



Jan Johansson
President and CEO



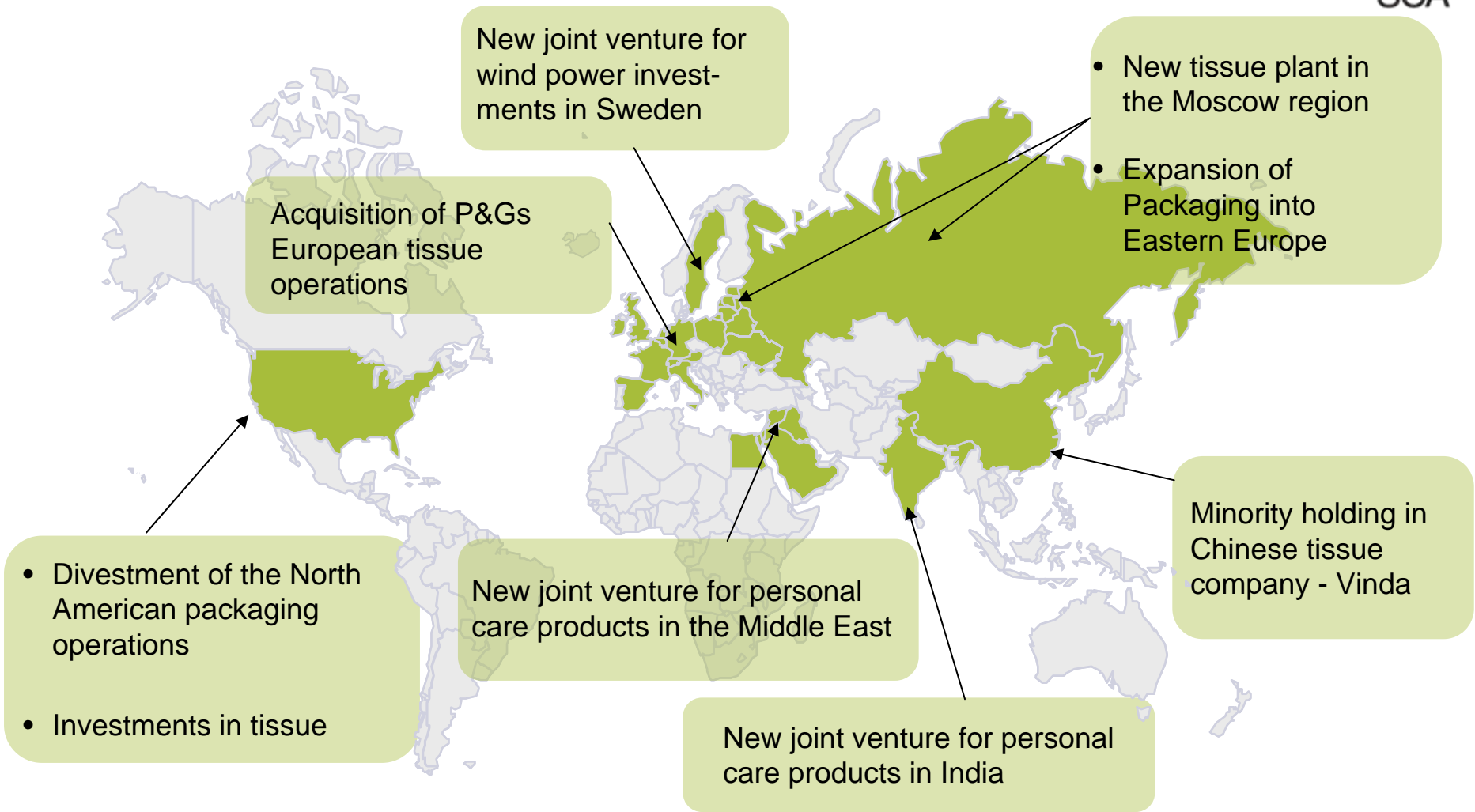
Strong earnings improvement

MSEK	2007	2006	%
Net Sales	105,913	101,439	4
Operating profit (EBIT)	10,147	8,505	19
EBIT margin (%)	9.6	8.4	
Earnings per share (SEK)	10.16	7.75	31

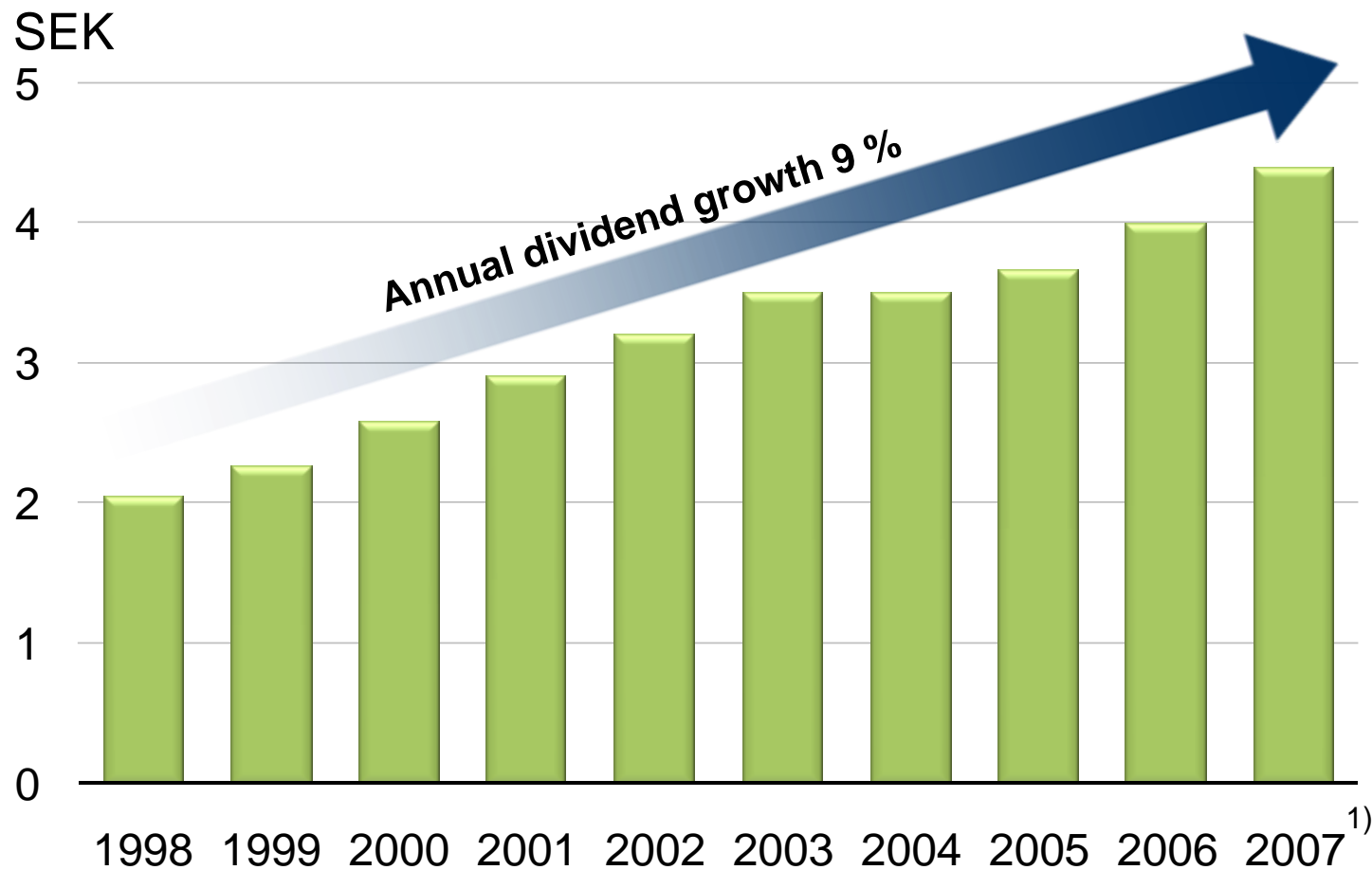
- Sales growth
- Strong increase in earnings
- Price and mix improvements
- Higher raw material costs



Key strategic events 2007



Sustained dividend growth



Proposed dividend: SEK 4.40 per share

1) Proposed dividend 2007

Outcome 2007 per business area



Forest Products



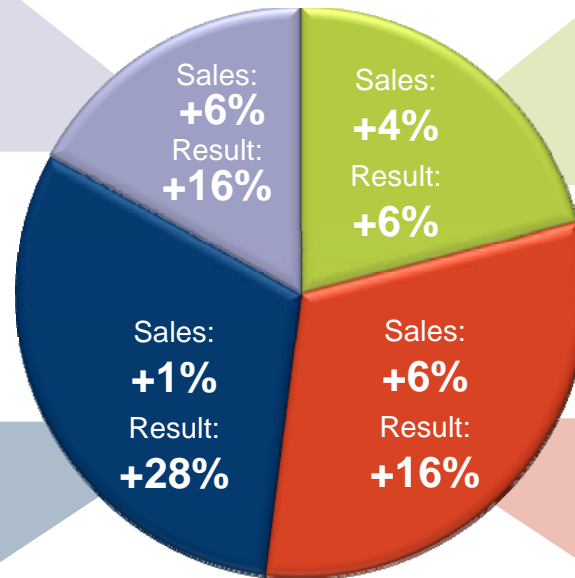
Personal Care



Packaging



Tissue



Sales 2007: SEK 106bn

Megatrends

- Aging populations
- Increasing disposable income in growth markets
- Sustainable development



Better hygiene extends
and saves lives



2008 – International year of sanitation



**World Health
Organization**

Effective and intelligent packaging solutions



Forest Products



Wind-power project with Statkraft



- Annual production of 2,800 GWh electricity
- Seven wind-power parks in Sweden
- Ownership:
 - SCA (40%)
 - Statkraft (60%)



Sustainability – an integrated part of SCA's operations



- Continued shift from coal and oil to biofuel and natural gas
- Systematic efforts to improve water consumption
- SCA's forests absorb as much carbon dioxide as emitted by the Group's production facilities



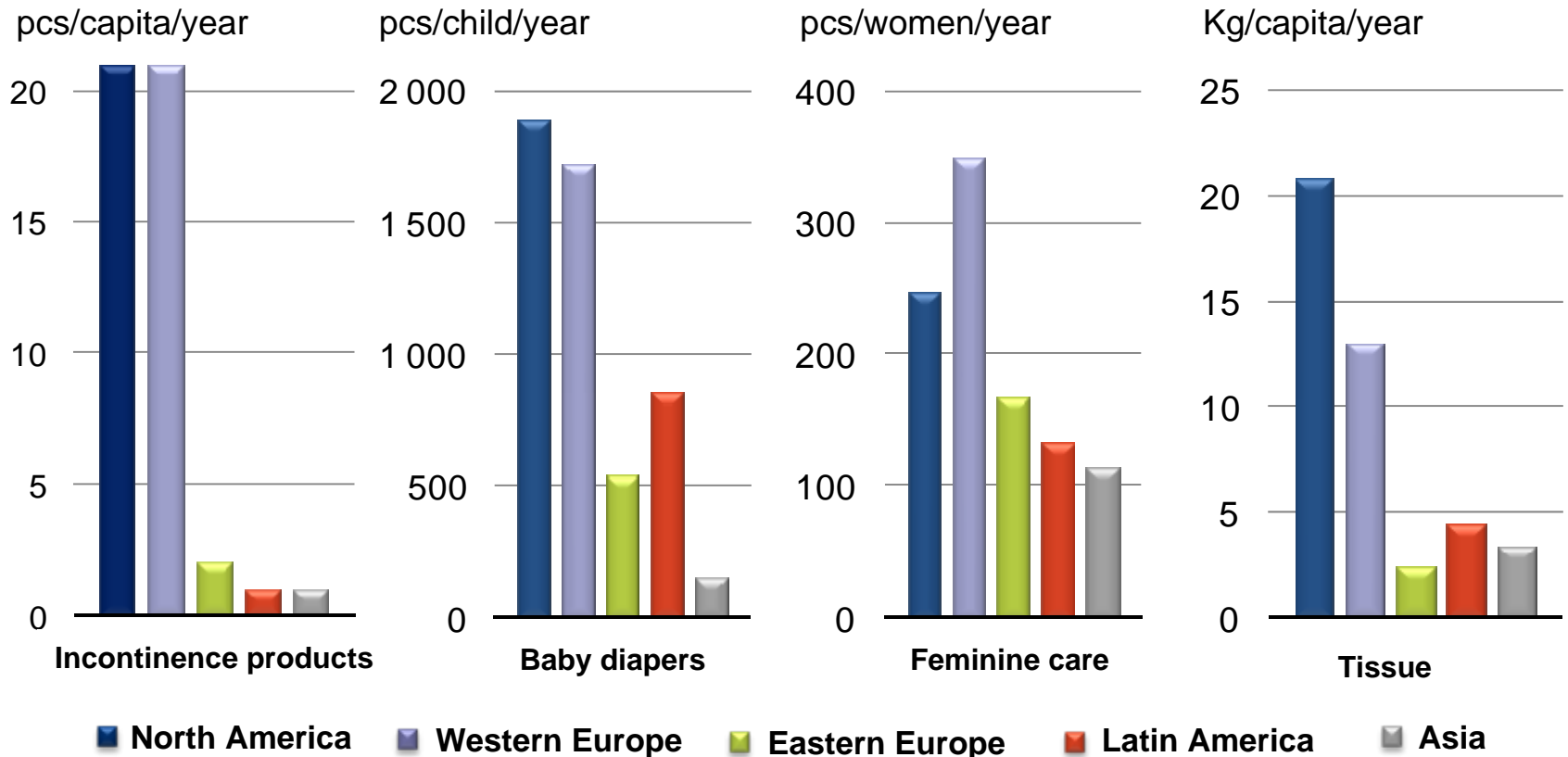
Global grip on our hygiene operations



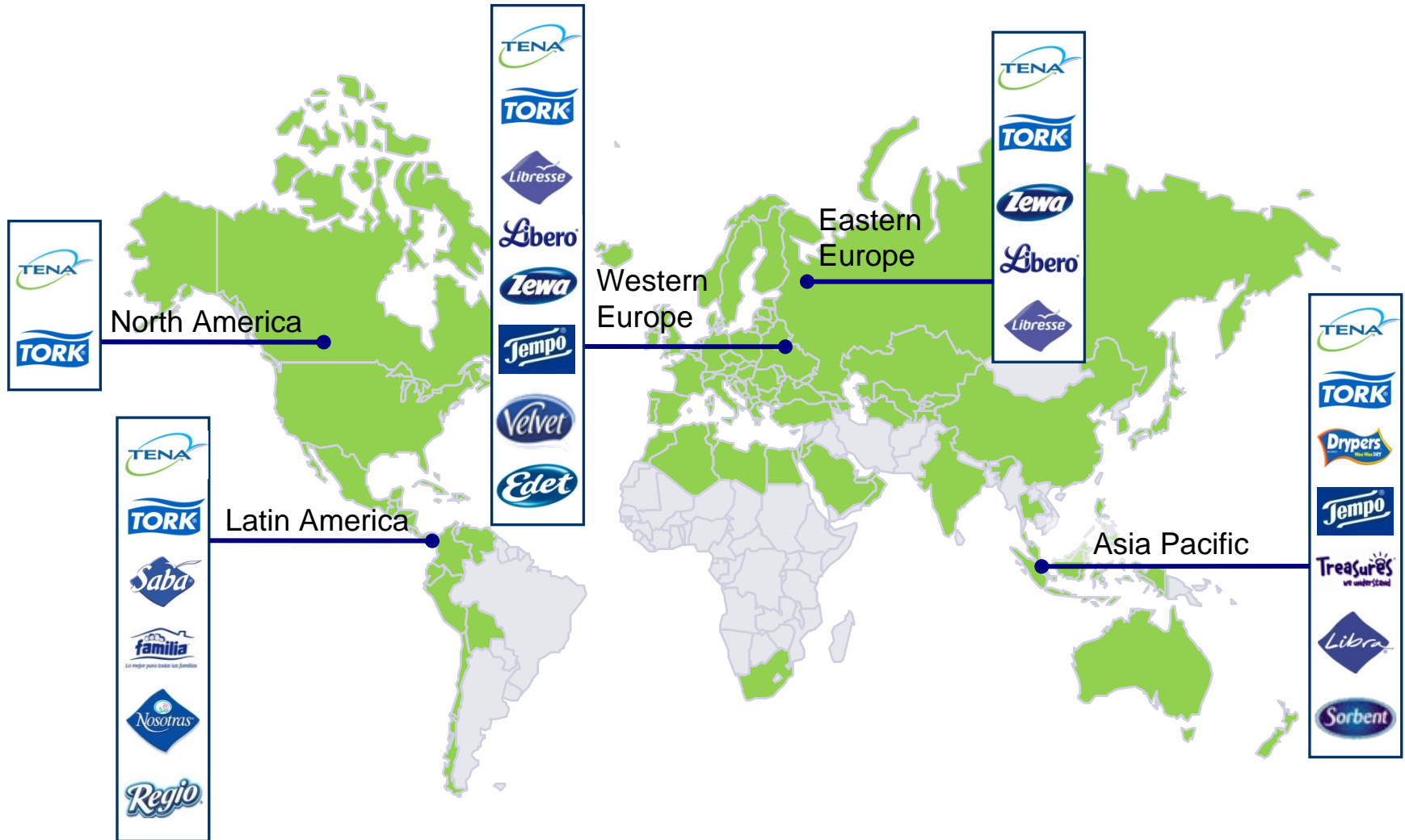
Great potential in markets with low penetration



Consumption of hygiene products

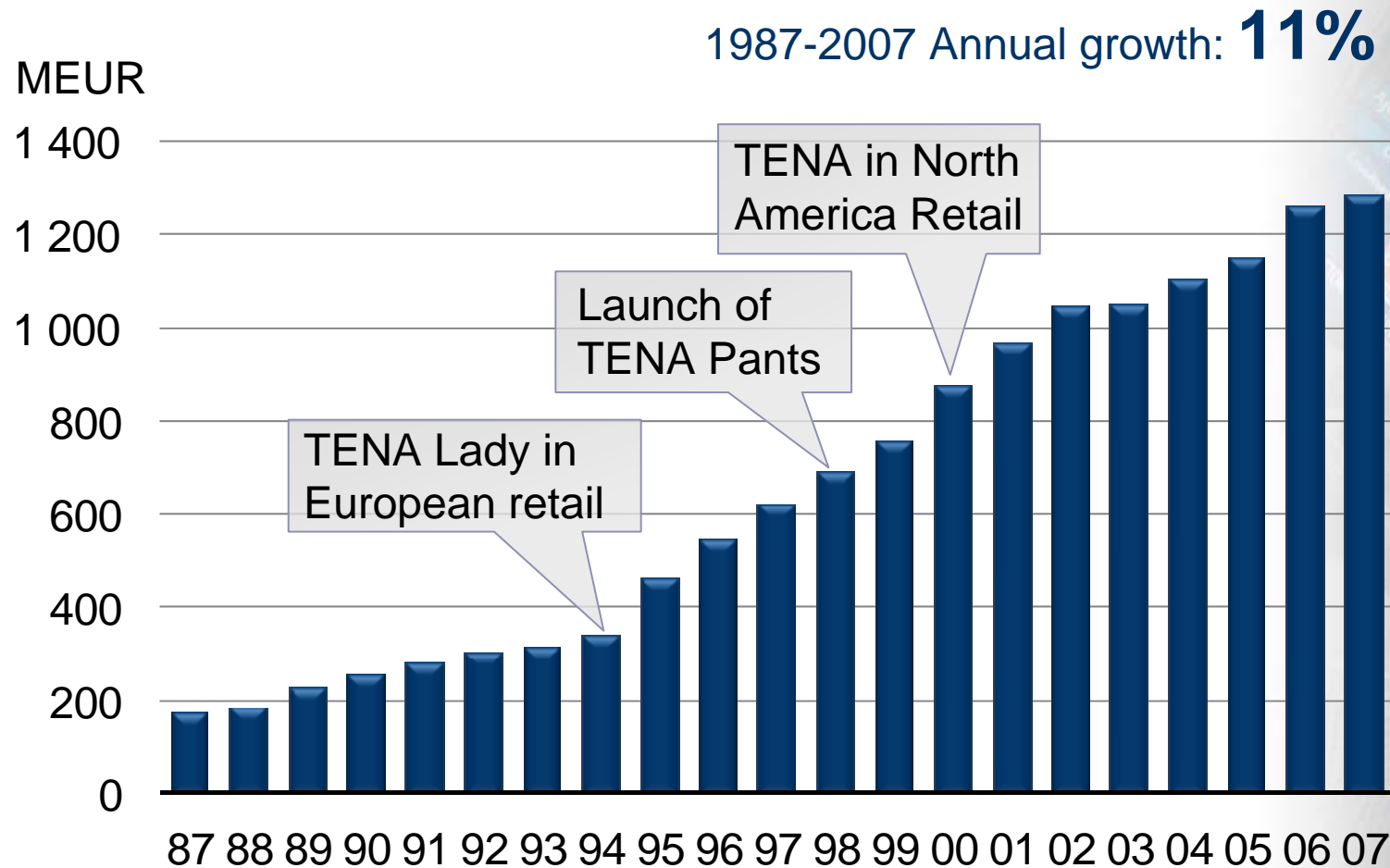


Strong brands



TENA – a success story

Sales 1987 - 2007



Prioritization of future growth opportunities



Tissue in Russia

- Mainly a branded market

SCA is the clear market leader with the Zewa brand

- ~40% market share in Russia
- TORC reached market leadership in 2006 and has a current market share of 15%



Growth



- Sales
- Earnings
- Cash flow
- Shareholder value



Increase shareholder value



essentials
for everyday life™

