Market Update

- **Tissue**
  - Some growth in Europe and North America
  - Good growth in emerging markets

- **Personal Care**
  - Good demand for incontinence products in Europe
  - Stable demand for feminine care in Western Europe
  - Good growth in emerging markets

- **Forest Products**
  - Decreased demand for publication paper
  - Improved market balance and higher prices for solid-wood products in Europe
  - Higher prices for kraftliner in Europe
Efficiency programs

- **Hygiene business cost and productivity program**
  - Achieved cost savings Q3 2013: SEK 270m
  - Annualized cost savings in Q3 2013: approx. EUR 130m
  - Total annual cost savings of EUR 300m, full effect in 2015

- **Georgia-Pacific synergies**
  - Achieved cost savings Q3 2013: SEK 120m
  - Annualized cost savings in Q3 2013: approx. EUR 55m
  - Total annual cost savings of EUR 125m, full effect in 2016

- **Forest Products efficiency program**
  - Achieved earnings improvement Q3 2013: SEK 160m
  - Annualized earnings improvement in Q3 2013: SEK 640m
  - Total annual earnings improvement of SEK 1,300m, full effect in 2015
Summary
Q3 2013 vs. Q3 2012

- Sales growth 6%*
  - Hygiene business, 7%*
    - Higher prices
    - Higher volumes
    - Good growth in Emerging markets

- Forest Products, 6%**
  - Higher volumes
  - Higher prices

- EBIT increased 12%***
  - Higher volumes
  - Higher prices
  - Cost savings

- Operating cash flow decreased 21%

* Excluding exchange rate effects and divestments
** Excluding divestments
*** Excluding items affecting comparability and exchange rate effects
## Q3 2013 results

<table>
<thead>
<tr>
<th></th>
<th>Q3 2013</th>
<th>Q3 2012</th>
<th>Change, %</th>
<th>Change, %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net sales</strong></td>
<td>22,046</td>
<td>22,200</td>
<td>-1</td>
<td>6**</td>
</tr>
<tr>
<td><strong>EBIT</strong>*</td>
<td>2,524</td>
<td>2,285</td>
<td>10</td>
<td>12***</td>
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<tr>
<td><em><em>EBIT margin</em> (%)</em>*</td>
<td>11.4</td>
<td>10.3</td>
<td></td>
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<tr>
<td><strong>Profit before tax</strong></td>
<td>2,256</td>
<td>1,961</td>
<td>15</td>
<td>18***</td>
</tr>
<tr>
<td><strong>Earnings per share (SEK)</strong></td>
<td>2.06</td>
<td>0.51</td>
<td></td>
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</tr>
<tr>
<td><strong>Operating cash flow</strong></td>
<td>2,402</td>
<td>3,029</td>
<td>-21</td>
<td></td>
</tr>
<tr>
<td><strong>Debt/Equity ratio</strong></td>
<td>0.52</td>
<td>0.59</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Excluding items affecting comparability
** Excluding exchange rate effects and divestments
*** Excluding items affecting comparability and exchange rate effects
Q3 2013 vs. Q2 2013

Summary

- **Group**
  - Sales flat
  - EBIT increased 17%*

- **Business areas**
  - Personal Care, EBIT flat*
    - Higher prices
    - Lower raw material costs
    - Lower volumes
  - Tissue, EBIT increased 16%*
    - Higher prices
    - Cost savings
  - Forest Products, EBIT increased 68%*
    - Lower raw material costs
    - Higher prices
    - Cost savings

* Excluding items affecting comparability
Summary

9M 2013 vs. 9M 2012

- Sales growth 14%*
  - Hygiene business, 16%*
    - Acquisitions
    - Higher volumes
    - Good growth in Emerging markets

- Forest Products, -2%**
  - Higher volumes
  - Lower prices

- EBIT increased 15%***
  - Acquisition
  - Cost savings
  - Higher volumes
  - Lower raw material costs

- Operating cash flow decreased 20%

* Excluding exchange rate effects and divestments
** Excluding divestments
*** Excluding items affecting comparability and exchange rate effects
Sales growth 3% (5%*)
- Incontinence products increased 5%*
- Baby diapers decreased 3%*
- Feminine care increased 10%*
- Emerging markets increased 6%*

EBIT decreased 5%** (3%***)
- Higher volumes
- Cost savings
- Increased marketing activities
- Higher raw material costs
- Negative currency impact

* Excluding exchange rate effects
** Excluding items affecting comparability
*** Excluding items affecting comparability and exchange rate effects
Tissue
Q3 2013 vs. Q3 2012

Sales growth 3% (8%*)
- Consumer tissue increased 6%*
- AFH tissue increased 12%**
- Emerging markets increased 13%**

EBIT increased by 17%*** (22%****)
- Higher volumes
- Higher prices
- Cost savings
- Higher energy and raw material costs
- Negative currency impact

* Excluding exchange rate effects and divestments
** Excluding exchange rate effects
*** Excluding items affecting comparability
**** Excluding items affecting comparability, exchange rate effects and divestments
**Forest Products**

Q3 2013 vs. Q3 2012

- **Sales decreased 15% (+6%*)**
  - Publication papers, decreased sales
    - Lower prices
    - Divestments
  - Kraftliner, increased sales
    - Higher prices
  - Solid-wood products, increased sales
    - Higher prices and volumes
  - Pulp, increased sales
    - Higher prices and volumes

- **EBIT increased 49%**
  - Cost savings
  - Higher prices
  - Lower raw material costs
  - Higher energy costs

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* Excluding divestment

** Excluding items affecting comparability
Summary

- Higher sales and profit in Tissue and Forest Products
- Higher sales and slightly lower profit in Personal Care
- Efficiency programs delivering according to plan
- Strengthening emerging markets presence
  - Offer for Vinda
  - Investment in India
- Several product launches
- Inauguration of first wind park; SCA and Statkraft JV
- Inclusion in key sustainability indices
  - Dow Jones Sustainability Index
  - Climate Disclosure Leadership Index
Q&A