

SURVEY REPORT 31.10.2014

In September 2014, Leimet Oy commissioned Innolink Research Oy to carry out a market survey to measure customer satisfaction as well as to identify potential new customers and areas for improvement. A total of 40 people responded to the telephone interview survey, representing a response rate of 53%. Many thanks to all who responded!

LEIMET OY'S PRODUCTS AND SERVICES ATTRACTIVE TO CUSTOMERS

In the survey, 92% of respondents said they found Leimet Oy's products and services extremely or very attractive (see figure 1).

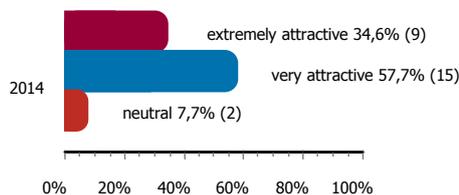


Figure 1: Attractiveness of products and services

Among those surveyed, Leimet Oy's level of communication about its products and services was rated positively, with a total of 73% of respondents saying the level of communication was either 'very good' or 'good'.

When compared to key competitors, respondents rated Leimet Oy as performing better than the competition, particularly when it comes to ease of collaboration, price competitiveness and product quality.

STAYING AHEAD OF THE COMPETITION A KEY TO SUCCESS

Overall, respondents were satisfied with Leimet Oy's performance in the different aspects measured in the survey. Leimet Oy achieved highest ratings for its ability to stay ahead of the industry, its knowledgeable service as well as its willingness to invest in developing its products and services. Other areas of success were transport operator's performance as well as the ease of use and applicability of the products (see figure 2).

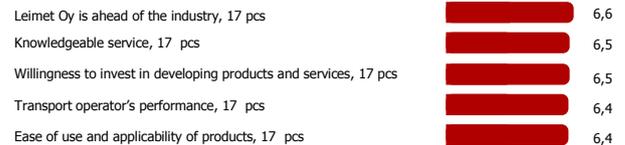


Figure 2: Key areas of success (1–7)

The overall satisfaction with Leimet Oy is further reflected in the upward trend in the different aspects measured. In the autumn 2014 survey, as many as 10 out of 12 of all aspects measured showed higher levels of customer satisfaction than a similar survey carried out in 2011. The areas that showed the biggest improvement on the 2011 survey were Leimet Oy's willingness to invest in developing its products and services as well as its ability to stay ahead of the industry. None of the aspects measured showed a downward trend.

TARGETING IMPROVEMENT

Leimet Oy's level of communication about its products and services was, for the main part, rated positively by customers, but there were also those who saw room for improvement in the area communications. This is why we will now focus our efforts on improving the way we communicate with our customers.

THANK YOU!

What we learn from feedback is critical to developing our business further and in the right direction. At Leimet Oy and Innolink Research Oy, we appreciate your input and hope to keep receiving valuable feedback from you in the future.

Leimet Oy

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