



Annual General Meeting 2010

Jan Johansson, President and CEO



SCA then and now



1929

- Forest operations
- Sales: SEK 100m
- Employees: 6,500

2009

- Global hygiene products and paper company
- Sales: SEK 111bn
- Employees: 50,000



SCA's strategic focus

Initiatives



COSTS AND CASH FLOW

- Costs reduced by SEK 1bn
- Increase in cash flow from current operations by SEK 7.7bn

CAPITAL EFFICIENCY

- Rationalized supply chain in Packaging and Tissue
- Green field tissue plants in Russia and Mexico
- Efficiency programs in Packaging and Forest Products

INNOVATION

- Tissue
 - Tork Elevation
 - Tempo Complete Care
 - Plenty Active Wipe
- Personal Care
 - Upgrade of baby diapers
 - Tampons
 - Baby care products
- Packaging
 - Shelf-ready packaging systems
- Forest Products
 - New paper grades
 - More refined window components

Results 2009

SEK m	2009	2008	Change,
<i>unless specified otherwise</i>			%
Net sales	110,857	110,449	0
Operating profit (EBIT) *	9,648	8,554	13
Operating margin (%) *	8.7	7.7	
Profit before tax*	8,004	6,237	28
Earnings per share (SEK)	6.78	7.94	-15
Cash flow from current operations	11,490	3,810	302
Debt/equity ratio	0.60	0.70	



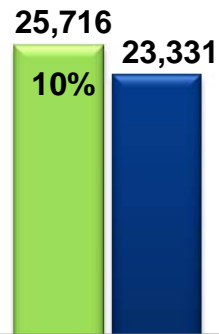
* Excluding restructuring costs of SEK 1,458m in 2009.

Personal Care

Favourable earnings improvement



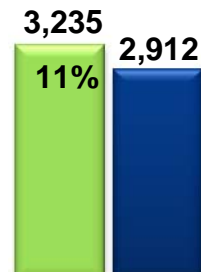
SEK m



Sales

2009 2008

SEK m



Operating profit

2009 2008

Operating margin

12.6% 12.5%

- Favourable earnings improvement
- Increase in sales for all product categories
- Market test for incontinence care products in China
- Acquisition of one of the largest providers of feminine care products in Argentina

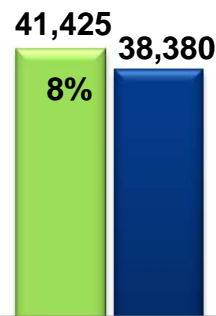


Tissue

Strong improvement in profitability

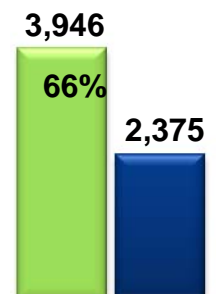


SEK m



Sales 2009 2008

SEK m



Operating profit 2009 2008

Operating margin 9.5% 6.2%

- Sales increase
- Strong improvement in profitability
- Synergies from acquisition
- Launch of Tork Elevation dispenser system
- New production plant in Russia
- New brand platform in Europe



Increased pace of innovation

Strengthens market positions

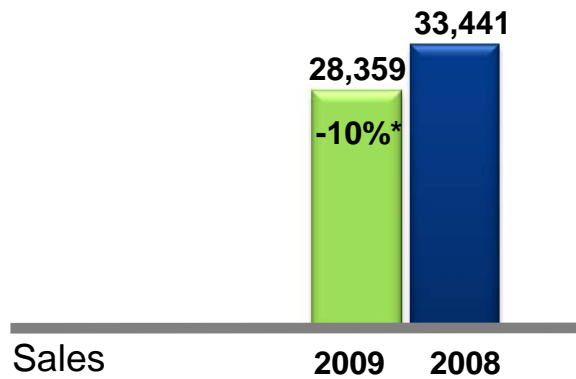


Packaging

Earnings decline

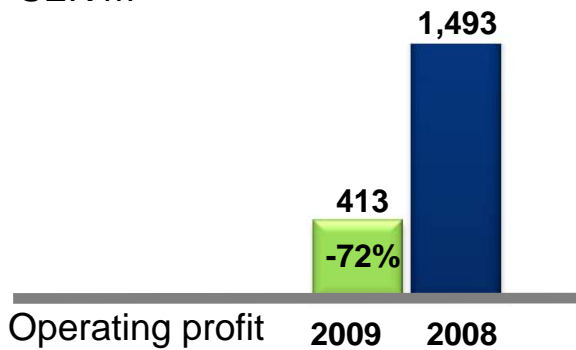


SEK m



- Lower sales
- Earnings decline
- Extensive restructuring programme

SEK m



Operating margin 1.5% 4.5%

* Adjusted for the sale of operations in the UK and Ireland in 2008 and the closure of the testliner mill in the UK in 2009.

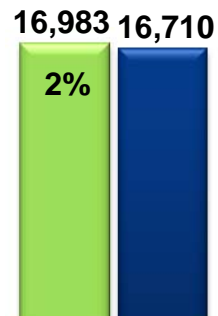


Forest Products

Earnings improvement despite challenging market



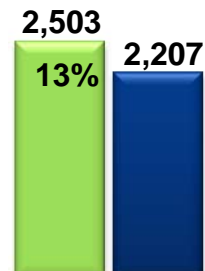
SEK m



Sales

2009 2008

SEK m



Operating profit

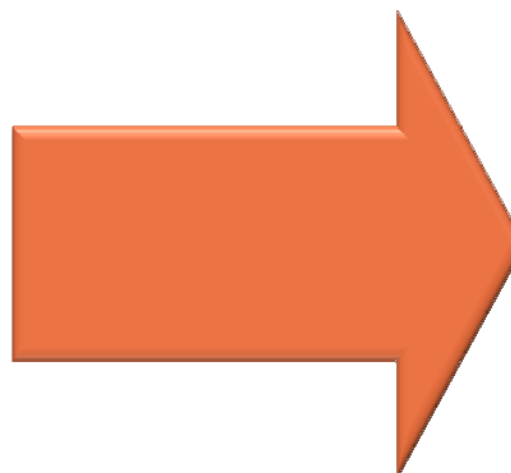
2009 2008

Operating margin 14.7% 13.2%

- Earnings improvement
- Projects for cutting costs and boosting productivity
- Favourable sales growth for GraphoVerde environmentally adapted magazine paper



SCA's strategic focus



New leadership platform

Tool for strategy fulfilment



The brand

Strengthens our offering



SCA

Sustainability

Distinctions and recognition

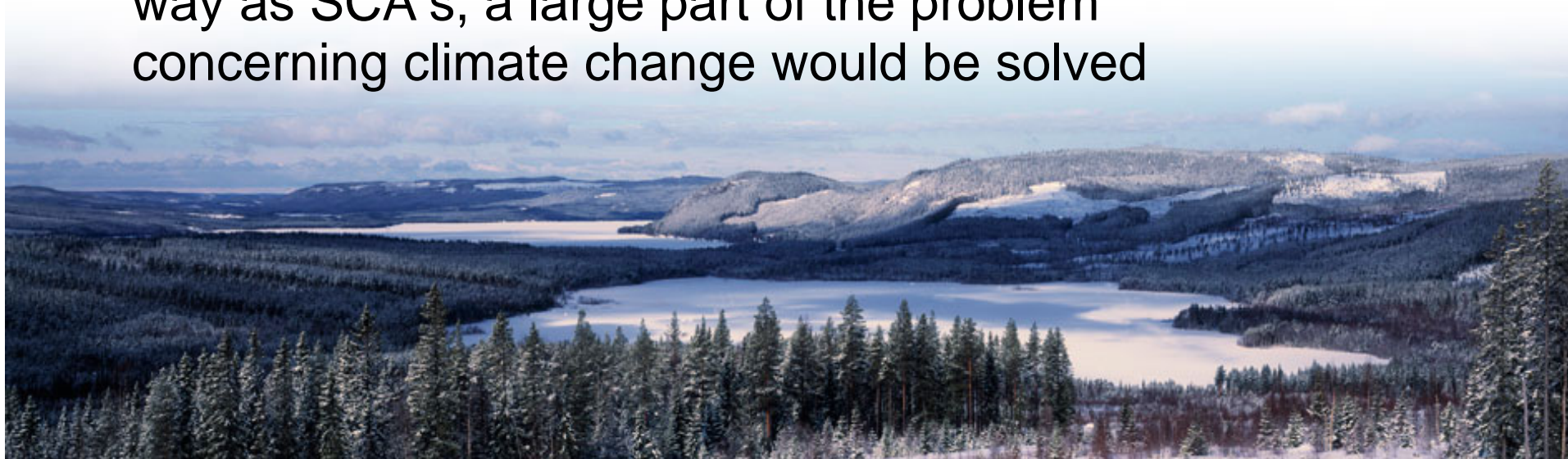


- Member of the Dow Jones Sustainability Indexes
- 2008 Sustainability Report chosen as best practice by Global Compact
- One of the world's most ethical companies according to the Ethisphere Institute
- One of the world's most sustainable corporations according to Corporate Knights
- Shared first place in Folksam's corporate responsibility index



Forests – a valuable asset

- Europe's largest private forest owner – FSC-certified
- Annual net growth of 1%
- Our forests absorb as much carbon dioxide, net, as that emitted by our entire production
- If the world's forests were managed in the same way as SCA's, a large part of the problem concerning climate change would be solved

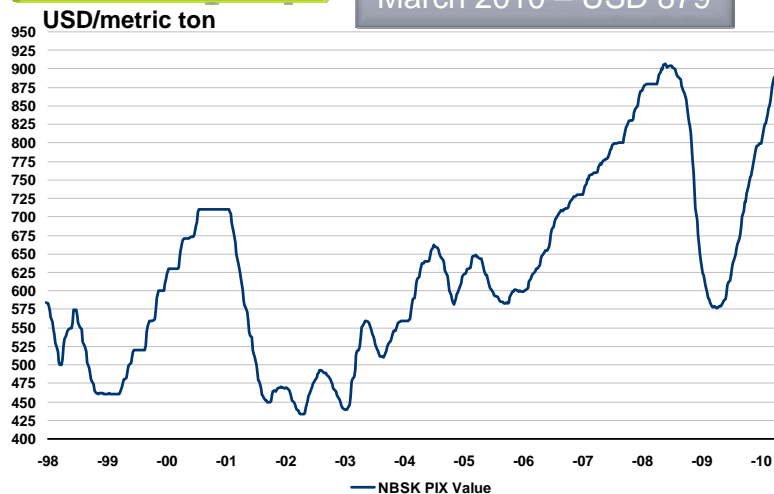




Sharp rise in raw material costs

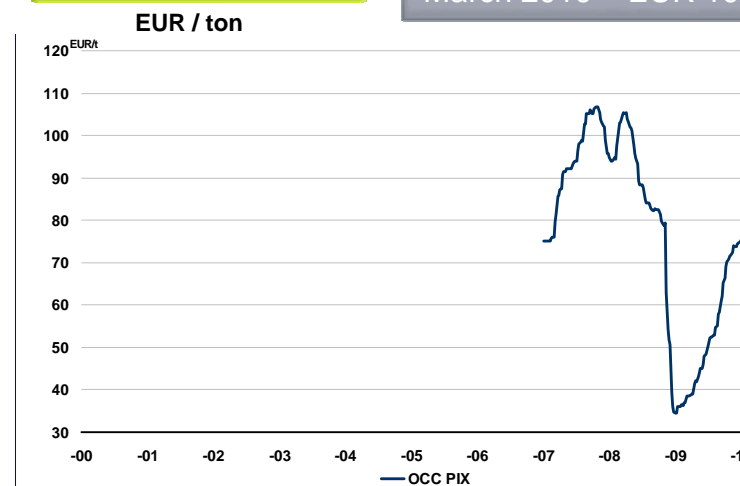
NBSK pulp

March 2009 – USD 578
March 2010 – USD 879



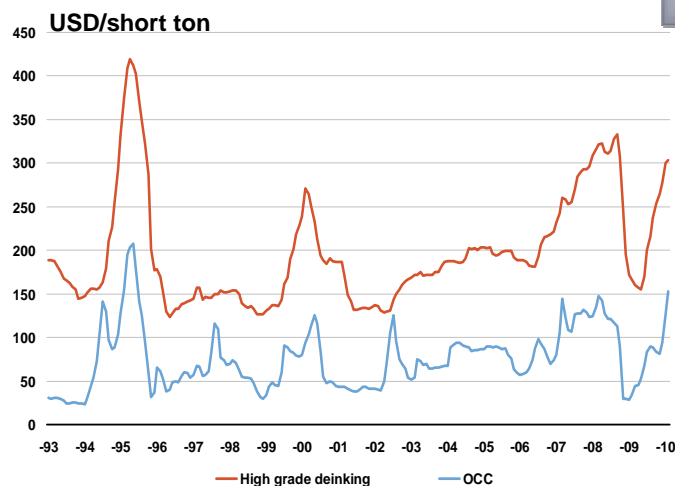
OCC

March 2009 – EUR 39
March 2010 – EUR 102



Recovered paper - USA

February 2009 – USD 166
February 2010 – USD 303



Results Q1 2010



SEK m unless stated otherwise	Q1 2010	Q1 2009	Change, %	Change, %**
Net sales	26,722	28,327	-6	1
Operating profit (EBIT) *	2,027	2,136	-5	-1
Operating margin (%) *	7.6	7.5		
Profit before tax*	1,748	1,511	16	20
Earnings per share (SEK)	1.53	1.58	-3	
Cash flow from current operations	1,148	1,640	-30	
Debt/equity ratio	0.57	0.70		



* Excluding restructuring costs of SEK 244m in 2010.

** Excluding exchange rate effects.

