

Press release

Stockholm, May 4, 2016



SCA appoints new President for Global Hygiene Category

SCA has appointed Georg Schmundt-Thomas as its new President of Global Hygiene Category. He will have global responsibility for SCA's customer and consumer brands and innovation in the hygiene area. Georg Schmundt-Thomas will be a member of the Executive Management Team and report to President and CEO Magnus Groth. He will assume his position on August 1, 2016.

Georg Schmundt-Thomas has extensive experience from working in the Fast Moving Consumer Goods industry. He has worked for Procter & Gamble since 1992 where he held a number of senior positions in a variety of markets, categories and strategic functions, most recently as Duracell Chief Marketing Officer, Duracell, and previously Vice President and General Manager Baby Care Latin America.

"Georg Schmundt-Thomas will play an important role, as President of the Global Hygiene Category, and further strengthen our innovation and brand development ambitions to support the business. Georg's international experience and profile, combined with a solid track record of developing world leading brand portfolios will be an asset to our organization," says Magnus Groth, President and CEO of SCA.

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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, Vinda and Zewa. As Europe's largest private forest owner, SCA places considerable emphasis on sustainable forest management. The Group has about 44,000 employees. Sales in 2015 amounted to approximately SEK 115bn (EUR 12.3bn). 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.