



# Q1 Presentation 2012

27 April, 2012



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# 2012 Q1 Highlights

- Professional displays topline growth of 3.4%
  - Stability or growth in all regions.
  - Gross margin continues to strengthen in comparison to previous year.
- Consumer (formerly Retail) showed a noticeably weak quarter.
  - Loss of private label customer and weak Easter sales main explanations for the weak performance.
  - New contracts secured in the quarter; gradually contributing from Q2 and onwards.
- Positive cash flow in a traditionally weak season.
- Evolin®, launched mid quarter with positive initial reactions from market.
- Inventory reductions caused a low utilization of capacity in Tissue.

- Net sales SEK 856 m (867)
- Underlying operating income SEK 60 m (67)
- Underlying operating margin 7.0% (7.8%)





# Market Outlook

- HORECA market long-term growing in line or slightly above GDP
  - Positive eating out trend.
  - Higher growth in take-away sector.
- Consumer segment suffers from weak demand in main markets.
- HoReCa sector still positive in main north and central European markets
  - Scandinavia & Germany continue to indicate modest growth in restaurant segment.
  - Clearly weaker demand in debt burdened southern Europe markets.
- Input material for traded goods show signs of returning to historical high levels. Pulp still below last years levels.



# HORECA Sales Development Germany (Feb 2012)

## Ausser-Haus-Markt Allgemein

Gastgewerbeumsatz Februar '12: real +2,0 %



Die Unternehmen des Gastgewerbes in Deutschland setzten im Februar 2012 nominal 4,1 % und real 2,0 % mehr um als im Februar 2011. So die Nachricht vom Statistischen Bundesamt Wiesbaden (Destatis).

Dabei gelang der Beherbergung ein nominales Plus von 4,2 % – real +3,0 %. Bei der Gastronomie belaufen sich die Mehrerlöse im Vorjahresvergleich des Monats Februar auf 3,9 % nominal – real +1,7 %. Will heißen, aktuell deutlich höhere Preissteigerungen bei Essen und Trinken als beim Schlafen.



Wirtschaftsbereich	02/2012 zu 02/2011		01-02/2012 zu 01-02/2011	
	nominal	real	nominal	real
<b>Gastgewerbe insgesamt</b>	4,1	2,0	3,2	1,3
davon:				
<b>Beherbergung</b>	4,2	3,0	3,0	1,5
<b>Gastronomie</b>	3,9	1,7	3,2	1,1

HoReCa total

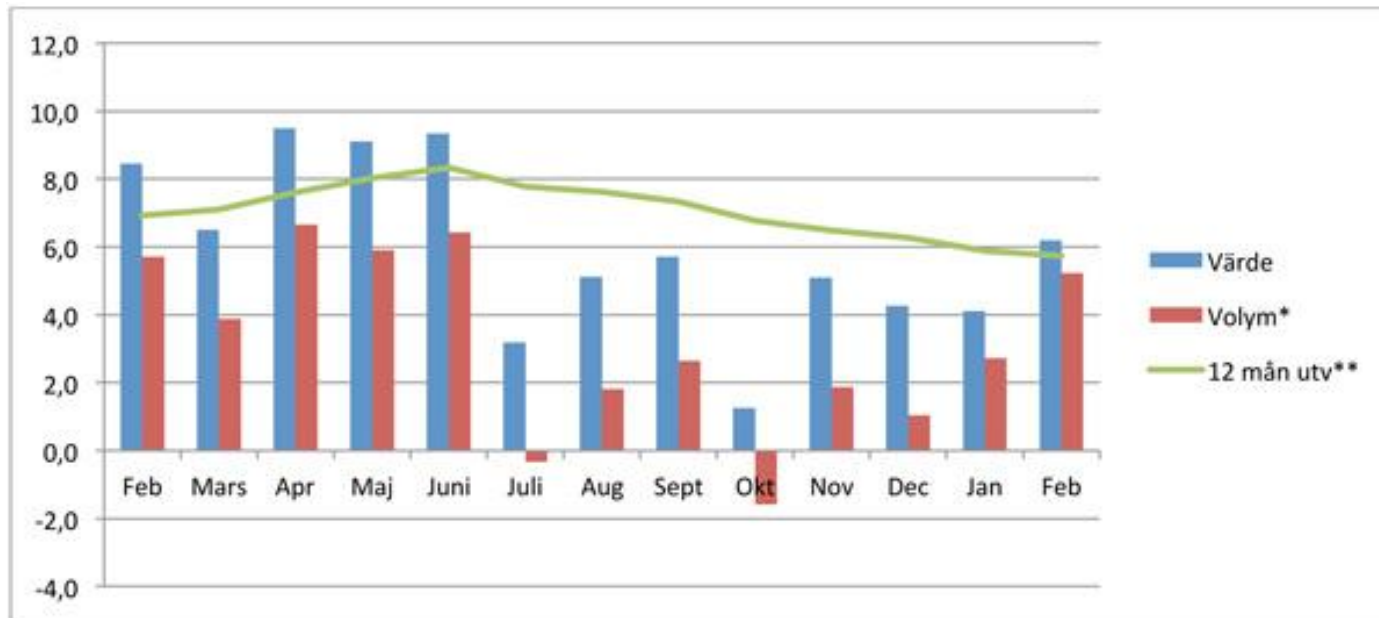


Noch wichtiger, die positive Entwicklung aus dem Jahr 2011 setzt sich 2012 fort.

[www.destatis.de](http://www.destatis.de)



# Restaurant Sales Development, Sweden (Feb 2011 – Feb 2012)



☐ +5.2% in volume in Feb and +6.2% in value.

A photograph of a restaurant table setting. In the foreground, a pink and white floral patterned napkin is folded into a rectangular shape. To its left are two silver forks. To its right are a silver knife and a silver spoon. A small, lit white candle sits in the center. Behind the candle is a small white pot with green plants, labeled 'FLOWER PLANTS'. Two wine glasses are visible on the table. The background shows other tables and chairs in a restaurant setting.

# Business Areas

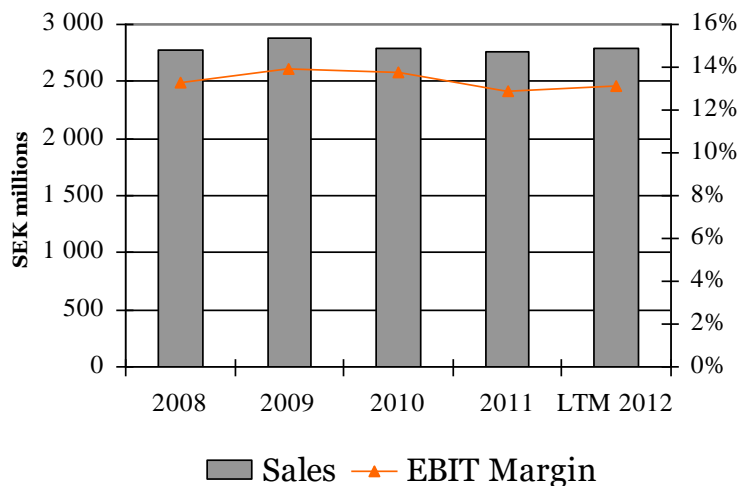




# Professional

## – Stable sales development

### *Sales and EBIT<sup>1)</sup>*



### *Geographical split – sales Q1 2012*

Net sales Professional	Q1 2012	Q1 2011	Growth	Growth at fixed exchange rates
Nordic	140	142	-1.4%	-1.4%
Central Europe	377	359	5.0%	4.2%
South & East Europe	99	96	3.1%	4.2%
Rest of the World	10	7	42.9%	42.9%
<b>TOTAL</b>	<b>626</b>	<b>605</b>	<b>3.6%</b>	<b>3.4%</b>

- Stability with modest growth in all Regions.
- Gross margin continues to strengthen in comparison to previous year and main contributor to result improvement.
- Evolin rolled out step by step in all major markets.

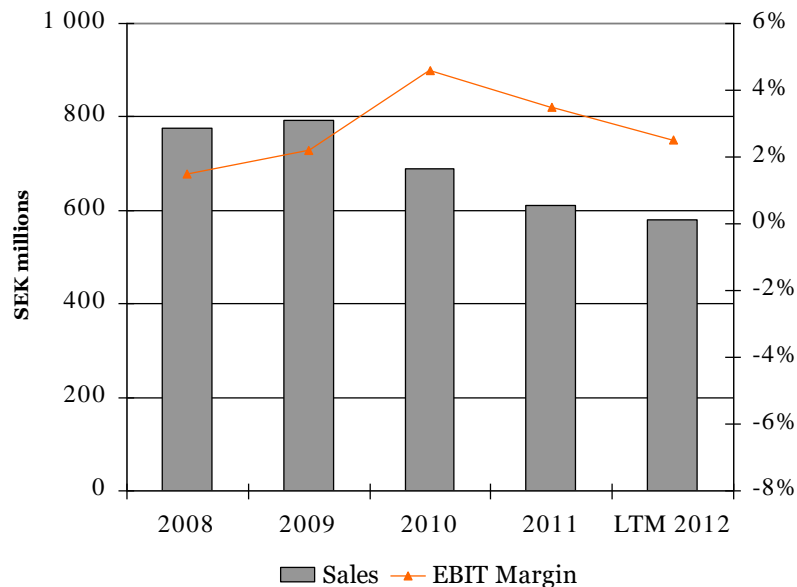
1) Excluding non-recurring costs and market valuation of derivatives



# Consumer (formerly Retail)

– Weak quarter due to poor volumes

## Sales and EBIT<sup>1)</sup>



## Geographical split - sales Q1 2012

Net sales Consumer	Q1 2012	Q1 2011	Growth	Growth at fixed exchange rates
Nordic	15	19	-21.1%	-21.1%
Central Europe	108	132	-18.2%	-18.2%
South & East Europe	4	8	-50.0%	-50.0%
Rest of the World	0	0	100.0%	100.0%
<b>TOTAL</b>	<b>127</b>	<b>159</b>	<b>-20.1%</b>	<b>-20.4%</b>

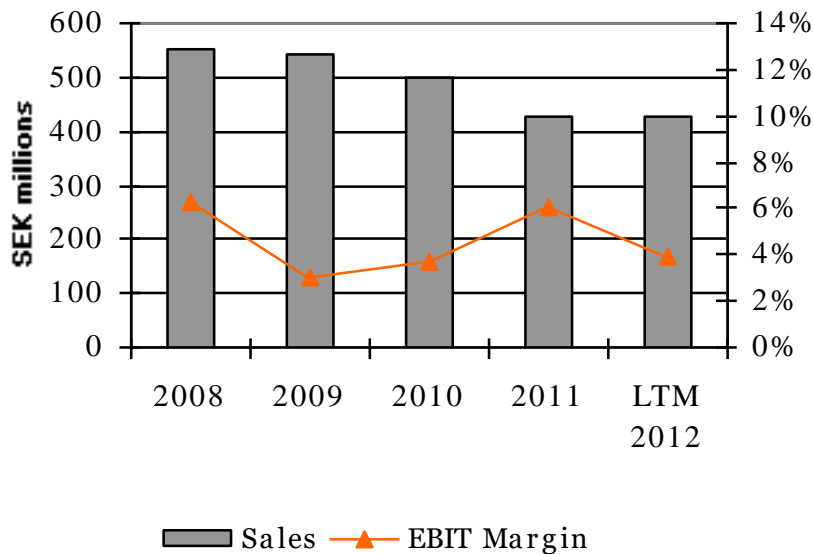
- Easter seasonal sales have decreased in importance compare to past years. Moreover Duni had less success in gaining promotions.
- Albeit the loss of a major private label customer influencing the quarter negatively, several new contracts were secured.

1) Excluding non-recurring costs and market valuation of derivatives

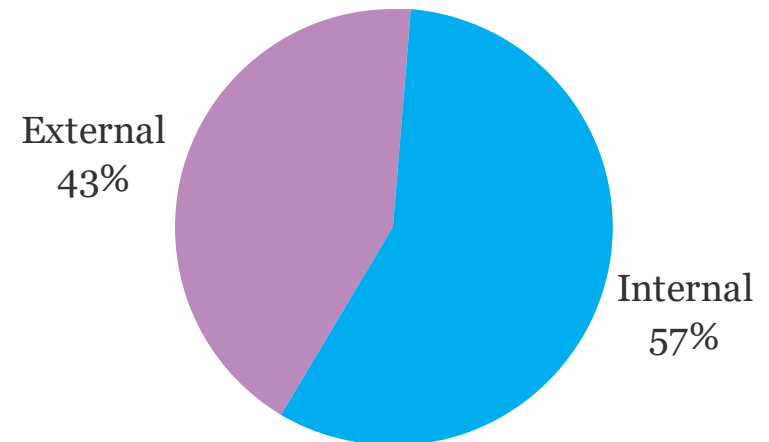
# Tissue

– Low utilization degree in the quarter

## *Sales and EBIT*



## *Sales mix Q1 2012*



- Low utilization in the quarter, due to inventory reduction, main reason for lower result.
- Underlying performance remains stable.



# Financials





# Inventory reduction influencing Gross Margin

<i>SEKm</i>	Q1 2012	Q1 2011	Q1 LTM 2012	FY 2011
Net sales	856	867	3 796	3 807
Gross profit	227	227	1 031	1 031
Gross margin	26.5 %	26.2 %	27.2%	27.1%
Selling expenses	-122	-118	-445	-441
Administrative expenses	-42	-42	-173	-172
R&D expenses	-8	-6	-31	-30
Other operating net	2	1	3	0
<b>Operating income (reported)</b>	<b>57</b>	<b>61</b>	<b>384</b>	<b>388</b>
Non-recurring items <sup>1)</sup>	-3	-7	-12	-16
<b>Operating income (underlying)</b>	<b>60</b>	<b>67</b>	<b>397</b>	<b>404</b>
Operating margin (underlying)	7.0 %	7.8 %	10.4 %	10.6 %
Financial net	-7	-6	-31	-30
Taxes	-13	-15	-97	-98
Net income	37	41	257	261
Earnings per share	0.78	0.86	5.47	5.54

1) Restructuring costs and market valuation of derivatives





# Improved profitability in Professional; weak performance in Consumer & Tissue

SEKm		Q1 2012	Q1 2011	Q1 LTM 2012	FY 2011
<i>Professional</i>	Net sales	626	604	2 788	2 766
	Operating income <sup>1)</sup>	61	53	366	357
	Operating margin	9.8%	8.7%	13.1%	12.9%
<i>Consumer</i>	Net sales	127	159	580	612
	Operating income <sup>1)</sup>	-1	6	14	21
	Operating margin	-0.9%	3.5%	2.5%	3.4%
<i>Tissue</i>	Net sales	104	104	427	428
	Operating income <sup>1)</sup>	0	9	17	25
	Operating margin	0.2%	8.7%	3.9%	5.9%
<i>Duni</i>	<b>Net sales</b>	<b>856</b>	<b>867</b>	<b>3 796</b>	<b>3 807</b>
	<b>Operating income<sup>1)</sup></b>	<b>60</b>	<b>67</b>	<b>397</b>	<b>404</b>
	<b>Operating margin</b>	<b>7.0%</b>	<b>7.8%</b>	<b>10.4</b>	<b>10.6%</b>

1) Excluding non-recurring cost and market valuation of derivatives



# Seasonally strong cash flow

<i>SEKm</i>	Q1 2012	Q1 2011	Q1 LTM 2012	FY 2011
EBITDA <sup>1)</sup>	88	95	504	511
Capital expenditure	-39	-38	-378	-377
Change in; Inventory	-16	-56	3	-37
Accounts receivable	75	26	13	-36
Accounts payable	-15	-69	46	-8
Other operating working capital	-57	-2	-32	23
Change in working capital	-13	-101	30	-58
Operating cash flow	36	-44	156	76

1) Excluding non-recurring costs and market valuation of derivatives



# Net debt reduction in Quarter 1

SEKm	Q1 2012	Q1 2011	FY 2011
Goodwill	1 199	1 199	1 199
Tangible and intangible fixed assets	898	639	888
Net financial assets <sup>1)</sup>	215	255	210
Inventories	485	491	470
Accounts receivable	584	600	663
Accounts payable	-287	-242	-302
Other operating assets and liabilities <sup>3)</sup>	-239	-266	-300
<b>Net assets</b>	<b>2 855</b>	<b>2 676</b>	<b>2 827</b>
Net debt	732	647	745
Equity	2 124	2 029	2 082
<b>Equity and net debt</b>	<b>2 855</b>	<b>2 676</b>	<b>2 827</b>
ROCE <sup>2)</sup>	15%	18%	17%
ROCE <sup>2)</sup> w/o Goodwill	28%	35%	29%
Net debt / Equity	34%	32%	36%
Net debt / EBITDA <sup>2)</sup>	1.5	1.2	1.5

1) Deferred tax assets and liabilities + Income tax receivables and payables

2) Excluding non-recurring costs and market valuation of derivatives

3) Including restructuring provision and derivatives



# Strategic challenge





# Financial Targets

Sales growth > 5%

- Organic growth of 5% over a business cycle
- Consider acquisitions to reach new markets or to strengthen current market positions

EBIT margin > 10%

- Top line growth – premium focus
- Improvements in manufacturing, sourcing and logistics

Dividend payout ratio 40+%

- Target at least 40% of net profit

**Q1 LTM  
2012**

0%  
(at fixed  
exchange rates)

10.4%

3.50 SEK  
per share  
(proposal)



# Exploring Different Growth Paths



*New Horeca  
concepts*

*Core geography*

*New geography*

Concept  
expansion

*Table top*

Market  
Penetration

Platform  
expansion



Supported by new organizational structure

