

# Press release

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## SCA presents Annual Report and updated logotype

**Today, SCA presents its 2012 Annual Report and Sustainability Report on [www.sca.com](http://www.sca.com). In recent years, SCA has transformed into a leading, global hygiene and forest products company with a strong and award-winning sustainability profile. In conjunction with this, SCA has decided to modernize its logotype and unveil its look in connection with the publication of the Annual Report.**

For SCA, 2012 was an eventful year marked by change. During the year, SCA carried out some of the largest business transactions in its history, accelerating the Group's transformation into a leading, global hygiene and forest products company. The acquisition of Georgia-Pacific's European tissue operations and the sale of the packaging operations were finalized.

"The sale of the packaging operations represented a further step in our journey of change and ensures reduced sensitivity to economic fluctuations and financial opportunities to grow in the hygiene business. In 2012, we continued to prioritize efficiency, innovation and growth and, despite a turbulent global economy, we increased our sales and profits in 2012," says Jan Johansson, President and CEO, SCA.

In conjunction with the publication of the Annual Report and Sustainability Report, SCA is launching an updated logotype featuring stronger, more distinct colors and softer lines. The communication concept *Care of life* has been written out to clarify and strengthen the message of how SCA as a company can make a difference for people, nature and society.

"We have chosen to update the SCA logotype to include it in the transformation of our company and to better reflect our business operations," says Jan Johansson.

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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 Lotus, Libresse, Tempo and Libero. As Europe's largest private forest owner, SCA places considerable emphasis on sustainable forest management. The Group has about 36,000 employees and sales in 2012 amounted to SEK 85bn (EUR 9.8bn). SCA was founded in 1929, has its headquarters in Stockholm, Sweden, and is listed on NASDAQ OMX Stockholm. For more information, visit [www.sca.com](http://www.sca.com)