

Press release

Stockholm February 14th 2013

Outokumpu, the world's No 1 in stainless steel, had 500 million reasons for choosing Capacent.

This morning Outokumpu released its annual report for 2012. One of the most eye-catching events was the remarkable decrease in the company's working capital, a reduction of close to 1000 million euros of which more than 500 million comes from Project 250. It has been a project aiming to optimize Outokumpu's inventories and product flows. Due to its impact, and despite the harsh times in the steel business, Outokumpu has strengthened its position as the leader in stainless steel.

Project 250 has been run in close collaboration with Capacent, the leading working capital consultancy in the Nordic region. The project started in September 2011 under the leadership of Eran Hubert at Outokumpu, with the Capacent consultants responsible for planning and implementation.

"From our twenty years in Working Capital Optimization we have learnt that basic structures within companies has to change, if we are to create sustainable effects. The management at Outokumpu has shared this crucial insight from day one in this project", says Juha Järvelä, client director at Capacent.

"Their CEO and top management have supported our implementation with an impressive focus and presence. A contributing factor to the success", according to Björn Kölerud, Capacent's project manager.

Eran Hubert at Outokumpu: "The co-operation between our line organization and Capacent's consultants with their down-to-earth approach functioned really well. We had not yet found a partner who could perform in the entire spectrum – from the top management all the way to our factory floors, where the vital changes have to take place. But Capacent performed in every aspect. And the result speaks for itself".

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On Capacent

Capacent is management consulting – the Nordic way. Our business concept is rooted in our company's Nordic heritage and world view. This implies strategic insight, tailor-made solutions and concrete implementation. We have the necessary expertise and services to deliver the promised value. Short term and long term. Our more than hundred consultants operate across the Nordic region as well as in China and Russia. You'll find our clients among consumer-oriented companies as well as B2B's, private equity firms, financial institutions and organizations within the public sector. Check our offerings at capacent.se. Welcome.