



Annual General Meeting 2009

Jan Johansson, President and CEO



SCA's challenges

- Capitalize on our strong market positions in Hygiene
- Increase profitability in Tissue
- Optimize and enhance the efficiency in Packaging
- Further refine and enhance the efficiency in Forest Products
- Drive innovation
- Improve cash flow



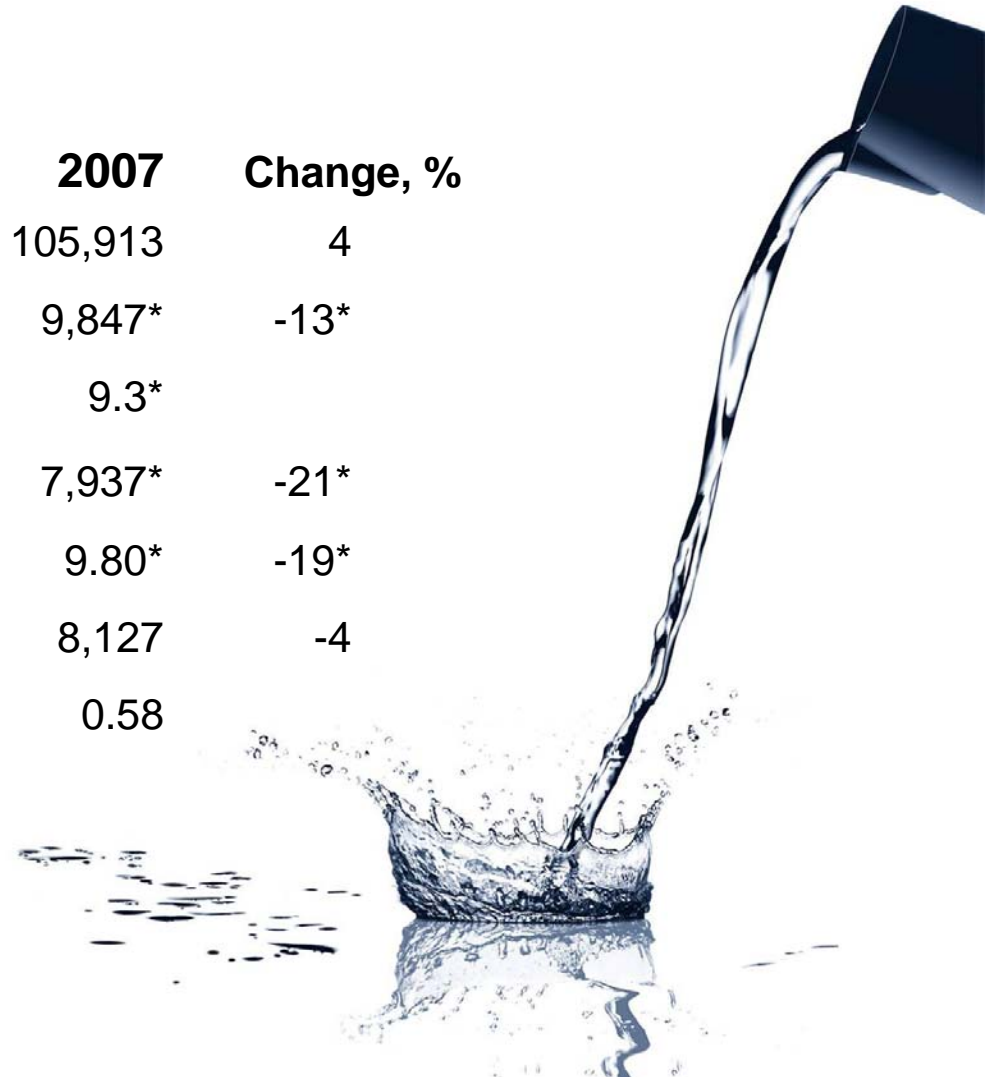
Results 2008



SEK millions

unless otherwise stated

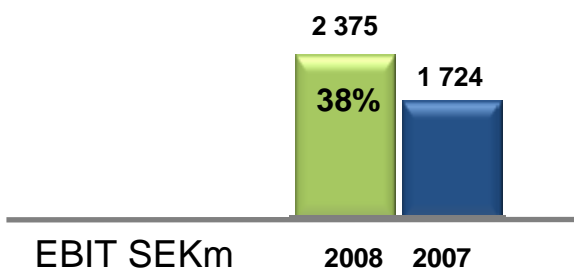
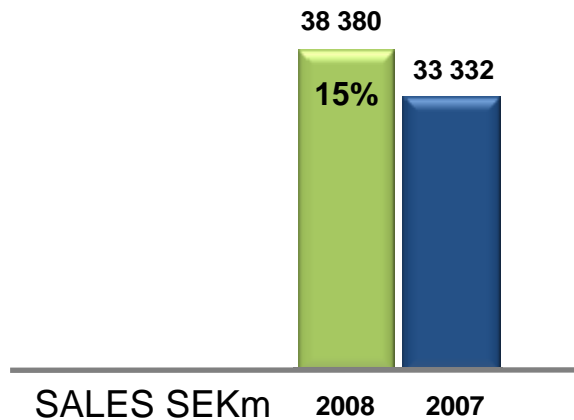
	2008	2007	Change, %
Net sales	110,449	105,913	4
EBIT	8,554	9,847*	-13*
EBIT margin (%)	7.7	9.3*	
Profit before tax	6,237	7,937*	-21*
Earnings per share (SEK)	7.94	9.80*	-19*
Operating cash flow	7,813	8,127	-4
Debt/Equity ratio	0.70	0.58	



*Adjusted for items affecting comparability totalling SEK 300m.

Tissue

Strengthened brand positions



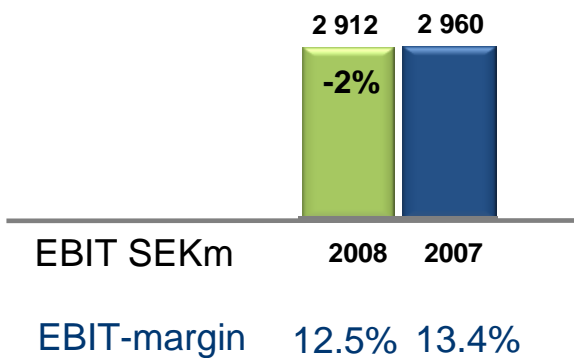
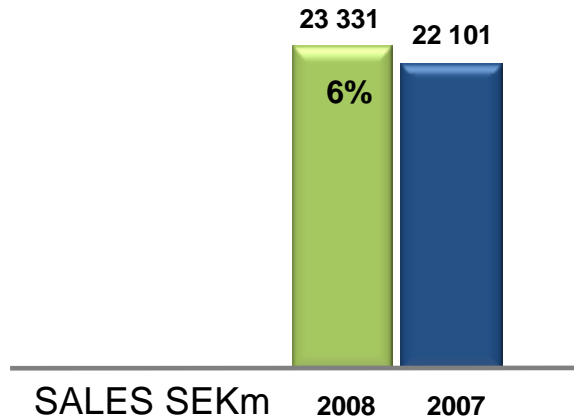
EBIT-margin 6.2% 5.2%

- Successful integration of acquired business
- Strengthened brand positions
- Implemented price increases
- Good development for Tork
- Sales growth in emerging markets 18%
- Cost increases



Personal Care

Good sales development



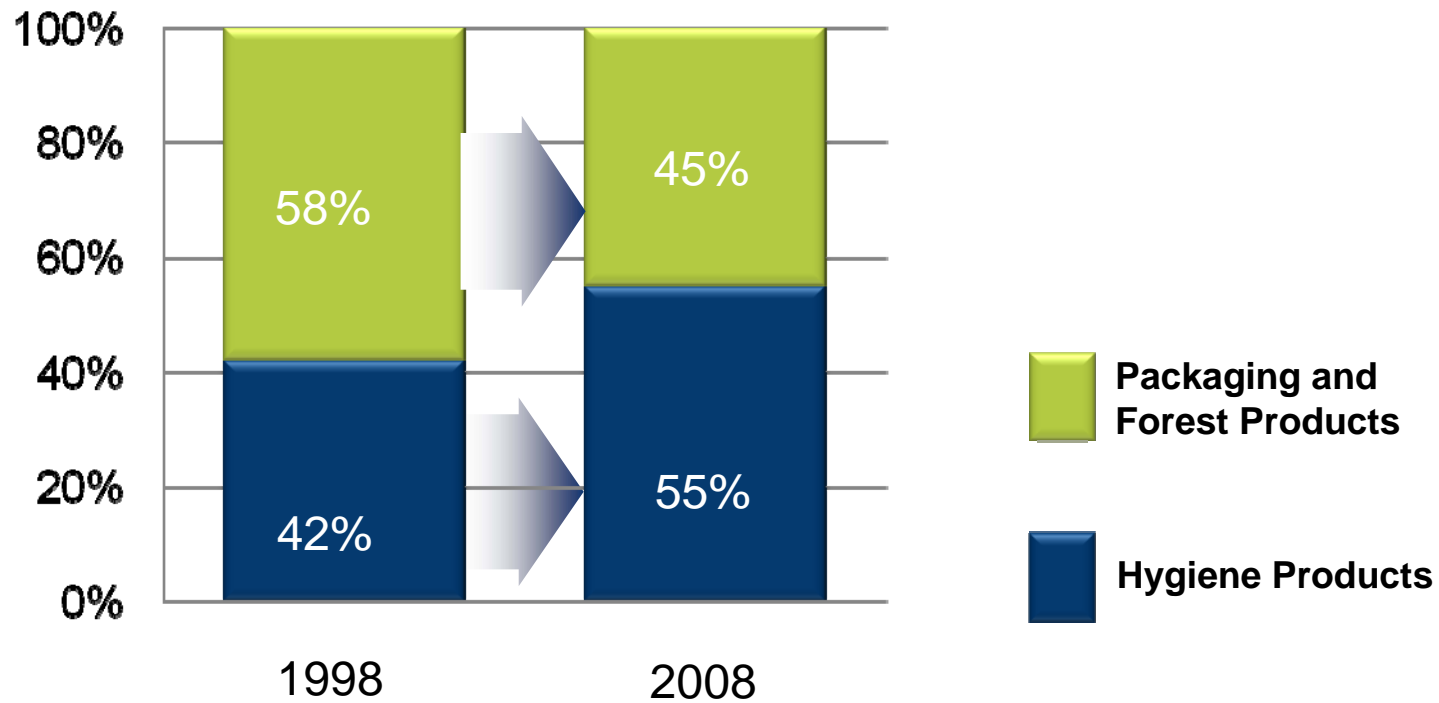
- Good sales development
- New technology in baby diaper
- Increased raw material costs
- Good development for incontinence care, especially within Healthcare
- Sales growth in emerging markets 15%



Hygiene sales increases

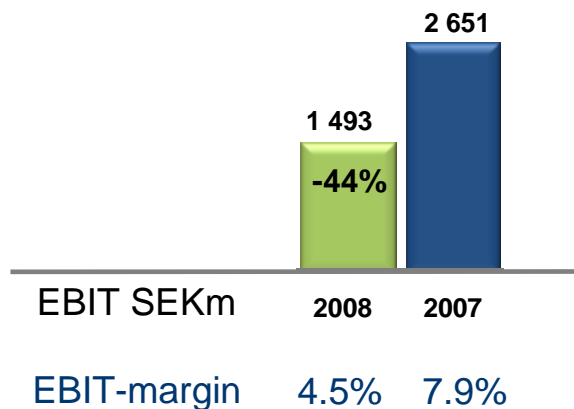
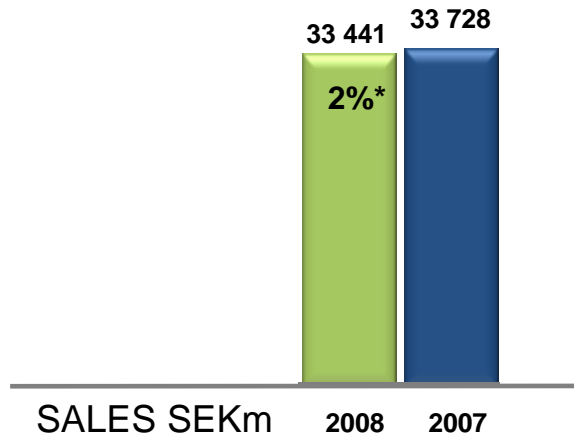


% of sales



Packaging

High inventory level and decreased demand



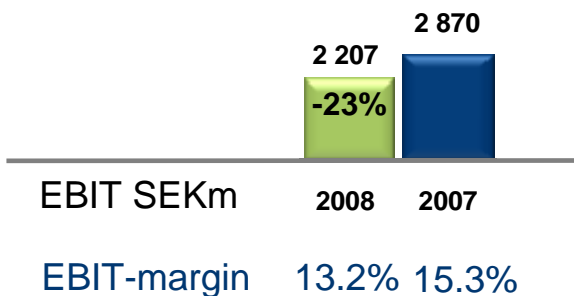
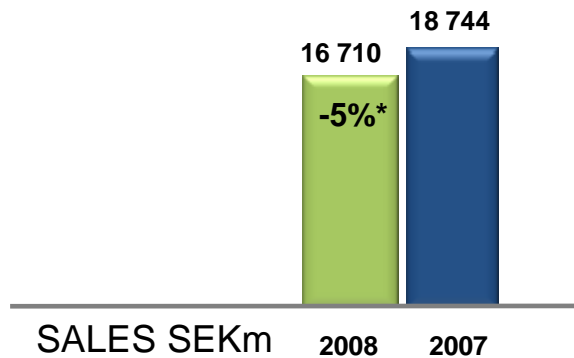
- Too high inventory levels of liner – price pressure
- Weakened demand
 - Production downtime of 149,000 tonnes liner
 - Decision to close the mill in New Hythe
- Divestment of the conventional corrugated business in UK and Ireland
- Continued restructuring and efficiency enhancements



*Adjusted for the divestment of the operations in UK and Ireland 2008 and North America 2007.

Forest Products

Earnings decline for solid-wood products



- Significantly lower earnings for solid-wood products
- Increased costs for raw material and energy
- 84 improvement projects to strengthen earnings and cash flow



* Adjusted for the transport operations now included in other income.

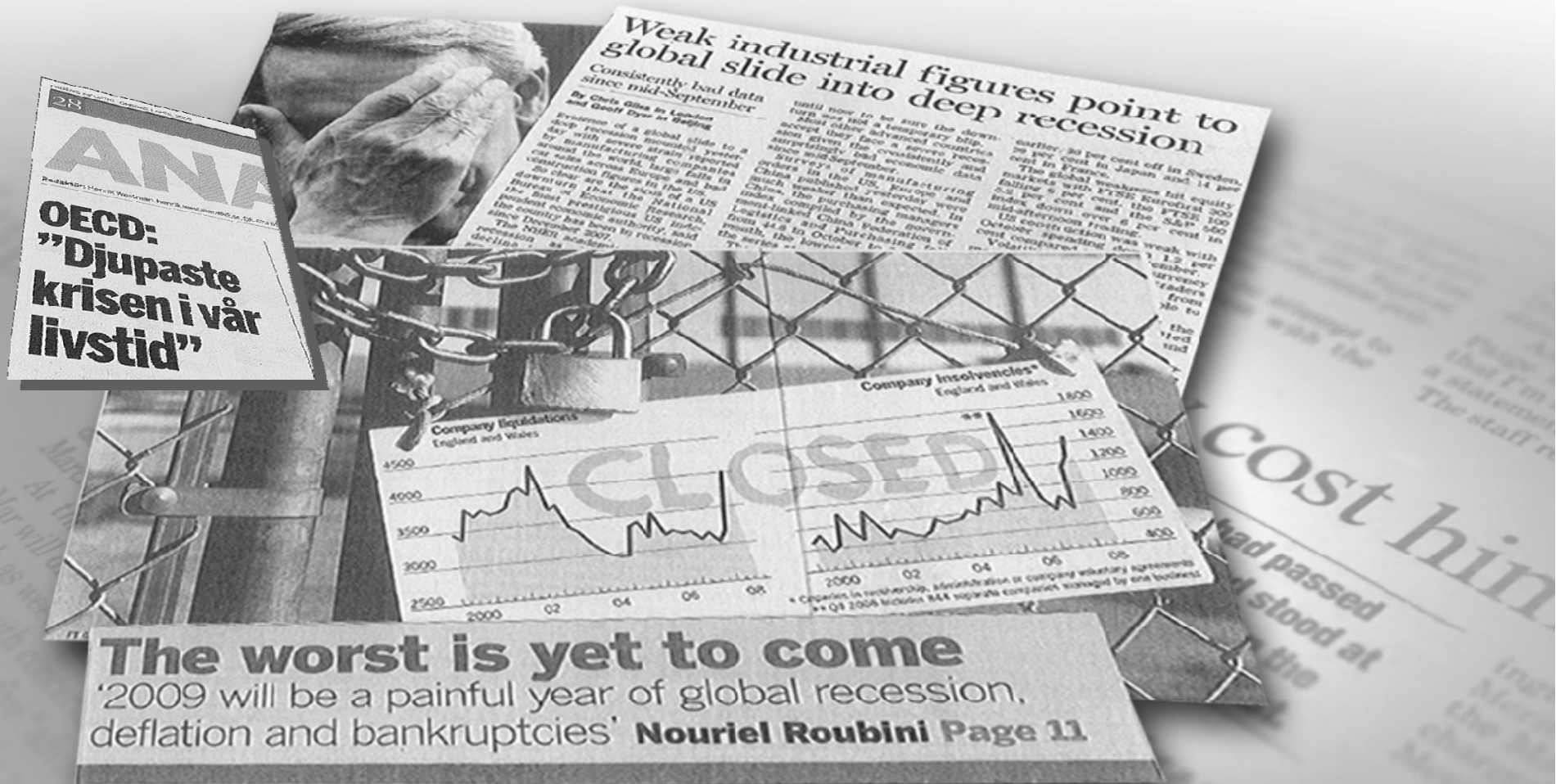
SCAs Sustainability work



- New quantified CO₂ target – fossil fuel emissions will be reduced by 20 percent 2005–2020
- SCA reports in accordance with Global Reporting Initiatives, guidelines level A
- Forest as a strategic asset



Financial crisis



Focus

Short and medium term direction



1.

COST AND
CASH FLOW

2.

CAPITAL
EFFICIENCY

3.

INNOVATIONS

Dividend 2008

- Big uncertainty in the in the general economic environment and the financial system combined with lower earnings
- Proposed dividend of 3.50 SEK (4.40)



Summary



- Strengthen the Groups cash flow
- Great opportunities for the hygiene business
- Hold on to the strategy in Forest Products
- Consolidate and enhance the efficiency in Packaging
- Innovations
- Sustainability profile





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