



HARVIA

Sauna & Spa

Healing with heat

Harvia – Healing with heat

5.6.2024

Perttu Rönkkö

Harvia's story: A journey to a forerunner of sauna and spa experiences



1950

Harvia was founded in 1950. Tapani Harvia sells his **first commercial heater** which is named Mäkinen. **Production begins in a garage**, just like the early stages of many other successful companies.



1980

Harvia becomes the **world's leading manufacturer** of wood-heated stoves. Demand for **electric heaters** increases and Harvia starts to produce them alongside its wood-burning heaters.



1990

Harvia starts **exporting** its products to Central Europe. Soon, exports expand to include Russia, Eastern European countries and the United States. Operations also begin in the Far East.



2000

Harvia achieves **global number one** position in the stove manufacturer market. Harvia expands its offering to include **complete sauna and spa solutions**.



2015-2021

A factory is established in Guangzhou, **China**

Harvia acquires **Estonian Spa Modules, Austrian Sentiotec, Almost Heaven Saunas in USA, German EOS Group** and Finnish hot tub manufacturer Kirami.



2021

Harvia introduces **MyHarvia App** and **WiFi** remote operation of sauna heater.

Harvia celebrates its **70th anniversary** in 2020 – it has evolved into one of the leading companies in the sauna and spa market.



Present

Harva is the world's **best-known brand** in the sauna and spa industry.

The **product range** includes control units, heaters, sauna rooms, infrared radiators, sauna lighting and audio equipment.

Future

Harvia creates complete industry-leading sustainable wellbeing experiences in all sauna categories to professionals and consumers based on **profound insights of health benefits** and cultures of sauna all over the world.

Global company



200+
PARTNERS

9
FACTORIES

~600
EMPLOYEES

~90
MARKETS

 Harvia factories

Sauna and spa solutions for professionals and consumers



€150M
REVENUE 2023

~600
EMPLOYEES

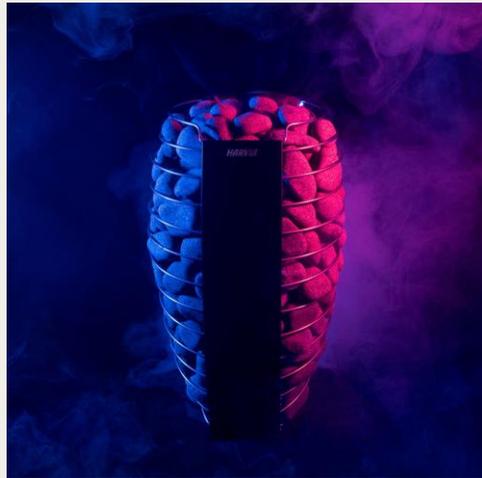
1950
YEAR OF
ESTABLISHMENT

90
ACTIVITIES IN
APPROXIMATELY 90
COUNTRIES

80%
SHARE OF
REVENUE OUTSIDE
FINLAND



SAUNAS &
SCANDINAVIAN
HOT TUBS



HEATERS AND
CONTROL UNITS



INFRARED



STEAM & SPA



ACCESSORIES,
SPAREPARTS,
SERVICES

The Harvia logo is a red square with the word "HARVIA" in white, bold, sans-serif capital letters.

Sauna & Spa

OUR MISSION

Our passion is to inspire people
across the globe to experience
the healing heat of sauna and spa.

Megatrends supporting sauna and spa business



Supporting megatrends



Growing awareness



Innovation opportunities



Multi-mode saunas
Hot x Cold

New designs and concepts



In-sauna entertainment
Data driven health

Digital & technology



Energy optimization
Productivity for commercial

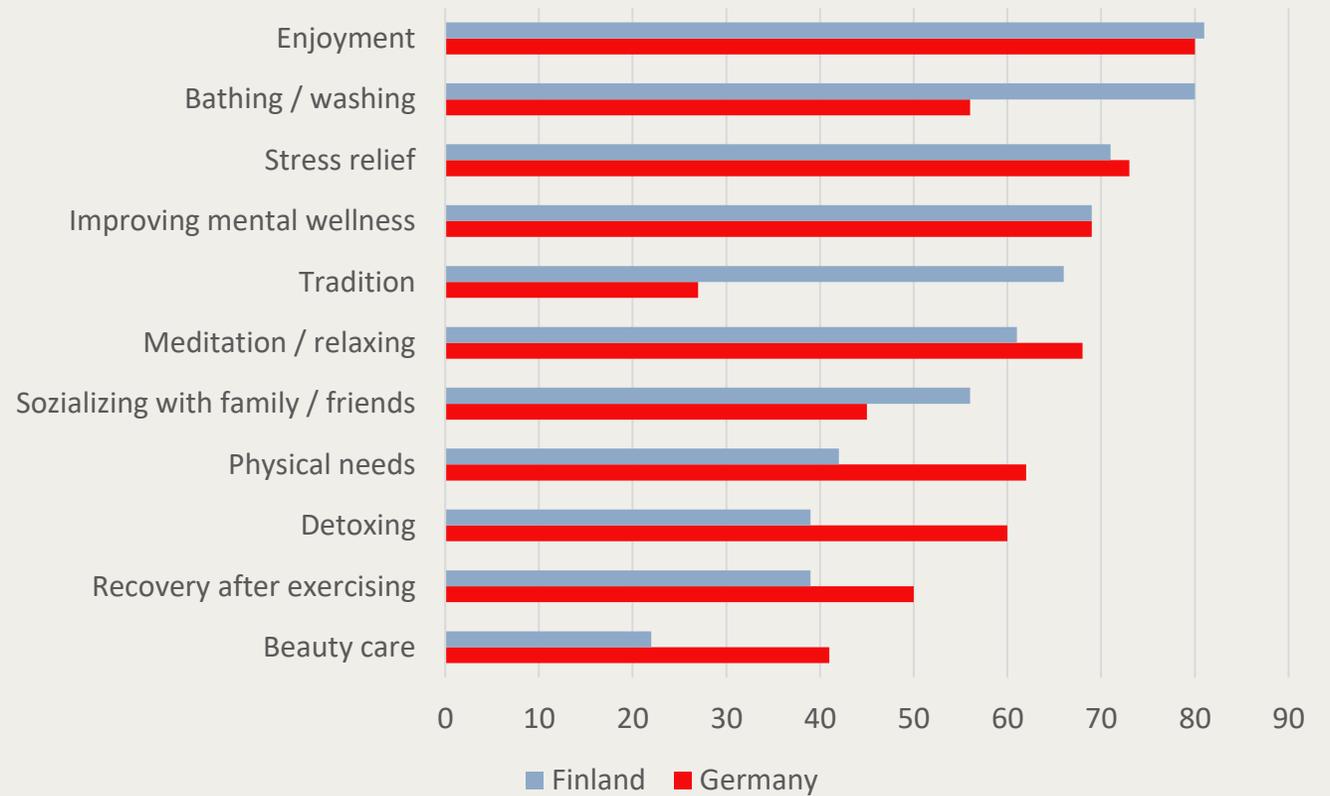
Green solutions



In search for both mental and physical wellbeing with sauna bathing



How important are these following reasons for you when going to sauna?
(‘Rather and very important’ answers combined)



Harvia consumer study 08/2020

Note: This is among those who go to sauna at least few times a year = sauna goers, not total population
N=400 in Finland and 401 in Germany

Healing with heat – Sauna treats the mind and body



HEART HEALTH

- Sauna use lowers blood pressure and maintains the flexibility of blood vessels
- Frequent sauna use reduces the risk of cardiovascular diseases - the more frequently you use the sauna, the more you can reduce the risk, even up to 65%

STRESS RELIEF

- Sauna treats both the mind and body – heat therapy is a good way to relieve stress and anxiety
- Autonomic nervous system balance may be modulated positively, indicating reduced body stress

EFFECTS OF EXERCISE

- Sauna heat affects the body in the same way exercise does and makes the heart pump more blood
- The heat therapy enabled by the sauna provide the benefits of exercise – even persons for whom exercise is difficult or impossible

BETTER SLEEP

- Sauna warms the body and affects our hormone activity so that we become sleepy a few hours after sauna use
- Deep sleep increased by over 70% within the first two hours and by 45% within the first six hours

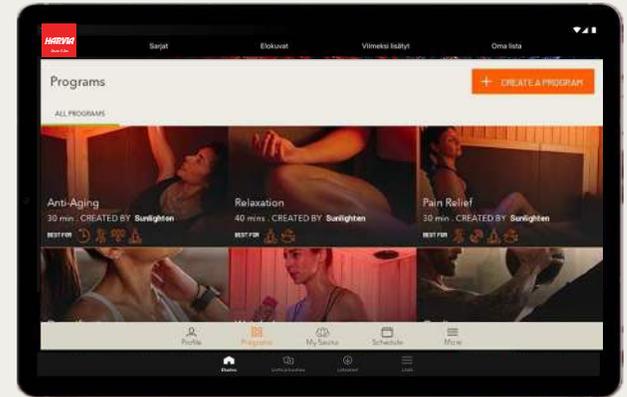
SHARP MEMORY

- Frequent sauna use reduces the risk of dementia significantly
- The best health effects can be attained by using the sauna 4 to 7 times a week at a temperature of appr. 80 °C, for approx. 20 minutes

SKIN CONDITION

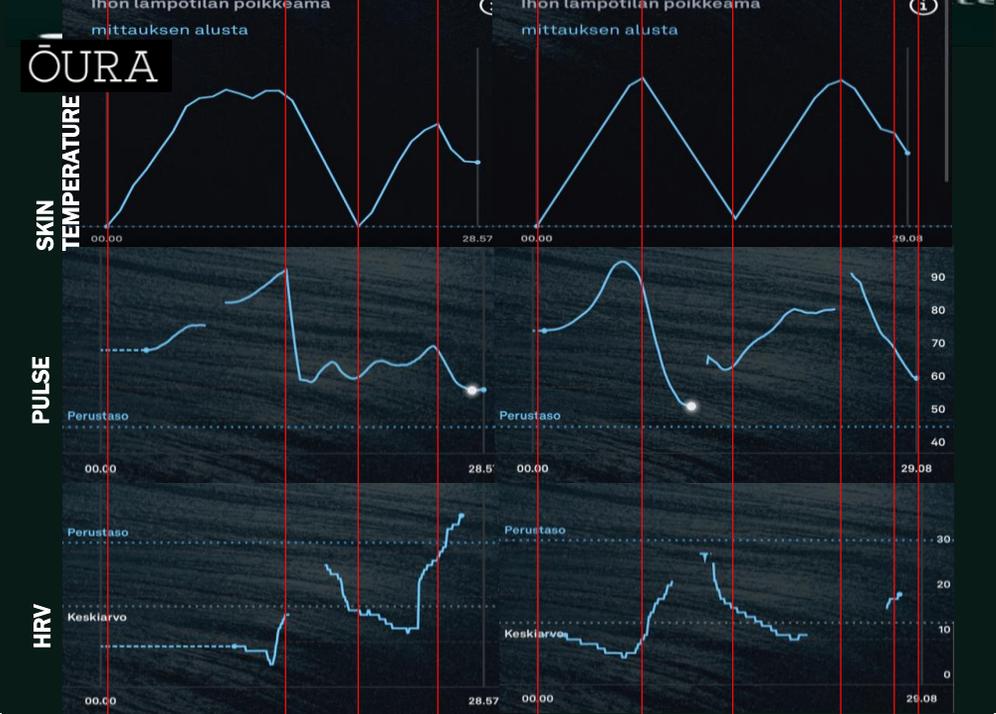
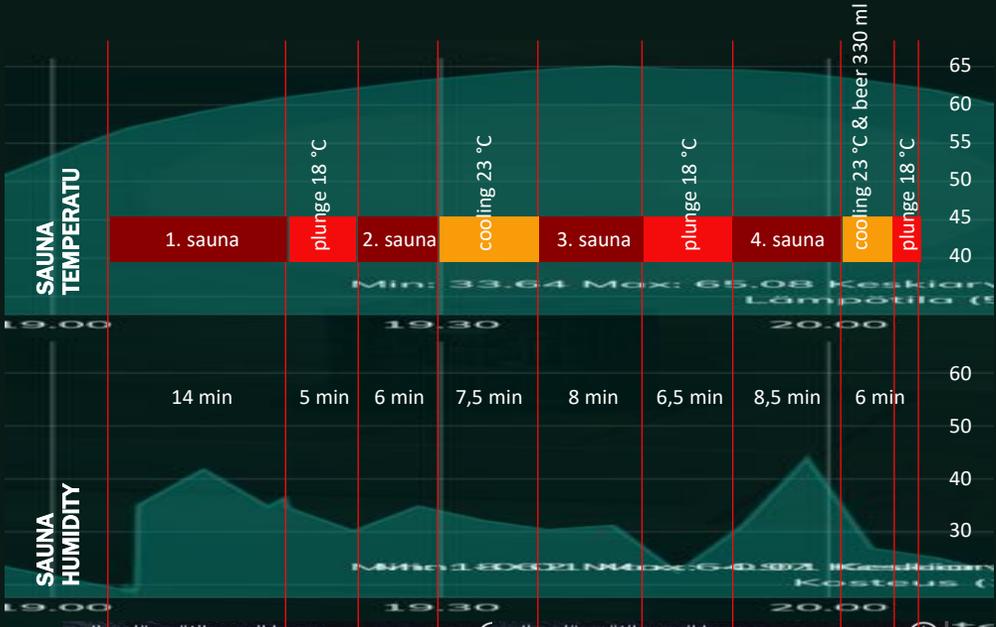
- Sauna keeps the skin nourished and elastic – the heat multiplies the amount of blood passing through the blood vessels
- Frequent sauna use is beneficial for people suffering from psoriasis and other skin diseases

Devices for tracking sauna and health data



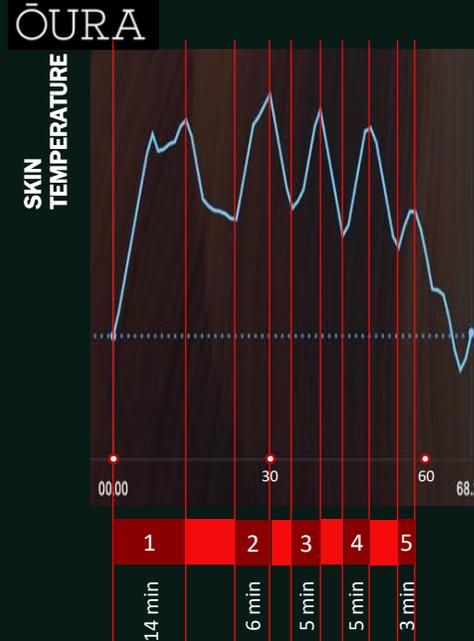
Sauna session tracking with Oura

Perttu Rönkkö 28.11.2023



Sauna session tracking with Oura & Core

Perttu Rönkkö 2.1.2024



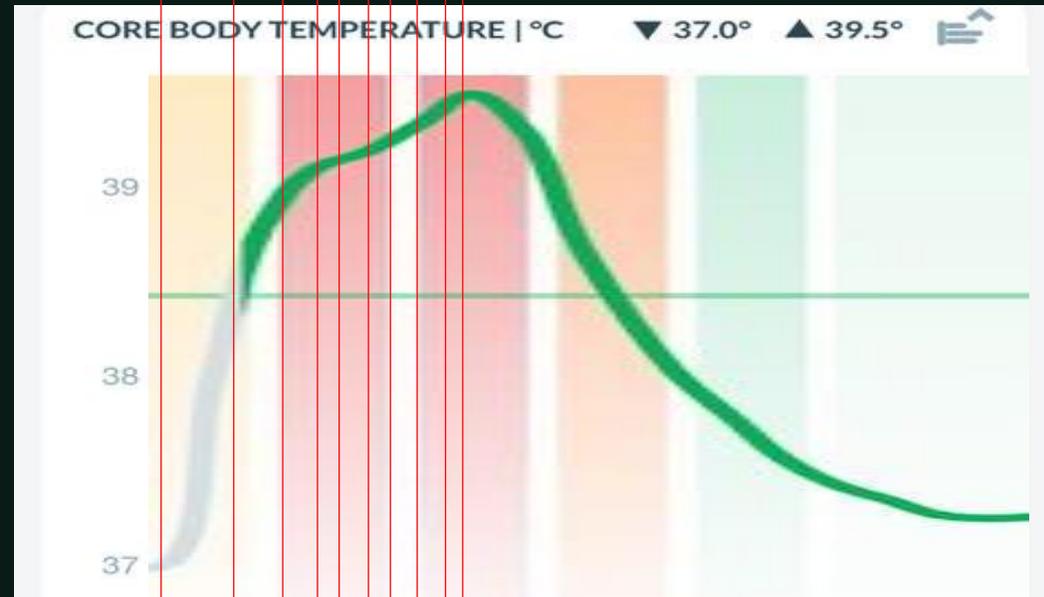
Skin temperature reveals separate sauna sessions and their duration precisely.

Body core temperature increased through the whole series of sauna sessions and continued to increase still ~ 5 min after the last session.

Sauna or cooling sessions can't be detected from the body core temperature.

Body core temperature increased in total 2,50 °C

Core temperature took more than an hour to normalize after the last sauna session



HEALING WITH HEAT

HARVIA

Sauna & Spa

THE EFFECTS OF SAUNA CAN BE SEEN IN THE BODY: ¹

- lowers blood pressure
- maintains flexibility of blood vessels
- impacts functioning of the arteries
- reduces blood fats
- reduces inflammation



“Taking a sauna regularly is associated with a lower risk of heart disease, sudden heart-related death, hypertension and memory loss diseases.”

JARI LAUKKANEN AND TANJANIINA LAUKKANEN:
SAUNA, KEHO JA MIELI (DOCENDO 2020)

SAUNA SUPPORTS BRAIN HEALTH: ²

- warming up of the body
- endorphins
- blood circulation
- improved sleep
- reduced inflammation
- social interaction

KNEKT, JÄRVINEN, RISSANEN, HELIÖVAARA, AROMAA 2020



TAKING A SAUNA INCREASES THE HEART RATE AND IS COMPARABLE TO EXERCISE. ¹

TAKING A SAUNA 4 TO 7 TIMES A WEEK REDUCES: ¹



In addition to medicine, treatments and physical activity, should doctors prescribe sauna to prevent and treat illnesses?

PROFESSOR HANS HÄGGLUND

APPROXIMATELY **500** PUBLISHED STUDIES ON THE HEALTH IMPACTS OF SAUNA ¹



83% OF STUDY PARTICIPANTS SLEPT BETTER AFTER A SAUNA

HUSSAIN, GREAVES & COHEN 2019

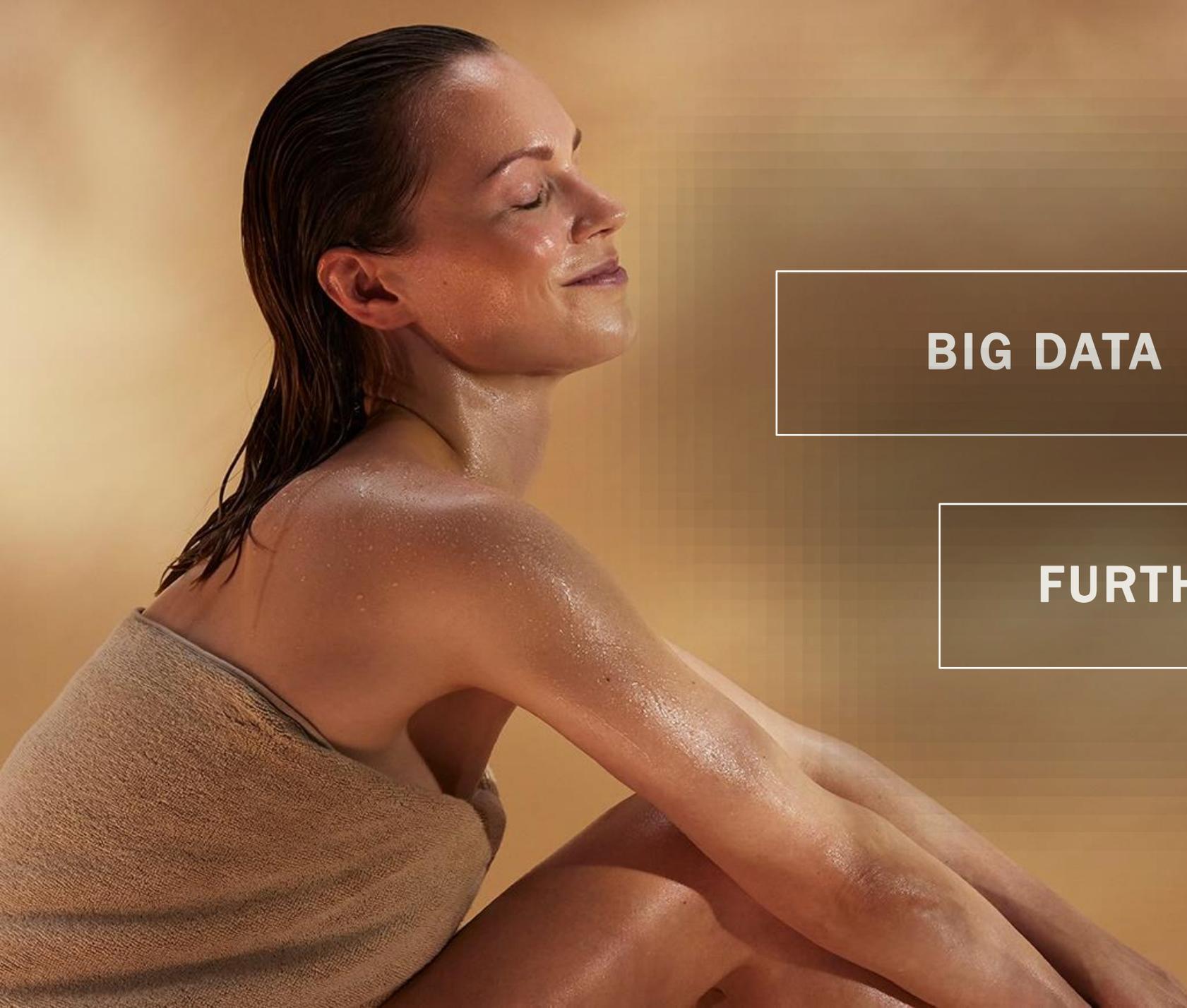
Sauna and heat release endorphins, oxytocin and serotonin, which improves mood and increases sense of well-being. ¹

TAKING A SAUNA REDUCES ANXIETY AND IMPROVES CONCENTRATION

KUUSINEN & HEINONEN 1972

¹ Professor Hans Hägglund, Uppsala University. Lecture on December 16, 2020. Based on publications of several researchers (Laukkanen, Zaccardi and Knutsor).

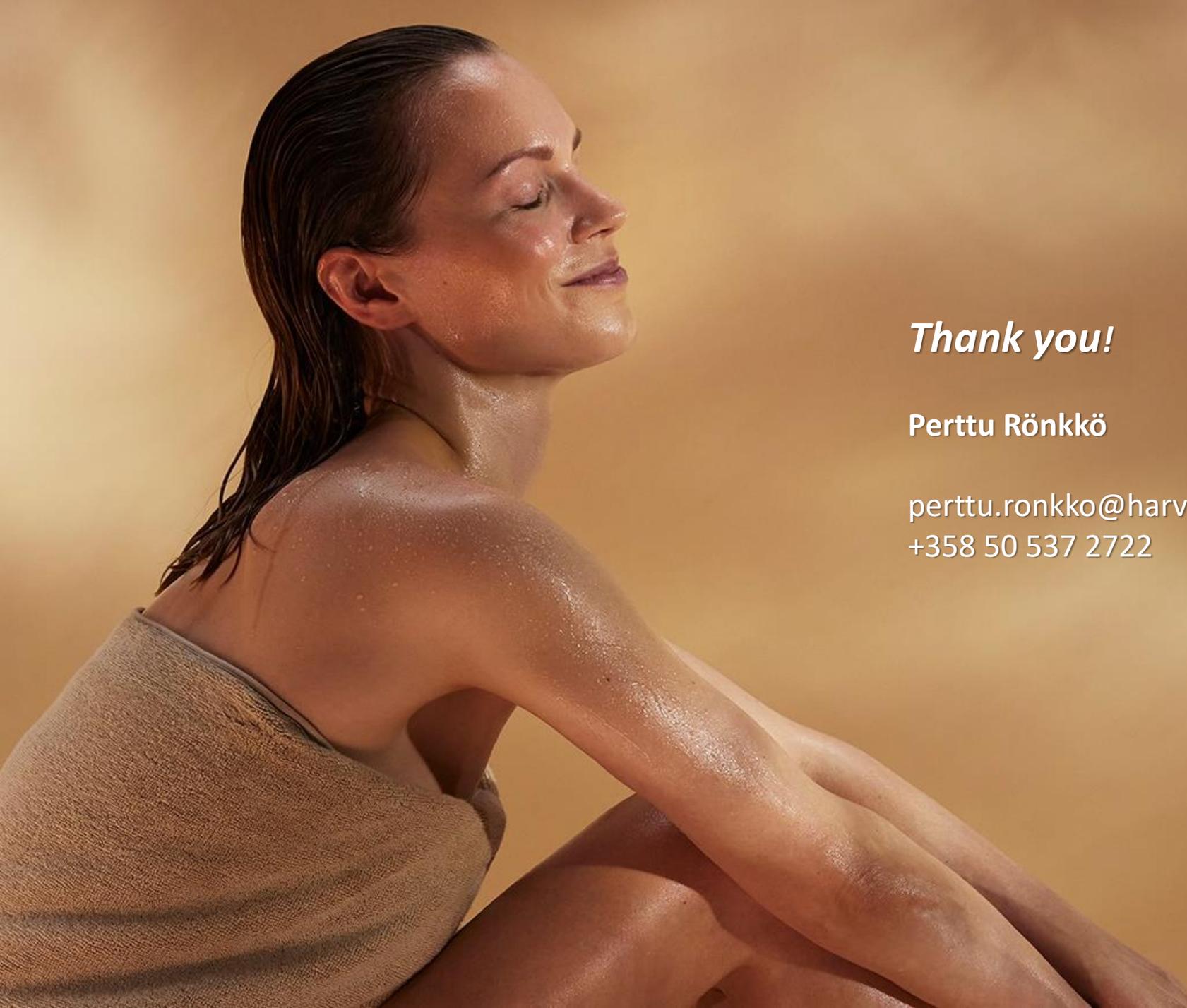
² Cognitive neuroscientist Katri Saarikivi, Helsinki University. Lecture on December 16, 2020.



BIG DATA

Healing with heat

FURTHER RESEARCH



Thank you!

Healing with heat

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