



Att tänka utanför lådan – hur man tar affären från Grums ut i världen

Världsklass Värmland – BillerudKorsnäs AB

2016-02-09 | Lennart Eberleh, SVP Business Area Corrugated Solutions

MORE OPPORTUNITIES FOR VALUE GROWTH UP THE VALUE CHAIN



ELEMENTS FOR CONTINUOUS VALUE GROWTH



Strong product portfolio



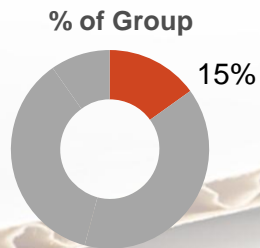
Integrating new business model



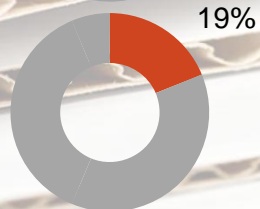
Focusing on brand owners in attractive markets

Value growth
2-4%
CAGR

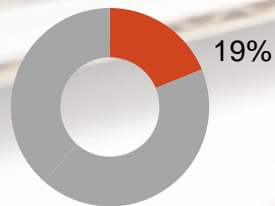
CORRUGATED SOLUTIONS IN BRIEF



NET SALES
SEKm
3 265

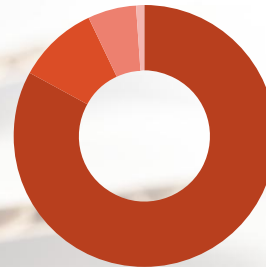


EBIT
SEKm
511



SALES VOLUME
kTON
508

Rolling 12 months September 2015



SALES BY MARKET SEGMENT

- Food & Beverages, 83%
- Consumer & Luxury goods, 10%
- Industrial, 6%
- Medical & Hygiene, 1%



SALES PER REGION

- Europe 76%
- Asia 12%
- Africa 6%
- South America 1%
- Other 5%

COMBINING MATERIALS AND SOLUTIONS

Global provider of market-leading virgin fibre fluting and liner



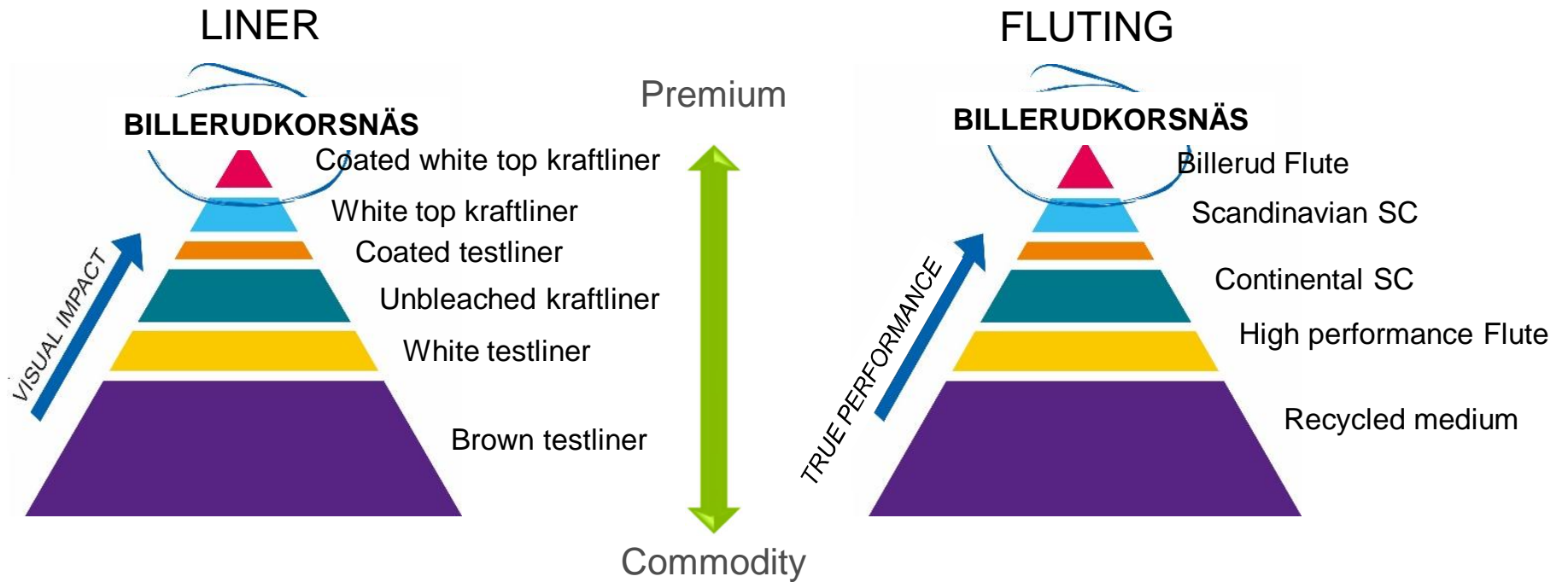
90% of sales

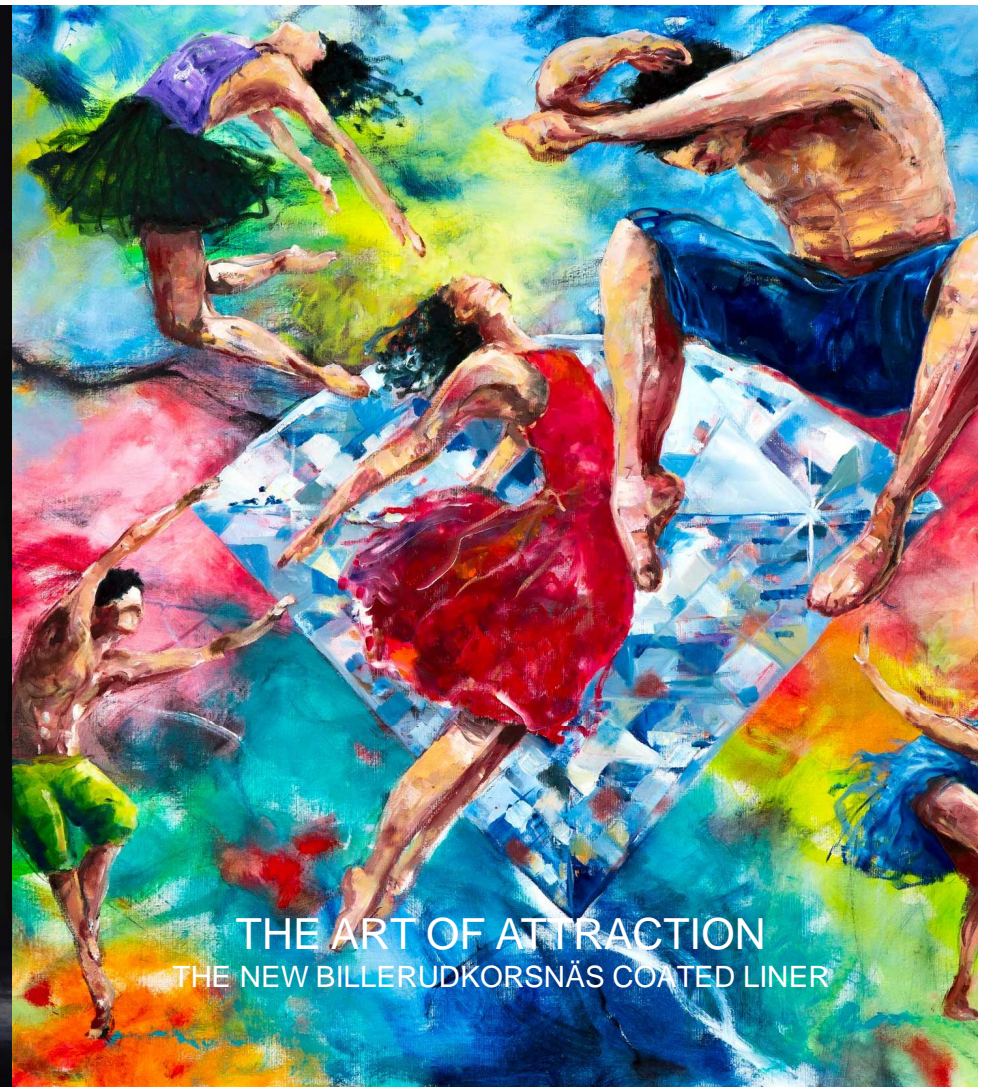
Global provider of managed packaging solutions



10% of sales

KEEPING THE PREMIUM POSITION





MANAGED PACKAGING SAVING BRANDS MONEY THROUGH BETTER PACKAGING



Operational savings



Management simplicity



Sustainability performance



Revenue generation

4. STEADY STATE

3. IMPLEMENTATION

2. PILOT

1. ANALYSIS

2,000+

OEM
factories in

20+
countries



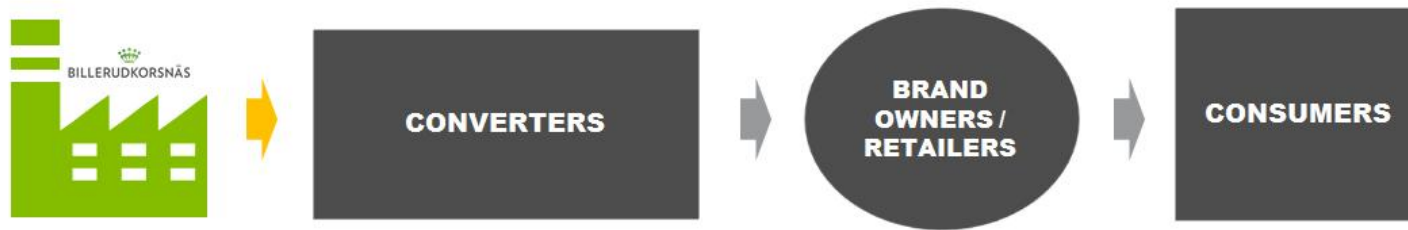
\$1

invested
gets you

\$10

in return

2 BUSINESS MODELS WITH CLEAR SYNERGIES



Material Sales

Solution Sales



GLOBAL

LOCAL / REGIONAL

GLOBAL

GLOCAL

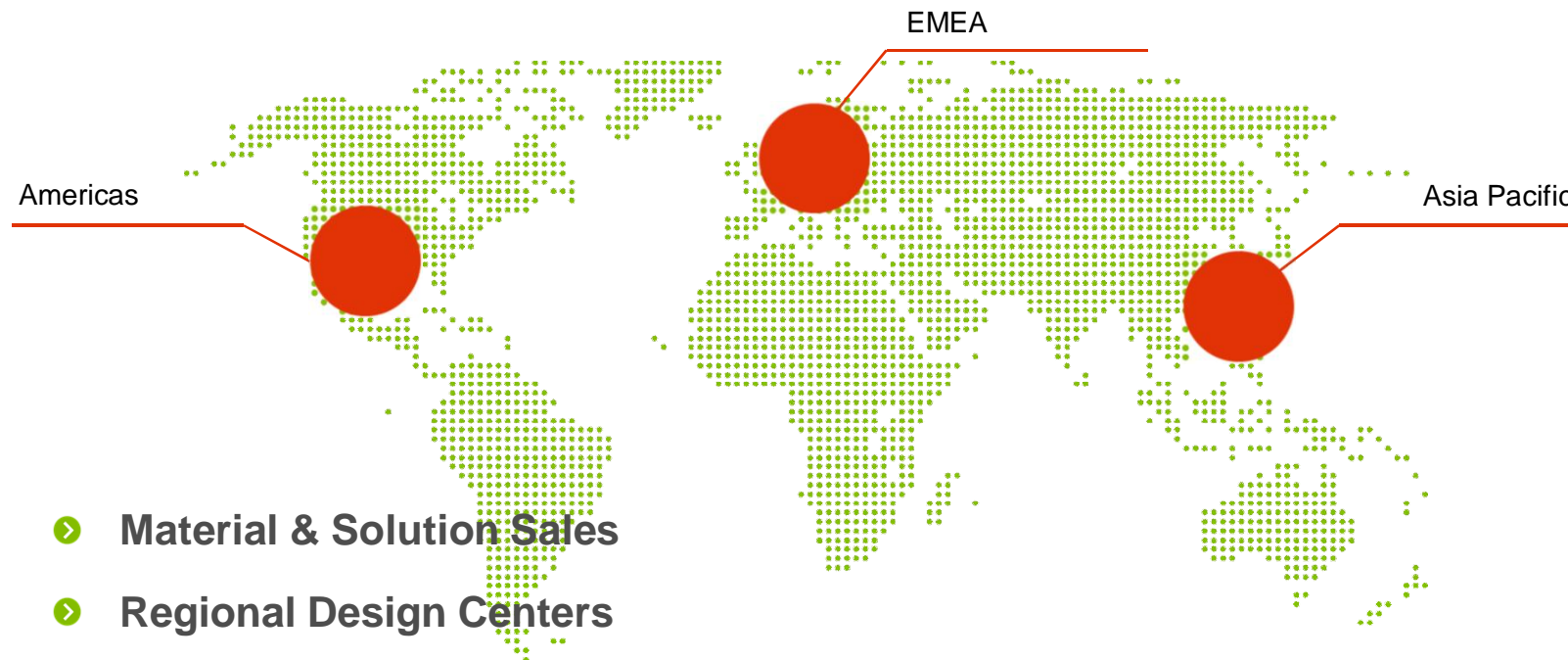
FOR CONTINUED VALUE GROWTH WE CREATE CORRUGATED SOLUTIONS

- Containerboard + Paccess = **“Corrugated Solutions”**
- Synergies:
 - Common Segments
 - Visual, Industrial and Food Packaging
 - Competence
 - Network
- One strong organization
 - Scalable
 - Common focus
 - Outside in-oriented structure



>2016

GLOBAL ORGANISATION WITH FOCUS ON GROWING MARKETS



- **Material & Solution Sales**
- **Regional Design Centers**
- **Growing Production Partner network**