

## KEBNI RELEASES STRATEGIC PLAN FOR PERIOD 2022-2026

**Stockholm, 27 October 2021** - KebNi's board has established the company's ambition, business plan, and strategy for the period 2022 – 2026 on 17 October 2021.

### Summary

- KebNi is well positioned in a growing market where three ongoing technology trends “Space”, “Automation” and “Connectivity” are in focus
- KebNi plans to grow both organically and through acquisitions.
- KebNi’s ambition is to grow SatCom faster than the addressable market over the next 5 years (Market growth SatCom Maritime ~20% and Land ~4%).
- KebNi’s ambition is for the Inertial Sensing and SatCom product areas to have similar size in 2025
- KebNi’s ambition is to achieve a positive operating profit during the second half of 2023 and to achieve a positive cash flow during 2024

## KebNi - BRINGING STABILITY TO A WORLD IN MOTION

### Summary of strategy 2022-2026

KebNi is well positioned in a growing market where three ongoing technology trends “Space”, “Automation”, and “Connectivity” are in focus. With its two product areas, SatCom and Inertial Sensing, KebNi has gathered a unique mix of technology skills which will be appreciated by our customers in an increasingly mobile and connected world.

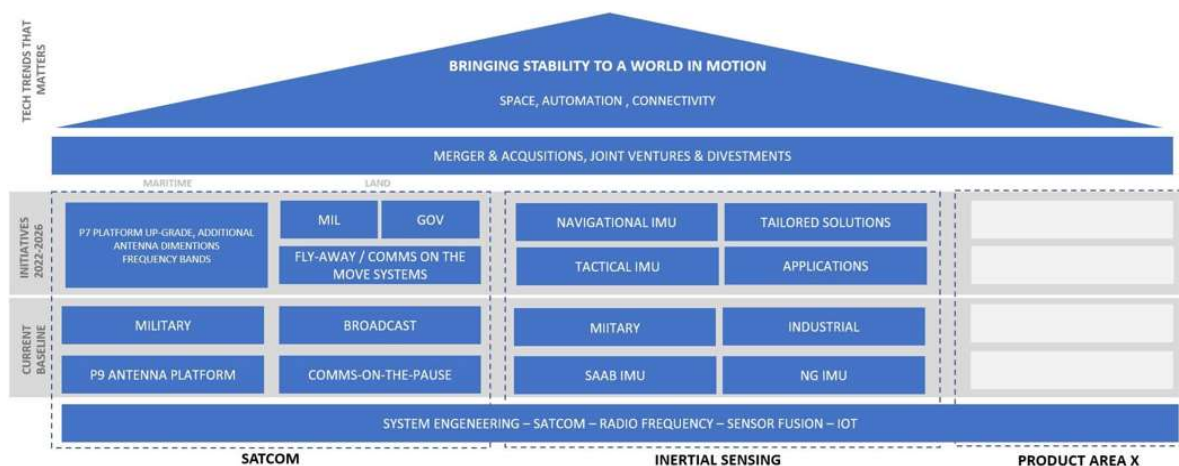


Exhibit 1: The KebNi strategy 2022-2026. Baseline for products, customer segments and strategic initiatives 2022-2026.

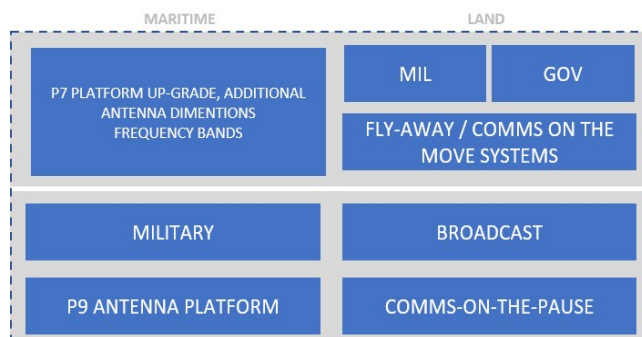
## OBJECTIVE

KebNi plans to grow both organically and through acquisitions. Organically the ambition is:

- To grow SatCom faster than the addressable market over the next 5 years (Market growth SatCom Maritime ~20% and Land ~4%)
- For the Inertial Sensing and SatCom product areas to have similar size in 2025
- To achieve a positive operating profit during the second half of 2023 and to achieve a positive cash flow during 2024

## PRODUCT AREA SATCOM

Interest in the space segment is increasing in both the commercial and military markets, where the number of satellites is predicted to increase, from the current total number of about 10,000 launched satellites, to about 70,000 in the coming years.<sup>1</sup> Concurrently, the USA started its own defence branch "Space Force" in 2019 with



approx. 2,4 BUSD in budget over five years and 15,000 employees. Satellite communication will be a natural part of military tactics all over the world, which will have a positive impact on KebNi.

Exhibit 2: Growth plan for P7 and P9 platforms in the military and government segments.

## Maritime segment

The market for maritime military SatCom antennas is approx. 70 MUSD in 2021 and with a CAGR of approximately 20% within the business plan period.<sup>2</sup> KebNi operates in this market and currently offers two antenna platforms.

### *P9 – Antenna platform*

KebNi has one of the world's best stabilized satellite antennas for military maritime use which is confirmed by our customer Israel Aerospace Industries (IAI) who are a leading military system integrator. KebNi will continue to expand the sales network and will identify additional business for military vessels.

### *P7 – Antenna platform*

As the market also has an increased need for larger platforms, the goal during the business plan period is to modernize and acquire military certification for the mature P7 platform. Consequently, KebNi will be able to offer the market two modular antenna platforms (P7 and P9) that can be combined with a number of antenna sizes and different frequency ranges.

## Land segment

KebNi operates in the land segment with its SatCom brand Satmission. The market for land-based commercial "Broadcast" antennas can be described as mature with approx. 94 MUSD in sales and with a CAGR of approximately 4%.<sup>3</sup> To create growth, Satmission will offer both existing and new products that are adapted for government and military customers in the market (e.g. Fly-Away antennas), that from 2021 is estimated to have a turnover of about 1,500 MUSD and a CAGR of approximately 40%, for the duration of the business plan period.

<sup>1</sup> McKinsey & Co. 2021

<sup>2</sup> NSR 2018

<sup>3</sup> NSR 2018

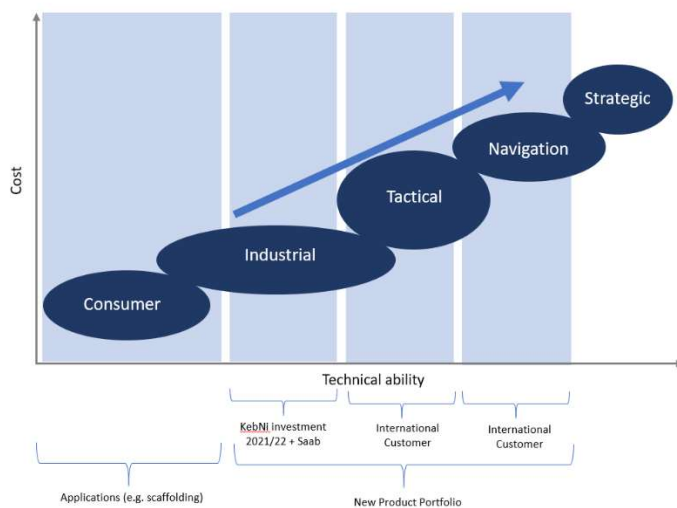
## INERTIAL SENSING PRODUCT AREA

NAVIGATIONAL IMU	TAILORED SOLUTIONS
TACTICAL IMU	APPLICATIONS
MILITARY	INDUSTRIAL
SAAB IMU	NG IMU

Automation and connectivity affect all industries where the need for both mobile communication and advanced sensors is growing. The total market for Inertial Measurement Units (IMU) amounts to approx. 3,2 BUSD, where KebNi's addressable market with current products amounts to approx. 400 MUSD and is expected to have a CAGR of about 15%. Sales for IMU alone with a technology adapted for vehicle automation are predicted to triple to more than 300 MUSD.<sup>4</sup>

Exhibit 3: Inertial sensing growth through new product line and applications.

KebNi's initiated development of the Next Generation IMU includes important quality certifications within personal safety standards for self-navigating vessels and is positioned within the "Industrial" segment". Based



on KebNi's technical expertise in the sensor technology area, we also intend to develop two additional IMU products in the segments "Tactical" and "Navigation" through fully customer-financed projects.

In addition, to be able to address the competitive and price-sensitive segment "Consumer" with mass-produced IMUs, KebNi plans to use the company's expertise in the area to develop applications, which are offered directly to users in high volumes. The first application development is the ongoing "Scaffolding project", which is an application for developing a security solution for scaffolding. KebNi will launch a total of five applications until 2026.

Exhibit 4: The IMU market segments and KebNi's product strategy.

## PRODUCT AREA X



A natural part of the growth strategy over the business plan period consists of acquisitions, primarily focused on complementing KebNi's established technologies, products, and product areas. This also applies to vertical integration in the value chain. Clear synergies are sought to increase economies of scale regarding existing processes and resource areas such as development, sales, and administration. The acquisitions are also expected to accelerate organic growth during the business plan period.

Exhibit 5: Mergers & Acquisitions is a part of the growth strategy.



## **STRATEGIC PROCESS**

KebNi has introduced a methodical management process in which the company's strategy and objectives will be continuously reviewed and revised resulting in a finalized plan in Autumn of each year. The strategic management process entails a thorough analysis involving the complete KebNi team in gathering data, identifying our market position, and current business opportunities. The strategic plan will be translated into a budget and individual goals for 2023 and, will serve as our guideline for nurturing a high-performance culture and achieving results.

FOR MORE INFORMATION CONTACT, CEO Torbjörn Saxmo on cell phone +46 (0)70-916 14 82.

## **About KebNi AB (publ)**

KebNi has a long history and extensive experience in maritime and land-based satellite antenna solutions as well as solutions for inertial sensor systems for motion detection. The company, headquartered in Stockholm, is focused on becoming a leading supplier of reliable technology, products and solutions for satellite communications, security, positioning and stabilization. KebNi's products and solutions are aimed at government, military and commercial customers. The company operates in a global market, directly and through a network of resellers.

KebNi currently has operations in two different product areas - satellite communication and inertial sensors. These are described in detail at [www.kebni.com](http://www.kebni.com).

KebNi "Bringing stability to a world in motion".

The company's share (KEBNI B) is traded on the Nasdaq First North Growth Market. Certified Adviser is G&W Fondkommission, e-mail: [ca@gwkapital.se](mailto:ca@gwkapital.se), telephone: 08-503 000 50.

This is insider information that KebNi AB is obliged to publish in accordance with the EU Market Abuse Regulation (MAR). The information was submitted, through the care of the contact person above, for publication on October 27, 2021 at 08:30 CET.