Q2 2009
General market update

- Global GDP expectations -2.6% for 2009
- EURO area industrial production expectations -15.1% for 2009
- Hygiene businesses
  - Stable demand in mature markets
  - Continued good growth in emerging markets
- Packaging and Forest Products
  - Weak demand for packaging
    - Western European demand -12%*
  - Weak demand for publication paper and solid wood products
    - European demand for:
      - SC paper -9%**
      - LWC paper -27%**
      - Newsprint -15%**

* Year to date May 2009 vs 2008
** H1 2009 vs H1 2008
Hygiene business
- Stable demand for Personal Care and Consumer tissue
- Lower demand for AFH tissue
- Continued good growth in emerging markets

Packaging and Forest Products
- Continuous weak demand for Packaging
- Stable demand for publication paper and increased demand for solid-wood products
Q2 2009 vs. Q1 2009

Summary

Group

- Sales decreased 1%
- EBIT increased 11%*
- Profit before tax increased 33%*
- Cash flow from current operations increased to SEK 3,047m

Business areas

- Increased sales and strong profit and margin improvement in Personal Care
- Stable sales and strong profit growth in Tissue
- Lower sales and profit in Packaging
- Stable sales and increased profit in Forest Products

* Excluding SEK 439m Packaging restructuring costs
## Q2 2009 results

<table>
<thead>
<tr>
<th>SEK millions</th>
<th>Q2 2009</th>
<th>Q2 2008</th>
<th>Change, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales</td>
<td>27,915</td>
<td>27,339</td>
<td>2</td>
</tr>
<tr>
<td>EBIT*</td>
<td>2,368</td>
<td>2,199</td>
<td>8</td>
</tr>
<tr>
<td>EBIT margin (%)*</td>
<td>8.5</td>
<td>8.0</td>
<td></td>
</tr>
<tr>
<td>Profit before tax*</td>
<td>2,014</td>
<td>1,703</td>
<td>18</td>
</tr>
<tr>
<td>Earnings per share (SEK)</td>
<td>1.66</td>
<td>1.96</td>
<td>-15</td>
</tr>
<tr>
<td>Cash flow from current operations</td>
<td>3,047</td>
<td>714</td>
<td></td>
</tr>
<tr>
<td>Debt/Equity ratio</td>
<td>0.71</td>
<td>0.66</td>
<td></td>
</tr>
</tbody>
</table>

* Excluding SEK 439m Packaging restructuring costs
Q2 2009 vs. Q2 2008

Summary

Group

- Sales growth of 5%*, currency 10%
- Hygiene sales growth in emerging markets of 18%
- EBIT increased 8%**
- Profit before tax increased 18%**
- Cash flow from current operations increased with SEK 2,333m

Business areas

- Strong sales and profit growth in Personal Care and Tissue
- Significant sales and profit decline in Packaging
- Increased sales and profit in Forest Products

*Adjusted for the divestment of the UK and Ireland conventional corrugated business
** Excluding SEK 439m Packaging restructuring costs
Sales increased by 17%, currency 13%
- Incontinence care, 16% sales growth
- Baby diapers, 18% sales growth
- Feminine care, 18% sales growth

Sales growth in emerging markets 24%

EBIT increased by 14%
- Improved mix
- Higher prices and volumes
- Higher marketing costs
- Improved EBIT margin in baby diapers
Sales increased by 14%, currency 13%
- Consumer tissue, 13% sales growth
  - Higher prices
  - Stable volumes
- AFH tissue, 19% sales growth
  - Higher prices
  - Volumes decreased 4%

Sales growth in emerging markets 13%

EBIT increased by 76%
- Improved mix
- Higher prices
- Lower raw material costs
- Acquisition synergies
Packaging
Q2 2009 vs Q2 2008

- Sales decreased 8%*, currency 6%
  - Lower volumes and prices

- EBIT decreased by 98%**
  - Lower volumes and prices
  - Production downtime 158,000 tonnes
  - Lower raw material costs

- Restructuring program started
  - Costs SEK 439m
  - Closed New Hythe testliner mill with 260,000 tonnes capacity

*Adjusted for the divestment of the UK and Ireland conventional corrugated business
**Excluding SEK 439m Packaging restructuring costs
Forest Products
Q2 2009 vs Q2 2008

- **Sales increased 2%, currency 3%**
  - *Publication papers, sales increased 13%*
    - Higher prices
  - *Solid-wood products, sales decreased*
    - Higher volumes
    - Lower prices

- **EBIT increased by 16%**
  - *Publication papers, increased EBIT*
    - Higher prices
    - Lower energy and raw material costs
  - *Solid-wood products, slightly increased EBIT*
    - Higher volumes
    - Lower raw material costs
    - Lower prices
  - *Pulp, lower EBIT*
    - Lower prices

<table>
<thead>
<tr>
<th>Sales SEKm</th>
<th>Q2 2009</th>
<th>Q2 2008</th>
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<tbody>
<tr>
<td>4,304</td>
<td>4,239</td>
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<table>
<thead>
<tr>
<th>EBIT SEKm</th>
<th>Q2 2009</th>
<th>Q2 2008</th>
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<tbody>
<tr>
<td>642</td>
<td>553</td>
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</table>

| EBIT margin | 14.9% | 13.0% |
Outlook 2009

- **Hygiene businesses**
  - Increased price focus
  - Stable demand

- **Packaging**
  - Continued weak demand
  - Price pressure
  - Lower liner inventory levels

- **Forest Products**
  - **Publication papers**
    - Low demand
    - Price pressure mainly in magazine paper
  - **Solid-wood products**
    - Improved market balance
    - Increasing prices
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