

# Press release

Stockholm August 25, 2014



## HRH Crown Princess Victoria named Godmother of the all-female Team SCA Crew and Boat

**SCA is honored to announce that Crown Princess Victoria is Godmother of the Team SCA crew and boat. The Crown Princess met with the all-female Team SCA in person recently at SCA's headquarters in the Waterfront Building in Stockholm, discussing driving factors, challenges and possibilities for an all-female team in an around the world yacht race.**

"We are delighted and honored that Crown Princess Victoria is the Godmother of our all-female Team SCA. Like the Crown Princess Victoria, who is a true ambassador for many good causes and an inspiration for many people around the world, we want our all-female team to motivate and inspire others to pursue their dreams and goals. We greatly appreciate the Crown Princess' support," says Jan Johansson, President and CEO, SCA. "As 80 percent of SCA's consumers are women, and we want to enable women to perform in an arena that has normally been reserved for men, we chose an all-female team for our participation in the Volvo Ocean Race."

SCA is working to ensure that women all over the world have the same opportunities as men to fully take part in society – socially, educationally, and professionally. In some countries, for example, access to feminine care products decides whether or not girls can go to school or women can go to work. SCA's hygiene solutions are valuable enablers in reaching women's needs globally.

The start of the Volvo Ocean Race is in Alicante in October, and Team SCA's progress in the race can be followed on [www.teamsca.com](http://www.teamsca.com).

You can already now watch Team SCA's preparations for the Volvo Ocean Race in the four episode TV-series "No Ordinary Women" that runs on premier networks in about 30 markets globally throughout 2014 and into 2015. The series debuted July 20 on 7TWO in Australia and YLE in Finland and has been produced by STRIX Television. The series will be shown shortly on TV3 in Sweden.

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### For further information, please contact:

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**SCA is a leading global hygiene and forest products company.** The Group develops and produces sustainable personal care, tissue and forest products. Sales are conducted in about 100 countries under many strong brands, including the leading global brands TENA and Tork, and regional brands, such as Libero, Libresse, Lotus, Nosotras, Saba, Tempo and Vinda. As Europe's largest private forest owner, SCA places considerable emphasis on sustainable forest management. The Group has about 44,000 employees. Sales in 2013 amounted to approximately SEK 93bn (EUR 10.7bn). SCA was founded in 1929, has its headquarters in Stockholm, Sweden, and is listed on NASDAQ OMX Stockholm. For more information, visit [www.sca.com](http://www.sca.com).



Picture of Crown Princess Victoria and Team SCA crew.

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