



2nd of December 2019

LAPIN KUMI OY EXPANDS TYRE BUSINESS TO LAHTI REGION

Dear Suppliers and collaborative partners,

I have my pleasure to announce you that Lapin Kumi Oy strengthens the Point S Finland tyre network with new point-of-sale in Lahti after an acquisition. Rengastoppi Oy Lahti pos will be the 9th in succession for Lapin Kumi Oy. In Lahti, on the opposite sites of the town, we have now stronghold as Valinta-Rengas Oy, the other well-established tyre company is also working under our flag, since years.

"During the past ten years we have been blessed with the international Point S purchase power and with this cooperation we have gained the competitive edge in our local business giving us new opportunities for growth. I am happy to be able to announce you the name of our 9th point-of-sale, Rengastoppi Oy. The economic area of Lahti is very active and we see lot of possibilities for good business there in both pcr and truck tyres. We will deploy and utilize those positive methods in Lahti that we have already learned in our three previous expansions in Oulu, Jyväskylä and Kuopio, says the managing director of Lapin Kumi Oy, Mr. Ville Ruokanen with an enthusiastic tone."

"By the support of the international collaboration with Point S we have clearly got this "window of opportunity" to manage our business in this changing business environment and tough market context. By deploying and utilizing the international power and by respecting our collaborative partners locally with the commitment "doing what you have promised" we are walking with high hopes towards the future of this branch, the future that none of us can predict today. The future that we can only survive with our selected partners both locally and internationally, continues Mr. Risto Keskiruokanen, the president of Point S Finland tyre network."

"The internal growth of the group is as important as the recruitment of new members from the market in the coming years. The more volume network can consolidate, the more power it can gain in all purchase activities. This supports the main principal of the network, since it's very establishment in 1999. We are unified, carefully selected group of tyre professionals, whose commitment is among the best of the branch and thus we can be the trusted partner to all of our selected suppliers. Market is constantly changing but we will not compromise in front of our principals. We will continue to keep our promises also in the future with the utmost highest integrity and with the full force of every member in the network. After this latest acquisition takes place, Point S will be the biggest fully independent tyre network in Finland by both turnover and total volume in all product segments of tyres, explains Mr. Marko Saarenpää, the managing director of Full Fit Team Oy and the country general manager of Point S Finland."

Thank you all in advance for integrating this newest point-of-sale in all our network agreements from 1.1.2020 onwards.

With my best regards,
Marko Saarenpää
Point S Finland