## Ahlstrom Capital Markets Day

Specialty Paper expansion
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Helsinki

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#### **Specialty Papers**

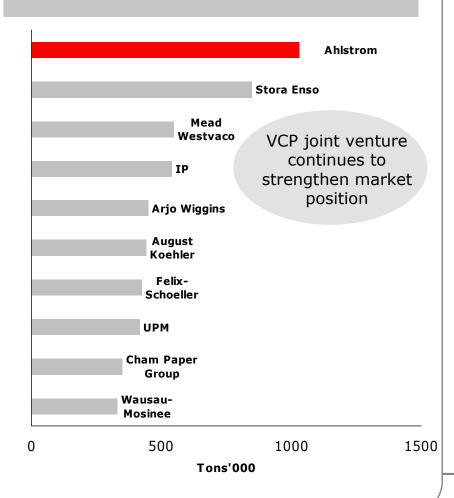
Label & Packaging

Technical Papers

 Self-adhesive labeling, food packaging and beverage labels

 Furniture foils, abrasive paper, masking tape and engine gaskets

#### **Specialty papers market positions**(1)



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## Label and Packaging papers: Leading market positions in served segments

#### **Product** lines

Release base papers

**Flexible** Face-stock packaging papers

Wet-glue label papers

**Metalizing &** graphic papers

**Examples** 





papers







#### Offering

- Primary product labeling
- Retail pricing and tagging
- Double-side adhesive tapes
- Office labels

- Primary product labels
- V.I.P labels
- Pharmaceutical labels
- Beverage labels

- Food packaging
- Hygiene and cosmetics
- Pet-food
- Pharmacy and medical
- Mineral water an & soft drink labels
- Wine & spirits labels
- Vegetable oil labels
- Wrap-around can labels

- Metalized beer labels
- Retail pricing and tagging
- Envelope windows
- Repositionabl e notes

## position

Shared #1

- Presence in selected niche segments
- **#**1

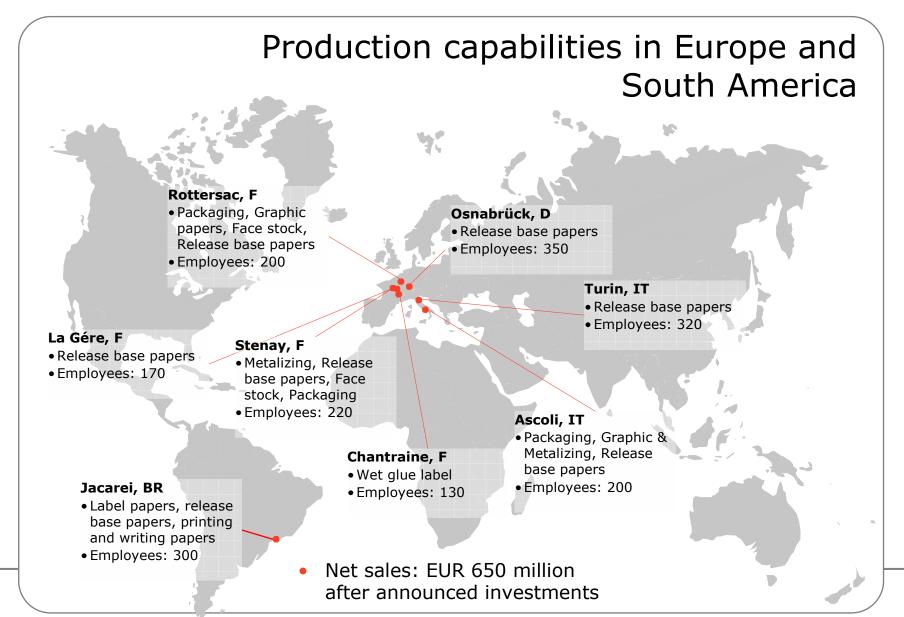
- Presence in selected niche segments
- #1 in metalized beverages

**Market** 

Ahlstrom **Ahlstrom** 

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papers for





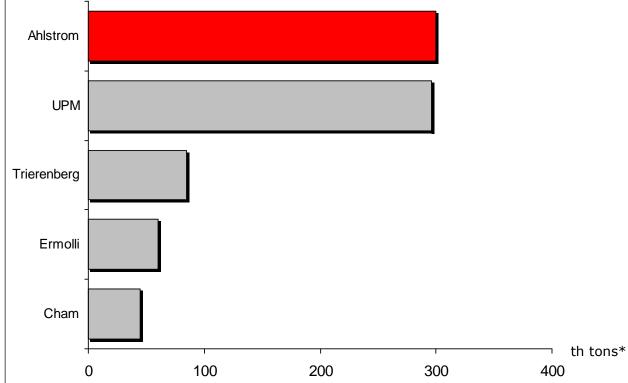
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## EUR 3.7 billion market opportunity

Target markets	Global market opportunity & growth	Business environment
Release base papers	•6% growth per annum	<ul> <li>Substitution and new applications main drivers</li> </ul>
EUR 1.3 billion*		<ul> <li>Currently temporary overcapacity due to investments made by key players</li> </ul>
		<ul> <li>Good demand expected</li> </ul>
		<ul><li>Price pressure remains</li></ul>
Flexible packaging	•Overall growth approx. 1% per annum	•Strong competition from plastics
and label papers EUR 2.4 billion		<ul> <li>Overcapacity and end-users' bargaining power put pressure on margins</li> </ul>
		<ul> <li>Smaller competitors brought into serious financial problems</li> </ul>
		<ul> <li>Cost competitiveness important</li> </ul>



<sup>\*</sup> incl. supercalendered (SCK and glassine) and coated (silco) papers Small fibers. Big difference.

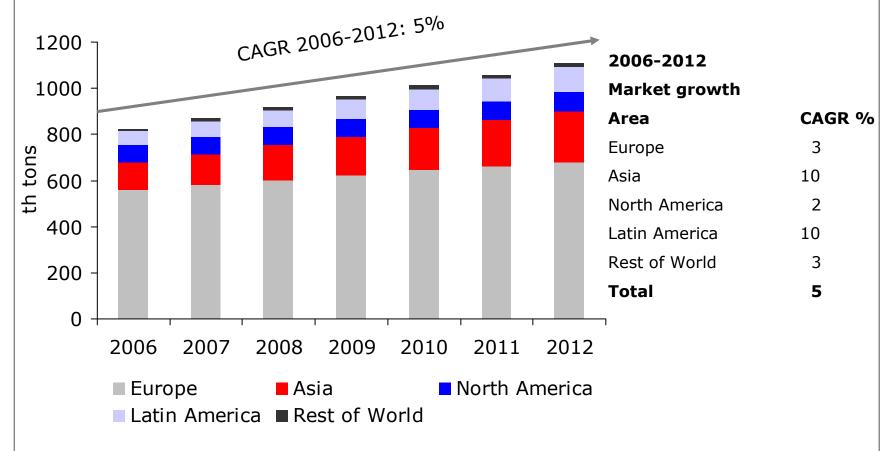


- 2006-2007 investments in Italy and France give Ahlstrom a unique position in Europe
- The joint venture Ahlstrom Jacarei expands manufacturing platform outside Europe = global leadership

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<sup>\*</sup>Estimated supercalendered and claycoated kraft release base paper production capacities.





Long term growth of supercalendered release base papers 6% per annum

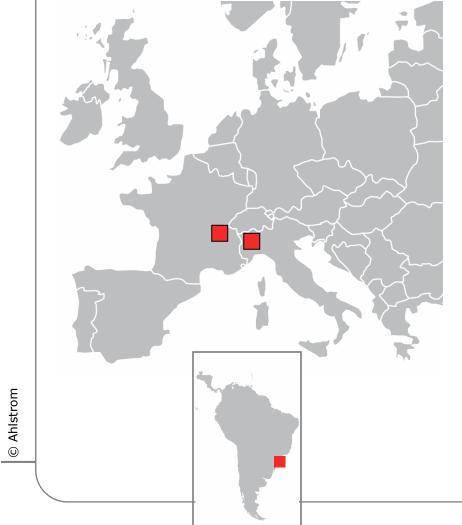
Source: AWA and management estimates incl. supercalendered and claycoated papers

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## Growing capacity in release base papers



- 2006-2007: EUR 50 million investment in Turin, Italy and La Gère, France plants
- Total sales after investments EUR 300+ million
- Expansion to South America with Ahlstrom Jacarei joint venture

### Expansion to South America

- Serving specialty paper markets such as self adhesive labeling, wet glue labeling and selected packaging grades in South America and Asia
- Access to high growth markets >10%
- Ahlstrom's holding 60% 100% after three years
- Jacarei plant (integrated pulp mill), close to São Paulo, Brazil
- 110,000 tons / year paper machine, offline coater, finishing, net sales EUR 100 million
- Manufacturing platform with competitive cost base
  - Short fibers supplied by integrated pulp mill



## Integration of Ahlstrom Jacarei

- Transaction estimated to be closed in Q3, fully consolidated
- Generating net sales of EUR 100 million
- Generating EBIT in line with ROCE 13% target immediately

#### **Integration steps**

- Setting up local Ahlstrom management
- Organizing sales/market front
  - Own sales organization for release base papers and one side coated papers
  - Collaboration with VCP for graphic paper sales
  - Planning and executing product transfers
- Setting up administration and back-office functions
  - Sharing services with Louveira and utilizing synergies with VCP
  - Implementing Ahlstrom IT systems



#### **Specialty Paper top line**

Specialty Papers

Label & Packaging

EUR 650 million

Technical Papers

EUR 300 million

**Total** 

**EUR 950 million after announced investments** 

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### Strategic priorities of Specialty Papers

- Starting production of specialty paper business outside Europe
  - -growth in emerging markets
  - -currency competitiveness
- Focus on attractive applications and end-uses
- Gradually increase use of short fibers through increased euca know-how
- Creating competitive and sustainable position

