Interim Report



Q2 2016





Magnus Groth

President and CEO

Summary Q2 2016



- Strong organic growth in operating profit*
- Good organic sales growth in the hygiene business
- Good organic sales growth in emerging markets
- Strong cash flow
- Good contribution from efficiency gains
- Provision for ongoing anti-trust and tax cases
- Divestment of business in South East Asia, Taiwan and South Korea for integration with Vinda closed on April 1
- Introduced 7 innovations
 - For example Lotus, Okay, Plenty, Zewa, TENA and Tork















^{*} Adjusted operating profit which excludes items affecting comparability

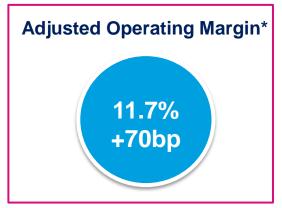
Group Q2 2016 vs. Q2 2015















^{*} Excluding items affecting comparability

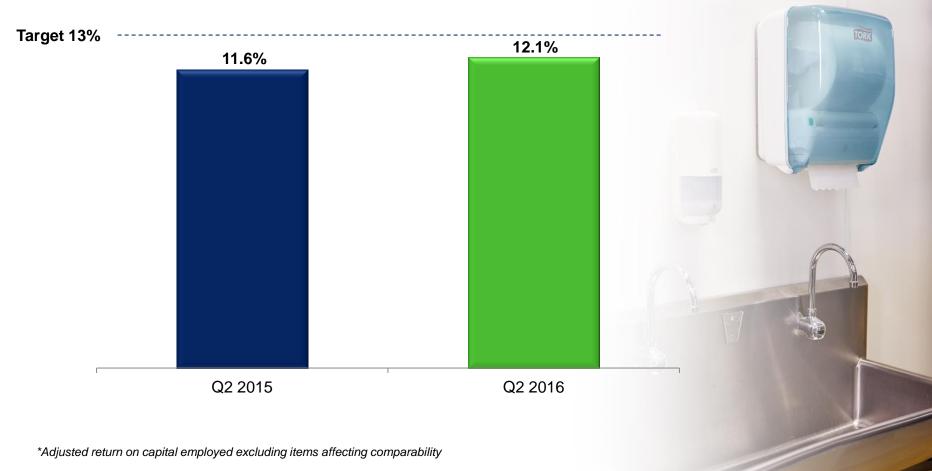
^{**} Excluding items affecting comparability, currency translation effects, acquisitions and divestments

^{***} Including items affecting comparability and tax provision. Excluding items affecting comparability and tax provision SEK 3.49, +18%

SCA Group Adjusted ROCE*







Innovations

Q2 2016



TENA Overnight Underwear



- Expands TENA assortment with new range of overnight underwear.
- Stays in place. Helps preventing leaks at night.
- Includes secure barrier system.
 W-shaped absorbent zone and Triple
 Protection for worry free nights.

Tork Washstation Dispenser





- Precisely engineered and Hazard Analysis and Critical Control Point International certified to help mitigate risks.
- Increases operational efficiency.
- Handles pressures of rigorous environment.

Innovations Q2 2016



New Okay Compressed

- Compacted kitchen rolls to just half the size.
- Easier to carry & store. 30% less packaging. Less CO² emissions.



Plenty, Zewa Wisch & Weg



- Product quality upgrade for more usage occasions around the house.
- New pack design for better shelf stand out and range navigation.
- New power claim.



Lotus Confort, Zewa Plus

- Upgrade of Family Comfort Bathroom Tissue assortment.
- Improved balance of softness and strength.





Zewa Just 1, Regio Just 1

- 1 sheet can be enough so thick and absorbent.
- With special Soft Zone.
- 20% larger sheets.





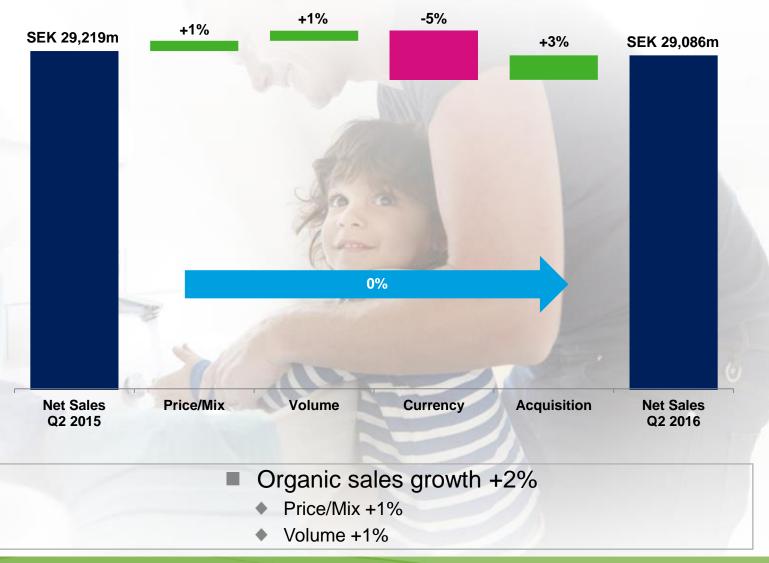
Fredrik Rystedt

CFO

Net Sales

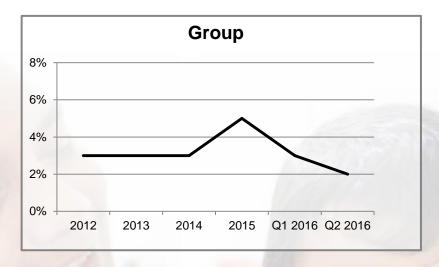
Q2 2016 vs. Q2 2015



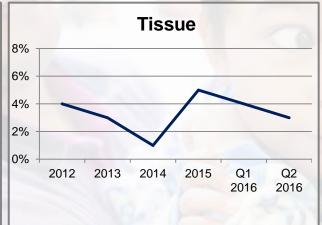


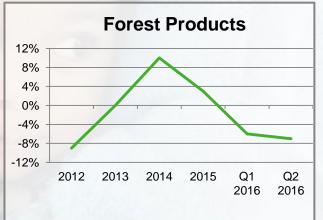
Organic Sales Growth







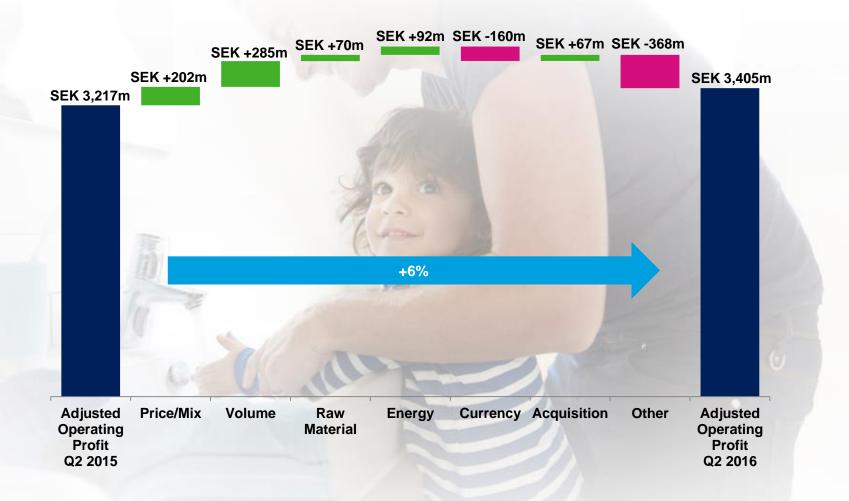




Adjusted Operating Profit* – Group

Q2 2016 vs. Q2 2015





^{*} Excluding items affecting comparability

Cash Flow

Q2 2016 vs. Q2 2015



	Q2 2016 SEKm	Q2 2015 SEKm
Operating cash surplus	4,797	4,626
Change in working capital	4	-550
Restructuring costs, etc	-202	-233
Capital expenditures (including strategic)	-1,981	-1,259
Operating cash flow including strategic capital expenditures	2,618	2,584

Items Affecting Comparability

Q2 2016



Q2 2016 SEKm

Provision for ongoing anti-trust cases	-964
Capital gain on divestment of ownership stake in IL Recycling	
Restructuring costs for closure of tissue plant in Sant Joan de Mediona, Spain	
Restructuring costs for closure of tissue plant in Saint-Cyr-en-Val, France	-102
Wausau Paper Corp., including integration costs	-46
Other	5
Total items affecting comparability	-1,113



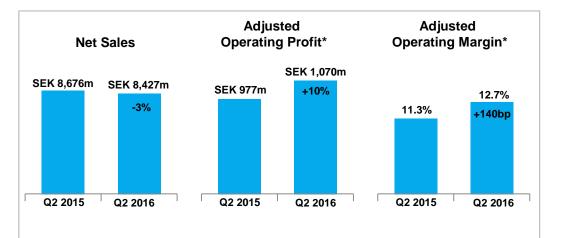
Magnus Groth

President and CEO

Personal Care

Q2 2016 vs Q2 2015







- Net sales -3%
- Organic sales growth +5%
- Adjusted operating profit +10%*
 - Better price/mix
 - Higher volumes
 - Cost savings
 - Investments in increased marketing activities in Latin America
- Adjusted operating margin 12.7%*
- Adjusted ROCE** 31.1%

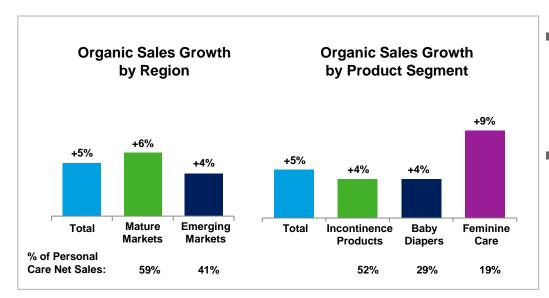
Excluding items affecting comparability

^{*} Adjusted return on capital employed excluding items affecting comparability

Personal Care

Q2 2016 vs Q2 2015











Organic sales growth +5%

- Price/mix +1%
- Volume +4%
- Good growth in mature and emerging markets
- Strong growth for feminine care

Mature markets

- Western Europe
 - Strong growth for baby diapers
 - Good growth for incontinence products and feminine care
- North America
 - Good growth for incontinence products

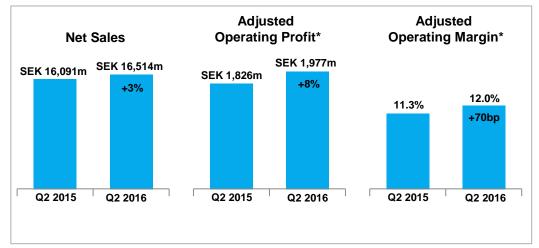
Emerging markets

- Latin America +6%
 - Strong growth for feminine care
 - Higher sales for incontinence products
 - Lower sales for baby diapers
- Russia -2%
 - Strong growth incontinence products and feminine care
 - Lower sales for baby diapers
- Asia +6%

Tissue

Q2 2016 vs Q2 2015







- Net sales +3%
- Organic sales growth +3%
- Adjusted operating profit +8%*
 - Better price/mix
 - Higher volumes
 - Cost savings
 - Lower energy and raw material costs
 - Acquisition
- Adjusted operating margin 12.0%*
- Adjusted ROCE** 12.9%

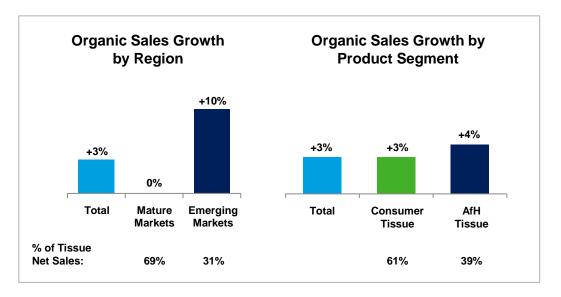
^{*} Excluding items affecting comparability

^{*} Adjusted return on capital employed excluding items affecting comparability

Tissue

Q2 2016 vs Q2 2015









Organic sales growth +3%

- Price/mix +1%
- Volume +2%
- Strong growth in emerging markets

Mature markets

- Western Europe
 - Lower sales for consumer tissue
 - Higher sales for AfH tissue
- North America
 - Slightly lower sales for AfH tissue

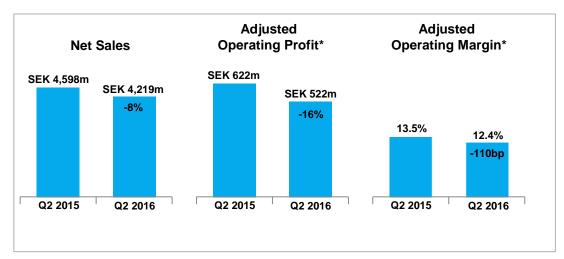
Emerging markets

- Asia +10%
- Latin America +10%
- Russia +3%

Forest Products

Q2 2016 vs Q2 2015







- Net sales -8%
- Organic sales growth -7%
 - Price/mix -3%
 - Volume -4%
- Adjusted operating profit -16%*
 - Lower prices (including exchange rate effects)
 - Lower volumes
 - Lower energy and raw material costs
- Adjusted operating margin 12.4%*
- Adjusted ROCE** 5.5%

Excluding items affecting comparability

^{**} Adjusted return on capital employed excluding items affecting comparability

Summary Q2 2016



- Strong organic growth in operating profit*
- Good organic sales growth in the hygiene business
- Good organic sales growth in emerging markets
- Strong cash flow
- Good contribution from efficiency gains
- Provision for ongoing anti-trust and tax cases
- Divestment of business in South East Asia, Taiwan and South Korea for integration with Vinda closed on April 1
- Introduced 7 innovations
 - For example Lotus, Okay, Plenty, Zewa, TENA and Tork















Adjusted operating profit which excludes items affecting comparability



