

March, 2020.

Fogmaker news

Technical and market related information for our partners.

New partner guidelines

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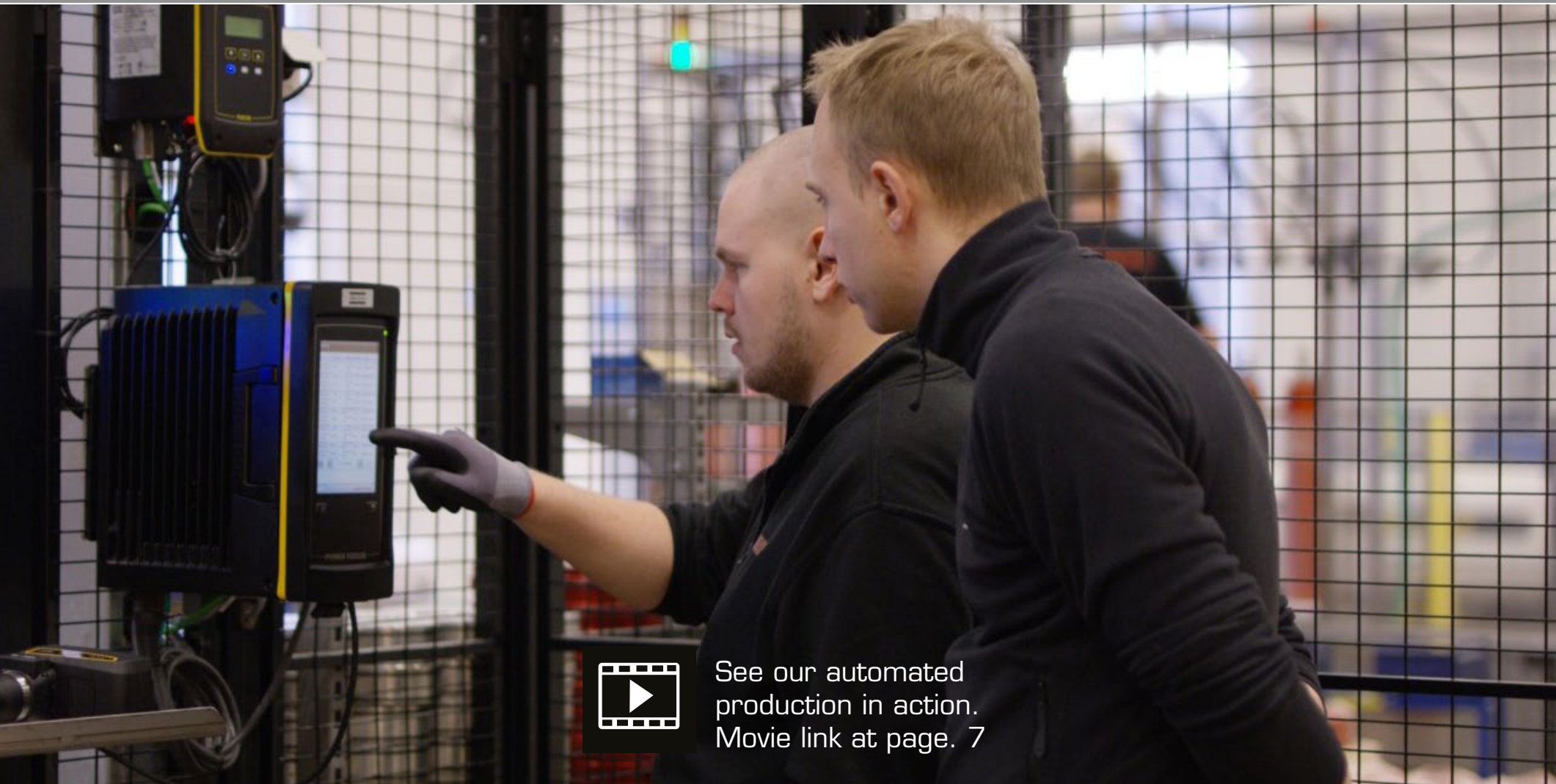
**"We have a target of a
50 % increased capacity"**

Andreas Svensson, CEO, Fogmaker.

See movie for our automated production on page 7.



FOGMAKER
INTERNATIONAL AB



See our automated production in action. Movie link at page. 7

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Växjö, Sweden, March, 2020.



Lars Alrut, Market and Sales Manager,
Fogmaker International AB.

” After a lot of planning in 2019 now is the year to execute all the changes needed....

We now go from a small to a medium-sized business

Even if a short time has passed since our last letter a lot has happened within Fogmaker and we will continue on this road during 2020. After a lot of planning in 2019 now is the year to execute all the changes needed when Fogmaker Int. goes from a small to medium-sized business.

Fogmaker Nordic
We have established a separate organization called Fogmaker Nordic. This to be able to serve the smaller customers in the Nordics in a better way and, so to say, create our own Country-Partner for Sweden. We have employed several people and established a plan to make the Nordic business grow faster.

Furthermore, we introduce the Partner Guidelines which is intended to go along together with our new agreements for Partners/Distributors globally. We do this to make it easier for us to co-operate and to be able to give you the right conditions for growth. As you all know there are a lot of markets/segments where we need to develop our skills and gain better traction and we think the guidelines and more continuous contacts will give us an advantage on the market. We also introduce Key-Account Management with a lot of OEM:s and Partners which in reality means that we create a team on both sides of the business which will gain better access to each other by not being forced to go through the sales contact all the time. We will present this to you with a personalized contact-chart shortly.

Moreover, we introduce a pre-study template for new inquiries to better handle certification and installation issues which are known to all as common problems when there is, for example, a new machine or a new customer to start up with.

2020 starts with an increase
We have started the year at a good pace and an increase of +20% compared with 2019 is a bit easier to handle than last year's +30%.

How to handle electrical vehicles?
There are two specific topics that we discuss a lot right now. First how to handle electrical vehicles in a good and sustainable way, without promising too much and to be sure that we have the facts on our side. We differ quite a lot from our colleagues in the business as our core-values is totally different from theirs.

The Corona situation
Second, it is the Corona situation which we don't know the effects of yet. We are fully prepared when it comes to securing our supply chain but there might be bigger problems for our customers to secure their chain of supplies. This is monitored daily right now and we have decided only to make travels when really necessary to avoid risks. We hope it will blow over soon but it is a real challenge for the whole market. **Keep up the good work and I will probably meet a lot of you during 2020 to discuss the changes we do.**



It is a privilege for us to be working with you. So, let's make it even greater, together.

Partner guidelines

We save lives! Being a Fogmaker partner means; one who provides lifesaving products. A product that is not installed or serviced correctly is a useless product. You as a Partner are an important part of the "Fogmaker family". We grow together with you and you grow with us. Together we create value.

It is a privilege to be a part of Fogmaker. With privileges comes obligations, a duty to contain and grow the value of the Fogmaker brand. Therefore, we have constructed guidelines for our partners.

Fogmaker as a value driven company build its foundation on its core values; three words and their meaning are the essence of our brand.

- Expertise – We have a high level of expertise that we are constantly developing and improving
- Commitment – We are committed to our business operations, our customers and society
- Integrity – We are honest and trustworthy in all our business operations

To maintain the status of the brand throughout the entire organisation as we grow, these guidelines are utterly important to follow as a Fogmaker partner.

Our new Fogmaker guideline encompasses information about how to become a part of Fogmaker and how to continue being a Fogmaker Pasrtner. **The guidelines are available for you at our Partner Portal.**

Daily business routines, claim handling and development processes for present partners. Fundamental aspects of the development process are explained in detail. Continuous improvement and business growth is our main goal. How we are planning to do this and what is expected from our partners and what we offer in return, how it will affect our partners are all explained in detail in this guideline.

As a part of integrity value, all information is open to our partners, the guidelines are designed to be logical, unbiased and numerical for easier use and understanding. It is open for discussion and input from our partners. It is a privilege for us to be working with you. So, let's make it even greater, together.



For questions regarding our new Partner guidelines you are very welcome to contact: Dilek.tanyildiz@fogmaker.com



Phase 1: Implementing a new strategy for partner development

Decision: implementing a new strategy for partner development	✓
Strengthening the organization.	✓
Introduction letter	✓
Partner questionnaire	✓
Focus group: Development of Partner Portal	Project start Q2
Release of "best practice" installation database	ongoing Will be released in Feb -20
Continous updates via Newsletters etc.	ongoing Fogmaker News in Dec and Feb
Presentation of Fogmaker Communication plattform and related partner guidelines	✓
New instructions and routines for being a Fogmaker Partner	✓
New tool for installation documentation	ongoing released in June -20
Creating a Partner Key Account Management (KAM) team	Presentation Q2

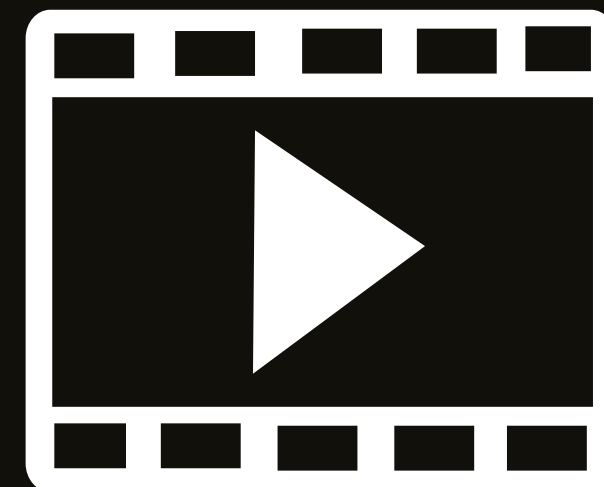


Fogmaker is the first company to acquire SPCR 197

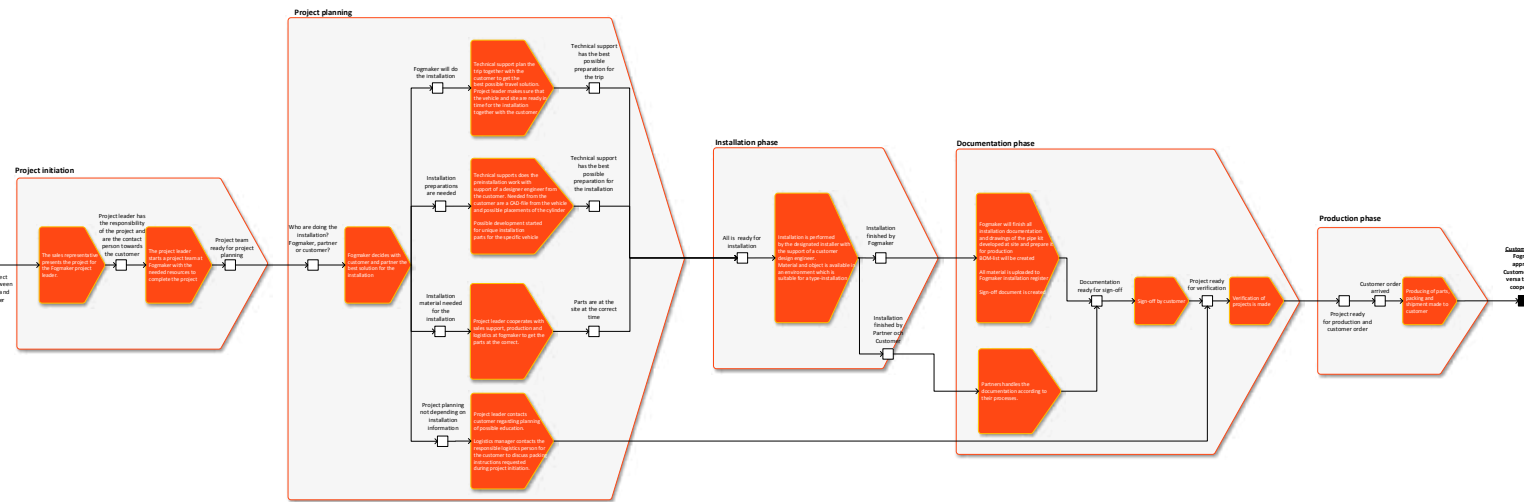
We are happy to announce that Fogmaker is the first company to acquire the SPCR 197 certificate, which assures that our detection time is within the limits of a highly qualitative and functional system for buses and heavy vehicles. Also, it can be seen as a stamp of quality which gives safety to our customers. This is naturally a good selling point for us all. If you have any further questions about the certificate, please contact your Key Account Manager.



**Presenting our
automated production**



Click above to see the video. Or copy the link below:
<https://youtu.be/PGCZO63KPLs>



Project Management a key role for Fogmaker

Internal Project Management is a key role for developing our project plans, managing a project’s day-to-day work and determine ways to increase Fogmaker’s profitability. We want to introduce you to Ida Bellander who is our new Business Project Manager.



A few years ago when Process developer, Andreas Hansson, joined Fogmaker with his skills and experience, a focused work started to develop processes for a growing Fogmaker. Now we are putting theory into practise and introducing new ways of working. As a result, we recently hired Ida Bellander as our Project buisness Manager.

Hi Ida and welcome to Fogmaker. What is your role?

My role is new here at Fogmaker and consists of two parts. One of them is the role of Project Manager where I am the internal resource in the Request for quotation (RFQ) phase and in the Type Installation process. We are right now working with the change of working according to the processes and as well adapting to Key Account Management (KAM).

The other part is the management role where I am the Manager for two teams, Market Support and the Technical Support Mana-

gers, at the Sales and Marketing Department. It's closely connected to the Project Manager role since I have to make sure that the change and improvements follow our plan.

In what context is it natural for our customers and partners to contact you?

If there is a Project Leader appointed when a quotation is accepted, I'm the natural speaking partner when the Type Installation process starts.

Above we see an image of one process plan. Could you shortly describe this way of working and its key functions or critical phases?

When we work accordingly the RFQ-process (Request for quotation) and the Type Installation processes we make sure that we work efficiently and serve the customer in the best way.





Top: Henrik Grundén and Niklas Lovén.
 Middle row: Patric Åberg, Martin Lindblom, Marcus Lindström,
 Tobias Fransson and Hampus Nilsson.
 Front row: Gilbert Bencina, Roger Berglund and Joakim Gustafsson.

This is Fogmaker Nordic

At the start of 2020, a change and improvement took place in our organization. This is also an improvement for you as a partner/customer in the Nordic countries - let us introduce Fogmaker Nordic. Fogmaker Int. is the parent company and Fogmaker Nordic will consist of a dedicated team focusing on developing the Nordic market.

The reason behind this investment is that Fogmaker International grows rapidly; the market demand is large and the number of partners is growing. For this reason, we needed to strengthen our organization to be equipped to develop as desired. With this change, we want to help and strengthen the "home market" better. Our goal is increased growth and presence, better support including control.



New Sales Manager for Fogmaker Nordic is Niklas Lovén. Niklas has previously worked as a sales manager and has experience from working with heavy vehicles.

niklas.loven@fogmaker.com



Joakim Gustafsson previously worked at Fogmaker Int. as Technical Support Manager. His new role at Fogmaker Nordic is as a Service Manager.

joakim.gustafsson@fogmaker.com



Roger Berglund has been our Nordic Key Account Manager for several years and knows the market well. He will continue with his KAM role.

roger.berglund@fogmaker.com



Henrik Grundén, new Account Manager. He has previously been working with quality, tests, and validations at the Product development department.

henrik.grunden@fogmaker.com

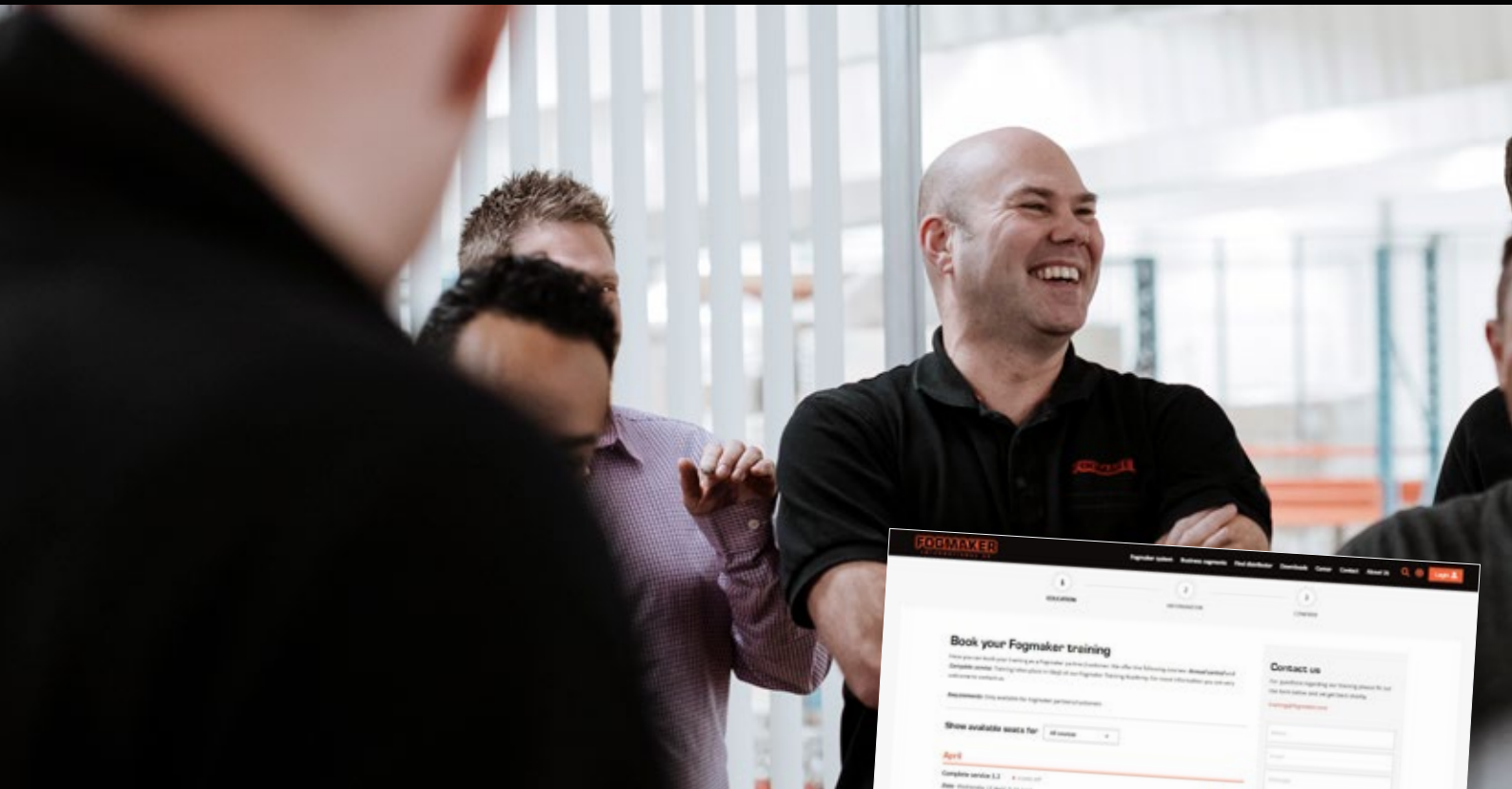


Martin Lindblom you will meet in his role as trainer for the Fogmaker Training Academy. He possesses a great technical knowledge after 10 years with us.

martin.lindblom@fogmaker.com

Welcome to contact us!

*Best regards,
 Niklas Lovén and the Fogmaker Nordic team*



Training for partners

At Fogmaker Training Academy we offer trainings to become a certified Fogmaker Partner to perform service and installations on our system. This training is mandatory for all our partners. Soon we will make it easier to book training via an online booking system via fogmaker.com.

Fogmaker Training Academy offers four levels of training courses, which contain both theoretical and practical training. The training is mandatory as a partner to perform service and installation for the Fogmaker system. We encourage you all to place the training at Fogmaker since this is an excellent opportunity to get to know us, see the production and here we have the best possibility to give you the practical training needed as well.

Yet, if you want to make a special arrangement and you are a bigger group you can have training placed at your company.

For special arrangements or for training related questions, please send an inquiry to:
training@fogmaker.com.

Step 1: Annual control

Step 2: Complete service

The difference between the courses is that after completed step two you are authorized to fill including emptying the detector bottle and piston accumulator. This means to perform a 5-years service (exchange of the extinguishant) and reset the activated system.

Step 3: Installation certificate

Authorized to install a complete system on a vehicle

Step 4/5: Trainer for service/installation

This is the level to become a trainer for service or both service and installation. Prerequisites are completed steps 1,2 and 3 including a good experience from installing and performing service on the Fogmaker system.