

# Annual General Meeting 2015



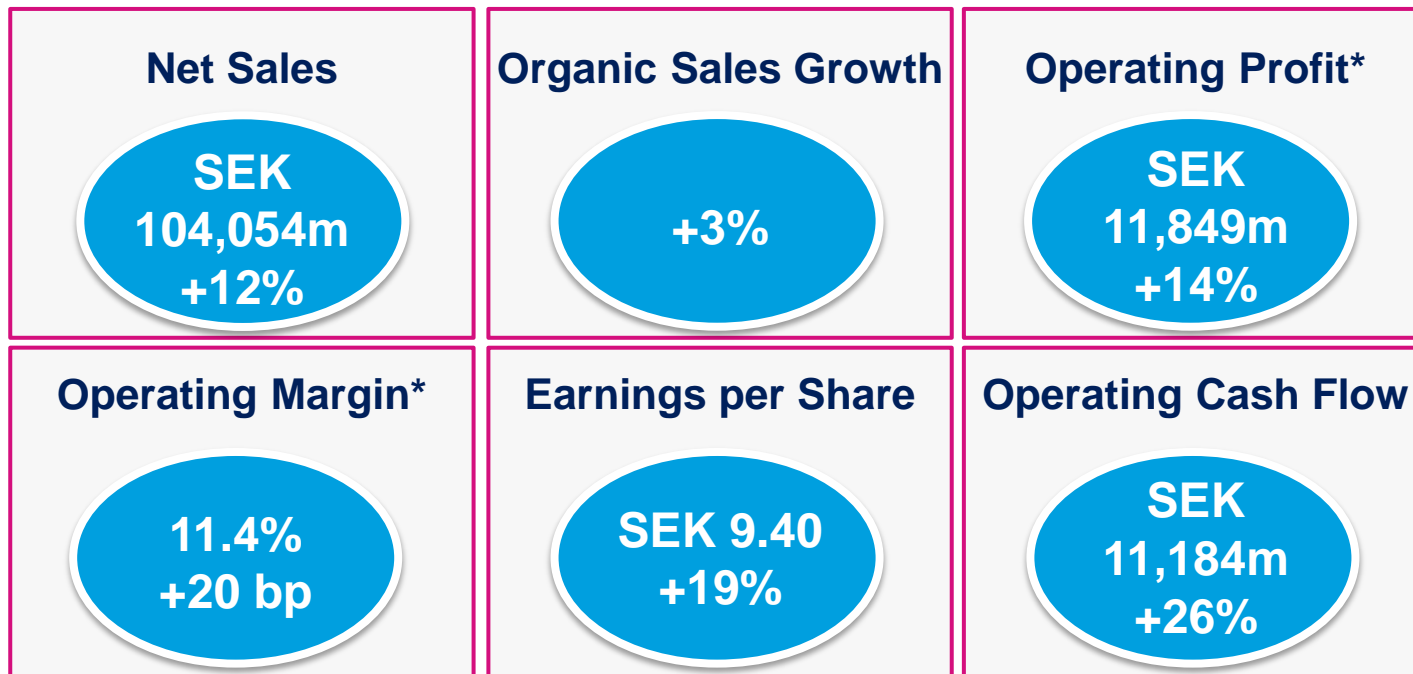
Magnus Groth, President and CEO



# SCA – a Leading Global Hygiene and Forest Products Company



# Results 2014 vs 2013



\* Excluding items affecting comparability and including gains on forest swaps of SEK 336m (583) before tax

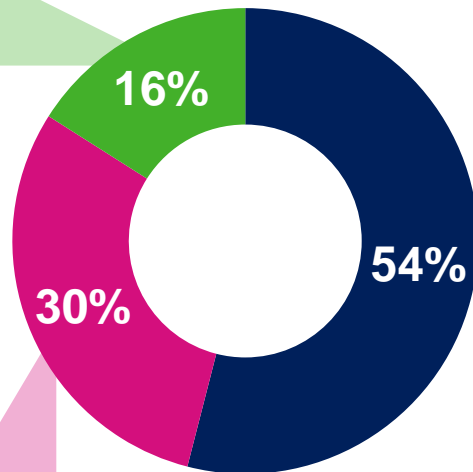
# 2014 Net Sales and Operating Profit by Business Area

Operating Profit  
**20%**

**Forest  
Products**



**Net Sales**



**Tissue**

Operating Profit  
**52%**



Operating Profit  
**28%**

**Personal  
Care**



# Global Market Positions

Incontinence products:



1

AfH tissue:



1

Consumer tissue:



2

Baby diapers:



4

Feminine care:



5





# Group Targets

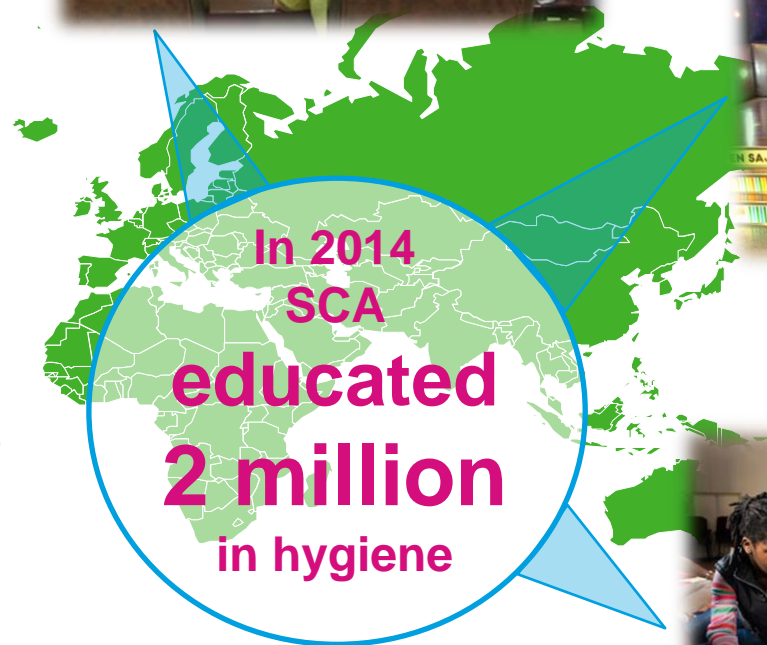


Financial Targets

People Targets

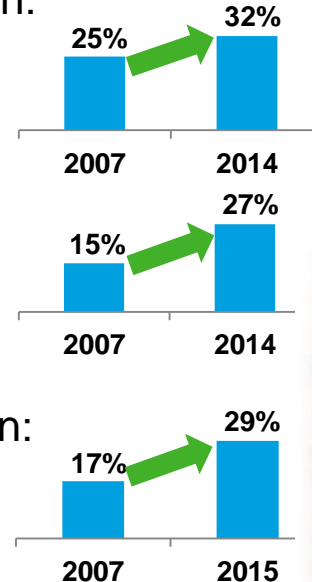
Nature Targets

# Hygiene Solutions



# Diversity Actions

- 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

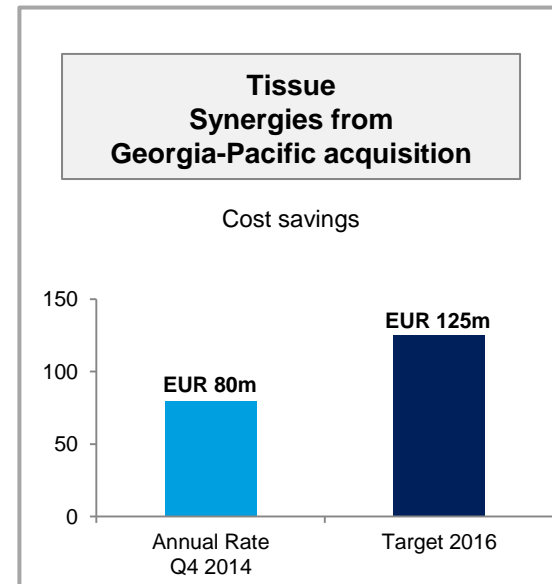
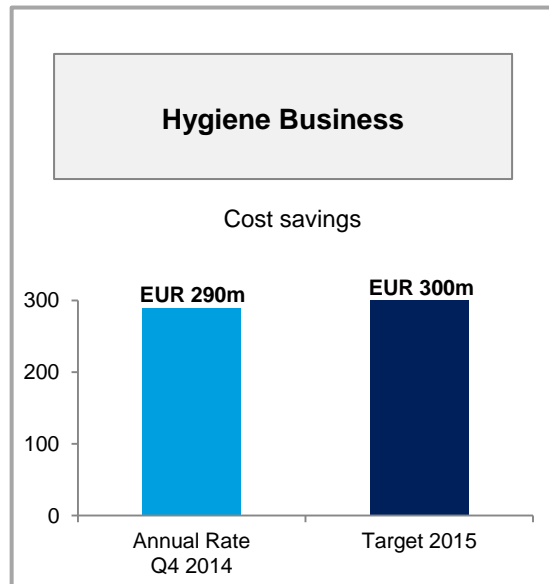
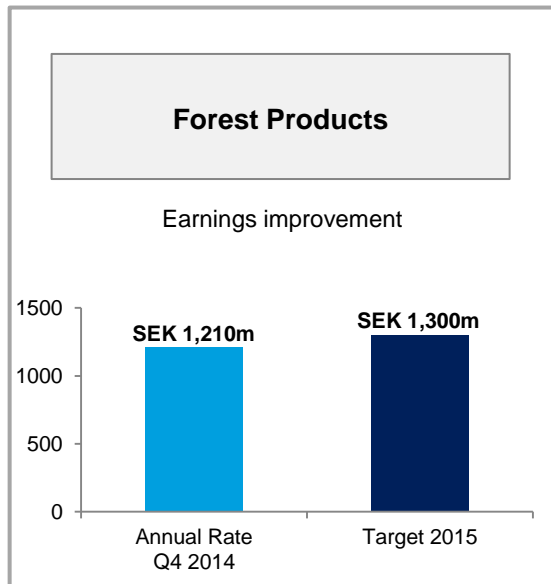


## GROWTH



# Efficiency Programs

On-going



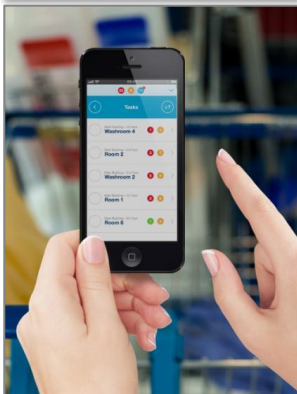
**Efficiency Work Continues**

# Innovations and product launches 2014

**Tork SmartFresh™**



**Tork EasyCube™**



**Tempo Protect™**



**TENA Pants  
Normal**



**Libresse  
Roll.Press.Go™**



**Libero  
Comfort / Up&Go**



# Innovation in Marketing

## Female Team SCA in Volvo Ocean Race 2014-2015

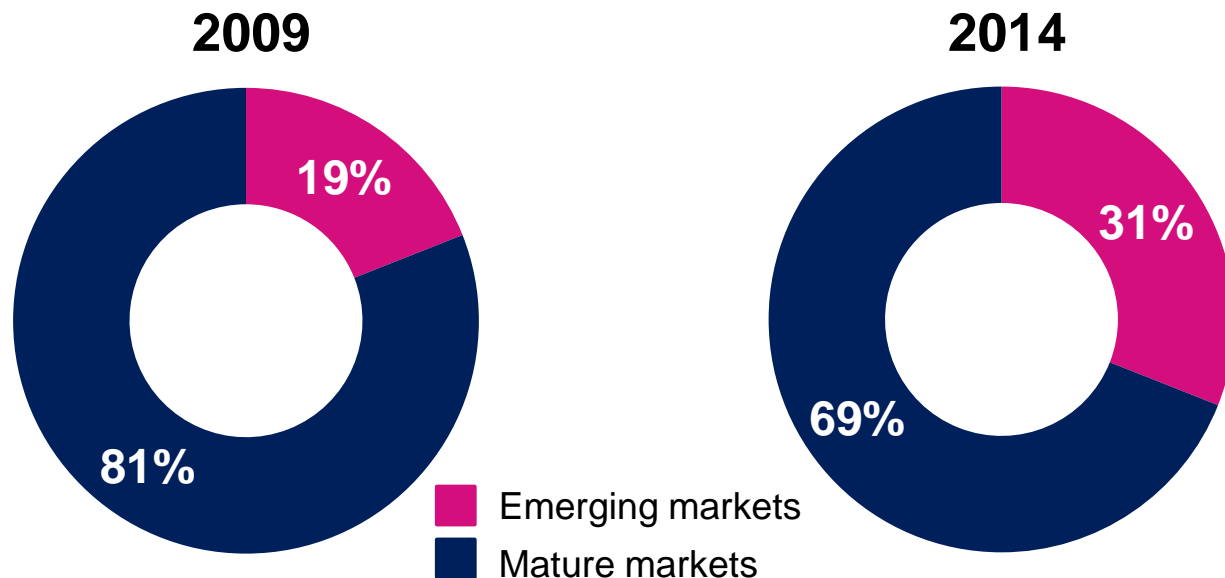


- **Marketing platform** with **women in focus**
  - ◆ First female crew in over 10 years
  - ◆ A number of marketing activities, for example:
    - TV series about the crew has been shown in over 30 countries
- **Global publicity** including consumer and lifestyle media, media value so far corresponding 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





# Share of Sales Emerging Markets



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





**SCA**  
*Care of Life*