

141 000

households receive power supplied by Lyse





Revenue

6,5
Billion NOK

Lyse deliver services in Norway, Sweden, Denmark and Finland

1130

people working in Lyse



altibox

460 000

households are Altibox customers

5.700

GWh hydropower production





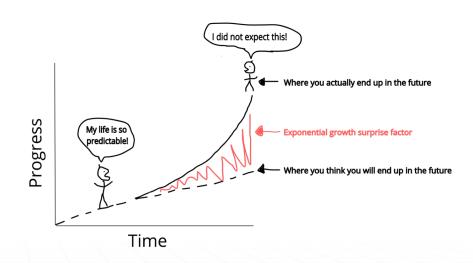
"In 2002 our far-fetched goal was 28.000 customers by 2017.

We are now in 2017 and have more than 460.000 Altiboxcustomers"

> Eimund Nygaard, CEO *Lyse Group*

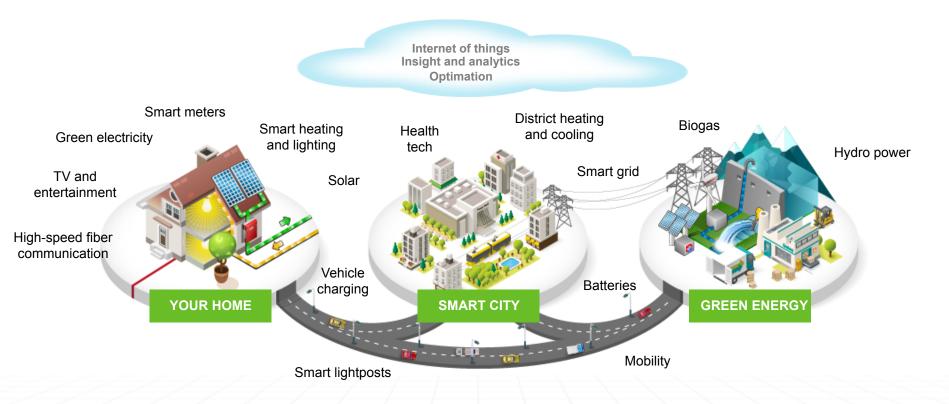
# TECHNOLOGY-DRIVEN MEGATRENDS ARE CREATING NEW OPPORTUNITIES – FOR BOTH INCUMBENTS AND START-UPS

- Undeniable need and demand for green solutions
- Development in tech
  - robotics, analytics, digitization
- Fall in costs solar, wind, batteries
- Increase in broadband usage
- And more...





# **INFRASTRUCTURE FOR SMART BUILDINGS AND CITIES**







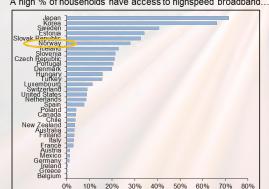
«Det er berre rett og rimeleg at kyrkja nå hentar energien dei treng direkte frå dei høgare makter»

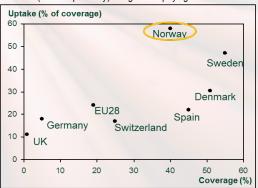
Sognepresten Strand Kyrkje











# - easy peasy...



1. Using technology in creative ways



2. What people want



3. Hard work

### Or if you prefer:

Digitization
Automation
Robotics
Gig economiy
Network economy
Sharing economy
New business models

## Or if you prefer:

Customer centricity Customer insight Service design Common sense

### Or if you prefer:

Improvement = innovation
Failing and learning
Just do it



# Green economics, ex.4 HOME AUTOMATION



# And if not easy peasy...

- Learn
- don't lose faith
- and get back to work.



# THE «ALL-IN»-REGION STAVANGER

Herring and sailing ships

FISH AND FISHER MAN
FINEST NORWEGIAN
IN OLIVE FOIL
SARBINER
IOUE

THE STE SARBINER
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«Sardin cannery (and iddis) capital»



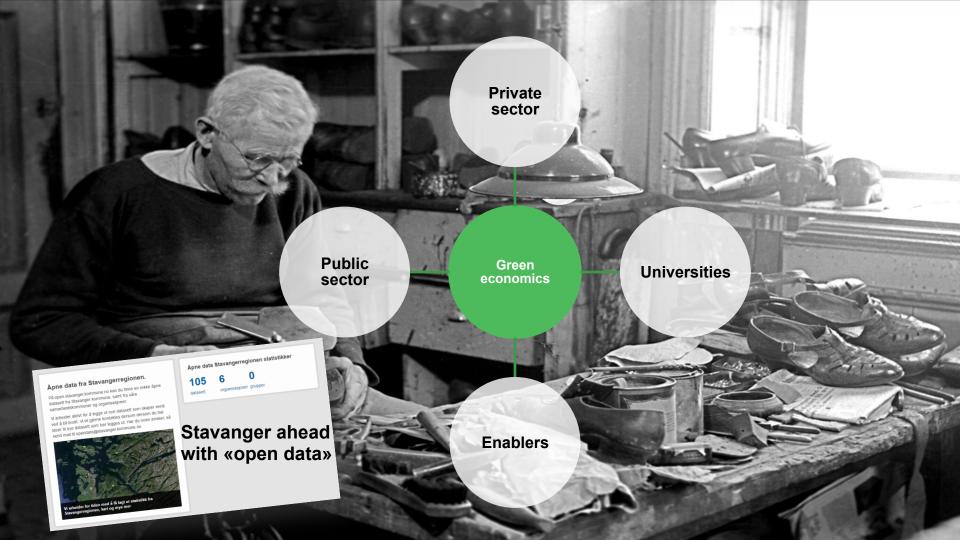
«Oil and gas capital»

Recession ca 1880

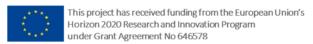
Recession ca 1940

What is next?

More diversified + Green economics



# **HORIZON 2020 - TRIANGULUM**















Creating, testing and scaling of smart city solutions, intersecting energy, ICT and mobility

Includes data driven analyses of:

- Electric buses
- CO2 reduction in cities
- Energy effective homes
- Future use of fiber infrastructure



# NO RDIC EDGEXPO 2017

Smart Happiness™

September 26th - 28th 2017



