

BULLETIN

ROBIT PLC CUSTOMER MAGAZINE 1 / 2020

M-Sense System gaining ground in the US

Top results in the
depths of the Andes

Working in the
shadow of a virus

Robit

DEAR RESILIENT READER,

the world was changed over a few weeks in March by a virus – COVID-19. The consequences have been extremely difficult for many countries, companies, and people. Businesses were impacted heavily overnight by government restrictions and people staying safe protecting their families and communities. It is a lesson learned, and something good always comes from these difficult times. I am sure that the world will be better prepared for possible future epidemic risks, and able to limit them more effectively.

The Robit people are resilient. Our team reacted quickly, setting up protocols to protect the team and starting a dialogue on how to adapt to the changing environment. I feel extremely happy how we faced this challenge together as a strong Robit team. We have been able to keep our team around the world safe and factories running globally without delivery delays. We are fortunate that many of our customers around the world have been able to continue to operate and our business is staying on a good level.

We had to find new ways of continuing active dialogue with our customers – modern videoconference tools have been in effective use. We also launched new innovative services, such as our remote drillmaster service and the Distributorsnet, a media bank for our dealers. We also started piloting Robit Online in Finland and Australia with our customers.

While I write this in early June, it looks like the world is starting to open up again. Let's hope for a speedy recovery, from a health as well as an economic perspective. It is time to look ahead. We are resilient and will come through these exceptional times as an even stronger Robit team, with new capabilities to serve our customers more effectively. I am proud of our team and the commitment to continue to serve our customers. Our values are turned into reality every day – we serve with speed, we drive change, we respect everyone.

Tommi Lehtonen, CEO



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FURTHER. FASTER.

El Teniente: 200 YEARS of copper mining on the Andes

The Central valley of Chile, nesting between the coastal mountain range and the mighty Andes, is the heartland of the country. It is home to two thirds of the population, the capital city Santiago, vibrant industries, and some of the best Chilean wines and fruit, to name a few.

For centuries, the key driver of Chile's economy has been mining – and copper in particular. Part of the vast copper reserves lie deep beneath the steep slopes of the Andes in Central Chile. One of

the mines tapping these deposits is El Teniente in Machalí, some 80 km south of Santiago.

Run by the state-owned mining company Codelco, the key figures describing El Teniente are mind-boggling in many ways: the main entrance is at 2,300 metres above sea level; the mine has been in operation for more than 200 years; it has over 3,000 kilometres of underground drifts, making it the world's largest underground copper mine.

TEST REPORT

Tested tools: Robit: R32 45mm bits; T38-H35 14' drifter rods; T38-T38 couplings. Same gauge consumables from three other well-known brands.

Test location: El Teniente copper mine, Machalí, Chile

Test date(s): Feb 5–13, 2020

Test objective: Measuring performance of Robit's tools vs. three other well-known drilling consumables brands.

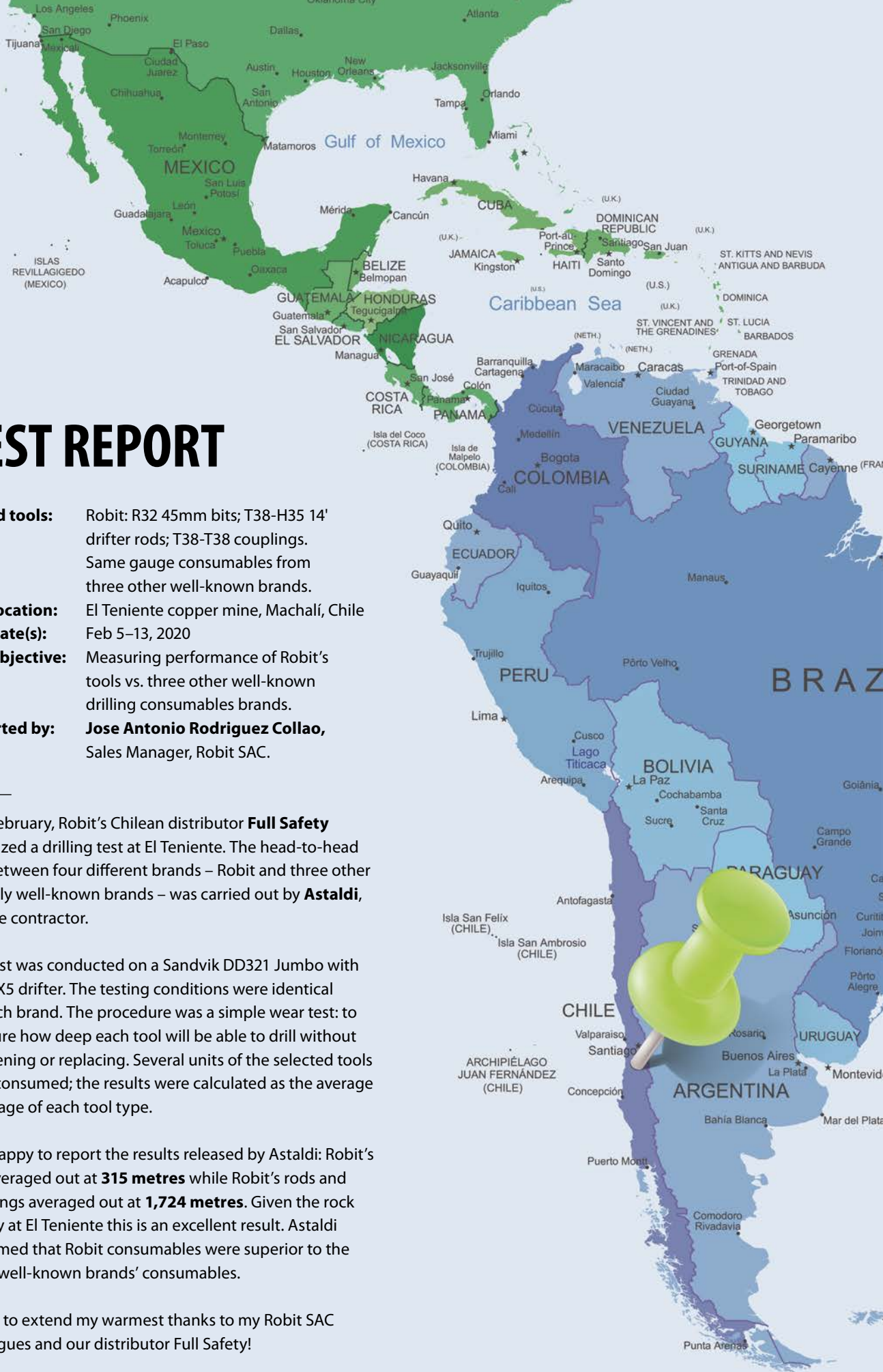
Reported by: **Jose Antonio Rodriguez Collao**, Sales Manager, Robit SAC.

Last February, Robit's Chilean distributor **Full Safety** organized a drilling test at El Teniente. The head-to-head test between four different brands – Robit and three other globally well-known brands – was carried out by **Astaldi**, the site contractor.

The test was conducted on a Sandvik DD321 Jumbo with an HLX5 drifter. The testing conditions were identical for each brand. The procedure was a simple wear test: to measure how deep each tool will be able to drill without sharpening or replacing. Several units of the selected tools were consumed; the results were calculated as the average meterage of each tool type.

I am happy to report the results released by Astaldi: Robit's bits averaged out at **315 metres** while Robit's rods and couplings averaged out at **1,724 metres**. Given the rock quality at El Teniente this is an excellent result. Astaldi confirmed that Robit consumables were superior to the other well-known brands' consumables.

I'd like to extend my warmest thanks to my Robit SAC colleagues and our distributor Full Safety!





THE BUSINESS TRIP THAT TOOK A TURN

It would be just another trip to Saudi Arabia for James Keenan in early March. Or so he thought.

May 4, 2020. **James Keenan**, Robit's Business Development Manager for EMEA-S, is relaxing at a hotel in the Cyprian mountains, listening to the birds singing in the lush, verdant trees. Nothing in this serene scene indicates that he's back from almost two months of isolation in Saudi Arabia.

James set out for a routine business trip from Cyprus to Saudi Arabia on March 9 – right on the threshold of the COVID-19 outbreak. During the next few days, one country after another, the world went into lockdown. James's return flight for March 16 was cancelled.

James managed to book another flight home for March 19. By then, Saudi Arabia had closed its borders, so that got cancelled too. "When the first flight was cancelled, I was disappointed, but then, after second and third cancellations, I accepted the fact that there was nothing to get angry about. As the pandemic was worldwide and human lives were lost every day, cancelling a flight was a minor issue compared to the suffering of other people", James says. After six cancellations James accepted his fate: it's going to be a while.

In lockdown in Jeddah, James stuck to a strict 8-to-4 work schedule. Days turned into weeks. The hard work bore fruit: James secured a few good deals, including a two-year contract on drilling tools with Al Masane Al Kobra Mining, supplied by Robit's local distributor Bin Harkhil.


James was allowed one hour of shopping between 6 am and 3 pm each day. The local English newspaper and Arab media kept him up to speed on COVID-19, so following the restrictions was no problem.

The free time was the hard part. "I felt heavy, but again, I just needed to accept the fact that I had no choice but to stay calm", James recalls. Regular Skype calls with his family reassured him that they were in good health.

Finally, after seven weeks, a light at the end of the tunnel: the Cyprian and Saudi Arabian authorities had managed to coordinate an evacuation flight. On April 27, James along with sixty other Cypriots landed safely in Larnaca. End of story? Not quite yet.

The evacuees were in for a two-week quarantine. At the mountain hotel, with one week to go, James was however in good spirits: "I look forward to seeing my family and having a nice barbeque all together."

We are all wishing James well. Let's take care of ourselves – and of each other!

A full-page background image showing a construction site. In the center, a man wearing a white hard hat, safety glasses, a blue shirt, and a high-visibility yellow vest is kneeling on sandy ground. He is holding a red handheld device (the M-Sense system) and looking towards the camera. To his left, there are several black cables coiled on the ground. To his right, there is a large orange traffic cone. In the background, there are more orange traffic cones and a body of water or a large excavation pit with some rocks and debris. The overall scene is bright and sunny.

*Robert McClure
demoing the
M-System in action.*

M-SENSE SYSTEM GAINING GROUND IN THE US

R.A. McClure, Inc. (RAM Inc.), named after its founder Robert A. McClure, specializes in blast engineering and consultation. Focusing on safety and productivity in blast operations, they are an internationally recognized expert in the field.

Each year the Powell, Ohio based company organizes a host of comprehensive, in-depth seminars on blasting technology and explosives safety, with attendees ranging from drillers and blasters to first responders to researchers and industry inspectors.

RAM Inc. also provides state-of-the-art services in blast profiling and blast design – an area that has seen rapid progress in recent years with the introduction of digital tools. So, when Robit started taking tentative steps in the USA with their M-Sense System, they knew that **Robert McClure** was the go-to person.

M-Sense is the handheld version of the S-Sense, a digital tool for measuring borehole deviation quickly and reliably. The data it provides can then be used for optimizing blast patterns and charges.

In 2017, as the first version of M-Sense was launched, Robit's R&D Manager **Joonas Sokka** introduced the M-Sense to Robert McClure on a jobsite. "Robert took an interest, but also found several spots for improvement", Joonas recalls.

"The M-Sense system provided our clients with unique features. As we worked with the Robit technical team they were very responsive to add recommended features", says Robert McClure.

"The system has several features that clearly differentiated it from other borehole deviation systems in the industry, such as remote diagnostics, the capability to upgrade the system remotely, and in particular the gyro based technology which prevents magnetic interference."

Finally, upon the launch of M-Sense version 2 in late 2019, RAM Inc. and Robit signed a distribution deal. "The M-Sense system is an excellent fit with our 3GSM BlastMetrix blast design software. Once the blast pattern is designed and drilled, the M-Sense system can be used to quickly determine the borehole deviation. This is incorporated into the BlastMetrix face survey providing a minimum burden profile. This will allow the blaster to accurately load explosives to mitigate flyrock and airblast as well as optimize blast performance", Robert explains.

The evolution of the Robit Sense System continues. "We are very pleased with Robit's interest in further developing the system. We have provided several recommended improvements and are looking to do more", Robert concludes.

Diving into ROBIT'S ROBOT WORLD

As it happens, sharing the workplace with your children became daily routine for many in the spring of 2020 – for all those working from home. However, the national “Bring Your Child to Work” day took place earlier, in November, when Robit had the pleasure of hosting special guests.

In the morning of November 22 last year, fourteen curious children arrived at Robit's in Lempäälä, Finland with their parents. The day began with a shared breakfast and a burning issue raised by a dedicated participant: “I’ve always wondered, where princesses get their crowns – is this where they make them?” Kids may not always have a crystal-clear idea of what their parents do in their workplace. This is precisely why Bring Your Child to Work day was originally invented in the 1990s.

The day consisted of familiarizing with what Robit does, as well as a factory and office tour. Process Development Manager **Daniel Palander** gave a compact presentation of Robit's products and applications. The ages of the target audience

ranged between 3 to 12, but the provided info was surprisingly useful even for employees who were less familiar with the production side. The most exciting part were the videos of huge machines performing surface and tunnel drilling.

However, the biggest hit of the day was probably the factory tour where the guests got to take a close look at production work – and particularly the robots in action. There was also an option to climb on a forklift seat to visualize working in the exciting robot world.

Lastly, the young visitors got a chance to assemble a drill string of their own with all pertaining parts – bits, rods, and shanks. The presentation of the work revealed great, professional, and innovative results. Incidentally, the very first Robit crown was born – complete with pink color, heart stickers and glitter.

At wrap-up, it was clear that the day was a success. An entertaining and exciting time was had by all. Can't wait to visit again come November!



ROBIT TALENT PROGRAM

sets careers in motion

Robit Talent Program is a fast lane into working life for newly graduates or near-graduates. It has opened up careers for promising and talented future makers in the technical or commercial sector since 2015.

The goal of the program is to coach, guide and develop the participants' skills in international business and to offer work experience in Robit's market areas. It starts with a one-year internship, which includes a practical induction phase. From there the participants move on to their first 'proper' role at Robit. Its nature is determined by their own knowhow and interests and by Robit's current needs.

The Talent Program is quite popular – in 2020, about a hundred applications came in – and getting in is no piece of cake. After the applications, presentation videos and the first interviews, six applicants remained. They were given a pre-task that required independent study. The six were invited to Robit to present the results of their pre-task to the jury, and finally, after a supervisor interview and an aptitude appraisal, four happy talents were selected.

2020 Talents

Gabriel Maciel de Maraes started in April in the Sales & Offering team in Lempäälä, Finland. Gabriel is finishing his studies in the Leadership for Change Masters programme at the University of Tampere. The

coronavirus had an impact here as well: "Although it was challenging to start a new job remotely, it was a truly positive experience to be hired. I'm looking forward to the future", Gabriel says.

Maria-Teresa Vuotari started work in the EMEA North sales team in Lempäälä in April. Aiming for a sales management position, she hopes to find a suitable subject for her Master's thesis in the Programme of International Business at the University of Vaasa. She, too, is looking forward to meeting with her new colleagues once the times turn back to "normal".

Ilmari Siikanen started in the Sales & Offering team as a Sales Support Engineer, aiming for sales work in the German markets. He has a Master's degree in Mechanical Engineering from the University of Tampere. He has previous work experience as a project engineer. "My first impression of Robit is that they highly value their employees and I'm extremely happy to join the Robit family."

Sami Mansikkala started in May in the Production team in Lempäälä, dealing with purchasing and production development. He's actually a familiar face in the production team, having had a summer job there in 2019. Sami is finishing his studies in Mechanical Engineering in the University of Tampere. He says Robit has a great can-do attitude and that new employees have been warmly welcomed.



Talents 2020 from the left: Sami, Maria-Teresa, Ilmari and Gabriel

NEW PARTNERSHIP IN HONG KONG

Million Base, a distributor of construction machinery established in 2000, provides Hong Kong construction contractors with high quality tools and machines. Thanks to its expertise, Million Base has become one of the leading businesses in its field in Hong Kong.

In January 2020, Million Base struck a deal with Robit to distribute their Down-The-Hole piling product line in Hong Kong.

"The founder of Million Base, **Mr. Samuel Wong**, had learnt about the quality of the Robit brand since he was green in the industry. A few years ago, we expressed our interest in becoming Robit's Hong Kong dealer. Last year **Mr. Juha Niskanen** contacted us to rediscuss Million Base dealership for the DTH sector. Of course, we said yes", recalls **Mr. Joseph Wong**, Manager for Parts and Services at Million Base.

"The foundation sector in Hong Kong has a big demand for DTH items. Robit is a well-known brand in this field and has earned a good reputation in Hong Kong, so it was easy to convince the board members of our company", Mr. Wong says.

Business-wise for Million Base, the foundation sector is mostly new territory as they have been focusing on civil engineering and tunneling. However, thanks to Mr. Samuel Wong's long experience dealing in DTH tools, the company is very familiar with the operation method.

The Hong Kong construction market is heavily competed. "We are aiming to increase our market share by performing better in after sales and improving stock availability. Doing better than other suppliers is the key to success in a mature market", Joseph Wong concludes.



Tapping unexplored opportunities IN WEST AFRICA

Gold has been the driving force of Ghana's economy ever since the Middle Ages. The peoples inhabiting the region had a thriving economy based on gold in the 1200s – way before any European had set foot there.

Today Ghana, at a hundred tonnes per year, is the tenth largest producer of gold in the world. The country also has sizable reserves of diamonds and various industrial minerals, such as bauxite and manganese. Mindful of the vast business potential, Robit have taken their first steps in the region over the last few years.

"If you look at the mining and construction sectors in western Africa – Ghana, Senegal, Mauritania, Mali, Nigeria, to name just a few – we have a lot to offer", says **Rasmus Sokura**, Robit's Sales & Distributor Business Manager for the EMEA region.

"Urbanization continues to be strong, which means large projects in construction, infrastructure, and irrigation, and we have solutions for all of these. Now we are looking more closely at the mining sector: Ghana alone has almost twenty active gold mines. No wonder it used to be called Gold Coast", Rasmus explains.

Gaining foothold in any region requires close cooperation with a local distributor. In 2016, at the Bauma trade fair in Munich, Robit's team first met APT Ghana's team, which marked the beginning of a solid partnership.

"APT is a growing company in Ghana and West Africa. Mining has a lot of unexplored

opportunities, and there is a huge need for drilling consumables. We have found in Robit the perfect partner who shares our vision and the same level of energy. We believe that by putting our local experience and connections together with their high-quality products and services, we can conquer a higher share and reputation in the market", says **Elie Malak**, co-founder and co-CEO of APT Ghana.

In 2020, the coronavirus quickly upended Rasmus's and the APT team's sales plans in West Africa. Looking at the bright side though, economic uncertainty always tends to boost the price of gold. That means that, once the restrictions are lifted, APT's services and Robit's products will most likely be in high demand in Ghana's goldmines.

Elie Malak (left) handing out a Certificate of Participation in the Robit Top Hammer workshop to Amidu Abdul-Razak, Production Manager at Justmoh Construction.



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Get to know

VILLE PELTONEN

Ville Peltonen started with Robit in February as Group Controller and is now Head of Finance. He has more than a decade of experience in sales and finance. Ville spends most of his leisure time working on the house with his family and in sports, as a founding member of the Pelikassit organization.

What are your key responsibilities?

I am responsible for our Group's external accounting, as required by statutory and listed company standards, as well as externally shared figures, such as financial statements and interim results. I develop internal reporting and our international economic coordination. The main driver is to support sales and management.

You come from sales and finance. How does the Robit culture compare with that?

Robit has a strong entrepreneurial mindset and things are handled accordingly. That's why I wish myself and others a long career at Robit: I want to keep an entrepreneurial touch and help grow the company up to the next level.

How are you coping with the coronavirus situation?

My sons, aged 2 and 5, pose a bit of a challenge with their goldfish memory when it comes to disrupting Teams meetings. It took a while to get used to teleworking, but now the entire financial department has rolled up the sleeves. I could use a massage though: my makeshift workstations –kitchen table, sauna bench and step ladder – have jammed my back.



Get to know

OSKARI SIVULA

Oskari Sivula began work as Sales Manager for Robit Finland in February 2020. He has several years of experience in similar roles. Oskari lives with his spouse, daughter, and two Rough Collies, Cora and Piina. Oskari's hobbies include practical shooting, ice hockey and motorcycling.

You've been in Robit's employ before, some 10 years ago. What made you come back?

I was looking for new challenges, and an interesting position opened at Robit. I knew their team spirit was good and the organisation agile. Special mention must be made of a unique service attitude and customer orientation – those are things I live for!

What are your key responsibilities as Sales Manager?

I meet customers all around Finland, talk a lot on the phone, put out tenders and close deals across our entire product catalogue. This is a 100% service profession: We must be able to provide effective solutions to the customer's needs.

How are you coping with the coronavirus situation at work?

Surprisingly well. For the first six weeks since the restrictions started, I only left home to go to the grocery store. Later on I've already been able to meet customers again, in the open air just in case. Remote work has also been OK, although the simultaneous remote school of my first grader did cause a few "situations".



Get to know

ARTO HALONEN

Arto Halonen started as Robit COO in January and since May is also CFO. He has 15 years of management experience in a large industrial company. Arto is married and has two children; his sports oriented spare time includes e.g. tennis, badminton, and jogging.

What are your key responsibilities as CFO?

I'm responsible for the company's financial management, supply chain and manufacturing. You could say my responsibility covers mainly what happens within the company and in the supplier interface, while CEO Tommi and Sales Director Jorge Leal are more responsible for customer interfaces and growth projects.

How are you coping with the coronavirus situation?

It's been interesting to start in a new company when you mostly work remotely. The current teleworking tools are so good that I have been able to get to know the company and people surprisingly well in video meetings. Our operations have been close to normal. The biggest impact is not being able to meet customers the same way we did before corona. We have also introduced video meetings and trainings in the customer interface. We have e.g. developed a Remote Drillmaster service concept to support our customers during the restrictions.



Get to know

STEVE LANDRETH

Steve Landreth took on the job of VP Australasia in February 2020. He has more than 20 years of experience in sales management. Steve is married and has two children (or four, counting their two chocolate Labradors) and four adorable grandchildren. He enjoys playing golf and is an avid fan of Australian football and Rugby Union.

As VP Australasia, what are your key responsibilities?

Firstly, ensuring our team go about our business in a safe and productive manner each day and ultimately go home healthy to their families. Creating an environment where all team members, manufacturing, engineering, tech support, finance, customer service and sales are working towards achieving our targets and enjoy coming to work. I aim to grow Robit's market share in Australasia, building on the existing customer base and actively making the market aware of us. I work aggressively towards achieving our networking capital goals and helping to make Robit Australasia a key region in the Robit network.

How are you managing the COVID-19 situation in your work?

We have been relatively fortunate in Australia thanks to some reasonably restrictive and effective controls that have been put in place. As part of the mining industry, classified as an essential service, we have been able to continue operating relatively uninterrupted. Manufacturing have achieved some production records, our order intake has been excellent, our sales team has been able to effectively manage our customer base and interact with potential new clients. We are very mindful of how fortunate we are to have had ongoing employment when so many of our colleagues globally, not to mention our fellow Australians, have not been so fortunate.

Robit

THE WIDEST OFFERING IN
DRILLING CONSUMABLES



VEGAS GIANT TRADE SHOW in the shadow of a virus

Conexpo, held in Las Vegas every three years, is the most gigantic construction trade show in North America. This year it just barely managed to escape the coronavirus restrictions – but had to be closed one day early.

In Vegas, March 10 dawned sunny but pleasantly cool for the tens of thousands of Conexpo visitors arriving in the city. At the gate, attendees were greeted by a six-foot 3D printed statue, the largest of its kind in the world. It portrayed a female construction worker, symbolising the growing role of women in the industry.

With over 2,000 exhibitors, visitors were in for spectacular demonstrations and demos on the latest equipment and technologies the construction industry has to offer. “Conexpo is a pioneer in the field, and a particularly good event to make new connections,” says **Mikko Vuojolainen**, Robit VP Americas.

“We met most of our US and Canada representatives and initiated two new distribution partnerships. We were also of service to several end-users who were interested in product specs relevant to them,” Mikko says.

Robit’s booth attracted a steady flow of visitors. The main attraction was a human-like doll holding a tablet computer with the M-Sense System. Sales of the M-Sense, a system for the digital measuring of borehole deviation, have increased promisingly in the US.

The history of CONEXPO goes back to 1909. This year, the mega event had to be closed a day early as the coronavirus restrictions were already knocking on the heels. It is highly unlikely that the same will happen again next time in 2023. “We’ll be around then, too”, says Mikko.



Robit has HAPPY CUSTOMERS

In early 2020, Robit conducted an end-user satisfaction survey on Robit products and services through an external partner. Compared to 2019, our customers seem much happier now!

The telephone survey included 93 interviews in Finland, Australia, Peru, South Africa, and South Korea.

The Net Promoter Score (NPS) rating has clearly improved and is now *fairly good*. There is also less variation in the NPS results. 44% of the customers would recommend Robit while 10% would not – a figure down from previous year.

Results have improved clearly in Finland, South Korea and Australia. In South Africa and Peru, NPS results are still on a good level. Customer satisfaction has especially improved in well drilling and quarrying.

The Customer Effort Score (CES) has improved and is now *very good*. It is easy to do business with Robit; 43% say Robit now serves better than 12 months ago. All customers see more improvements in service than a year ago.

57 % say Robit products offer the best cost-per-meter on the market. Now more customers (78 %) say Robit can offer value-added services that drive down costs.

In Finland and Australia product performance is now better than last year.

Thanks to a restructured organization and increases in sales personnel, critical comments about service and supply are fewer than last year. The results are better especially in Finland and South Korea.

The positive trends in the survey indicate that the dedication of all Robit Team members is paying off – we are indeed going *Further. Faster*.

”

CUSTOMER FEEDBACK

Sales is easy to reach, equipment arrive in time.

Quick responses, good know-how.

Service, support, and management have improved a lot.

Staff responds to orders immediately. Also, product performance has improved.

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Trouble at the drilling site? Need guidance or product support?
Don't worry one bit. Help is quickly at hand – on our

REMOTE DRILLMASTER SUPPORT

We'll be happy to tell you more.
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Robit

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