Positioning an Organisation
in the Threat Landscape

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The Evolution continues.

This time, it’s the threat landscape.

Not Santeri

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TODAY'S AGENDA

1. Identify
2. Evaluate
3. Take Action
4. Test & Practise

General overview of the threat landscape in 2026



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Romania says Russia-run sabotage network set fire near weapons factory
CRITICAL ALERT
Critical vulnerabilities in PHP
Alert Status: Critical
A security release for two critical PHP vulnerabil
widely used to powe
Cyberattack on Jaguar Land Ro
New cyberattack on supermarket fridges Assault sweeps across Europe
urope Recorded
ansomware Attacks
Hundreds of Swedish municipalities impacted by
Finnish organisations targeted by Akira ransomware

THE REALITY OF THREAT INTELLIGENCE



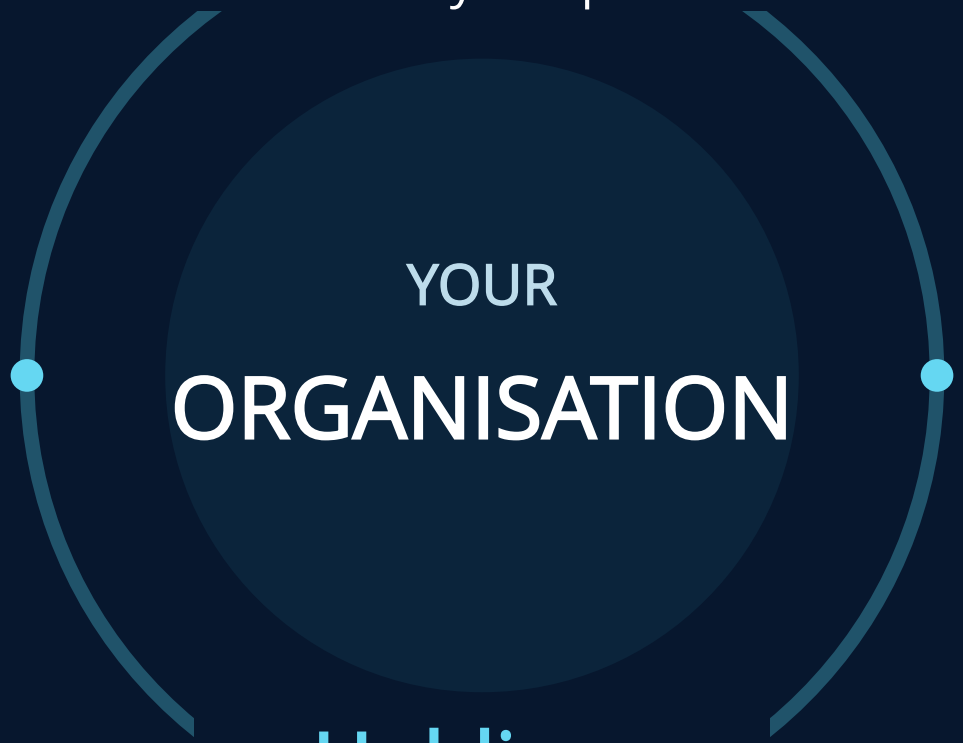
Your threat landscape Depends on Who You Are.

Geography

Where do you operate?

IMPACT

Why would someone target you?



Dependencies

Who you work with?

Holdings

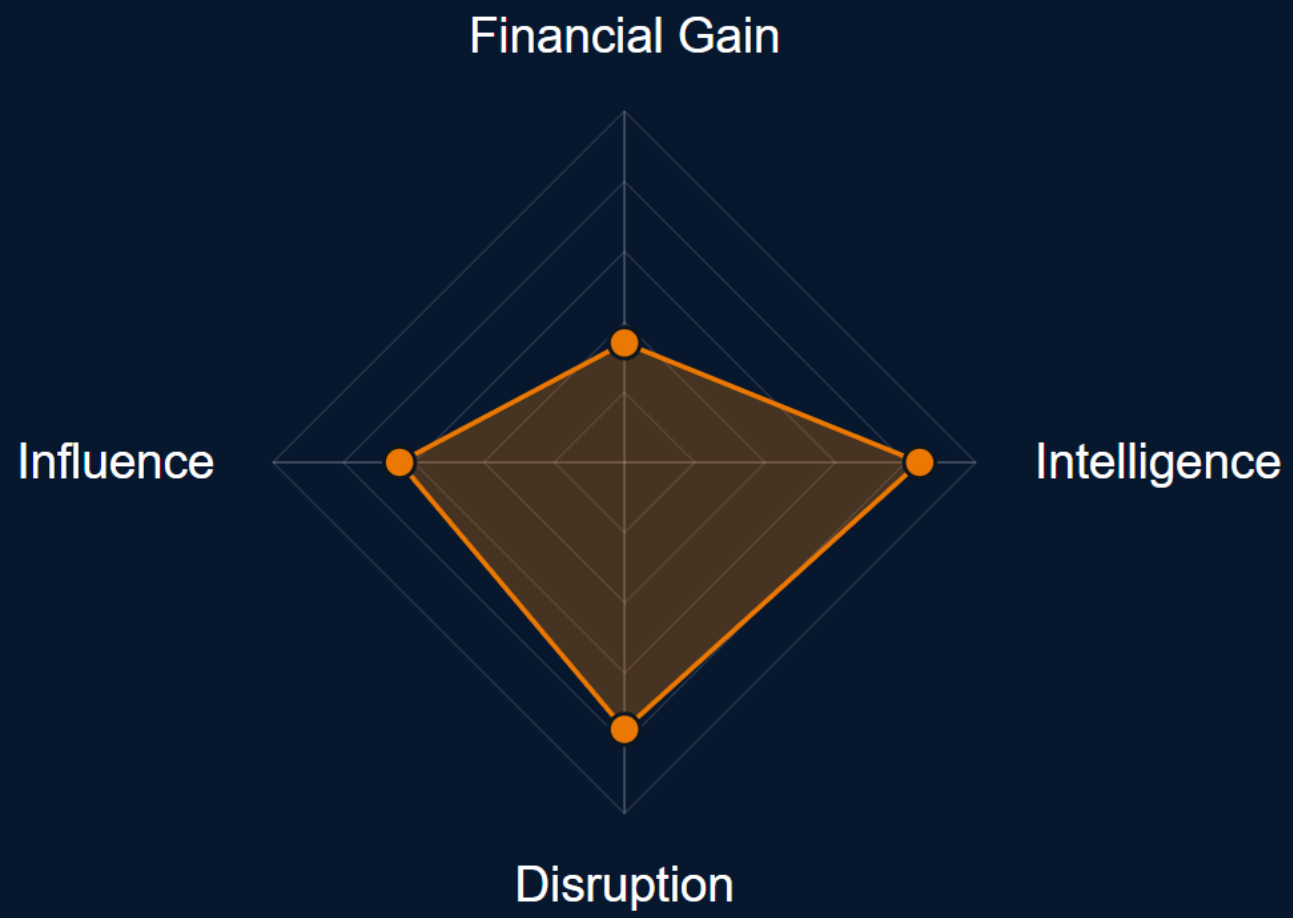
What do you have?

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DIFFERENT ACTORS. DIFFERENT OBJECTIVES.



Threat Actor Motivation



Financial Gain	1.7
Intelligence	4.2
Disruption	3.8
Influence	3.2

Illustrative profile · Relative scale 0–5

Reset profile

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LET'S BUILD AN ORGANISATION.

AND PLACE IT IN THE THREAT LANDSCAPE.

Then.. Make everything change



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KÖTTBULLE INDUSTRIES AB

LET'S BUILD THE COMPANY.

SWEDISH COMPANY

200 EMPLOYEES



FOOD MANUFACTURING

Where do we operate?

WHO ARE OUR CUSTOMERS?

WHAT CAN'T WE OPERATE WITHOUT?

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THREAT RELEVANCE MATRIX

DYNAMIC DRIVERS

PUBLIC VISIBILITY 5.0

0 5

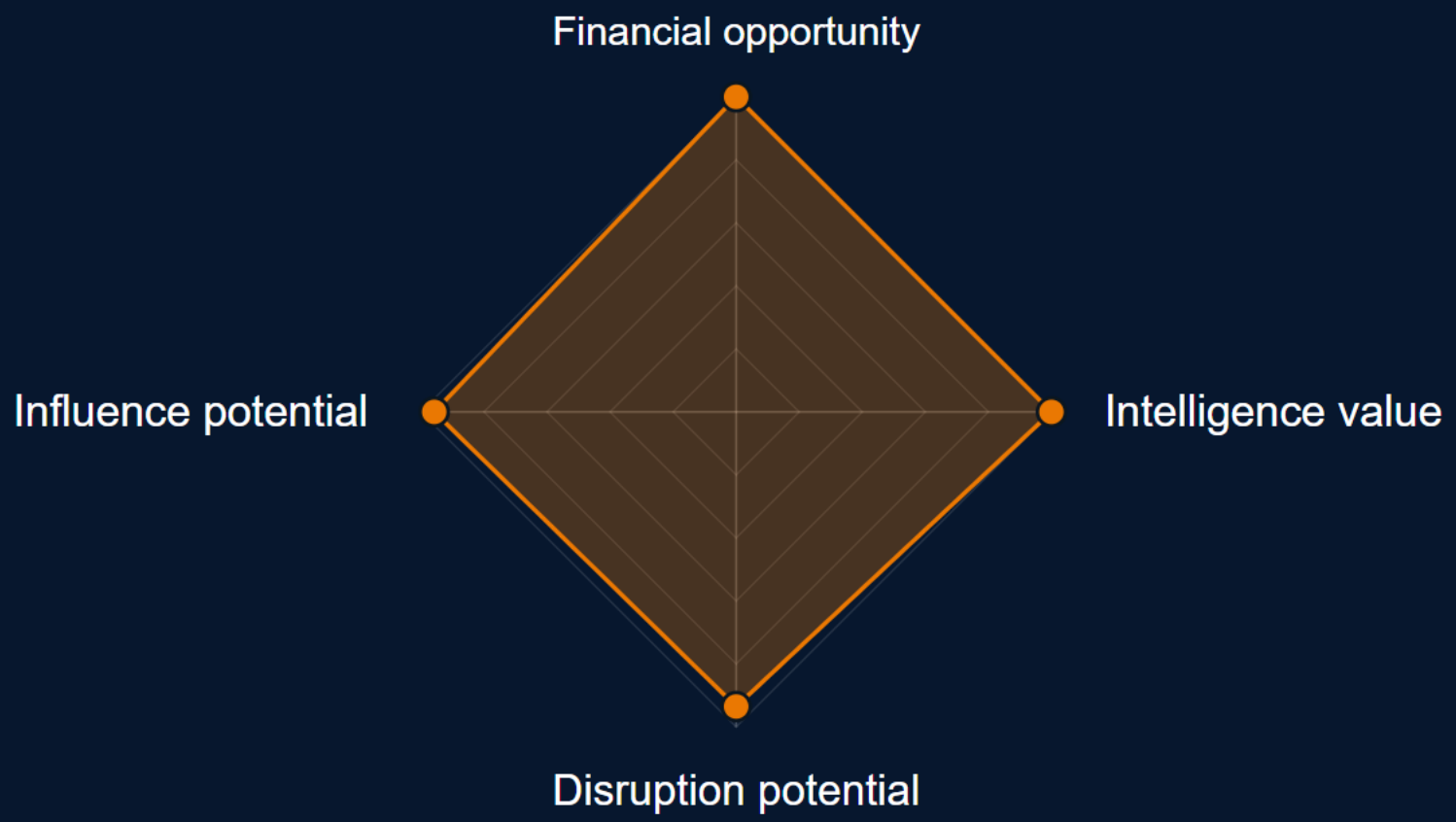
STRATEGIC RELEVANCE 4.3

0 5

SUPPLY CHAIN EXPOSURE 4.0

0 5

Reset profile



CORE DRIVERS

FINANCIAL OPPORTUNITY 4.5

INTELLIGENCE VALUE 4.0

INFLUENCE POTENTIAL 3.5

DISRUPTION POTENTIAL 3.5

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The Nordic Times | INDEPENDENT. TRUSTED. NORDIC. | Mon, 22 Apr 2024

BUSINESS FOOD & RETAIL

Köttbulle Industries named IKEA's official meatball supplier across Europe

Landmark agreement transforms the Swedish manufacturer from a regional producer into one of Europe's largest meatball suppliers.

By Emma Lindqvist
The Nordic Times

22 Apr 2024, 09:14 CET



Köttbulle Industries AB will supply meatballs to IKEA restaurants across Europe under a new multi-year agreement.
Photo: The Nordic Times / Magnus Bergström

Stockholm, Sweden – Köttbulle Industries AB has signed a multi-year agreement to become IKEA's official meatball supplier across Europe. The deal marks a major milestone for the Swedish food manufacturer, which will significantly expand production to meet demand from IKEA restaurants in more than 30 countries.

Köttbulle Industries' CEO says the partnership is a "proud moment" and a testament to Swedish food innovation. "Our meatballs have always brought people together. Now we get to do that on a much bigger scale," the company said in a statement.

The agreement is expected to accelerate Köttbulle's international growth and create hundreds of new jobs in Sweden.

KEY TAKEAWAYS

- Köttbulle Industries becomes IKEA's official meatball supplier in Europe
- Multi-year agreement covering 30+ countries
- Significant increase in production capacity
- New investments in production and logistics
- Expected to substantially grow annual revenue

> "This partnership is a proud moment for Köttbulle Industries. Our meatballs have always brought people together – now on a European scale."
>
> — CEO, Köttbulle Industries AB



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Deal adds patented protein technology and research capabilities.
8 Apr 2024



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From local favourite to global icon.
2 Mar 2024



Nordic food exports reach record levels
Strong global demand drives growth for Swedish food producers.



The Nordic Times
INDEPENDENT. TRUSTED. NORDIC.
Tue, 18 Jun 2024

BUSINESS PEOPLE | HUMANITARIAN SUPPORT

IKEA to offer free meatball meals to Ukrainian military personnel for the duration of the war

Initiative aims to support Ukrainian forces and show long-term commitment, with meatballs supplied by Swedish partner Köttbulle Industries AB.

By Erik Svensson
The Nordic Times

18 Jun 2024, 11:42 CET



IKEA will provide free meatball meals to Ukrainian military personnel in all IKEA restaurants in Ukraine, the company announced on Monday.
Photo: IKEA

Stockholm, Sweden – IKEA has announced that all IKEA restaurants in Ukraine will provide free meatball meals to Ukrainian military personnel for the duration of the war. The initiative is part of the company's broader commitment to support Ukraine and the people defending their country.

The meatballs are produced by Köttbulle Industries AB, a Swedish food manufacturer and long-term supplier to IKEA. "Food can be a small but meaningful way to show support," IKEA said in a statement.

KEY TAKEAWAYS

- IKEA to offer free meatball meals to Ukrainian military personnel
- Initiative applies to all IKEA restaurants in Ukraine
- Meatballs supplied by Köttbulle Industries AB
- Part of IKEA's long-term support for Ukraine
- Demonstrates the role of business in humanitarian efforts

> "Food has the power to bring people together – and to support those who make an extraordinary effort."
>
> — Jesper Brodin
> CEO, IKEA



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PEOPLE.
FOOD.
A STRONGER TOMORROW.
The Nordic Times
INDEPENDENT. TRUSTED. NORDIC.

The Nordic Times | INDEPENDENT. TRUSTED. NORDIC. | Tue, 14 May 2024

BUSINESS FOOD INNOVATION

Köttbulle Industries launches world-first meatball technology – 12 months fresh, no refrigeration needed

Swedish food manufacturer says breakthrough could transform global food logistics, reduce waste and strengthen food security.

By Emma Lindqvist
The Nordic Times

14 May 2024, 09:17 CET



Köttbulle Industries AB's new meatball technology can be stored safely for up to 12 months without refrigeration, the company says.
Photo: Köttbulle Industries AB

Stockholm, Sweden – Köttbulle Industries AB has announced a breakthrough in food technology: a meatball that remains safe, tasty and ready to eat for up to 12 months without the need for refrigeration. The innovation could significantly reduce food waste, lower logistics costs and support both global food security and emergency preparedness.

KEY TAKEAWAYS

- World-first meatball with 12-month shelf life
- No refrigeration needed
- Patented production method
- Potential to reduce global food waste
- Interest from defence, humanitarian and emergency preparedness organisations
- Köttbulle has not disclosed technical details

> "We always knew the meatball could do more."
>
> — CEO, Köttbulle Industries AB



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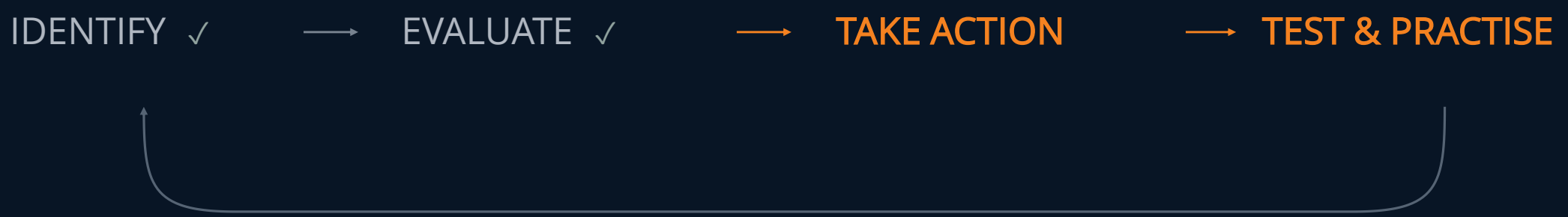
GOOD FOOD
STRONGER SOCIETIES
KÖTTBULLE INDUSTRIES AB →

SOMETIMES THE ORGANISATION

MAY STAY THE SAME.

THE REASONS FOR TARGETING IT

MAY CHANGE COMPLETELY.



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