



SVENSKA CELLULOSA AKTIEBOLAGET SCA (publ)

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SCA reorganizes hygiene operations for increased efficiency, market presence and growth

To support its long-term strategy and strengthen competitiveness, SCA is reorganizing its global hygiene operations. The new organization will contribute to increased efficiency, market presence and growth.

SCA's European hygiene operations will be organized in three business units: *AFH Professional Hygiene Europe*, which will be headed by Sune Lundin, currently President for SCA Americas; *Consumer Goods Europe*, which will be led by Magnus Groth, currently President for SCA Tissue Europe; *Incontinence Care Europe*, which will be headed by Margareta Lehmann, currently Regional Director NorthWest Europe AFH, SCA Tissue Europe.

There will be a new business unit for *Middle East, India, Africa (MEIA)*, which will be led by Thomas Wulkan, currently President for SCA Personal Care Europe; a new *Global Hygiene Supply Unit*, which will be headed by William Ledger, currently Vice President Supply Chain, SCA Tissue Europe; and a new *Global Business and Service Support Unit*, which will be led by Robert Sjöström, in addition to his present position as Senior Vice President, Strategy and Business Development.

The business unit for *SCA Americas* will be headed by Don Lewis, currently President for SCA AFH Tissue North America. Christoph Michalski will continue as President for the *Global Hygiene Category Unit*, and Ulf Söderström will continue as President for the business unit *SCA Asia Pacific (APAC)*.

The new hygiene organization will be effective as of 1 January 2012. The Presidents for the above new units will be members of SCA's Corporate Senior Management Team.

"The new organization will enable us to further leverage on our global scale, making us more efficient. It will also empower us to act as an even closer local partner to customers. By strengthening our global market presence, it will facilitate our capitalizing on demographic, economic and consumer-lifestyle changes, especially in emerging markets," says Jan Johansson, SCA's CEO and President.

SCA's external financial-reporting structure is not affected by the organizational change.

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This information is such that SCA must disclose in accordance with the Securities Markets Act and/or the Financial Instruments Trading Act. The information was submitted for publication on Nov 15 at 8am CET.

SCA is a global hygiene and paper company that develops and produces personal care products, tissue, packaging solutions, publication papers and solid-wood products. Sales are conducted in some 100 countries. SCA has many well-known brands, including the global brands TENA and Tork. Sales in 2010 amounted to SEK 107 billion (EUR 11.3 billion). SCA has approximately 45,000 employees. More information at www.sca.com