



# **NATIONWIDE K-LATAUS NETWORK PROMOTES E-MOBILITY IN FINLAND**

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Director, K-Lataus

K-Auto

# WHAT IS K-AUTO?

Our roots are firmly in Kesko and eyes on the future.

We want to be the leading and most interesting automotive company in Finland - both for customers and automotive professionals.

We work in the entire automotive value chain, from importing cars to selling new and used cars as well as providing versatile motoring services. We repair and maintain cars, charge batteries and sell spare parts and tires. In everything we do, we promise to be customer-oriented and bear our responsibility.

Digitalization is a tool for us to serve customers even more flexibly.

It might seem like your choices don't matter, but they do. Our customers' choices guide us in creating a future where owning and driving a car is both simple and meaningful, combining practicality with passion.

## **K-Auto – Signs of the future**



# CAR TRADE IN BRIEF



**K-Auto is the leading and most interesting automotive company in Finland**



Importing and sales of attractive and high-quality new cars.



Significant multi-brand used car sales in Finland.



Comprehensive offering of car maintenance and repair services including nationwide K-Lataus EV charging network.

**Number of employees:** Approx. 1,500

	2024	2023	2022
<b>Net sales, € million</b>	1,209	1,262	1,125
<b>Operating profit*, € million</b>	69	83	64
<b>Operating margin*</b>	5.7%	6.5%	5.7%
<b>Capital expenditure, € million</b>	89	80	38'

\*) Comparable



Market share  
in new cars in 2024  
(incl. passenger cars and vans)

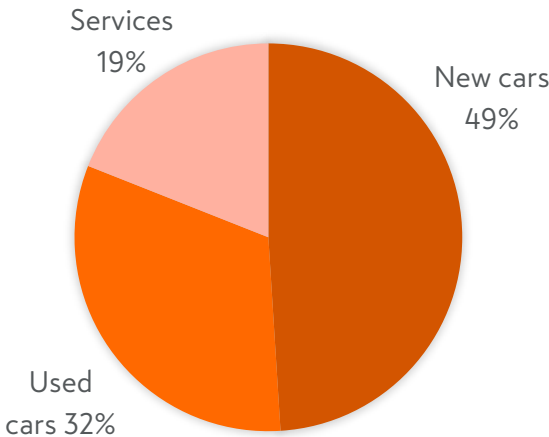
**K**Auto

One unified brand  
for over million customers

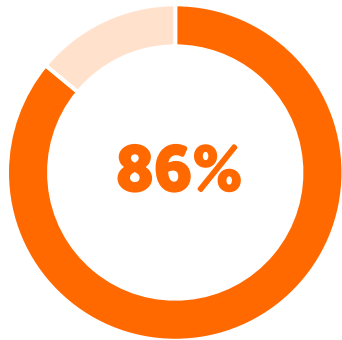


## 2024 CAR TRADE NET SALES €1,041m'

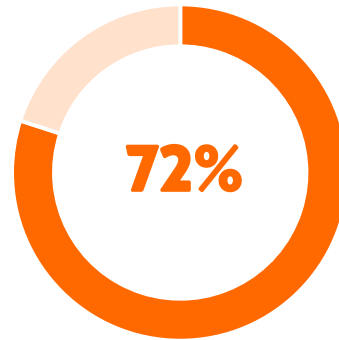
'Excluding sports trade



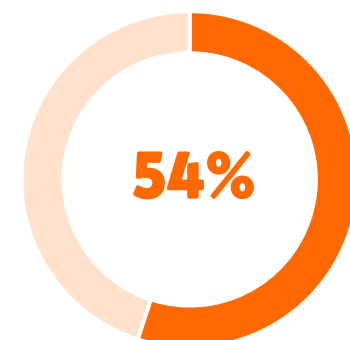
# MOST EV DRIVERS WILL NEVER GO BACK!



Of K-Lataus customers  
intend to buy a zero-  
emission EV for their  
next car



Of K-Lataus  
customers think there  
are enough EV  
charging in their area



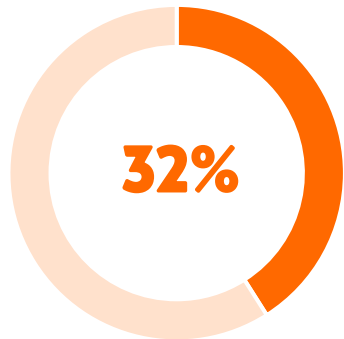
Of K-Lataus customers  
think there are enough  
EV charging when  
travelling by car in  
Finland

Source: K-Lataus customer survey, 2/2025, mainly EV drivers

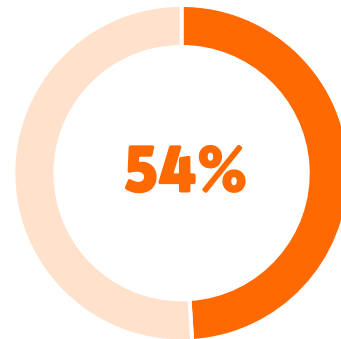


# FINNISH DRIVERS FAIRLY POSITIVE ON ELECTRIC CARS

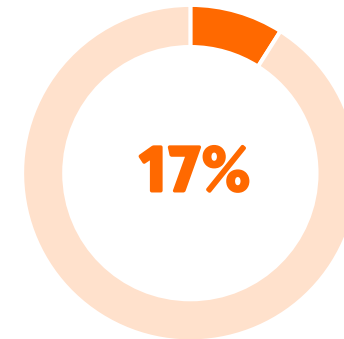
Recognise a need for more public charging facilities



Of Finnish drivers  
interested in getting a full  
electric car in near future

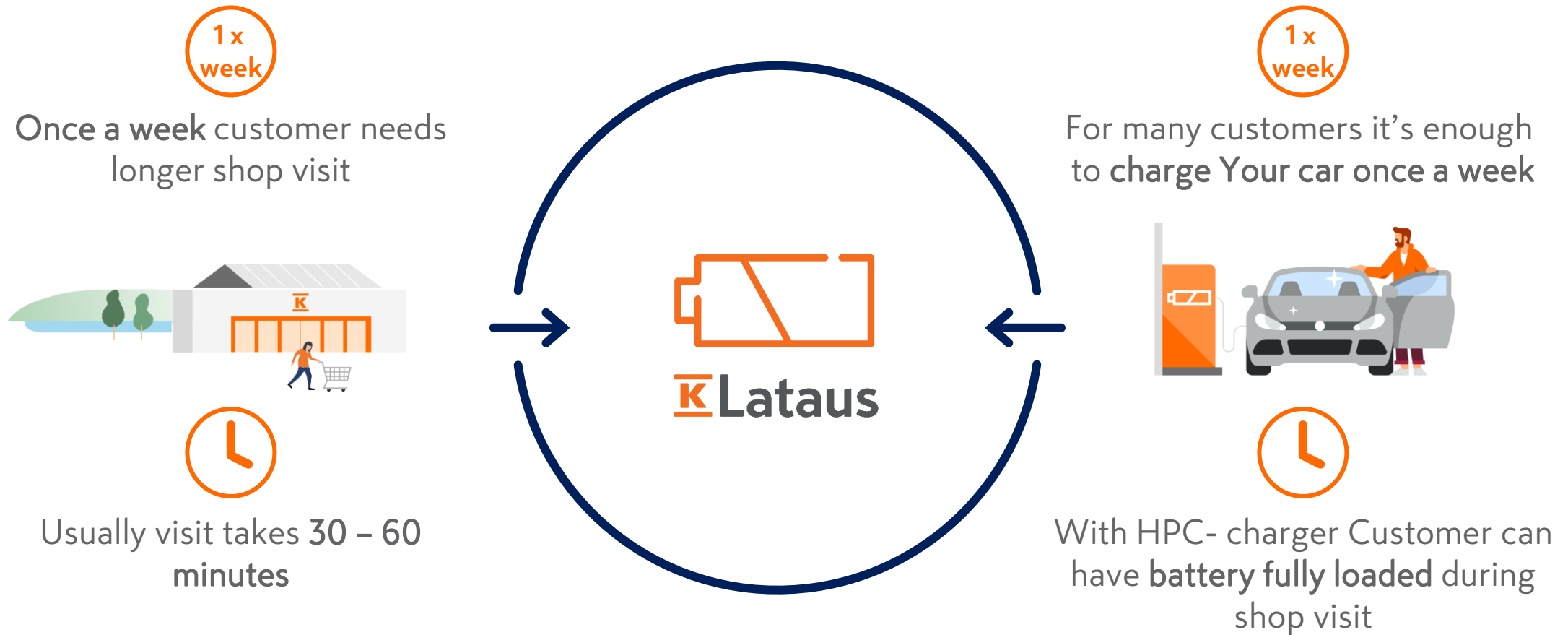


Of Finnish drivers  
have a positive  
attitude towards full  
electric cars



Of Finnish drivers  
consider the number of  
public EV charging points  
in Finland sufficient

# RETAIL MARKET IS NATURAL PLACE TO CHARGE YOUR EV





# K-LATAUS IN BRIEF

## Nationwide Charging Network



**Over 350 Charging Stations**  
Nationwide



Over **250 000**  
K-Lataus-customers



**Over 1900 Charging points**

- 850 HPC points
- 1050 AC Charging points



Charging energy has always  
been produced with  
renewable wind electricity



**Over 150 000 Charging Sessions** in month



**2025** – More charging  
in larger retail units



# K-LATAUS-NETWORK

Strong growth every year

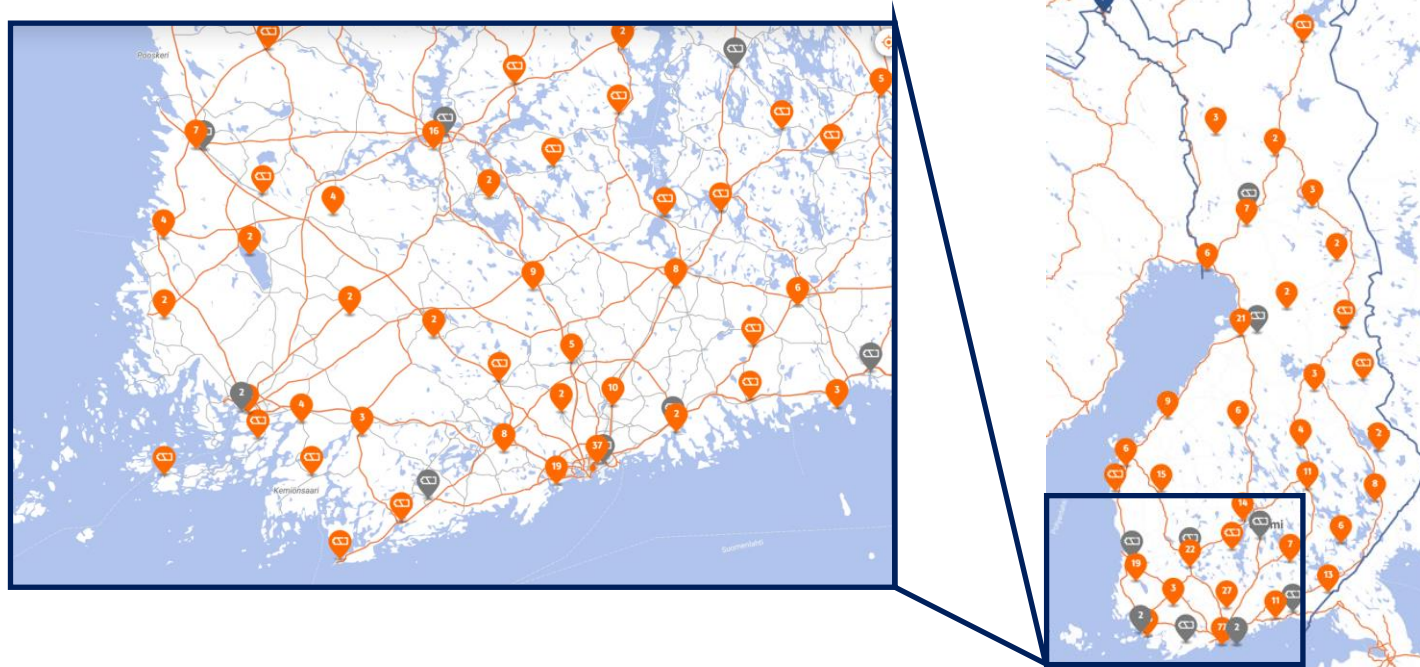


**2021**  
99 charging  
stations

**2022**  
200 charging  
stations

**2023**  
300 charging  
stations

**2024**  
350 charging  
stations



**NOW IT'S TIME TO BUILD LARGER STATIONS AND ENSURE AVAILABILITY IN HIGH CUSTOMER FLOW LOCATIONS**







K-LATAUS

# OPERATING ENVIRONMENT



# CHALLENGING YEARS IN INDUSTRY

Rapidly changing demand for services and hardware makes business challenging specially for manufacturers and service providers.

NYHETER

## Laddföretaget Eways ansöker om rekonstruktion

Publicerad 2024-08-16 16:21 (uppdaterad 2024-08-19 09:13)

EVA Global files for bankruptcy  
October, 2024 /

## EV charger manufacturer Tritium declares insolvency

11,45 EUR

+3,27 (39,98 %) ↑ 5 viime vuotta

19.5. klo 13.51 UTC+3 • Vastuuvapauslauseke

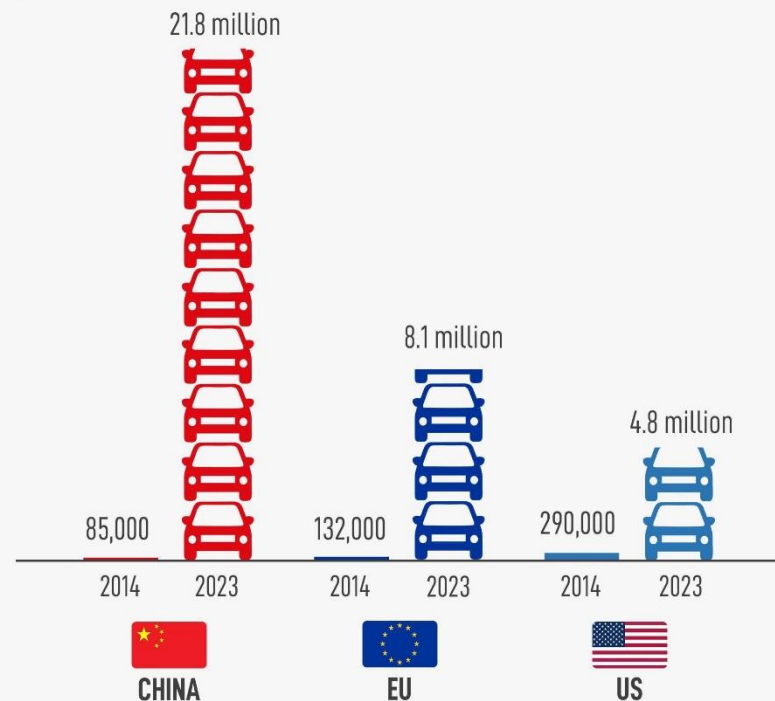
1 pv | 5 pv | 1 kk | 6 kk | YTD | 1 v | 5 v | Max



Avaa	11,83	Markk.arvo	635,97 milj.	Ylin 52 vk	24,90
Korkea	11,83	P/E-luku	-	Alin 52 vk	8,61
Matala	11,42	Os.tuotto	-		

# GLOBAL MARKET DEVELOPMENT

## NUMBER OF ELECTRIC CARS ON ROAD

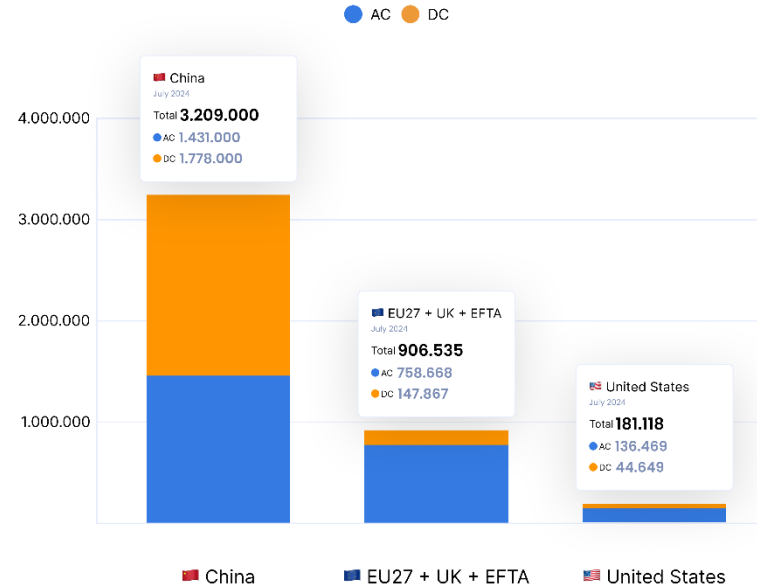


Note: Electric cars include fully battery-electric vehicles and plug-in hybrids.  
Sources: Our World in Data, Global EV Outlook 2024



## Overall number public charging station in China, Europe, and the US

July 2024



Data sources

China: ESCN | Europe: The Charge Point Monitor | United States: Alternative fuel station locator.

Note: Charge Points are measured in EVSE (An EVSE powers one EV per session, with only one connector active at a time.)

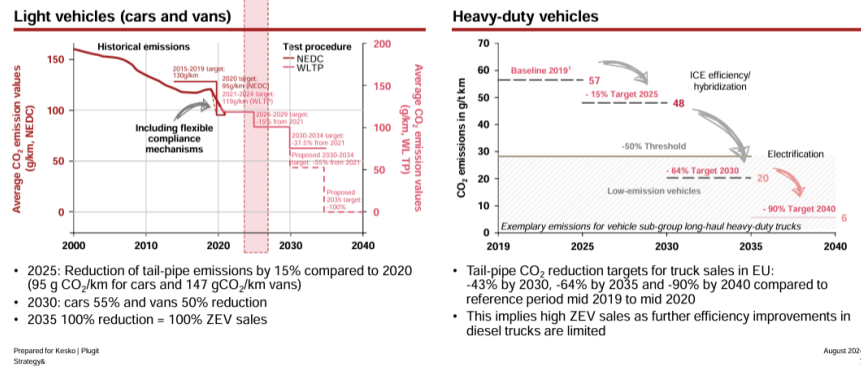
EV car park and charging network has developed rapidly in China compared to EU and US.

Share of DC- charging in China different compared to other markets.

# OEM CO2 TARGET 2025

OEMs push BEV sales largely to avoid financial penalties arising from tightening CO2 targets: **2025 brings the next step down**

Sales based CO<sub>2</sub> targets for road based vehicles



## EU Parliament gives the nod on softened EU CO2 targets

The EU Parliament has approved the Commission's request to soften the 2025 CO<sub>2</sub> fleet targets. The proposal received 458 votes in favour, 101 against, and 14 abstentions. All that remains is for the European Council to approve it, which is probably a mere formality.

The more flexible CO<sub>2</sub> targets are one measure the EU Commission is taking to improve the competitiveness of the European car industry. The proposal allows car manufacturers not to directly achieve the known CO<sub>2</sub> fleet targets for 2025 this year, but only in the three-year average between 2025 and 2027. This is one of the results of the EU strategy dialogue on the car industry's future, which was launched at the beginning of the year.

With the decision taken by the European Parliament on Thursday, the EU Council, representing the member states, still has to approve the EU legislation. This step is generally considered more of a formality. As the EU Parliament announced, the Council already approved the exact text on Wednesday, so all that is needed now is the Council's formal approval of a text that has already been approved in terms of content.

**Targets don't change, implementation does**

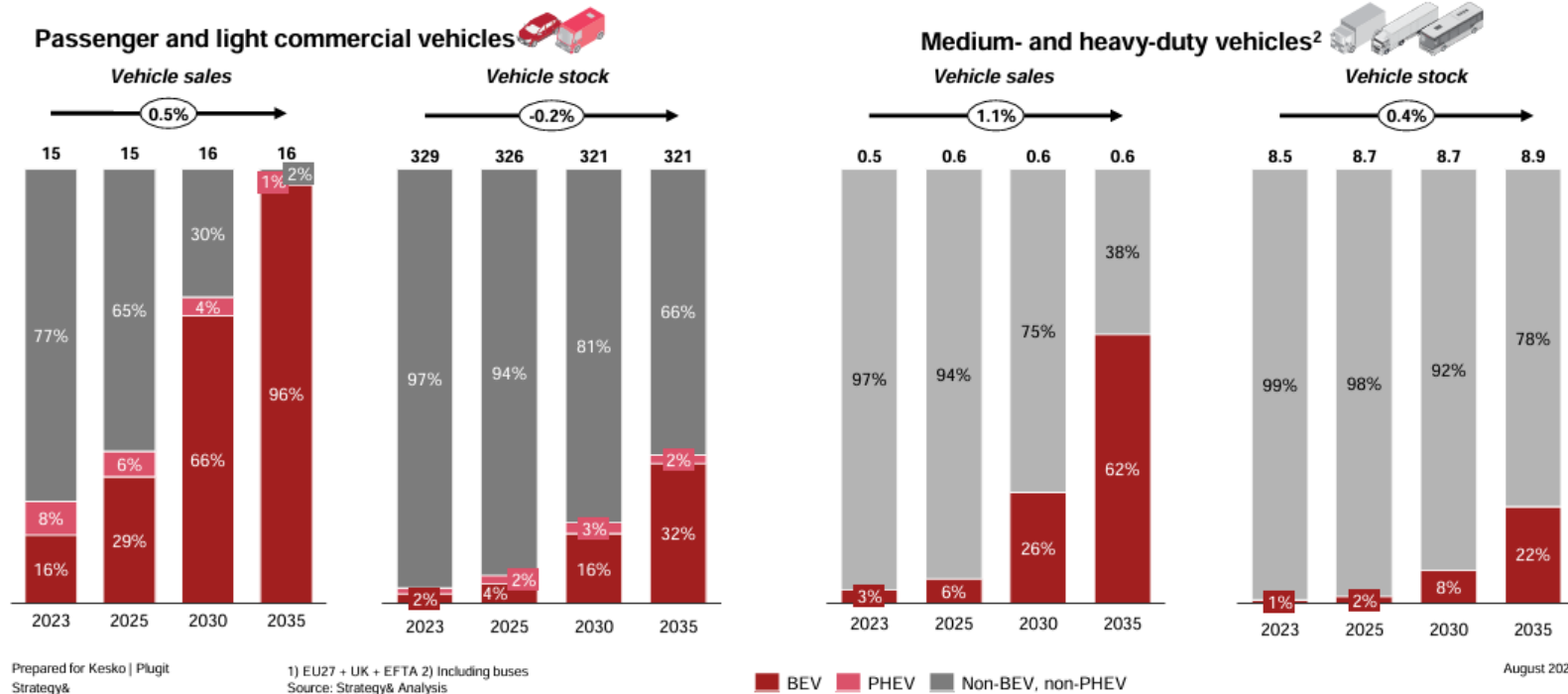
The more flexible CO<sub>2</sub> fleet targets are one of the measures with which the EU Commission wants to improve the competitiveness of the European car industry. The proposal gives car manufacturers the option of not having to achieve the known CO<sub>2</sub> fleet targets for 2025 directly this year, but instead only in the three-year average between 2025 and 2027.

# CHANGE COMING ALSO TO TRUCKS

Clear long-term shift to electrification for light & heavy transport with 20-30%+ of <6t stock being electric by 2035

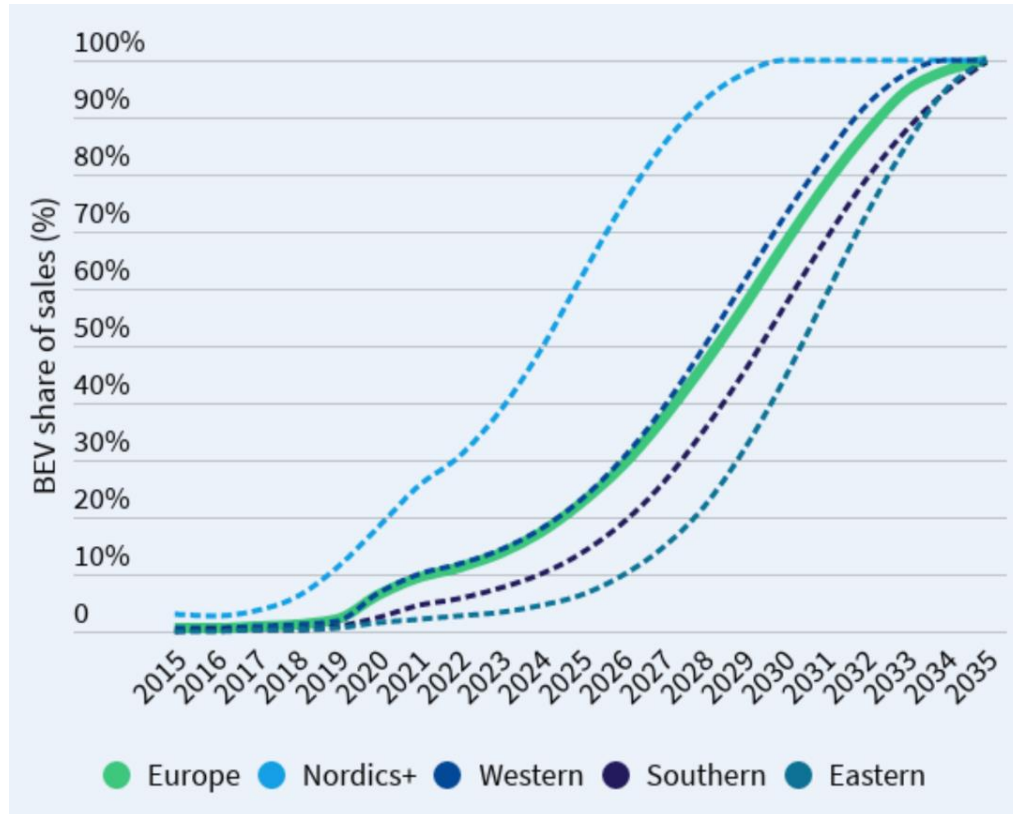


Heavy- duty vehicles are still in early stage with change. Development might be more rapid than in light vehicles.

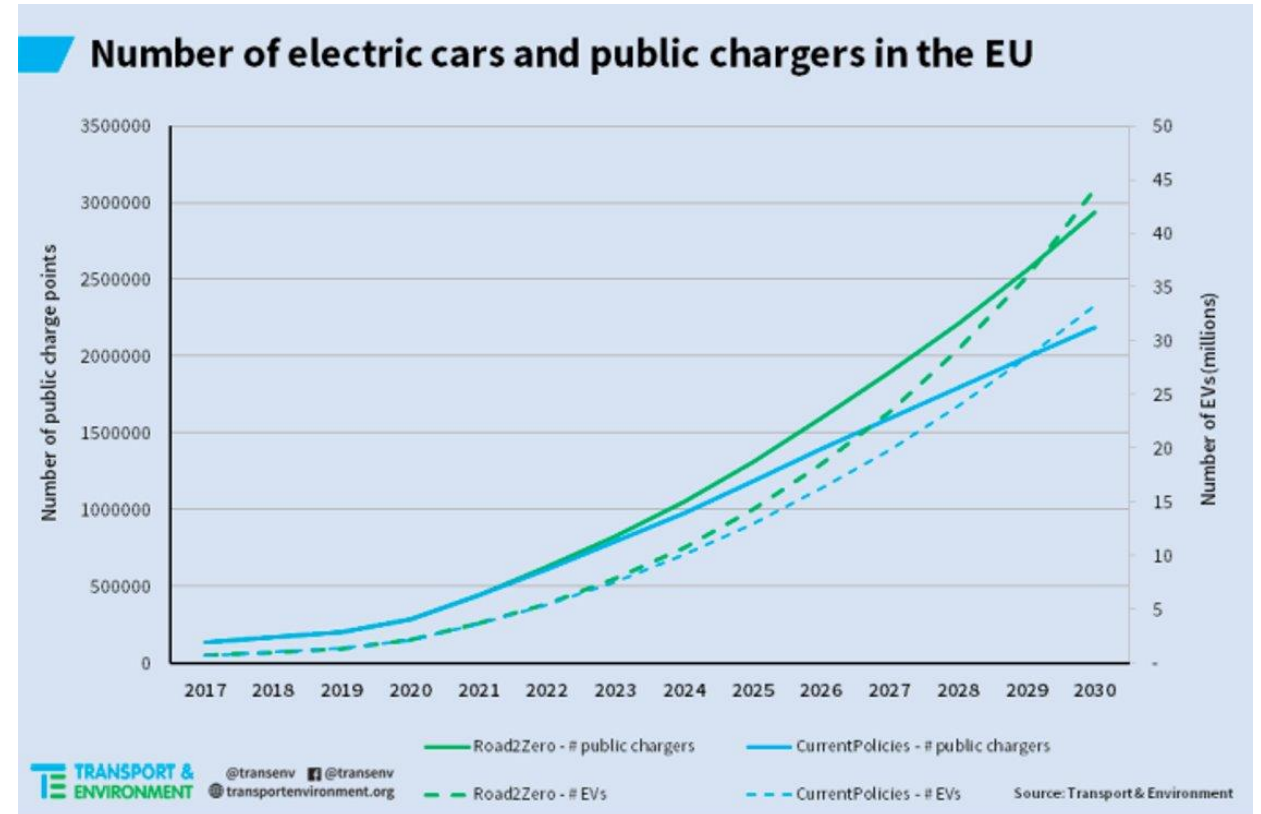




# EV CHARGING: STRATEGIC AND MAIN MARKET TRENDS



Source: CleanTechnica, [www.cleantechnica.com/2021/05/11/hitting-the-ev-inflection-point-in-europe/](https://www.cleantechnica.com/2021/05/11/hitting-the-ev-inflection-point-in-europe/)

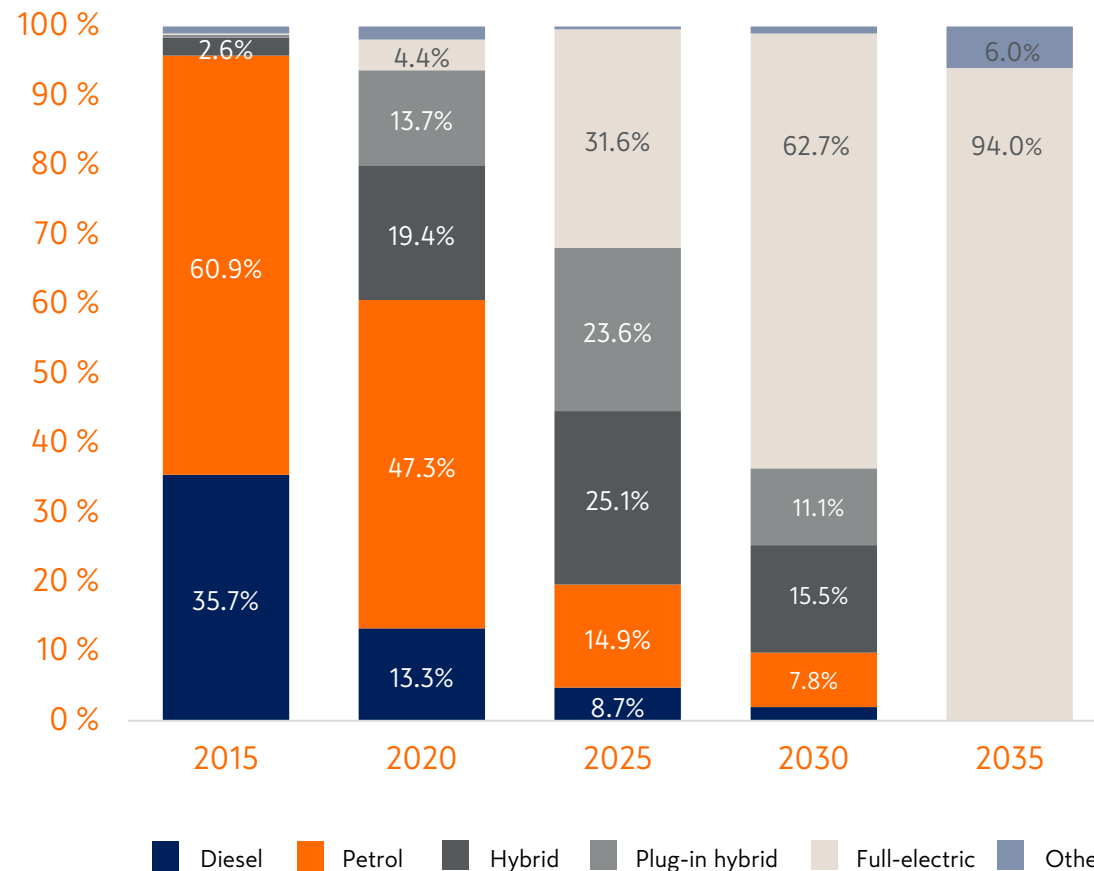


Source: Transport & Environment, [https://www.transportenvironment.org/wp-content/uploads/2021/08/2021\\_05\\_Briefing\\_BNEF\\_phase\\_out.pdf](https://www.transportenvironment.org/wp-content/uploads/2021/08/2021_05_Briefing_BNEF_phase_out.pdf)

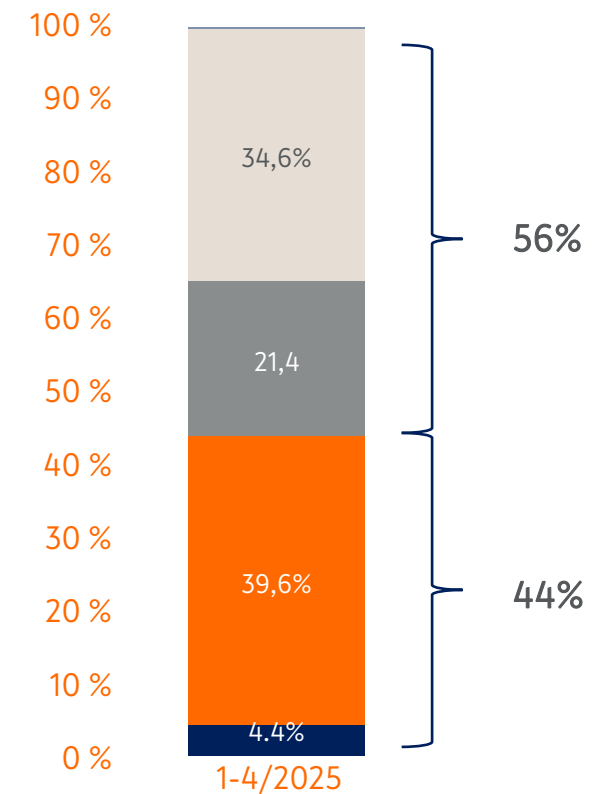
# ELECTRIFICATION CONTINUES AS PLANNED

For charging business car park is still in development

2022 ESTIMATED SHARE OF FUEL TYPES IN NEW PASSENGER CARS REGISTRATIONS IN FINLAND



ACTUAL 2025



# LAND + GRID + CUSTOMER FLOW



