

HAPPY NORDIC LIVING OY

KEY PERSONS AND OWNERS

Nordevo Oy – Arkkitehdit Hannunkari & Mäkipaja Oy –
AJL Koulumies Oy



Introduction

Happy Nordic Living Oy (HNL) is a recently established company. Due to its early stage of development, it is essential to present in detail the owner companies behind HNL, as well as the achievements and professional track records of the key individuals representing these entities in the construction and real estate industry.

The following summary outlines the key persons, their experience, and the background of the owner companies forming the foundation of HNL's capabilities.

1. Juuso Hietanen

CEO, Co-Founder & Co-Owner – Nordevo Oy

Real Estate | Construction | Modularization | Strategic Leadership

Current Position

CEO, Co-Founder & Co-Owner, Nordevo Oy (06/2024–)

Chairman of the Board, Happy Nordic Living Oy

Previous Experience

- Chief Executive Officer – Lehto Group Oyj (05/2021–02/2025)

Overall responsibility for construction and development, with a focus on modular construction.

- Managing Director – Bonava (Finland & St. Petersburg) (2016–2021)

Responsible for residential development in Finland and Russia.

- NCC (2006–2016)

Managing Director, General Director Russia, Housing Development Director.

Education

M.Sc. (Civil Engineering), Helsinki University of Technology; Budapest University of Technology and Economics.

Core Competencies

Residential construction, prefabrication & modularization, international leadership, P&L, strategic growth.

2. Samuli Shidfar

Business Director & Co-Founder – Nordevo Oy

Construction Management | Business Premises | Real Estate Development

Current Position

Business Director & Co-Founder, Nordevo Oy (05/2024–)

Previous Experience

- Business Unit Director / Regional Director – Lehto Group Oyj (2019–2024)
- Construction Manager – Lehto Group Oyj (2018)
- Project Manager – Lehto Group Oyj (2016–2017)
- Project Engineer / Site Supervisor – SRV (2013–2016)

Education

M.Sc. (Construction Management & Economics), Tampere University of Technology.

Core Competencies

Project management, real estate development, commercial and residential construction, cost control, team leadership.

3. Pekka Eskola

Partner – Nordevo Oy

Wood Construction | Real Estate Development | Industrial Project Management

Current Position

Construction Specialist, Happy Nordic Living Oy (09/2025–)

Partner, Nordevo Oy (04/2025–)

Previous Experience

- Director, Wood Construction – Lehto Group Oyj (2021–2024)
- Head of Project Management / Production Director – Bonava (2016–2021)
- Head of Technical Department – NCC (St. Petersburg) (2007–2016)
- Project Coordinator – NCC (2004–2006)
- Project Engineer – Lemminkäinen (Russia) (2002–2004)
- Development Engineer – YIT (1999–2002)

Core Competencies

Wood construction, residential development, industrial production, project management, cost and risk management.

4. Tarmo Mäkipaja

Architect (FISE PV), CEO – Arkkitehdit Hannunkari & Mäkipaja Oy

High-Quality Housing | Urban Planning | Architecture | Co-Founder, HNL

Current Position

CEO, Arkkitehdit Hannunkari & Mäkipaja Oy (11/2025–)

Architect & Partner (2021–)

Co-Founder and Member of the Board, Happy Nordic Living Oy (06/2025–)

Previous Experience

- Architect – Hannunkari & Mäkipaja (2010–2020)

Education

M.Sc. (Architecture), Aalto University.

Core Competencies

Architecturally demanding urban projects, award-winning architecture, zoning, permitting processes, timber construction.

5. Antti Koulumies

CEO – Terrafame Ltd | Former SVP UPM Timber / Forest / RaumaCell

Strategic Industrial Leadership | Wood Industry | Global Operations

Current Position

CEO – Terrafame Ltd (09/2025–)

Member of the Board, Happy Nordic Living Oy

Previous Key Roles

- SVP Timber / Forest / RaumaCell – UPM (2021–2025)
- Board Chair – Finnish Wood Products Industry Association (2024–2025)
- Board Member – CEI-Bois (2023–2025)
- Board Member – Nordtreat (2023–)
- Senior Leadership Roles – Outotec / Metso Outotec (2015–2021)
- McKinsey & Company – Senior Engagement Manager (2010–2015)

Core Competencies

Large-scale corporate leadership, wood value chain management, sawmill industry, M&A, strategy, sustainable forestry, industrial transformation leadership.

6. Timo Mikkonen

CEO – Happy Nordic Living Oy

Eastern Europe | International Business | Reconstruction | Forestry–Industrial Value Chains

Current Position

CEO, Happy Nordic Living Oy (08/2025–)

Previous Experience

- Director, Sales Eastern Europe – Oras Group (2018–2023)
- Country Manager Russia & CIS – Oras Group (2014–2018)
- Board & Steering Group Roles – AEB Russia (EU Business Association) (2006–2022)
- Country Director / General Director – Kuusakoski (Russia & CIS) (2002–2012)
- CFO – Sonera / ZAO Sonic Duo (Megafon Moscow) (2000–2001)
- Financial & Administration Director – Carlsberg / OAO Vena (1997–2000)
- Financial & Administration Director – Metsä-Serla (Russia) (1995–1997)

Core Competencies

Eastern European operating environment, international business, reconstruction strategies, timber construction value chains, P&L, organizational transformation, negotiations.

SHORT COMPANY DESCRIPTION OF HNL OWNER COMPANIES

Nordevo Oy – Short Description (Ownership 50%)

Nordevo Oy is a Finnish construction and real estate development company established in 2024, combining high quality, responsibility, and customer-oriented project expertise in its operations. The founders are long-standing professionals in the construction industry, and their extensive reference portfolio demonstrates strong expertise accumulated over several decades.

The company provides comprehensive construction and development services, ranging from residential and commercial buildings to full-scale real estate development. **A particular strength of Nordevo lies in modular timber and prefabricated construction, combining traditional construction expertise with modern and sustainable solutions.**

Nordevo's operating principles are summarized in three core values: **Open – High Quality – Collaboration.** The company aims to involve clients at every stage of the project, ensure transparent project management, and provide solution-oriented cooperation – with the goal of creating spaces that are comfortable to live and work in.

In addition, Nordevo emphasizes responsibility and sustainable development: the company aims to promote well-being and professional pride within the construction industry, as well as a new type of operating culture where quality, environmental responsibility, and human-centric thinking go hand in hand.

www.nordevo.fi

Proven Construction References – Key Personnel of Nordevo Oy

Project / Timber construction	Location	Size (m ²)	Cost (M€)
As Oy Espoon Valtikka	Finland	3623	25
As Oy Espoon Kruunu	Finland	2644	5
Pyhäjoki, Hanhikivi Accommodation village	Finland	19141	29
Apartment hotel KIDE, Pudasjärvi	Finland	2657	35
As Oy Vantaan Maaunintie 10, 12, 19	Finland	16433	13

As Oy Espoon Nöykkiönlaakso	Finland	13406	17
As Oy Lupajantie 2, Helsinki	Finland	8296	6
As Oy Tampereen Viherportti	Finland	8284	4
As Oy Järvenpään Sinfonia	Finland	3577	6
As Oy Nurmijärven Arvokas	Finland	2456	5
As Oy Keravan Ratapiha	Finland	3465	4
As Oy Espoon Viljatulli	Finland	3237	4
As Oy Järvenpään Kvartetti	Finland	2745	6
As Oy Järvenpään Kunnari	Finland	2253	4
As Oy Sipoon Sigfrid	Finland	1824	6
As Oy Keravan Kultahattu	Finland	1937	4
As Oy Kirkkonummen Tinankartano	Finland	2656	6
As Oy Tampereen Tuohi	Finland	1902	4

Project / Residential	Location	Size (m²)	Cost (M€)	Years
Magnifika	Russia	150000	350	2017-22
Skandi Klub	Russia	82500	250	2014-20
Grönä Lund	Russia	137000	220	2014-22
Öland	Russia	196500	315	2011-18
Swedish Krona	Russia	61000	124	2010-15
Hakkapeliitta Village	Russia	10300	15	2008-09
As Oy Osmankäämi	Finland	2602	16	
As Oy Virranvälke	Finland	3036	18	
As Oy Lähde	Finland	3009	18	
As Oy Liinaharja	Finland	5706	34	
As Oy Päivänkorento	Finland	3021	18	
Perkkaan pysäköini	Finland	11562	69	
As Oy Helsingin Selma	Finland	3961	24	
AS Oy Helsingin Salome	Finland	4419	27	
As Oy Espoon Päivänkehrä	Finland	3658	22	

As Oy Helsingin Plazankuja 5	Finland	3550	21
As Oy Helsingin Tuulensuunkuja 3	Finland	3550	21
KOy Helsingin Malminpuisto	Finland	5300	32
KOy Helsingin Malminpuisto	Finland	5300	32
KOy Helsingin Ormuslinna	Finland	2628	16
Koy Kustaa Aadolfinpuisto	Finland	4133	25
Aoy Helsingin Herkules	Finland	4300	26
Koy Helsingin Dosentinrinne	Finland	3849	23
Aoy Helsingin Magnolia	Finland	1735	10
Aoy Helsingin Akaasia	Finland	2068	12
Aoy Espoon Manteli	Finland	3316	20
Aoy Espoon Pistaasi	Finland	3253	20

Project / Industrial	Location	Size (m²)	Cost (M€)	Years
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Stora Enso Packaging	Russia	17900	16	2003-4
Saint Gobain Isover	Russia	150000	30	2002-3
Makita Tuusula	Finland	24000	26	
Solar Foods	Finland	6500	16	
Jaakkoo-Taara	Finland	6000	6	
KOy Orakas 7	Finland	1500	4	
Rester Paimio	Finland	3000	6	

Project / Commercial	Location	Size (m²)	Cost (M€)
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Ülemiste Shopping Center	Estonia	50000	40
Arena Center Kaarela	Finland	5800	6
Koy Vehkalan Draivi	Finland	1300	2
Itis Cinema	Finland	10000	
Iso Omena	Finland	30000	
Iso Kristiina	Finland	50000	

HopLop	Finland	4500	
Project	Location	Size (m ²)	Cost (M€)
Sanatorium and hotel	Latvia	10500	22
Neitsytpolku 1a	Finland	1250	7

Arkkitehdit Hannunkari & Mäkipaja Oy – Short Description (Ownership 33%)

Arkkitehdit Hannunkari & Mäkipaja Oy is an experienced Finnish architectural office with over 30 years of continuous operation, focusing on residential and urban planning projects ranging from large block developments to smaller-scale assignments.

The firm's operating principles are characterized by a strong commitment to quality, thoroughness, and continuous development. Design work is carried out with precision, taking into account environmental and site-specific conditions, and projects are advanced systematically from concept to execution using BIM-coordinated workflows.

Hannunkari & Mäkipaja is a member of ATL and applies a quality management system in accordance with ATI standards, ensuring professionalism in design and permitting processes.

The firm's references include over 70 residential apartment projects as well as numerous urban planning and concept design assignments – covering both new construction and the development of existing urban areas.

www.hmark.fi

Awards and Recognitions (Selected)

- ARA Award (2004, 2018)
- Europa House Award (2012)
- Rakentamisen Ruusu (Rose of Construction) Award (2013)
- Exhibition at the Museum of Finnish Architecture (2016)
- Sustainable Stone Building Award (2017)
- Espoo Hurraa! Awards (2017, 2023)
- Dezeen: World Top 50 studios – social housing revival (2024)
- Architectural competitions: 22 awards

Residential Apartment Building Projects

Over 80 residential apartment building projects, including multi-building developments with tens to hundreds of apartments.

Selected References

- **HEKA Viikinmäki / Harjannetie 44 (2011–2013)**
Recipient of *Rakentamisen Ruusu 2013*; **90 apartments**
 - **Larun Portti (Hartela) (2014–2016)**
A landmark residential project in Lauttasaari; **57 apartments**
 - **Espoon Asunnot / Magneetikatu 14 (2015–2017)**
Awarded *ARA* and *Sustainable Stone Building* recognitions; **115 apartments**
 - **Nrep Ylismäentie 12 (2018–2021) – 404 apartments**
 - **Viehe Block (2018–2020)**
Multi-generational housing concept; **214 apartments**
 - **ATT Postipuisto (2019–2021) – 203 apartments**
 - **ATT Tullivuori (2019–2021) – 156 apartments**
 - **JM Höyhensaari & Pilvilinna (2018–2022) – 152 apartments**
 - **YIT Pilotti & Mekaanikko (2019–2022) – 84 + 63 apartments**
 - **Espoon Asunnot / Asuntosäätiö Suvela (2019–2022)**
Espoo Hurraa 2022; **258 apartments**
 - **NAL Gibraltarinaukio (2020–2023) – 84 apartments**
 - **ATT Smoltinkaari (2020–2023) – 117 apartments**
 - **YIT Vantaan Ihastus (2021–2024) – 81 apartments**
 - **Porvoon A-asunnot, Vaskenvalajankatu (2021–2023) – 8,000 gross m²**
 - **ATT Virtaranta (2021–2024) – 51 apartments**
 - **AVARA Tulistimenkatu I & II (2022–2025) – 100 apartments**
 - **A-Kruunu Tulistimenkatu 10 (2022–2025) – 44 apartments**
 - **JM GWS Block, Herttoniemi (2023–) – 350+ apartments**
 - **Turku Student Village / Kylänkulma (2023–) – approx. 350 apartments**
 - **YIT / Varte Isokaari 24–28 (2025–)**
Three residential apartment buildings, Lauttasaari
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Urban Planning and Zoning (Selected Projects)

Over 20 zoning and urban planning assignments, ranging from master plans to single-block zoning amendments.

Selected References

- Lahti Ankkuri (1990–2000) – competition winner; partial master plan
- Vuosaari Centre (1996) – concept/master planning study
- Aurinkolahti (2002–2003) – building guidelines & colour scheme
- Jokela Brick Factory (2004) – new general plan for the area
- Kutomotie / Elisa Block (2006–2007; 2011–2013) – 34,500 m², completed
- Mäkitorpanpolku, Oulunkylä (2008–2009) – detailed plan, completed
- Tiistinniitty, Espoo (2008–2015) – plan confirmed; buildings completed
- Kerava Centre (2008; 2010) – Eerontie & Veturipuisto
- Hamina Seurahuone (2011–2012) – competition winner; detailed plan, completed
- Jyväskylä Haukkaranta (2014–2015) – detailed plan confirmed
- HUS Luuvaniemi (2014–2015) – infill development, completed
- Pasila Rail Yard Blocks (2015–2016) – plans confirmed
- Käskynhaltijantie (2015–2016)
- Porvoo Kevätkumpu (2016–2024) – zoning amendment, ongoing
- Porvoo Aleksanterinkatu (2018–2025) – plan confirmed; construction ongoing
- Isokaari 24–28 (2019–2023) – zoning amendment, completed
- Lohiranta, Pyhätunturi (2022–2023) – shoreline detailed plan, completed
- Turku Student Village Renewal (2023–) – approx. 100,000 m² (floor area)

Interpretation for Investors and Donors

The references demonstrate end-to-end capability in:

- Designing and delivering large-scale residential housing
- Executing social and affordable housing with high functional quality
- Managing zoning, permitting, and stakeholder processes together with Ukrainian partners
- Applying systematic, BIM-enabled workflows

This track record provides a strong foundation for Happy Nordic Living Oy's work in Ukraine's reconstruction, where scalable housing requires high-quality, repeatable design and reliable permitting.