Annual General Meeting 2015

Magnus Groth, President and CEO
SCA – a Leading Global Hygiene and Forest Products Company
## Results 2014 vs 2013

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2014</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sales</td>
<td>SEK 104,054m</td>
<td>+12%</td>
</tr>
<tr>
<td>Organic Sales Growth</td>
<td>+3%</td>
<td></td>
</tr>
<tr>
<td>Operating Profit*</td>
<td>SEK 11,849m</td>
<td>+14%</td>
</tr>
<tr>
<td>Operating Margin*</td>
<td>11.4%</td>
<td>+20 bp</td>
</tr>
<tr>
<td>Earnings per Share</td>
<td>SEK 9.40</td>
<td>+19%</td>
</tr>
<tr>
<td>Operating Cash Flow</td>
<td>SEK 11,184m</td>
<td>+26%</td>
</tr>
</tbody>
</table>

*Excluding items affecting comparability and including gains on forest swaps of SEK 336m (583) before tax*
2014 Net Sales and Operating Profit by Business Area

- **Forest Products**: Operating Profit 20%, Net Sales 30%, Operating Profit 16%
- **Tissue**: Operating Profit 52%
- **Personal Care**: Operating Profit 28%
Global Market Positions

<table>
<thead>
<tr>
<th>Category</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incontinence products</td>
<td>1</td>
</tr>
<tr>
<td>AfH tissue</td>
<td>1</td>
</tr>
<tr>
<td>Consumer tissue</td>
<td>2</td>
</tr>
<tr>
<td>Baby diapers</td>
<td>4</td>
</tr>
<tr>
<td>Feminine care</td>
<td>5</td>
</tr>
</tbody>
</table>

Image: SCA Care of Life

April 15, 2015
Group Targets

Financial Targets

People Targets

Nature Targets
Hygiene Solutions

In 2014 around 400 million used SCA’s products every day.

In 2014 SCA educated 2 million in hygiene.

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In 2014 SCA educated 2 million in hygiene.
Diversity entails, among other aspects, a mix of different personalities, experiences and knowledge as well as gender and ethnicity.

From 2007 to 2014 the proportion of women in:
- the Group has increased to 32%
- leading senior positions has increased to 27%

From 2007 to 2015 the proportion of women in:
- the corporate senior management team has increased to 29%
Strategic Priorities

EFFICIENCY

INNOVATION

GROWTH
Efficiency Programs

Efficiency Work Continues

On-going

Forest Products
Earnings improvement

Hygiene Business
Cost savings

Tissue Synergies from Georgia-Pacific acquisition
Cost savings

April 15, 2015
AGM 2015
Innovations and product launches 2014

- Tork SmartFresh™
- Tork EasyCube™
- Tempo Protect™
- TENA Pants Normal
- Libresse Roll.Press.Go™
- Libero Comfort / Up&Go
Marketing platform with women in focus

- First female crew in over 10 years
- A number of marketing activities, for example:
  - TV series about the crew has been shown in over 30 countries

Global publicity including consumer and lifestyle media, media value so far corresponding to approximately half a billion SEK

CSR-activities within health and hygiene

Over 1 million have passed the SCA pavilion and boat

- 190,000 visitors in the pavilion
- 1,500 customer and business meetings
In 2014, the organic sales growth was 9% in emerging markets.
2014 Summary

- Higher net sales and profits in all business areas
- Strong cash flow
- Continued work with efficiency
- About 30 innovations and product launches
Focus Moving Forward

- Deliver in line with the strategy
- Regain trust
- Continue to generate value for shareholders, customers, employees and other stakeholders