

AHLSTROM

Ahlstrom Capital Markets Day 2012

High performance
fiber-based materials company

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EVP, Building and Energy



Building and Energy

Providing surface & structure

One of the leading players globally for materials used in wall coverings, floorings and windmill blades

Customer industries

- Building & Construction
- Energy
- Fabric care
- Marine
- Transportation

Manufacturing platform

- Belgium
- China
- Finland
- France
- Russia
- Sweden

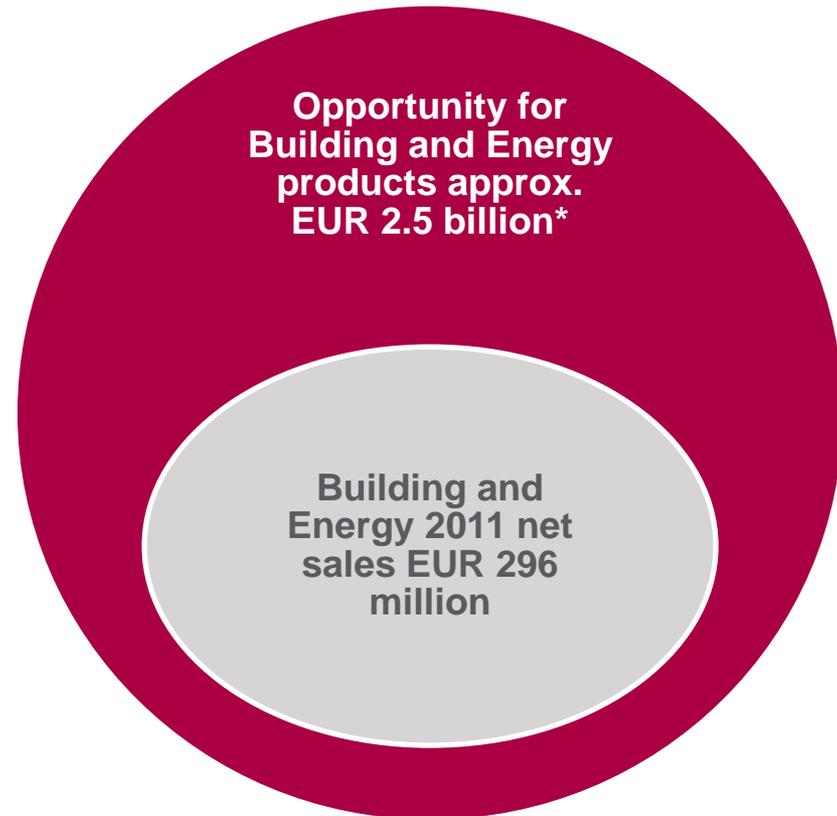
Ahlstrom's global Sales & Marketing organization



Market drivers, size and opportunity

Market drivers and trends

- Wallcover
 - Urbanization
 - Fashion in interior decoration
 - Functionality & Sustainability
- Building
 - Urbanization
 - Energy efficiency
 - Light weight
 - Sustainability
- Wind Energy
 - Sustainability
 - Regulation & Political decision making
- Specialties
 - Sustainability
 - Functionality



Main competitors: OCV (wind energy), Saertex (building), Dresden Papier (wallcover), MetsaBoard (wallcover), Freudenberg (specialties), Johns Manville (specialties)

Ahlstrom products match global megatrends

Environmental awareness

The need for cleaner air calls for more environmentally friendly transportation, energy production and distribution

Resource scarcity

More with less: Increased demand for cleaner water and water cleaning solutions, renewable energy and substitute materials.

Demographics and urbanization

Increased demand for safe food production and packaging, single-use medical materials and equipment and functional materials for construction

Ahlstrom's products



Sustainability as the key driver



Business portfolio development



Strengthen position in wallcoverings

- Asian manufacturing platform
- Entry to hybrid nonwoven wallcover segment
- Expansion into functional wallcoverings

Expand in selected specialties

- For building, construction and packaging applications that require specific functional characteristics

High priority programs and key activities

Delivering
outstanding customer value

> Common Product Development agenda with major key accounts regarding e.g. functionality and sustainability related topics

Growing
through differentiation

> Exploring opportunities e.g. of composites structures for various building & transportation purposes to respond to trends of recyclability and lighter weight

Implementing
a high performance culture

> Implementation of further enhanced organization for better sales results locally / globally

Driving
a world class supply chain

> Rigorous target setting for efficiency and customer service performance (e.g. OTAPIF = on-time-as-promised-in-full), energy and water consumption

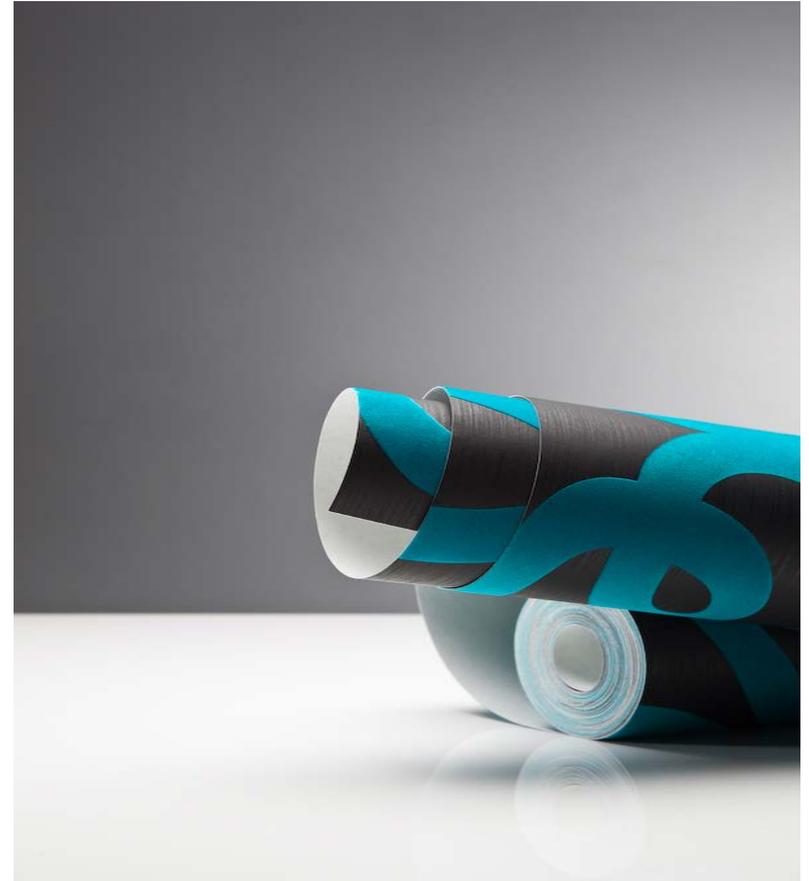
Winning in Asia

> Investment project of wallcover manufacturing platform to China, Binzhou plant. Recruitment and training of a capable team.

Winning in Asia: Wallcoverings in China

Ahlstrom's plant in Binzhou

- EUR 30 million investment to produce high-quality wallcoverings nonwoven substrates, mainly for the growing Chinese market
- Construction work has started, start-up planned for the latter half 2013
- Intensive build-up of the team, capabilities, training & integration to Ahlstrom



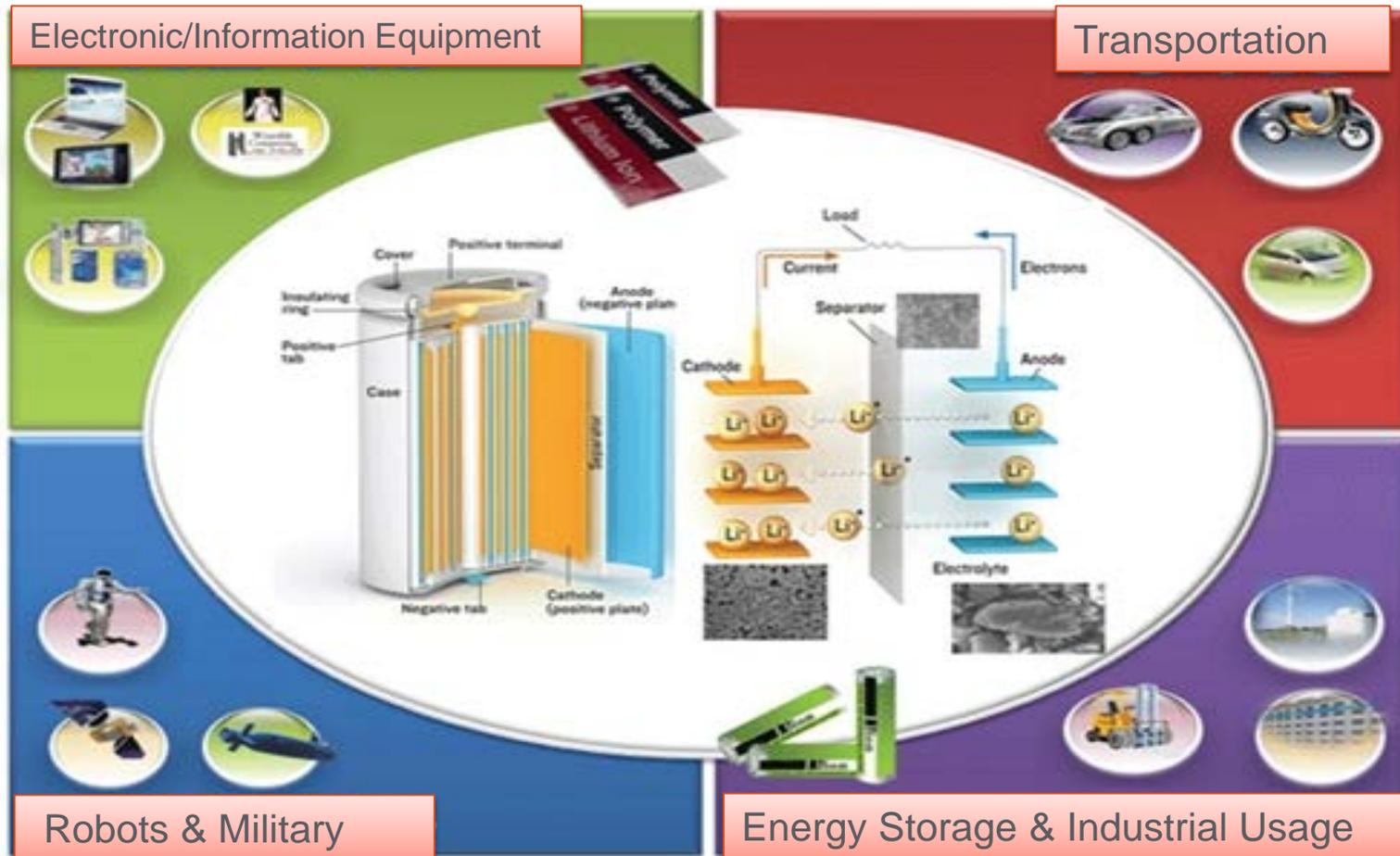
Growing through differentiation: Battery separators

Ahlstrom together with Porous Power Technologies

- The Lithium Ion Battery Separator market is expected to grow significantly from \$600 million up to \$2.4 billion in 2020, mainly driven by Electrical Vehicle and Portable Electronics applications
- The introduction of large format lithium ion batteries for Electrical Vehicles requires new battery separator technology to achieve the new safety and cost standards
- Porous Power Technologies is a technology start-up company that has developed a highly efficient, microporous and laminable SYMMETRIX[®] separator technology to respond to the needs of the market
- Qualifications are on-going at key customers globally



Lithium Ion Battery Application Area



Summary

Product Development & Differentiation

- Active product development portfolio management
- Outcome Driven innovation process and Ideation as support processes
- Sustainability as key driver

Asia

- Investment to a new manufacturing platform for wallcover nonwovens
- Recruitments & Training in focus

Finding new opportunities outside current product range

- Porous Power Technologies – start-up & commercialization of products
- Functionality & Sustainability as priorities

Stay ahead™

Thank you

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