

Press release

Stockholm, August 22, 2016



SCA integrates its business in the Middle East, India and Africa into Consumer Goods

SCA will integrate its Business Unit MEIA (Middle East, India and Africa) into Business Unit Consumer Goods to leverage our scale and capabilities and to further increase efficiency. Combining these organizations will help to capture synergies and facilitate best practice sharing within the consumer business.

“This integration provides us with the scale to stay competitive in a region to which we are committed and creates a strong foundation for future profitable growth” commented Magnus Groth, CEO and President of SCA.

Volker Zöller, President, SCA Consumer Goods explained: “We aspire to implement the relevant parts of our successful European Go-To-Market program in MEIA and to leverage innovation on a broader scale”.

The integration will be effective as of November 1, 2016.

Business Unit MEIA offers Personal Care products and Tissue in the regions Middle East, India and Africa. The business unit accounted for 2% of the Group’s net sales for the first quarter of 2016. Business unit Consumer Goods, which offers consumer goods in Europe, accounted for 30% during the same period.

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SCA is a leading global hygiene and forest products company. The Group develops and produces sustainable personal care, tissue and forest products. Sales are conducted in about 100 countries under many strong brands, including the leading global brands TENA and Tork, and regional brands, such as Libero, Libresse, Lotus, Nosotras, Saba, Tempo, Vinda and Zewa. As Europe’s largest private forest owner, SCA places considerable emphasis on sustainable forest management. The Group has about 44,000 employees. Sales in 2015 amounted to approximately SEK 115bn (EUR 12.3bn). SCA was founded in 1929, has its headquarters in Stockholm, Sweden, and is listed on Nasdaq Stockholm. For more information, visit www.sca.com.