

Press release

Stockholm, March 2, 2015



New members of SCA's Corporate Senior Management Team

Following the appointment of Magnus Groth as new President and CEO of SCA, Volker Zöller has today been appointed new President of SCA's Consumer Goods Europe Business Unit and a member of the Corporate Senior Management Team, replacing Magnus Groth in his previous role. Volker Zöller will assume his new position effective today. Furthermore, SCA is today announcing that Ulrika Kolsrud and Donato Giorgio will join SCA's Corporate Senior Management Team.

Ulrika Kolsrud will assume the role of President of Global Hygiene Supply Personal Care. Donato Giorgio will assume the role of President of Global Hygiene Supply Tissue. Ulrika Kolsrud and Donato Giorgio will assume their new roles effective today. This will further increase focus on achieving supply chain efficiencies.

"I am happy to welcome these three new members to SCA's Corporate Senior Management Team. Their contributions in terms of varying backgrounds, capabilities and perspectives will bring additional strength to the Group," says Magnus Groth, President and CEO of SCA.

With these appointments, Volker Zöller will leave his position as head of Regional Sales and Marketing, Central Europe at Consumer Goods Europe. Ulrika Kolsrud will leave her position as Vice President R&D at Personal Care and Donato Giorgio will leave his position as Vice President Product Supply Personal Care.

"Thanks to our consistent strategy focused on innovation, growth and efficiency improvements, SCA has transformed into a leading global hygiene and forest products company. I look forward to working with our customers, partners and employees worldwide to continue executing our strategy, thereby creating further value for all our stakeholders", says Magnus Groth.

Following these changes, William Ledger, who has been instrumental in creating the foundation of a strong and efficient supply organization, will leave SCA's Corporate Senior Management Team to pursue other opportunities within the company.

NB

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 March 2, 2015, at 08:00 CET.

For further information, please contact:

Johan Karlsson, Vice President Investor Relations, +46 8 788 51 30

Karl Stoltz, Media Relations Manager, +46 8 788 51 55

Joséphine Edwall-Björklund, Senior Vice President Communications, +46 8 788 52 34

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 2014 amounted to approximately SEK 104bn (EUR 11.4bn). 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.