

Press release

Stockholm, August 28, 2015



SCA enhances its hygiene organization

SCA is a global hygiene and forest products company with about 85% of its sales derived from its hygiene operations. To intensify growth and the pace of innovation as well as to further strengthen the competitiveness of SCA's hygiene operations, on January 1, 2016, the company will implement the following enhancements of its hygiene organization:

- The operations in AfH tissue and incontinence products in Europe and North America will be reorganized into two business units, Away from Home Professional Care and Incontinence Care. Away from Home Professional Care will be led by Don Lewis, currently President of SCA Americas. Incontinence Care will be led by Margareta Lehmann, currently President of SCA Incontinence Care Europe.
- Latin America will become a new business unit, SCA Latin America, which will be led by Pablo Fuentes, Vice President of SCA Latin America at present.
- Global Hygiene Supply Tissue and Global Hygiene Supply Personal Care are being strengthened through the respective production activities being given direct HR responsibility.
- A project organization is being established and is tasked with optimizing and streamlining logistics flows. The project organization will be led by Sune Lundin, currently President of SCA Away from Home Professional Hygiene Europe. Sune Lundin will continue as a member of the Executive Management Team and report directly to the President and CEO.

"The new organization provides the preconditions for increasing efficiency, the pace of innovation and profitable growth for our global hygiene operations, which currently comprise about 85% of the Group's sales," says Magnus Groth, President and CEO of SCA.

The organizational changes have no impact on SCA's external financial reporting structure.

NB: This information is such that SCA must disclose in accordance with the Securities Markets Act or the Financial Instruments Trading Act. The information was submitted for publication on August 28, 2015, at 8:00 a.m. CET.

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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 and Vinda. As Europe's largest private forest owner, SCA places considerable emphasis on sustainable forest management. The Group has about 44,000 employees. Sales in 2014 amounted to approximately SEK 104bn (EUR 11.4bn). SCA was founded in 1929, has its headquarters in Stockholm, Sweden, and is listed on NASDAQ OMX Stockholm. More information at www.sca.com.