



Q2 Presentation 2012

13 July, 2012



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2012 Q2 Highlights

- Professional sales behind last year; -2.2%
 - Weaker macro economic environment affecting consumer confidence.
 - Albeit volume decrease, profitability improved thanks to strong gross margin and cost control.
- Consumer recovered in second quarter
 - Adjusted for loss of one large private label customer, Consumer had a small growth in the second quarter.
 - Important new contracts secured during second quarter will start to contribute in the third quarter 2012.
- Tissue stable
 - Production volumes improving, however trial runs burden the profit margin.
- Significantly lower investment level in the second quarter.

- Net sales SEK 934 m (960)
- Underlying operating income SEK 90 m (88)
- Underlying operating margin 9.6% (9.1%)



Market Outlook

- HORECA market long-term growing in line or slightly above GDP
 - Positive eating out trend.
 - Higher growth in take-away sector.
- Slowdown in Europe related to sovereign debt crisis affects demand.
- HoReCa sector deteriorated in the second quarter
 - Sweden one of few markets with positive growth within HoReCa segment.
- Main raw materials lower than Q2 2011, however weak EUR vs USD has a negative impact.



HORECA Sales Development Germany (April 2012)

Ausser-Haus-Markt Allgemein



Gastgewerbeumsatz im April 2012: real um 1,2 % gesunken

Die Unternehmen des Gastgewerbes in Deutschland setzten im April 2012 nominal 1,0 % mehr und real 1,2 % weniger um als im April 2011. So die Ergebnisse des Statistischen Bundesamtes (Destatis).



Im Detail geschaut:
Beherbergung – 3,0 % nominales Plus und 0,4 % reales Plus.
Gastronomie – nominal gesehen eine ± 0 -Runde und real betrachtet minus 2,0 %.

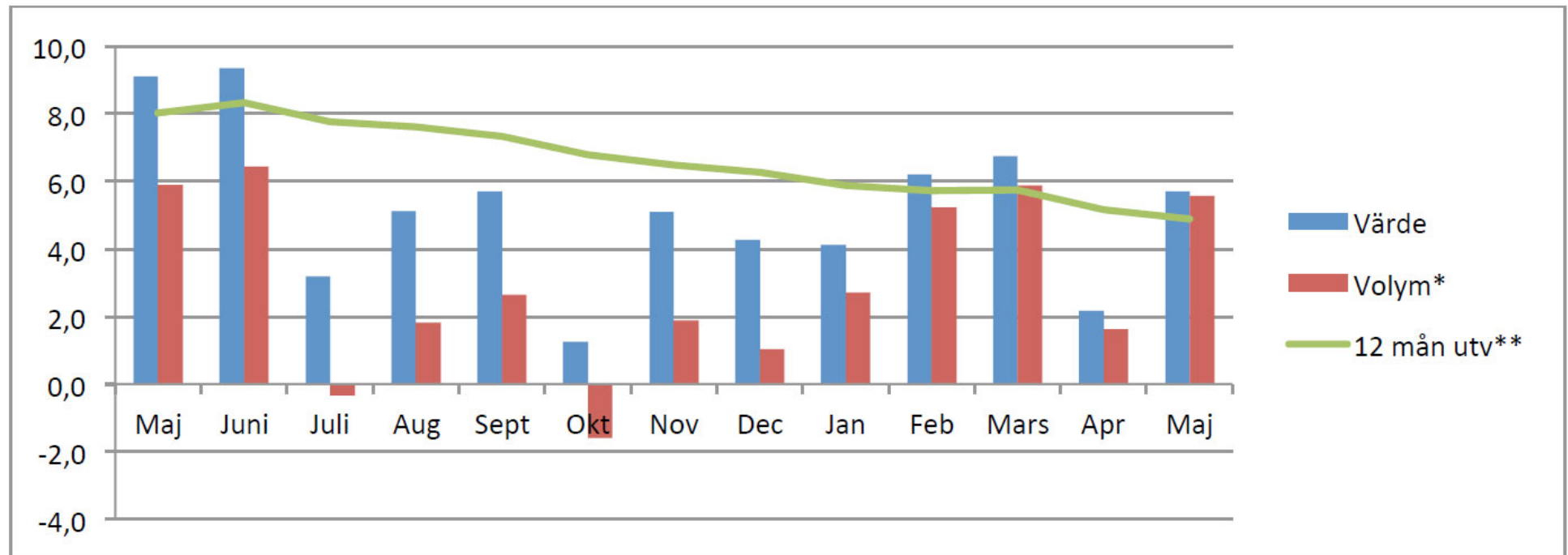


HoReCa total →

Wirtschaftsbereich	04/2012 zu 04/2011		01-04/2012 zu 01-04/2011	
	nominal	real	nominal	real
Gastgewerbe insgesamt	1,0	-1,2	3,0	0,9
davon:				
Beherbergung	3,0	0,4	3,7	1,7
Gastronomie	0,0	-2,0	2,6	0,5



Restaurant Sales Development, Sweden (May 2011 – May 2012)



☐ +5.6% in volume in May and +5,7% in value.



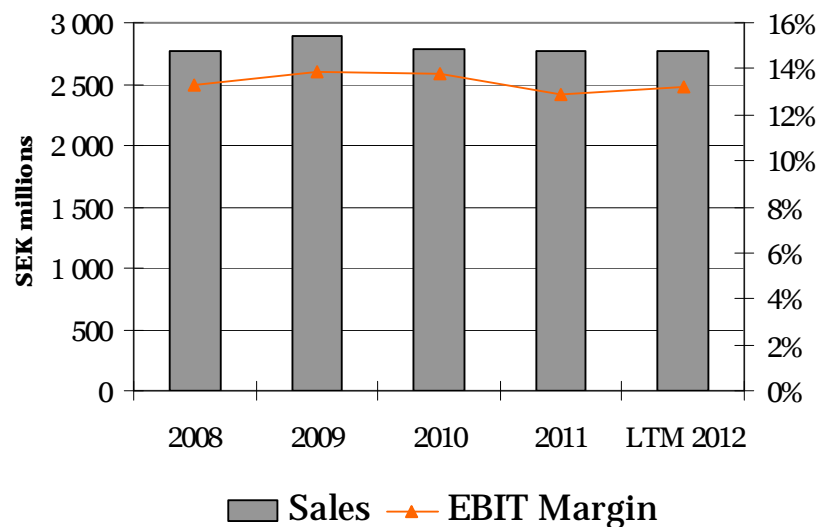
Business Areas



Professional

–Strong gross margin

Sales and EBIT¹⁾



Geographical split – sales Q2 2012

Net sales Professional	Q2 2012	Q2 2011	Growth	Growth at fixed exchange rates
Nordic	160	162	-1.2%	-1.2%
Central Europe	402	418	-3.8%	-3.8%
South & East Europe	128	131	-2.3%	0.0%
Rest of the World	8	6	33.3%	33.3%
TOTAL	699	717	-2.5%	-2.2%

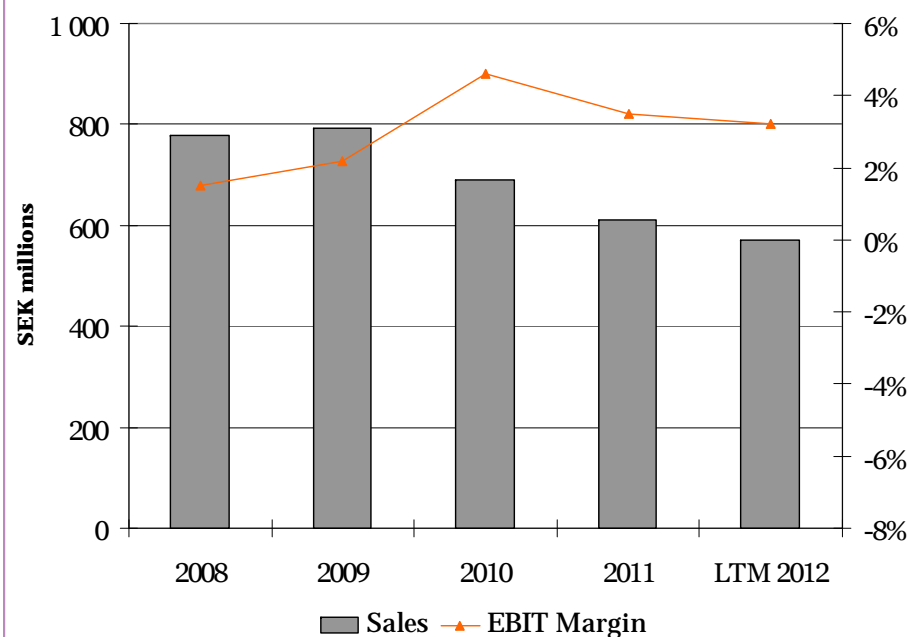
- Second quarter sales negatively influenced by softer markets and discontinued low margin business in UK.
- EBIT margin increased following strong gross margin and cost control.

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

Consumer (formerly Retail)

– Recovering from weak Quarter 1

Sales and EBIT¹⁾



Geographical split - sales Q2 2012

Net sales Consumer	Q2 2012	Q2 2011	Growth	Growth at fixed exchange rates
Nordic	18	21	-14.3%	-14.3%
Central Europe	103	104	-1.0%	-1.9%
South & East Europe	4	9	-55.6%	-55.6%
Rest of the World	0	1	-100.0%	-100.0%
TOTAL	126	135	-6.7%	-7.2%

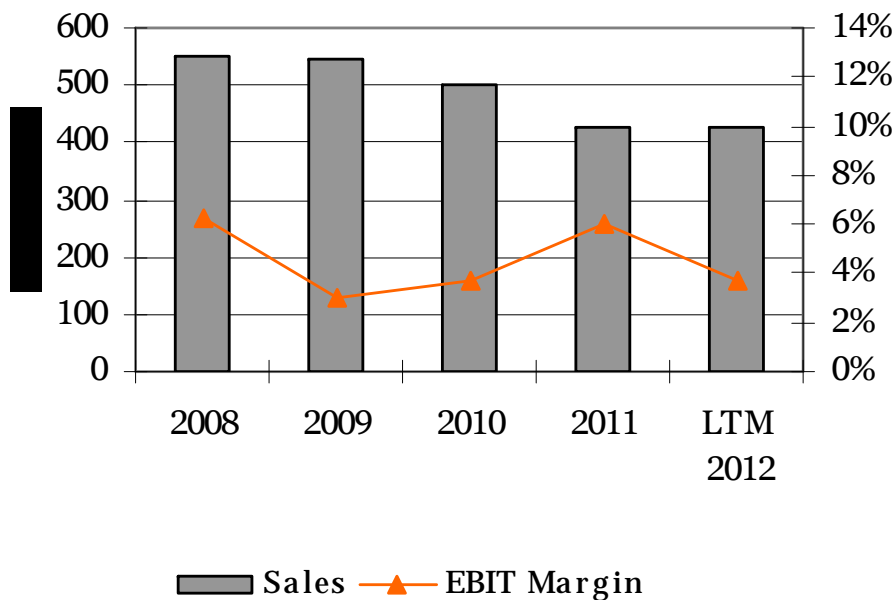
- Volumes recovered from weak Q1, however still behind last year due to loss of one dominant private label-customer in 2011.
- New significant accounts secured in Q2 which from Q3 will influence sales positively.

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

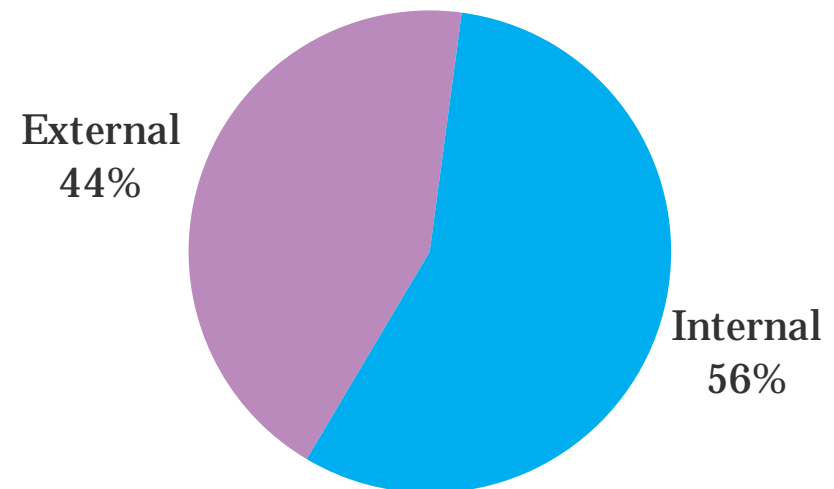
Tissue

– Stable versus last year

Sales and EBIT



Sales mix Q2 2012



- Slightly better capacity utilization.
- Trial runs and installation of new equipment influenced Q2 negatively.





Financials



Operating Margin 9.6%

<i>SEKm</i>	Q2 2012	Q2 2011	Q2 YTD 2012	Q2 YTD 2011	Q2 LTM 2012	FY 2011
Net sales	934	960	1 790	1 827	3 769	3 807
Gross profit	245	241	472	468	1 035	1 031
Gross margin	26.2 %	25.1 %	26.4 %	25.6 %	24.5 %	27.1%
Selling expenses	-108	-110	-230	-227	-444	-441
Administrative expenses	-40	-43	-83	-85	-170	-172
R&D expenses	-8	-7	-15	-14	-31	-30
Other operating net	-1	5	1	5	-3	0
Operating income (reported)	87	86	145	147	386	388
Non-recurring items ¹⁾	-2	-2	-5	-8	-12	-16
Operating income (underlying)	90	88	150	155	398	404
Operating margin (underlying)	9.6 %	9.1 %	8.4 %	8.5 %	10.6 %	10.6 %
Financial net	-10	-7	-17	-12	-34	-30
Taxes	-21	-20	-35	-35	-98	-98
Net income	56	59	93	99	254	261
Earnings per share	1.19	1.25	1.97	2.11	5.40	5.54

1) Restructuring costs and market valuation of derivatives



Operating margin improving in Professional and Consumer

<i>SEKm</i>		Q2 2012	Q2 2011	Q2 YTD 2012	Q2 YTD 2011	Q2 LTM 2012	FY 2011
<i>Professional</i>	Net sales	699	717	1 324	1 320	2 770	2 766
	Operating income ¹⁾	90	91	151	144	365	357
	Operating margin	12.9%	12.7%	11.4%	10.9%	13.2%	12.9%
<i>Consumer</i>	Net sales	126	135	253	293	572	612
	Operating income ¹⁾	0	-4	-1	1	18	21
	Operating margin	-0.2%	-3.0%	-0.6%	0.5%	3.2%	3.4%
<i>Tissue</i>	Net sales	109	109	213	214	427	428
	Operating income ¹⁾	0	1	0	10	16	25
	Operating margin	-0.3%	0.5%	0.0%	4.5%	3.7%	5.9%
<i>Duni</i>	Net sales	934	960	1 790	1 827	3 769	3 807
	Operating income¹⁾	90	88	150	155	398	404
	Operating margin	9.6%	9.1%	8.4%	8.5%	10.6%	10.6%

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



Strong Cash Flow

<i>SEKm</i>	Q2 2012	Q2 2011	Q2 YTD 2012	Q2 YTD 2011	Q2 LTM 2012	FY 2011
EBITDA¹⁾	118	114	206	208	515	511
Capital expenditure	-27	-81	-66	-119	-323	-377
<i>Change in;</i>						
Inventory	12	29	-4	-26	-54	-37
Accounts receivable	-57	-87	18	-61	-6	-36
Accounts payable	-1	61	-16	-8	-70	-8
Other operating working capital	29	21	-28	19	31	23
Change in working capital	-17	24	-30	-76	-99	-58
Operating cash flow	74	57	110	13	93	76

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



Net Debt stable despite major investments LTM

<i>SEKm</i>	Q2 2012	Q2 2011	FY 2011
Goodwill	1 199	1 199	1 199
Tangible and intangible fixed assets	891	703	888
Net financial assets ¹⁾	204	248	210
Inventories	469	467	470
Accounts receivable	636	704	663
Accounts payable	-282	-311	-302
Other operating assets and liabilities ³⁾	-269	-294	-300
Net assets	2 847	2 715	2 827
Net debt	830	793	745
Equity	2 017	1 922	2 082
Equity and net debt	2 847	2 715	2 827
ROCE ²⁾	15%	17%	17%
ROCE ²⁾ w/o Goodwill	28%	34%	29%
Net debt / Equity	41%	41%	36%
Net debt / EBITDA ²⁾	1.6	1.5	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

**Q2 LTM
2012**

Sales growth > 5%

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

-2,0%
(at fixed
exchange rates)

EBIT margin > 10%

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

10,6%

Dividend payout
ratio 40+%

- Target at least 40% of net profit

3.50 SEK
per share



Exploring Different Growth Paths



*New Horeca
concepts*

Core geography

New geography

Concept
expansion



Table top

Market
Penetration

Platform
expansion



Supported by new organizational structure





Thank you!