

## Kemira Oyj: Change in the management of Paper segment

**Petri Helsky**, President of Paper segment and Asia Pacific region will leave Kemira to take up the position of CEO of Metsä Tissue Corporation.

Petri Helsky will continue in his current position and as a member of Kemira's Management Board latest until the end of June 2015. Kemira has started the process of finding a successor to lead the Paper segment and the Asia Pacific region.

"I want to thank Petri for his achievements in a number of leadership positions in Kemira since 2007. I wish him best of success with his new challenges", said Jari Rosendal, Kemira's President and CEO.

### For more information, please contact

Kemira Oyj  
Jari Rosendal, President and CEO  
Tel. +358 10 862 1801

Leena Lie, SVP, Communications and Corporate Responsibility  
Tel. +358 10 862 1153

Tero Huovinen, VP, Investor Relations  
Tel. +358 10 862 1980

---

**Kemira** is a global chemicals company serving customers in water-intensive industries. We provide expertise, application know-how and chemicals that improve our customers' water, energy and raw material efficiency. Our focus is on pulp & paper, oil & gas, mining and water treatment. In 2013, Kemira had annual revenue of EUR 2.2 billion and around 4,500 employees. Kemira shares are listed on the NASDAQ OMX Helsinki Ltd.

[www.kemira.com](http://www.kemira.com)