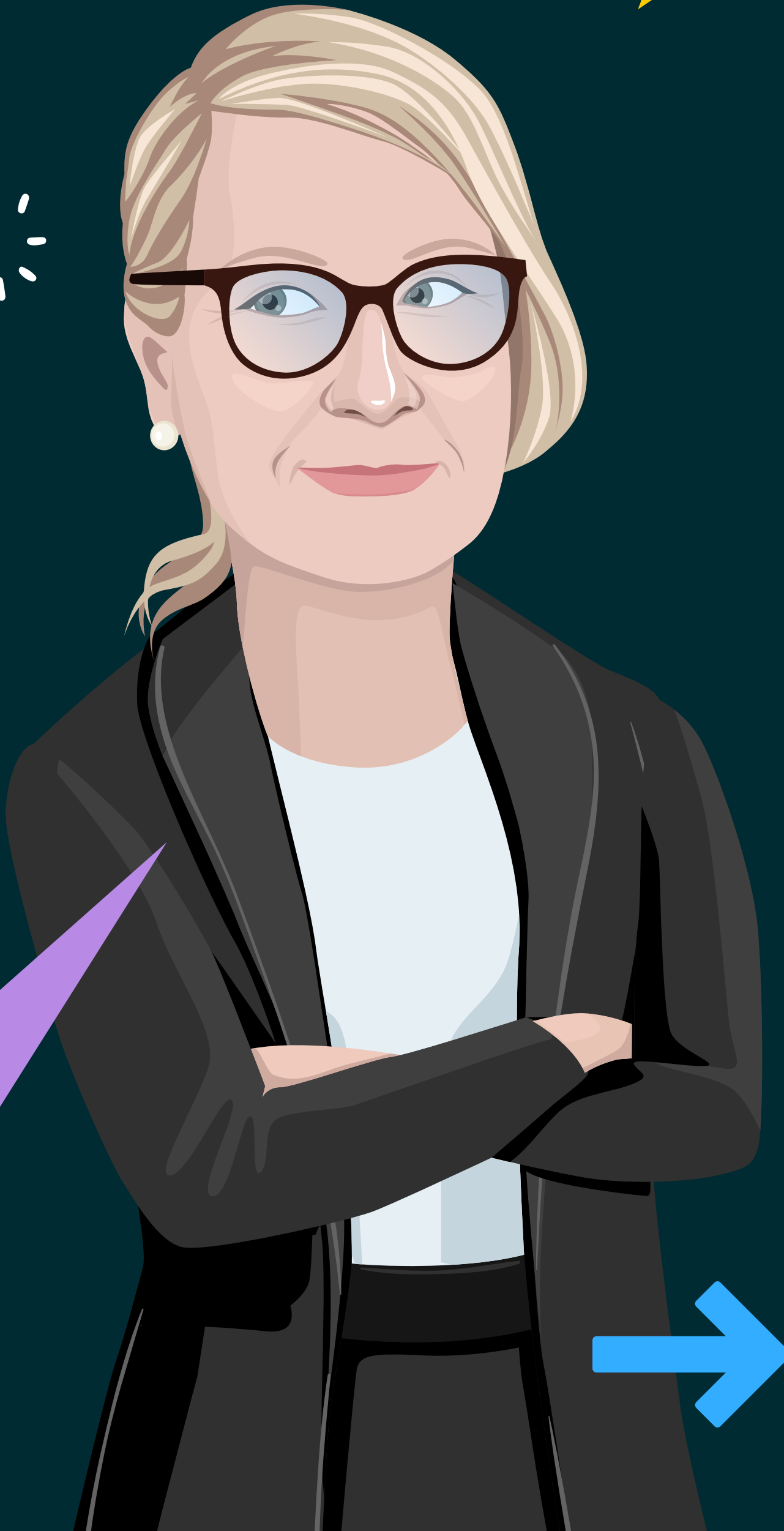


This is, for instance, the logic behind Kemira's inception of a Growth Accelerator unit that dedicates to the roll-out of bio-based materials commercialization:

(DON'T!)
WASTE WATER

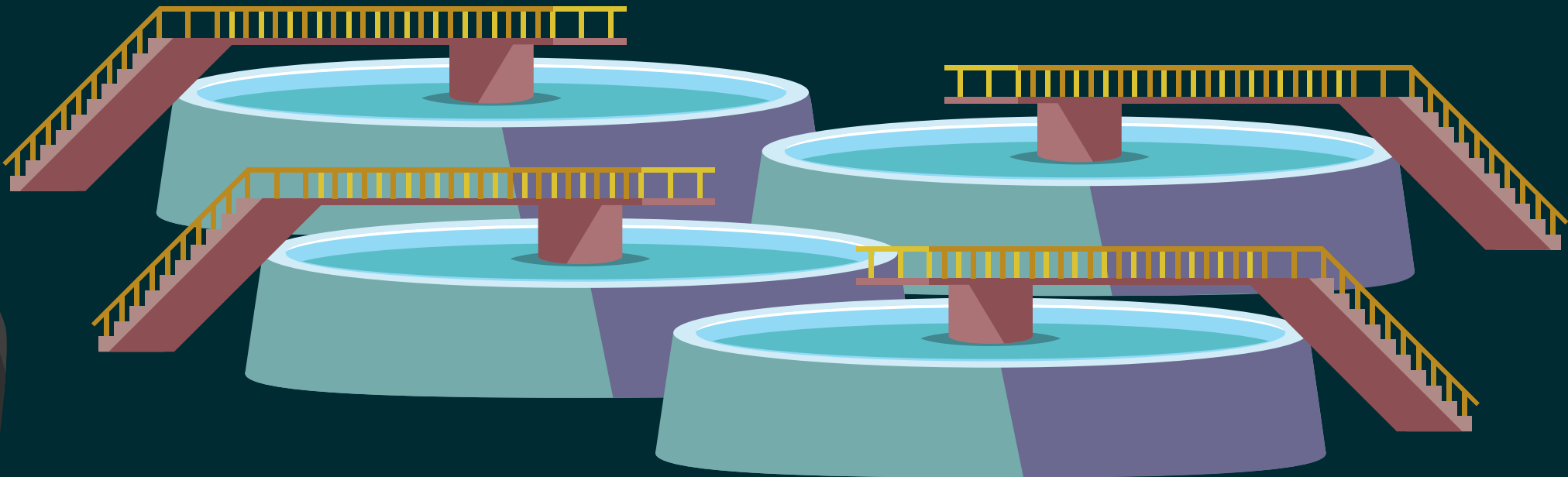


We are heading for 500 million in revenue coming from bio-based products in 2030. And 2030 is seven years, so it's right there!



(DON'T!)
**WASTE
WATER**

That's for partnerships and innovation, Tuija's respective second and third pillars in her approach to leading Kemira's \$1.5 Billion Water business.

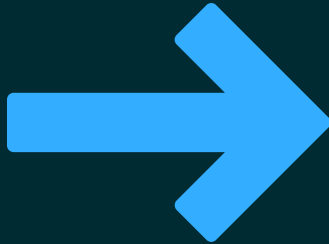


But it wouldn't stand on its feet without the first one:



I have always thought that purpose

is the most important thing. We need to work on something which has a great purpose!



**Wanna learn how that translates
into Kemira's business
approach, innovation roadmap,
partnerships, and endeavors?**

**And to get inspired about what you can copy,
emulate, and leverage in your company?**



**Check out the golden nuggets Tuija shares in
this week's release of the**



podcast!

