

Ahlstrom Capital Markets Day 2011

Solid strategy execution

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Customer focused operating model

- More focused customer segmentation and adapted go-to-market models
 - Key account management for Strategic Global Key Accounts
 - Stronger local sales offices for local major accounts
 - Enhanced customer service for local customers
- Better understanding of customers' plans, pressures and problems
 - Develop solutions and provide value in resolving unmet needs
 - Enhanced co-creation and joint planning with key customers



Build high performance sales leadership

PEOPLE

Execute high performance sales leadership

- effective sales management practices
- strategic Key Account Management program
- sales competence development

PROCESSES

Implement structure and tools to enable growth

- develop and win new sales opportunities
- improve forecasting and demand visibility
- more efficient order to cash implementation

Sales and marketing resources

– North America

- USA and Canada
- Mexico & Central America

– EMEA

- Germany
- UK
- Benelux
- France
- Italy
- Spain
- Scandinavia
- Russia
- Poland and East Europe
- Middle East & Africa



– South America

- Brazil
- rest of South-America

Asia

- China & Taiwan
- India
- South Korea
- Japan
- South-East Asia and Australia

Growth opportunities in Asia

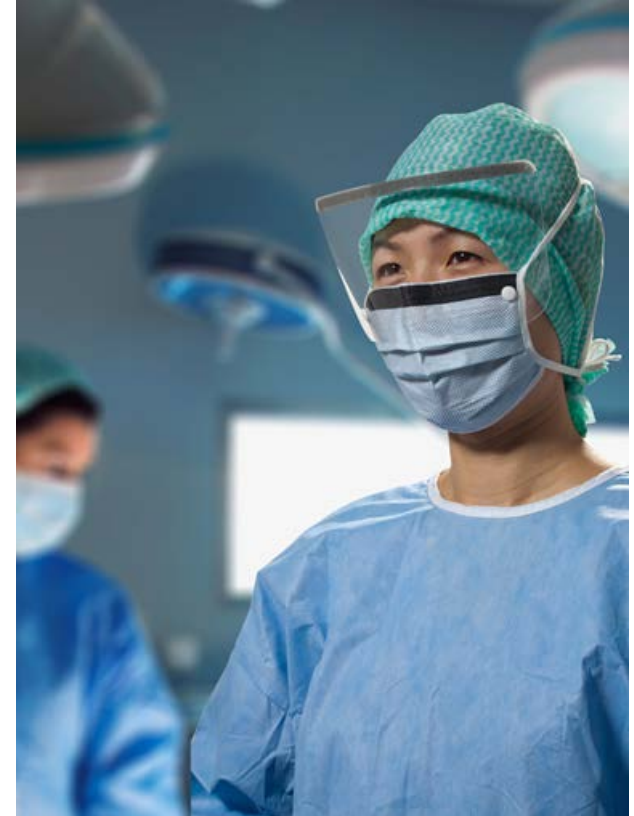
Growth opportunities in Asia

- China is the largest and fastest growing construction market in the world
 - Wallcover market is growing an estimated 30% p.a. in China.
 - Ahlstrom has taken market leadership and will reinforce position in high-performance wallcover materials
 - Ahlstrom is a leading masking tape substrate manufacturer globally and will start manufacturing in China
- China has rapidly become the largest vehicle market
 - Ahlstrom is a global transportation filtration provider and is growing fastest in China and other parts of Asia with local presence
- Asian countries are energy hungry
 - Ahlstrom growing rapidly in Gas Turbine filtration (manufactured e.g. in Tampere)
 - Ramp-up of reinforcement materials production for wind energy in China



Growth opportunities in Asia

- Healthcare developing rapidly and standards emerging
 - Surgical gowns and drapes still predominantly made of reusable materials in Asia
 - Ahlstrom single use materials provide a much more sustainable solution
- Clean drinking water is scarce in Asia where most of the world's population reside
 - Proven solution for clean drinking water with Disruptor filter technology



Brand

Our brand story

Stay ahead™

We are a global company striving to unleash better performance in every product, process, organization and individual we work with. Our experience and ability means we know the possibilities for high performance materials better than anyone.

We use that knowledge to consistently improve services and solutions for our customers.

Progression is our life-blood. We anticipate our customers' challenges and work with them to make their products better, building their businesses for today and tomorrow.

We've come a long way. Raising the standards and setting the benchmark so we can all be ahead and stay ahead.

Stay ahead™

Thank you