

2022 MEMBER DIRECTORY









CONNECTING GENERATIONS TO MAKE HISTORY

65 years ago, Scania chose Brazil to set up its first heavy vehicle factory outside Sweden with the conviction that it could contribute to the development of the national industry and to the country's transport and logistics sector.

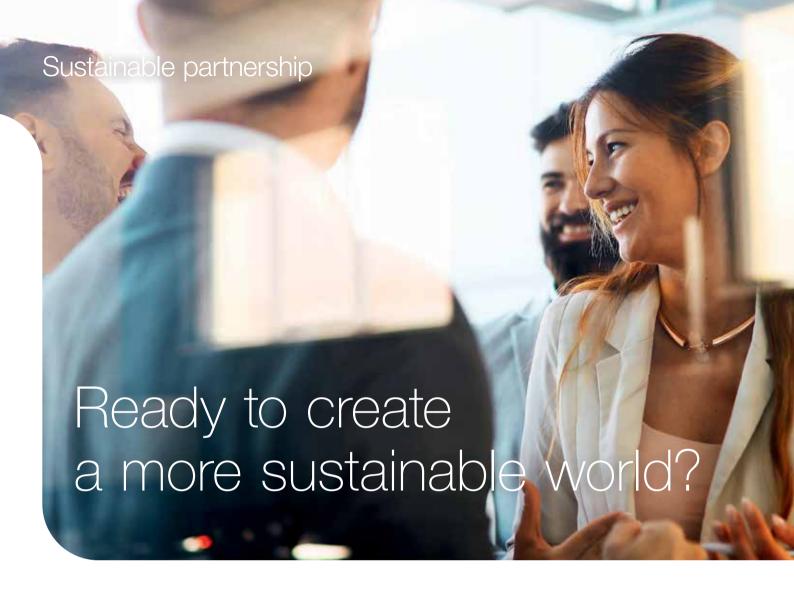
Over this period, Scania has earned the respect and trust of its customers, suppliers, partners, employees and society, by driving its business towards a sustainable future.

0

SCANIA



2022 MEMBER DIRECTORY



To accelerate the transition to a more sustainable world, we must work together.

At Alfa Laval, we collaborate with partners to develop the solutions that are enabling new possibilities within:



Partner with us today at





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A WORD FROM THE MANAGING DIRECTOR



It is a cliché to say that time flies, but during this year, we can say that it really did. Our first event was held on February 25 with Roberta Perez who spoke about tourism in Sweden, now we are preparing the Christmas Celebration, and the 38 events in between really flew by.

Running a non-for-profit member organization has never been easy and it is not getting easier in our increasing VUCA reality full with:

Volatility - Uncertainty - Complexity - Ambiguity

The pandemic has affected the whole planet during the last three years, but it is very encouraging that the Chamber still stands on firm ground, despite the fact that we depend on networking, relations and competence development. We are happy to see people present In Real Life again at the Chamber and now we are looking forward to next year and the plan is to continue offering high quality hybrid events, with many members in our auditorium in São Paulo, but also others participating online.

We have invested in a new video system with a high-quality camera, loudspeakers and microphones and our hybrid events and meetings have been very well-functioning. The "Virtual Swedcham" project we initiated years ago (before the pandemic) is becoming more and more a reality.

We are always looking for new services to offer our members and some recent examples are a book project with the Embassy and FAM about Swedish business presence in Brazil, a group for the DPOs (Data Protection Officers), an online course for private investors, a new website, a matchmaking event and the "ESG Manual" project (see page 18).

In 2023 the Chamber will celebrate its 70th anniversary, and we plan to make a "lot of noise" around that fact with physical events and in traditional and digital media, so stay tuned!

As from January 1st, Brazil will have a new president and government, and the political, financial and social challenges are many, but Brazil has always had its ups and downs and I am convinced that the country will continue going in the right direction, preserving the pillars of democracy and a free press. This is the place to be, the country of the future, and the future is coming closer all the time...

Finally, thanks to all supporting partners that have made the Chamber to what it is today: the small but efficient staff, the experienced and heterogeneous Board of Directors, lead by chairman Sergio Quiroga and the faithful and encouraging members. Together we have ridden out many storms and come out stronger than we entered them!

Jonas Lindström – November 2022

SWEDCHAM ORGANIZATION



HONORARY MEMBERS



FIRST HONORARY MEMBER H. M. Queen Silvia of Sweden

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Sérgio Quiroga da Cunha Independent Consultant

VICE CHAIRMAN



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ETHICS DIRECTOR



Daniela Fukino Learning & Development Manager Latam at ADM

DIRECTORS



André Palme CCO at Skeelo - Entertainment & Content Senior Executive



Gustavo Bonini Director of Public Affairs at Scania



Luciano Nassif Country Holding Officer ABB Brasil



Juliana Barbiero Managing Director Lexly Brazil



Tarcisio Triviño Managing Director Latin America & Caribbean Importers at Volvo Cars.



Andreza Rodrigues Communication Manager, Tetra Pak



Alessandra Sellmer Corporate Communications Manager – Atlas Copco – Latin America



Marianna Silva Country Manager for Brazil, Saab



Hans Sjögren Strategy Director Ericsson



Olle Widén CEO and Co-Founder FinanZero

AUDITORS

Cvntia Peluso



Senior Corporate Counsel - Atlas Copco

Emerson Teles Silva



Tax Manager

Daniel Villar Giaculo



Daniel Villar Giaculo Admnistrative & Financial Head

Francisco Rodrigues



Finance and Adm. Director CIO - Chief Investment Gunnebo Industries/ The Crosby Group

Rogerio Tatulli



Officer - Previ-Ericsson

ADVISORY COUNCIL

THE MEMBERS OF SWEDCHAM'S ADVISORY COUNCIL ARE:

HONORARY COUNCILLORS

Swedish Ambassador in Brasilia



Karin Wallensteen

Brazilian Ambassador in Stockholm



Maria Luisa Escorel de Moraes

Swedish Consul General Trade Commissioner, in São Paulo



Renato Pacheco

Business Sweden



Andreas Rentner

Chairman of the **Advisory Council**



Sergio Quiroga da Cunha

COUNCILLORS

Leandro Aires - Managing Director Camfil Brazil

Guilherme Amaral - Managing Director Brazil - The Crosby Group (Gunnebo Industries)

Paulo Andreoli – President and CEO MSL group

Maximiliano Aqueveque- General Manager Quant Service

José Luiz Arruda – Financial Director Trelleborg Group

Juliana Barbiero - CEO & Founder Lexly Brazil

Stefan Bengtsson - President and CEO of Chalmers University of Technology

Luciano Bonaldo - Country Manager Brasil Diaverum

Luiz Buzzo - President Assa Abloy Brazil

Fabricio Campos - CEO Semcon do Brasil

Aurelio Carmona - President Latam Getinge

Rodrigo Carneiro - CEO ÅF do Brasil

Agnaldo Colucci – Country Manager Haldex

Ricardo Cons – President Electrolux Latin America

Rodrigo Dienstmann - President Ericsson Latam South

Marco Dorna - President Tetra Pak Brazil

Mauro Favero - Managing Director Husqvarna do Brasil

Fábio Bellotti da Fonseca - President PÖYRY Latin America

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Eduardo Gondo - Head of Office Stora Enso Brasil

Claudio Goulart - Chief Representative DNB

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Wilson Lirmann – President Volvo Group Latin America

Adriano Machado - CEO Höganäs Brasil

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Christian Meyer de Rezende - Chief Representative SEB

Luis Rezende - President Volvo Cars Latin America

Fernando Rodriques – Operations Manager Mentor Supply Chain (Elanders)

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Rafael Suarez - CEO da Laboratórios Ferring

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Olle Widén - CEO & Co-Founder FinanZero

Marcio Zanetti - Principal Economist - The Economist

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investor



















SILVER MEMBERS



































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Legal & Business – Coordinator: Renato Pacheco Neto – H. Consul General of Sweden, Partner of Pacheco Neto, Sanden, Teisseire Advogados

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YOUNG PROFESSIONALS

The Swedish Chambers' Young Professionals (YP) network aims to create links between Swedish and Brazilian professionals and students with similar interests. Swedcham acts as the networking link to connect young professionals to Swedish companies located in Brazil as well as universities, all with the objective to adhere to young professionals' needs to advance their professional careers. This is achieved by arranging social and professional activities that meet members' interests such as company visits, business and management workshops, Christmas parties and much more.

Swedcham YP does not only create professional and social events, but we also provide information to newly arrived Swedes to assist in their integration into Brazil. With a network containing over 200 young professionals, Swedcham acts as the commonplace for making new connections to advance their careers and social lives in Brazil.

There have been multiple YP events during the fall semester of 2022. We kicked off the YP events with an evening at Swedcham together with Susana Wojcik, HR manager at Atlas Copco and Isabella Gottzandt, Head of Project Planning at Ericsson. During the event, we discussed how young professionals can advance in their career paths and what it is like to work your way up in large corporations. As many individuals' part of the YP network expressed interest in knowing what it is like on the inside of Swedish corporations such as Atlas Copco and Ericsson, we continued on this theme by arranging a company visit to Scania. The visit to Scania was the first time Swedcham was able to make a company visit since the Covid-19 pandemic, and the visit did not disappoint! Scania arranged a full day of activities at their factories in São Bernardo do

Campo for 30 young professionals, showing the entire production process of Scania trucks and busses, providing a first-hand experience of how one of Sweden's biggest corporations works successfully in Brazil.



There are many more social and professional YP events to come and our aim is to continue hosting events in person to continue facilitating new networking relationships, much like the relationships and linkages that were built during our Scania visit and the Atlas Copco and Ericsson event. Our ambitions are high for 2023 and we will continue the work to create valuable and enriching experiences for our young professionals!

Miranda Okello - Swedish Intern

SWEDISH BUSINESS CLIMATE SURVEY – LOCAL AND INTERNATIONAL

In June, Team Sweden – composed by the Embassy and its Consulates, Swedcham and Business Sweden – launched the latest version of the Brazilian Business Climate Survey (BCS), part of a global initiative to analyze market environments for Swedish companies worldwide.

Alongside Brazil, other 21 markets around the globe were surveyed, and the final comparative analysis was presented during a hybrid event in Stockholm in August

The survey addresses topics such as market challenges, expectations and sustainability action and some of the main takeaways in Brazil were:

- 1. Despite the COVID-19 pandemic year, 84% of the companies made a profit in 2021
- 2. 77% of companies expect to grow in Brazil this year and 71% confirmed new local investments
- 3. Almost half of respondents see the current business scenario in Brazil as positive
- 4. Taxation, regulatory issues and customs procedures figure as the main challenges to business

The complex backdrop of international crisis and events makes the **Global Business Climate Survey 2022** particularly relevant. The survey covers 22 markets in Western Europe, APAC, MEA+, and the Americas. It aims to give Swedish companies first-hand perspectives on the business landscape overseas and a head-start as markets recover. Despite today's turbulent environment, the findings presented in the report are encouraging and give reason for cautious optimism. The vast majority of Swedish companies are doing well, they are profitable and have their sights set on new investments.

Anna Hallberg Minister for Foreign Trade and Nordic Affairs, was one of the key speakers at the launch of the global report in Stockholm and these were some of her words:

I am very pleased to see that despite the continued impacts of the Covid-19 pandemic, rising geopolitical tensions and potential disruptions to global trade, Swedish companies have a generally optimistic outlook.

I am also very proud to see that companies consider both 'Brand Sweden' and our focus on sustainability as important success factors in their expansion into global markets. I would like to thank all of you who have taken the time to share your views, thoughts and experience by participating in this survey. Your valuable input can help other companies take the decision to go global, in the true Team Sweden spirit.

The optimism and confidence in Brazil were rather surprising, but this is yet another proof that our country is standing on solid ground as a great nation, despite global and local turbulences and challenges. In fact, most problems (environmental issues, lack of infrastructure, supply chain failures etc) can be turned into business opportunities and that is the view of Swedish investors and companies. For me as a member of the Board of Swedish Chambers International this survey has become a unique tool for global dialogues and to show how strong Swedish business presence really is worldwide.

Read the full reports on our website: www.swedcham.com.br and watch the launch event in Stockholm on YouTube: https://www.youtube.com/watch?v=5PX27j4JQ3o&t=23s

Jonas Lindström

Managing Director – Swedcham and Member of the Board at Swedish Chambers International

ESG GUIDE FOR MEDIUM AND SMALL COMPANIES

Swedcham's Innovation and Sustainability Committee and the Swedish Embassy in Brazil believe in the importance of developing strategies that help businesses strive for environmental, social and economic sustainability, with special attention given to human rights.

With this in mind, employees from seven Swedish companies operating in Brazil (Alfa Laval, Epiroc, Ferring, Getinge, Höganäs, Husqvarna and Semcon), together with the Innovation and Sustainability Committee, contributed, in the last few months of 2022, to the writing and publishing of the *ESG Guide for Medium and Small Companies*.

The initiative arose from the numerous challenges that companies in different sectors have been facing in order to review their business strategies and develop actions that effectively create value linked to sustainability in their supply chains. Topics such as the reduction of greenhouse gas emissions, pollutants and waste, as well as more diverse and equitable teams are some examples of subjects that are part of the sustainable development goals and start to be part of companies' daily routines.

The ESG Guide content was developed throughout conversations and discussions promoted by the Innovation and Sustainability Committee between August and October 2022. It seeks to be objective, presenting examples that may inspire organizations to implement sustainability strategies. In addition to the companies that participated in the development of this Guide, the text also includes cases from Tetra Pak, SKF, Electrolux, Scania and Atlas Copco.



It is important to remember that values shared by companies help shape society. Therefore, sustainability and diversity are increasingly imperative for business. What's at stake is a great challenge for organizations to align their economic ambitions with sustainability goals.

Karin VecchiattiProject Leader and Coordinator for the Innovation and Sustainability Committee.

THE BRAZILIAN CHAMBER OF COMMERCE - BRAZILCHAM SWEDEN

The Brazilian Chamber of Commerce in Sweden (Brazilcham) is a non-profit organization, founded in 2006 as a sister chamber to Swedcham in Brazil. It is funded by member's contributions and revenues generated from a number of activities and projects organized and run by the Chamber. Our mission is to promote and develop bilateral links between Brazil and Sweden.



With guaranteed income, women are empowered to invest in their children's future and their own thriving communities.

>THE BRAZILIAN CHAMBER OF COMMERCE - BRAZILCHAM SWEDEN

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SWEDCHAM ON YOUTUBE AND SOCIAL MEDIA

Already before the covid-19 pandemic the project "Virtual Swedcham", was initiated, aiming to make the Chamber more digital and accessible for members not living and working in the São Paulo region, and 2018 and 2019 we organized some events which were simultaneously transmitted on Facebook.

In March 2020 we cancelled all physical events because of the terrible pandemic, and we had to adapt to only organizing digital meetings and events. The Chamber already had a YouTube Channel but with very few videos and only 50 followers. Coming to the end of 2022, we are getting close to 500 followers on YouTube and more than 100 published videos.

TOP 5 WEBINARS (VIEWS)

Brazilian Economy Outlook 2021 with Economist Marcos Lisboa (Insper) - 2265

Bate papo com Jornalista Galvão - 528

Primeira Edição Prêmio ESG Swedcham - 383

Futurismo e Tendências - Transformações e acelerações PÓS COVID com Monica Magalhães - 275 Working with ESG in Brazil - The Nordic Experience and Learnings - 190

TOP 5 FRIDAY FIKAS:

Camila Prando, SP football club - 1098

Pia Sundhage, football coach - 268

Roberta Perez, Nordic Ways - 219

Luis Rezende, CEO Volvo Cars Latam - 201

Three Brazilian students in Sweden - 183

Considering that our own auditorium in São Paulo has a maximum capacity of 60 people, it is possible to say that we reach a much larger audience after having "gone digital".

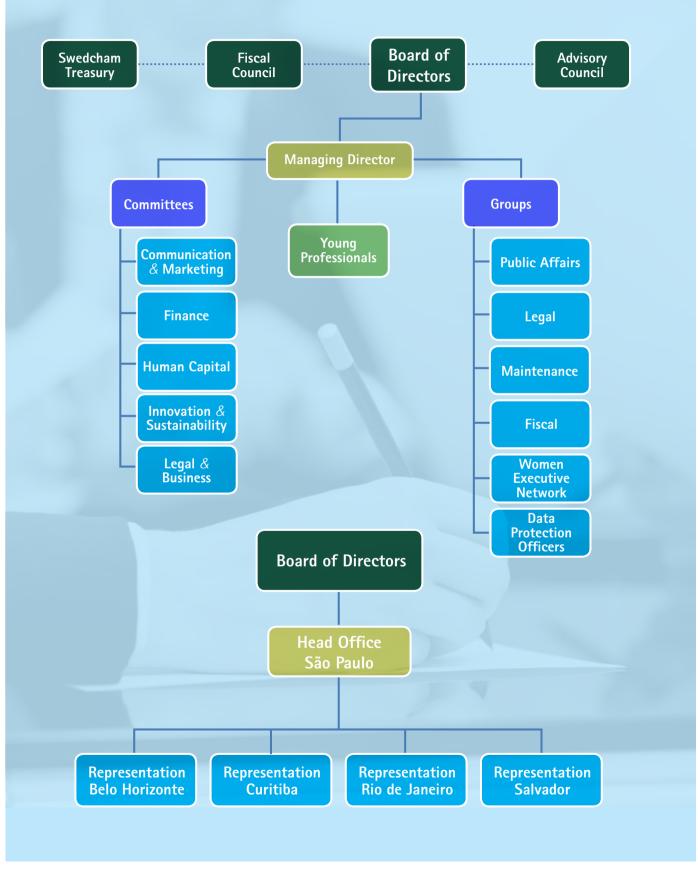
Our member and partner EVCOM is assisting the Chamber in this transition and also helping us to grow on social media, mainly LinkedIn, but also on Instagram and Facebook and if you not yet follow us – please do so!

Naturally, our physical premises in São Paulo will continue being a vital platform for meetings, networking and competence development – the online version is a great complement, but will not substitute the meetings In Real Life.

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investor

SWEDCHAM ORGANIZATION



OUR BUSINESS CENTER

Our modern Business Center is at our members disposal:

MINI AUDITORIUM

28 m²

Wi-Fi and cable access to the internet, integrated sound system, projector and big screen. For presentations, courses and speeches, the Theater offers accommodations for up to 20 people, when seated, and offers all the necessary equipment.

MEETING ROOM

22 m²

08 chairs, 1 table with plugs and cable access. Integrated sound system, projector and big screen, Wi-Fi and cable internet access.

STARTUP OFFICE

- 1 table with plug and cable access.
- Wi-Fi and cable internet access
- Telephone

You can rent per hour, day or full time

AUDITORIUM

95 m²

Three combined rooms. Ideal for presentations, courses and speeches, the combination area, which combines the Lounge, Theater and the Meeting Room, is an auditorium for up to 50 people seated.

Complete camera and sound system for hybrid events.









EVENTS 2022



- 25 Friday Fika com Semla, Kiruna e Kabnekajse! Roberta Perez- embaixadora de Kiruna e CEO da Nordic Ways
- **MARCH**
- 11 Friday Fika com Claudia Costin fundadora e diretora do CEIPE FGV - Centro de Políticas Educacionais da Fundação Getúlio Vargas
- 18 Friday Fika com Manoel Landmann CEO Chocolat du Jour
- 25 Friday Fika com Anders Pettersson presidente da Confederação Brasileira de Desportos na Neve (CBDN)
- 23 *O cenário econômico no Brasil no ano de* 2022 – Cassiana Fernandez - economistachefe JP Morgan Brasil
- 30 Joint event com Belgalux, Britcham, Câmara Espanhola, Dutcham, Finncham e NBCC – Domitila Barros – da Linha do Tiro no Recife à sua coroação na Alemanha
- **APRIL**
- 01 Friday Fika com André Palme Country Manager da Storytel no Brasil
- 05 Investimentos para clientes Private -Gunnar Viana -Traad
- 06 Contratando na Nova Economia: contratos

- relacionais para aumentar confiança e colaboração - Ana Luiza Panyagua Etchalus, Jim Bergman, e Kate Vitasek
- 08 Friday Fika com Alexandra Santos EVCom e Viviane Barrichelo - Vocalis
- 28 General Assembly and Happy Hour

MAY

- 06 *Friday Fika com Paulo Nigro* CEO Hospital Sírio Libanês, former CEO Tetra Pak
- 20 Friday Fika com Rodrigo Dienstmann Presidente Ericsson Latam South
- 27 Friday Fika com Renata Rivetti CEO Reconnect Happiness at Work

JUNF

- 02 Reclassificação Fiscal e OCDE ex-secretário da Receita Federal Dr. Paulo Roberto Guimaraes Jr, Gabriela Tiussi, Ciro Cesar Soriano de Oliveira
- Como usar o Metaverso no seu negócio Fabio
 Gandour (ex IBM), Sandra Leite Scania,
 Karam Takieddine Ericsson
- 10 Friday Fika com Laís Cardoso Peretto CEO Childhood Foundation Brasil
- 15 Advisory Council meeting with Gustavo Montezano – Presidente do BNDES



AUGUST

- 16 A Suécia Inovadora e Sustentável Novidades para incrementar a sua próxima viagem! – Roberta Perez Nordic Ways
- 24 Networking Lunch at Tuy Cocina in Jardins SP
- 26 Friday Fika with Christopher Podgorski CEO Scania Latin America

SEPTEMBER

- 14 O cenário político-eleitoral com Luísa Araújo - Umbelino Lôbo
- 16 Friday Fika Meet Ambassador Karin Wallensteen!
- 22 Comitê de Comunicação e Marketing
 Transforme seus colaboradores em
 defensores da marca Felipe Thomé CEO
 da Peepi
- 30 *Tecnologia aplicada à área tributária* Luis Wulff - Sócio-Fundador da Tax Group

OCTOBER

- O6 Young Professionals: Talent Attraction and Retention at Swedish companies - Isabella Gottzandt/Ericsson and Susana Wojcik/Atlas Copco
- 21 Friday Fika com Felipe Saboya e Rita TeixeiraInstituto Ethos

- 25 Members Matchmaking Hybrid Event at the Chamber
- 26 Working with ESG in Brazil The Nordic experience and learnings – Electrolux, Maersk, Yara, Valmet, International Transparency and others
- 28 Young Professionals visit to Scania

NOVEMBER

- O9 Workshop with CISB on AI and Autonomy Collaboration
- 10 Lançamento manual ESG para pequenas e médias empresas Alfa Laval, Epiroc, Getinge, Husqvarna. Swedish Ambassador Karin Wallensteen
- 11 Comitê de Capital Humano *Carreiras de Sucesso: DEl impulsionando a Inovação!*Sylmara Lacerda Husqvarna Group e Flávia Vieira Valmet (postergado)
- 17 Lula wins: What next? Gustavo Ribeiro -Founder and editor-in-chief The Brazilian Report
- 22 Manicômio tributário Reflexões de um sobrevivente Augusto Flores Volvo Group
- 25 Friday Fika

DECEMBER

- 07 Young Professionals Christmas Party
- O9 Swedcham Christmas Celebration and Brazilian football game







→ TOMORROW'S COMPANIES

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EVENTS BY PARTNERS PROMOTED BY SWEDCHAM 2022

APRIL

Business English Classes by Richards Corporate English & Consulting

Online Course for Private Investors - Traad Investimentos

MAY

The war in Ukraine & the impact for Brazil – Joint Event with Dutch Chamber of Commerce

Sweden Alumni Network Brazil - ESG (governança ambiental, social e corporativa)

Business English Classes by Richards Corporate English & Consulting

JUNE

Brasil Investment Forum 2022- APEX

AUGUST

Global Business Climate Survey 2022 Launch with Anna Hallberg, Sweden's Minister for Foreign Trade and Nordic Affairs

SEPTEMBER

Instituto Ethos - Responsabilidade Social das Empresas no Processo Eleitoral

OCTOBER

SKF event - Giro Sustentável 2022

Instituto Ethos - Valor Estratégico/ODS e a Agenda 2030

CISB Annual Meeting with Saab, Ericsson, LiU, Rise and others

NOVEMBER

Scania Inovathon

DECEMBER

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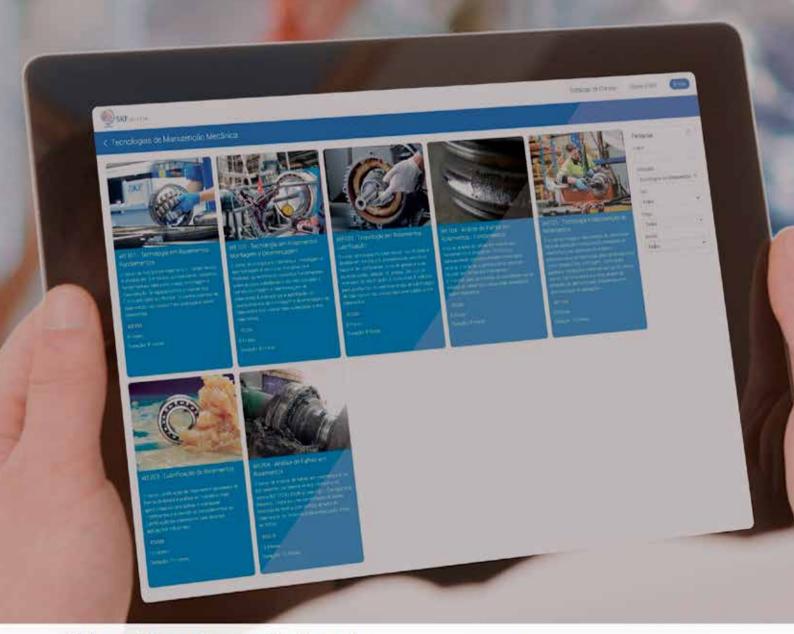
VOLVO





POWERING AN INTELLIGENT AND CLEAN GROWTH

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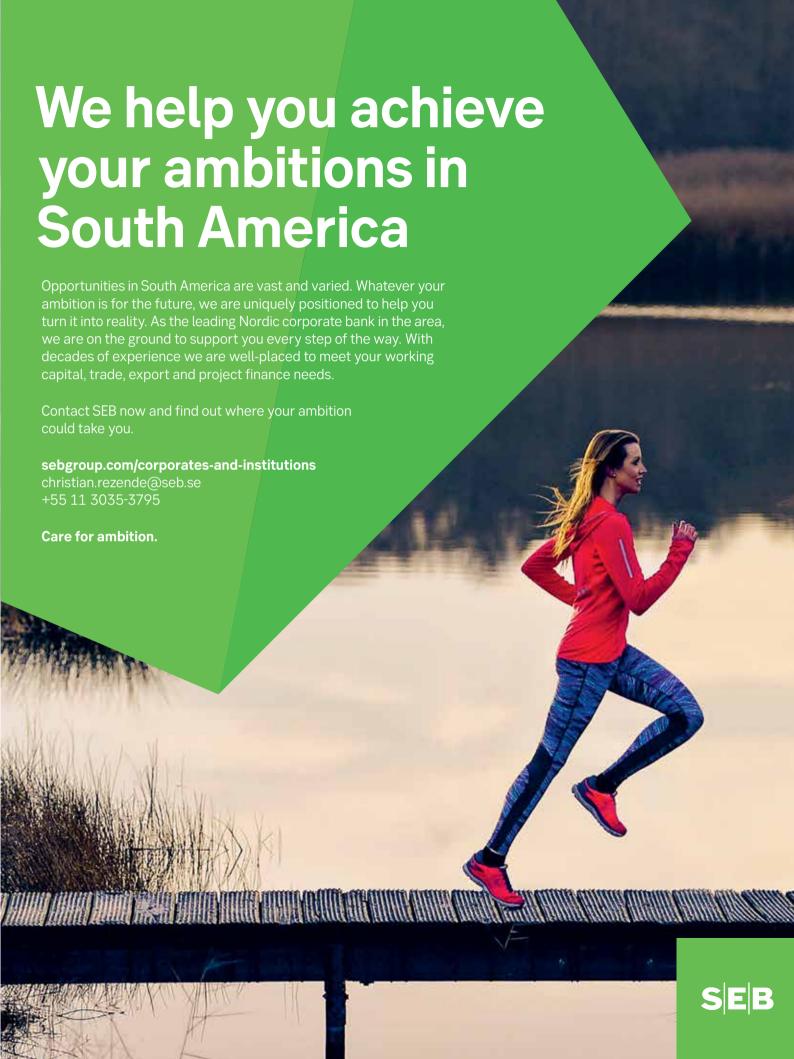
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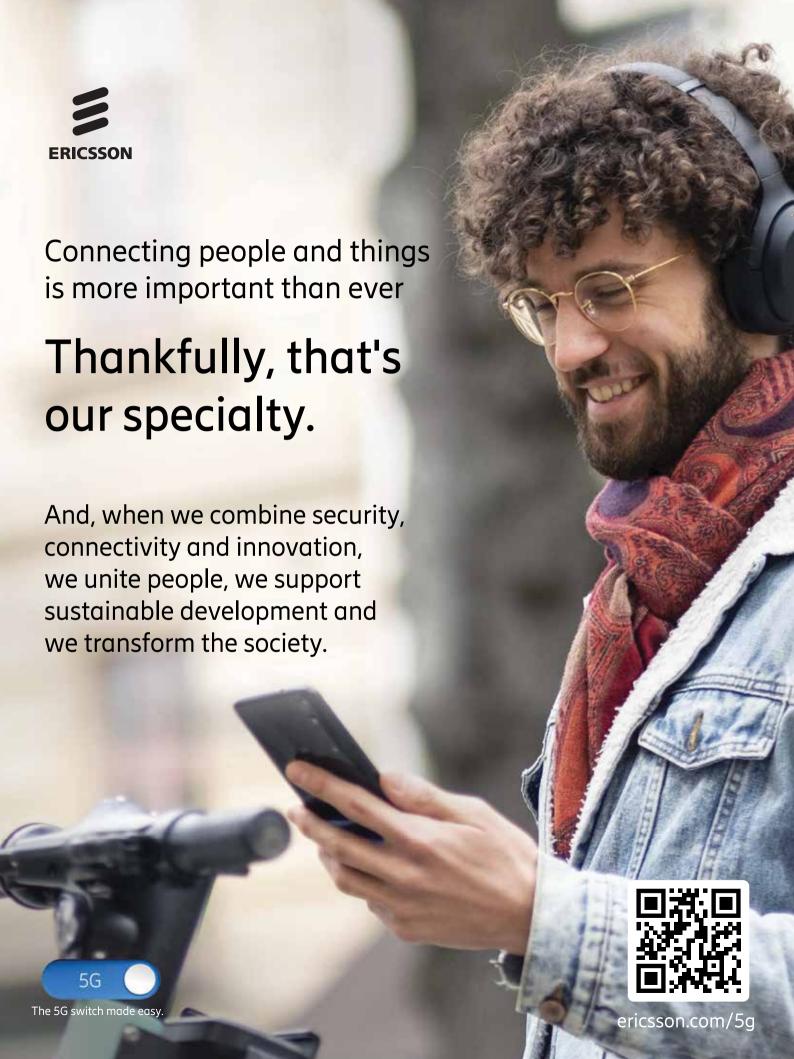
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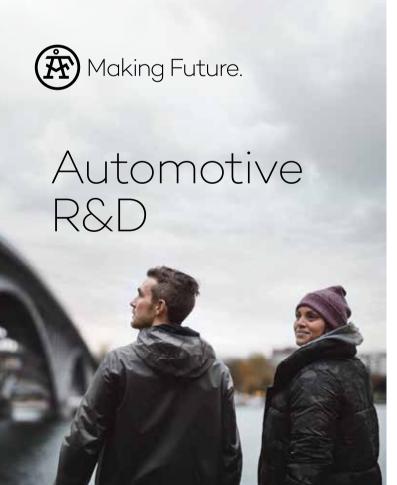
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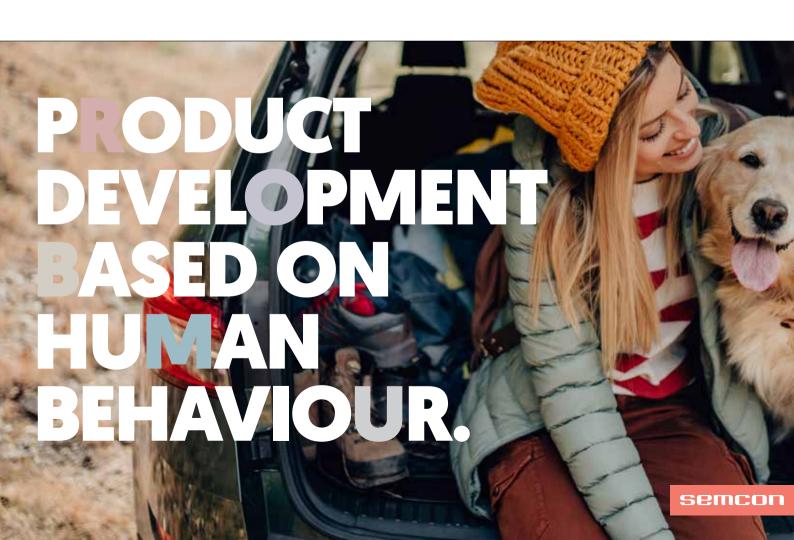
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Leading Brazilian Digital Health company focused on telemedicine and health subscriptions. Vibe Saúde is an alternative to bureaucratic healthcare plans and to the overwhelmed public healthcare system in Brazil. We offer more than just affordable consultations, but a complete solution for primary care, with health programs, mental health consultations with psychologists, connected to lab exams and e-commerce for medication (e-prescription), every-

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VOLVO CAR BRASIL

Rua Surubim, 577, 7° e 10° andares, Cjs. 71/101, 102 e 103

São Paulo - SP CEP: 04571-050

Phone: +55 11 2348-6650 / +55 11 2348-6666

E-mail: mktbr@volvocars.com www.volvocars.com/br

Volvo Cars was founded in 1927 and it is one of the most well-known and respected car brands in the world. Volvo Cars aims to provide customers with the Freedom to Move in a personal, sustainable and safe way. This purpose is reflected into a number of business ambitions: for example, by the middle of this decade it aims for half of its global sales to be fully electric cars. Volvo Cars is also committed to an ongoing reduction of its carbon footprint, with the ambition to be a climate-neutral company by 2040.

VOLVO GROUP - AMÉRICA LATINA

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www.volvo.com.br

Volvo Group Latin America is in charge of the brand's businesses in Latin America. Its headquarters is located in Curitiba, where it has a large production plant of trucks, buses chassis, cabs, engines and gearboxes. The subsidiary also has another unit in Pederneiras, where construction equipment are manufactured.

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Webrock is an investment company that generates shareholder value by creating joint ventures with Swedish-based technology companies to build and develop new, successful companies in Brazil. Using our understanding and experience of doing business in the country, we provide a unique operational expertise that ensures our companies grow and prosper. With proven business models serving as blueprints, the joint ventures benefit immedi-

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We provide an overview of the company's financial health to help managers make the best decisions. Our work is based on the technical and technological capacity that we have of reading and interpreting the financial statements dynamics so that business can thrive. Throughout solid 20 years of experience, we have developed analyzes based on our values: precision, safety and speed.

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YLtoF_Ft4N3oQ

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Xylem (XYL) is a leading global water technology company committed to solving critical water and infrastructure challenges with innovation. Our 17,000 diverse employees delivered revenue of \$5.2 billion in 2021. We are creating a more sustainable world by enabling our customers to optimize water and resource management and helping communities in more than 150 countries become water-secure. Join us at www.xylem.com.



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