



# renta

Empowering the next generation  
Future proofing Rental

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# Future proofing Rental

01

Introduction to Renta

02

How do we future proof Rental?

- Positives
- Challenge

03

What is the outcome on successfully future proofing Rental?

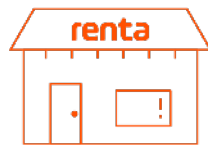
04

QnA

# renta

Renta was founded 2016 in Finland. End of 2023 figures:

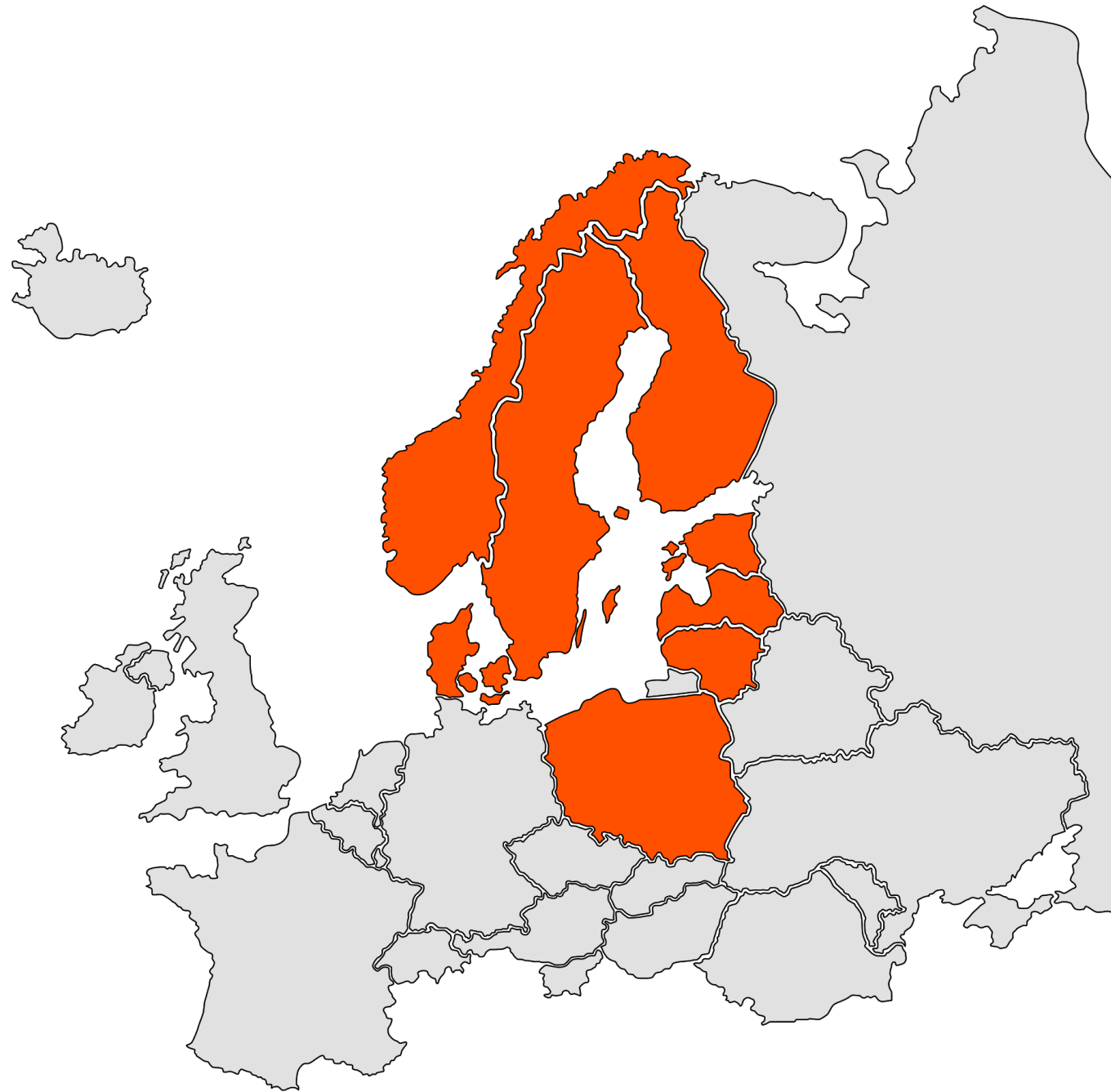
- Net Sales €493.9 million PF Adj.
- EBITDA €176.8 million PF Adj.
- 8 operating countries



Depots  
> 175



Employees  
> 2000



How do we future proof Rental?

# Positives

# Positives

- In a grand scheme of things, it can be said that Rental as a whole is in a good place to flourish for the years to come. Several megatrends are behinds us:
  - Technology
  - Sustainability
  - Urbanization
- But these are not given. We need to work to extract maximum value from these changes





# Technology: Digital & New fleet capabilities

1. Intelligent fleet

2. Digitalized processes

4. High-quality Customer facing solutions

3. Actionable data and insights –  
Enhanced by AI





# Sustainability



1. Leading within circular economy and digitalisation

2. Mitigating environmental impact

3. Excelling in health and safety

4. Prioritising responsible corporate governance





# Challenge

# Challenge: Lack of workforce

- As an industry, we are in a difficult place from workforce availability perspective:
  - Forbes World's 700 best employers list was not too populated by our industries\*.
    - First company in manufacturing at 34<sup>th</sup> place: Siemes
    - First company in construction at 166<sup>th</sup> place: Eiffage
  - 3 of the 10 most common labour shortage professionals work in our field\*\*
- We need to attract new talent, and keep the existing.
  - In many areas outside of Africa, the age pyramid is just going to get more distorted with ageing population

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\*<https://www.forbes.com/lists/worlds-best-employers/>

\*\*<https://www.weforum.org/publications/the-future-of-jobs-report-2023/digest/>

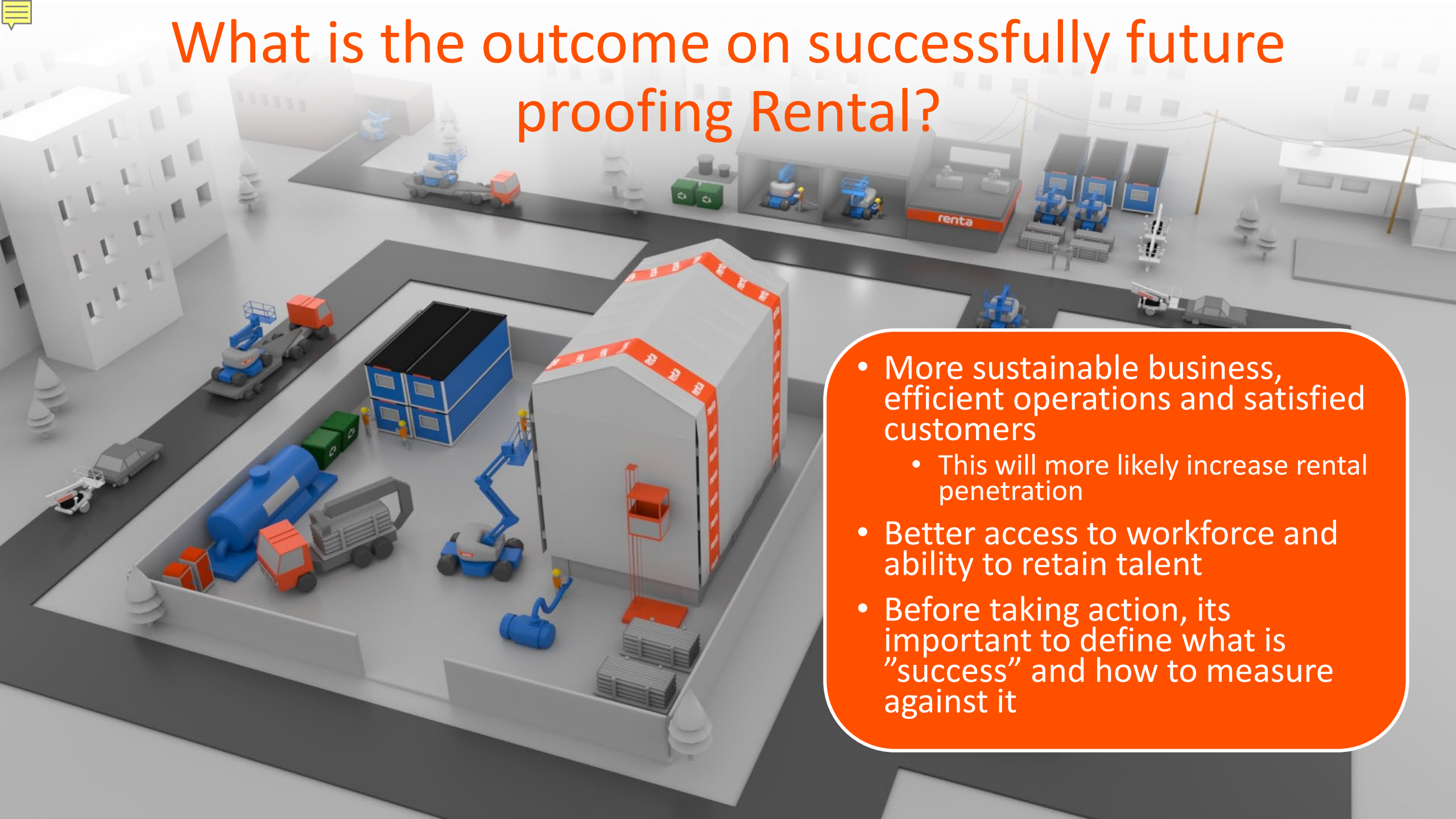
# People

- We need to build capabilities to attract talent from larger recruitment pool
  - Make workplace inviting for broader audience
- Communicate about the industry in a way that highlights the positives, not necessarily associated to our business:
  - Tech
  - Sustainability
  - Circular Economy
- Bring meaning to work
  - Implement programs and resources to support employee well-being, addressing mental health, stress, and other challenges to promote a healthy and productive workforce.





# What is the outcome on successfully future proofing Rental?

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- More sustainable business, efficient operations and satisfied customers
    - This will more likely increase rental penetration
  - Better access to workforce and ability to retain talent
  - Before taking action, its important to define what is "success" and how to measure against it

Thank you!  
Questions?