

Press release

Stockholm, May 19, 2016



SCA Capital Market Day 2016

The hygiene and forest products company SCA is holding a Capital Market Day today in Stockholm. Over the course of the day, SCA's President and CEO and other members of the Executive Management Team will describe the company's strategy and work related to profitable growth, innovation and efficiency. The company's strategy and financial targets have not been changed. A breakdown of SCA's net sales in the first quarter of 2016 by business unit will be presented during the day and in this press release.

Innovation is a top priority when it comes to increasing customer and consumer value, strengthening the company's market positions and brands, and driving profitable growth. The company will describe its successful innovation work, which resulted in the launch of some 30 innovations in 2015.

In recent years, the company has implemented measures to improve its efficiency, thereby strengthening its competitiveness and improving its earnings. Efficiency enhancements are carried out continuously within the company and, among other activities, the long-term efforts to improve the efficiency of Tissue will be presented.

The day will also include a presentation of the Group's ongoing strategic efforts to grow profitable market positions, improve or exit underperforming positions, broaden its offering of product categories and expand its integrated solutions and services. Activities in the digital field will also be highlighted.

Global awareness of the relationship between hygiene and health is increasing. Combined with a higher standard of living and a growing and aging population, this is resulting in increasing demand for hygiene products. Between 2015 and 2020, mature markets are expected to grow by approximately 1-2% annually. Emerging markets are expected to grow by about 5-7% annually between 2015 and 2020. SCA is well positioned to leverage the growth potential existing in both mature and emerging markets. Emerging markets accounted for 32% of SCA's net sales in 2015.

"The markets and categories where SCA operates are growing and we have a successful strategy in place for value creation, offering numerous opportunities for continued profitable growth. We also see opportunities for further efficiency enhancement. Our innovations and offerings create value for our customers and consumers across the globe," says Magnus Groth, President and CEO of SCA.

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, 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 Stockholm. For more information, visit www.sca.com.



Presentations will be held by: President and CEO Magnus Groth; CFO and Executive Vice President Fredrik Rystedt; Senior Vice President Group Function Sustainability Kersti Strandqvist; President of SCA Forest Products Ulf Larsson; President of SCA Global Hygiene Supply Personal Care Ulrika Kolsrud; President of Global Hygiene Supply Tissue Donato Giorgio; Acting President of Global Hygiene Category Annika Nordin; President of SCA Incontinence Care Margareta Lehmann; President of SCA Consumer Goods Volker Zöller; President of AfH Professional Hygiene Don Lewis; and President of SCA Latin America Pablo Fuentes. During the day, Vinda will also be presented by the company's founder, Chairman and Executive Director LI Chao Wang and CEO and Executive Director Christoph Michalski.

A breakdown of SCA's net sales in the first quarter of 2016 by business unit will be presented during the day. SCA Consumer Goods accounted for 30%, SCA AfH Professional Hygiene 19%, SCA Incontinence Care 13%, SCA Latin America 10%, SCA MEIA (Middle East, India and Africa) 2%, Vinda 12% (including SCA's hygiene operations in Southeast Asia, Taiwan and South Korea. This transaction was completed on April 1, 2016) and SCA Forest Products 14%.

SCA Capital Market Day starts at 10:30 a.m. and will be webcast live at www.sca.com.

NB: This information is such that SCA must disclose in accordance with the Securities Markets Act or the Financial Instruments Trading Act. Submitted for publication on May 19, 2016, at 8:00 a.m. CET.

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