

HH®

HELLY HANSEN

Facts

Helly Hansen was established in 1877.

The Helly Hansen Group consists of HH Sport and HH Pro.

We are owned by Altor; a leading Scandinavia based private equity company.

We are 200 employees in HH Pro.

We are ISO 9001:2008.

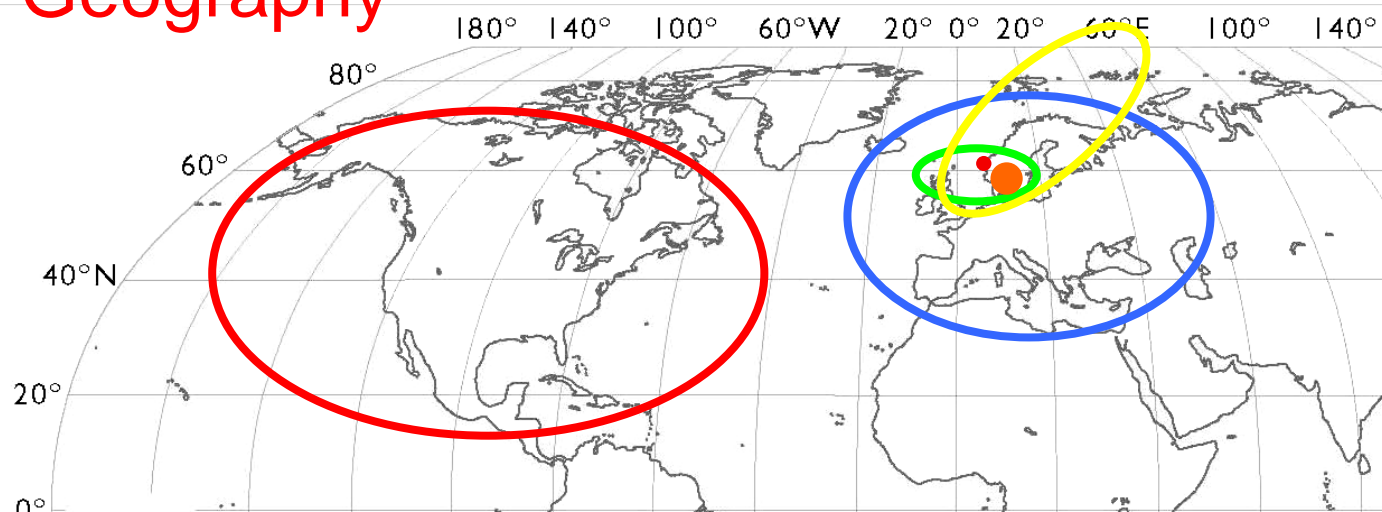
Our vision

care for human,
environmental and
material values.

Our Core Values

strong, confident and warm
to our customers, suppliers
and employees.

Geography



Main office in Moss, Norway

Production plants in Moss, Kristiansand and Oban (Scotland).

Service Department in Bergen, Norway.

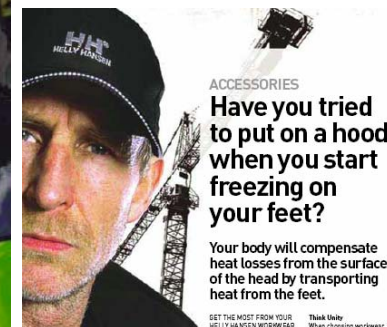
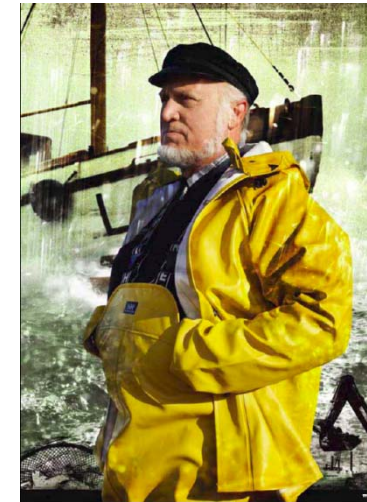
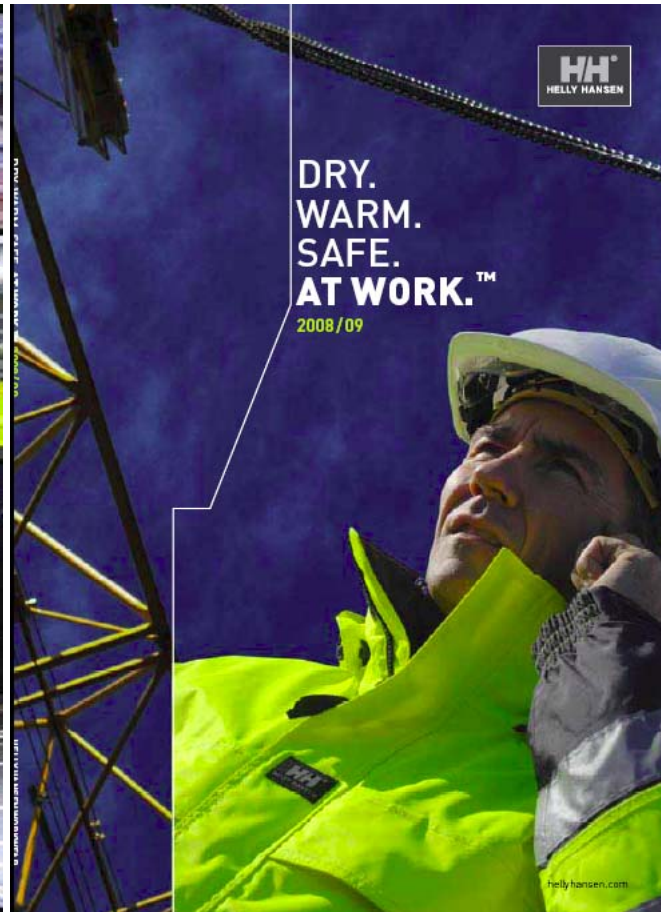
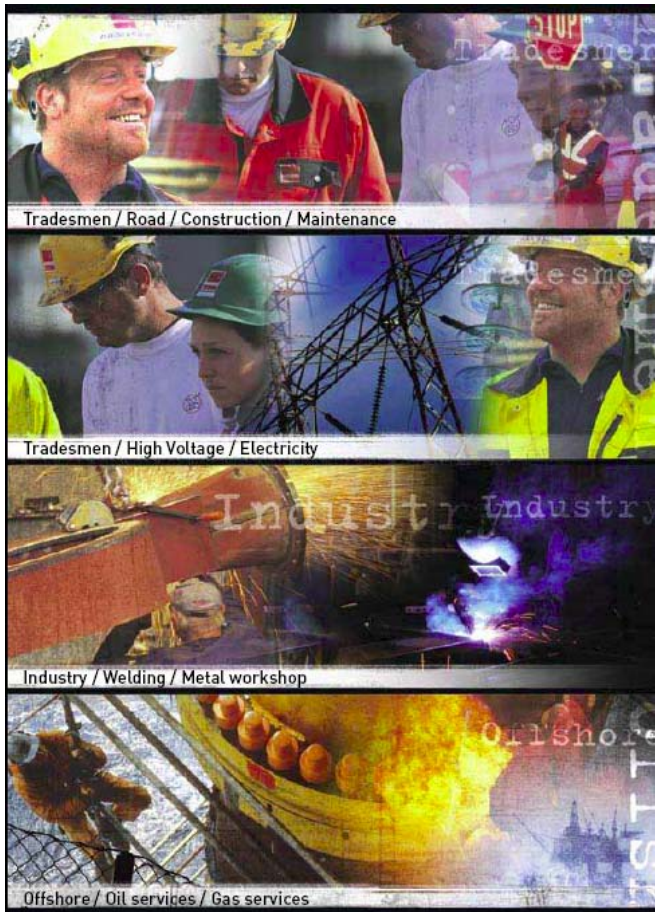
Suit Rental branches in Norway and Denmark

Sales offices in Scandinavia, Europe and North America.

Helly Hansen Pro AS - care for human, environmental and material values



Workwear



Helly Hansen Pro AS - care for human, environmental and material values



Survival



Helly Hansen Pro AS - care for human, environmental and material values



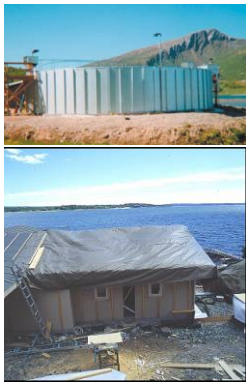
Marine



Helly Hansen Pro AS - care for human, environmental and material values



Industrial and agricultural products



Helly Hansen Pro AS - care for human, environmental and material values



Special products



Helly Hansen Pro AS - care for human, environmental and material values



HH and smartwear

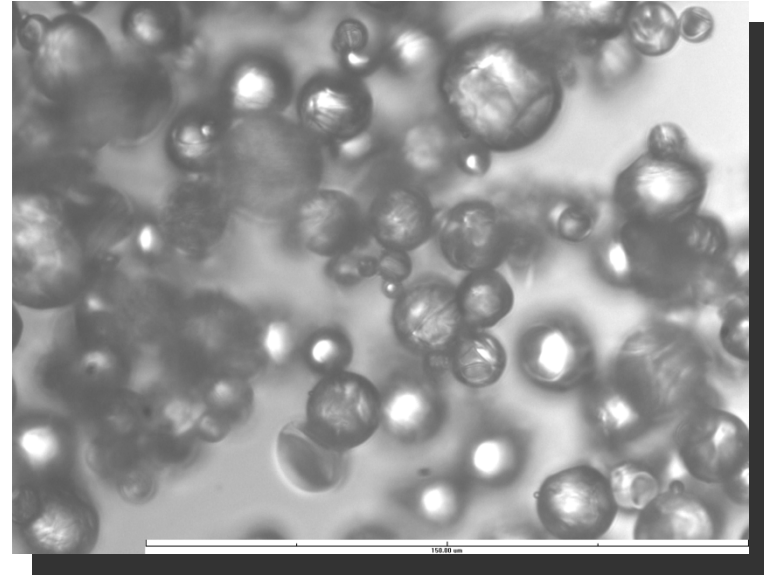
- Innovative approach since 1877
- Strong brand identity
- Living labs (athletes and key users)
- Key market segments
- Technical textile approach
- Leader in most demanding markets



HH and Research

Last 5 years:

- PCM application
 - PCM utilization
 - Automation of textile production
 - Design for automated production
- 4 government / EU projects now



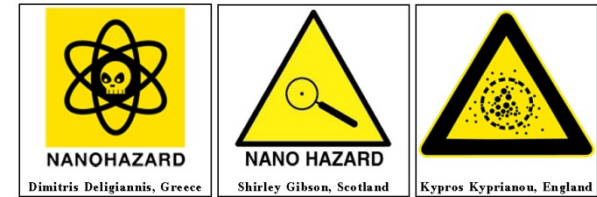
TechPush or MarketPull?

Some indicators:

- Intelligent textile products are market marginal (expt membranes)
- Wearable electronics on/in traditional textiles and apparel
- Who is pulling textile R&D today (Taliban, NASA or NOKIA)?



Consumer & user safety?



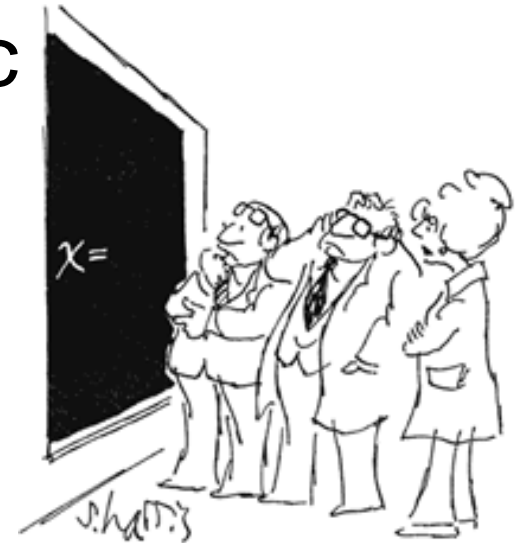
Obvious concerns:

- Added alien chemical substances
- Electromagnetical radiation
- Low power radio transmission
- Nano particles
- Unknown Power storage technology
- Physiological manipulation
- Environmental impact



Research challenges

- Low market responsiveness
- Focus on gadgets (and firemen)
- Low focus on the textile basic functions
- Limited by major companies inhouse R&D results.
- Much R- little D- No R?



Process challenges



- Vertical value chain integration and multi profession commitment
- Jargon and communication
- Common ground- common goals
- Market focus- all the time
- Elastic fixed end projects
- Know what you want to do with “it”!

The industry challenge

Research commitment
build in-house knowledge;
igniting innovation,
generating new spin-off
products!