

# Ahlstrom Capital Markets Day 2011

Solid strategy execution

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# Label and Processing overview

**Release & Label Papers:** Release base papers and face stock label papers for the PSA (Pressure Sensitive Adhesive) labeling industry:

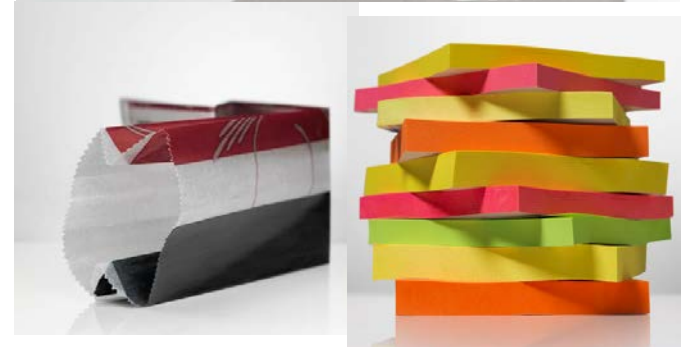
- Release Papers
- Face-stock label papers

**Graphics & Packaging:** Papers for food, non-food packaging, for labeling as well as for graphic applications:

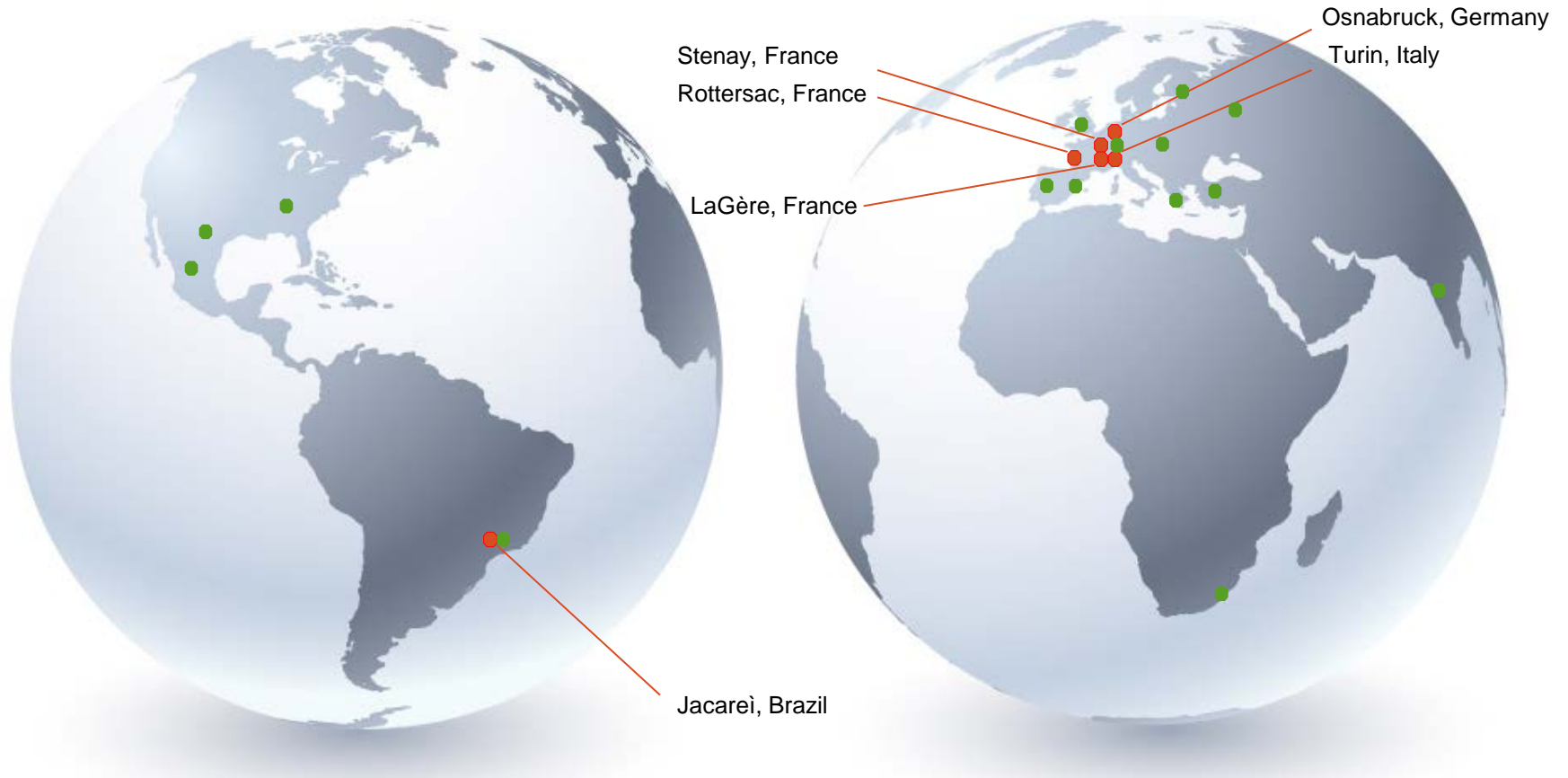
- Flexible Packaging
- Metalizing
- Graphic & Industrial

**Processing:** Base papers for posters, abrasive and furniture foils.

- Poster
- Abrasive
- Pre Impregnated / Furniture Foils



# Label and Processing: Global platform



● Sales office

# Market drivers and opportunities

# Release & Label – Market drivers and opportunities

Market	Drivers	Market growth estimates*
Europe	<ul style="list-style-type: none"><li>- Economic growth</li><li>- Concentration of laminators / siliconisers</li><li>- Total cost of ownership</li><li>- Sustainability</li></ul>	2-3%
Americas	<ul style="list-style-type: none"><li>- Economic growth</li><li>- Substitution of other decoration technologies</li><li>- Concentration of laminators / siliconisers</li></ul>	North America: 1-2% South America: 8-10%
Asia	<ul style="list-style-type: none"><li>- Economic growth</li><li>- Substitution of other decoration technologies</li><li>- Ongoing investments in paper, converting, consumer goods</li></ul>	8-10%

\*Expected average annual growth rate for the next three years.

# Graphics & Packaging – Market drivers and opportunities

Market	Drivers	Market growth estimates*
Europe	<ul style="list-style-type: none"><li>- Economic growth</li><li>- Packaging trends</li><li>- Cost</li><li>- Sustainability</li></ul>	1-2%
Americas	<ul style="list-style-type: none"><li>- Economic growth</li><li>- South American beer market growth</li><li>- Label &amp; packaging converting expanding in South America</li></ul>	North America: 1-2% South America: 8-12%
Asia	<ul style="list-style-type: none"><li>- Economic growth</li><li>- Beer market growth</li><li>- Label &amp; packaging converting expanding in Asia</li></ul>	8-10%

\*Expected average annual growth rate for the next three years.

# Processing – Market drivers and opportunities

Market	Drivers	Market growth estimates*
Europe	<ul style="list-style-type: none"><li>- Growth of pre-impregnated paper in furniture</li></ul>	2-3%
Americas	<ul style="list-style-type: none"><li>- Low growth in pre-impregnated papers</li><li>- Climate driving use of PVC for moisture resistant outdoor posters</li></ul>	North America: 2-3% South America: 5%
Asia	<ul style="list-style-type: none"><li>- High growth of pre-impregnated papers in furniture</li><li>- Climate driving use of PVC for moisture resistant outdoor posters</li><li>- Growth in abrasive industry</li></ul>	7-8%

\*Expected average annual growth rate for the next three years.



# Strategic priorities and success factors

# Strategic priorities

- Strategic priorities:
  - Focus on cost effective materials with sustainable features
  - Release & Label: grow release liners globally
- Key capabilities allowing us to stay ahead:
  - In-depth technical knowledge of customer processes
  - Established, long-term presence in the markets served
  - Broad product range coupled with customized offerings
  - Continuous improvement in manufacturing and product innovation to reduce total costs for customers
  - Focus on sustainably managed renewable resources: cellulose from FSC and PEFC certified suppliers

<b>Business unit</b>	<b>Current Ranking*</b>
<b>Release &amp; Label</b>	<b>1-2 (Release) 5-6 (Label)</b>
<b>Graphics &amp; Packaging</b>	<b>1-2</b>
<b>Processing</b>	<b>1-2</b>

\*Global market position. Management estimate.

# Success factors

## Way to Play

- Market worldwide customized, cost performing products based on deep customer knowledge, technology portfolio and continuous improvement.

## Success factors

- Key account management and strategic partnership with industry leaders
- Broad product range and asset back up
- Technology leadership
- Cost competitiveness
- Flexibility, customization
- Product quality and sustainability



# Business Case: Innovation

# Ahlstrom Acti-V™

- Innovative release paper
  - Launched in September 2011 and already produced in large industrial scale
- Unique Ahlstrom technology
  - Patent applications filed in several countries
- Release paper no longer just a carrier
  - Ahlstrom Acti-V™ plays an active role in the silicone coating and curing process performed by our customers
- Lower total cost
  - Silicone coaters and laminators can increase productivity, reduce cost and improve quality
- Easy shift
  - Acti-V™ offers benefits during silicone coating and lamination. Physical characteristics and printing performance are unchanged



Stay ahead™

**Thank you**