Convenience business area: The leading player in globally growing markets

Timo Hiekkaranta, SVP, Convenience
Convenience business area in brief

**Roll goods** for a wide range of wiping applications, including baby wipes, household wipes, personal care and industrial wipes; table top products

**Customers** include global consumer brands & private label manufacturers as well as regional and local converters

**Net sales** Q3/2014: 94.4 M€

**Competitive edge** consists of our global footprint, breadth of product offering, applications and technologies; long-term intimate customer relations and supply chain excellence
High quality nonwovens for multiple wiping end uses
Adding value to customers in Convenience

• In wiping, nonwovens substrate typically form a major part of the end user experience.
• Technology / recipe / raw material selection determined to fit the purpose in end use.
• End product differentiation made by embossing, coloring etc.
• Evolving consumer understanding provides us competitive edge.
• Unique capability to scale up fast and wide.
• Excellence in supply chain.
Markets
Demand for wiping nonwovens is expected to grow globally.

Global growth rate ~5%
Growth rate for Suominen regions ~3%
Convenience business area: market by application

- Baby care wipes
- Flushables
- Household wipes
- Industrial wipes
- Personal care
- Travel & Catering

Market size estimated in tons. Illustrative. Source: Suominen
Demand drivers in Baby care & Suominen’s strategic actions

**TRENDS**

- Population growth
- Income increase in emerging countries
- Ease-of-use, increased level of hygiene

**SUOMINEN’S ACTIONS**

- Further enhanced key account management
- Demand driven capacity utilization
- Operational excellence
- South America: Grow with the market, build on our strong position
Demand drivers in Flushables & Suominen’s strategic actions

**TRENDS**

- High hygienic standards
- Convenience of use
- Tightening criteria

**SUOMINEN’S ACTIONS**

- Further strengthen market leadership position
- Maintain product leadership with our state of the art product
- Increase supply flexibility

**MARKET GROWTH POTENTIAL**

- LOW
- MEDIUM
- HIGH
Demand drivers in Household & Suominen’s strategic actions

**TRENDS**
- Need for easy-to-use, specialized products
- Request of disinfecting features
- Benefits of products including pulp

**SUOMINEN’S ACTIONS**
- Build on strong product leadership position
- Active product development
- Grow together with customers
- Continue to focus on operational excellence

Suominen is a globally leading supplier of nonwovens for wiping, hygiene and medical applications.
Demand drivers in Industrial & Suominen’s strategic actions

**TRENDS**

- Efficiency need across industries
- Hygiene, disinfecting needs in institutions (increase in HAIs)*
- Benefits of pulp-containing products

*Hospital-acquired infections

**SUOMINEN’S ACTIONS**

- Active product development
- Seek opportunities in new high end market areas
- Continue to focus on operational excellence

**MARKET GROWTH POTENTIAL**

- LOW
- MEDIUM
- HIGH

Suominen is a globally leading supplier of nonwovens for wiping, hygiene and medical applications.
Demand drivers in Personal care & Suominen’s strategic actions

**TRENDS**
- Specialized products
- High attention from beauty brands
- “Home SPA”

**SUOMINEN’S ACTIONS**
- Further grow market share
- Utilize effectively the large existing portfolio
- Build on our end-use and market understanding
- Collaboration with leading brands and selected key accounts

Suominen is a globally leading supplier of nonwovens for wiping, hygiene and medical applications.
Demand drivers in Travel & Catering & Suominen’s strategic actions

**TRENDS**

- Disposable products gain ground over multiuse products
- Consumers increasingly travel and eat out
- Request for higher hygiene level and efficiency

**SUOMINEN’S ACTIONS**

- Novolino product launched in 2014, initial success promising
- Develop sales in Europe and North America
- Explore product family expansion

MARKET GROWTH POTENTIAL

- LOW
- MEDIUM
- HIGH
Through We Love Wipes dialogue, we exchange ideas and information directly with consumers.
Strategic choices
Strategic choices in Convenience

Growth in applications where we are product leaders and have higher value add potential

Proactive key account management – support key accounts’ growth in their strongest markets

Efficient service and operations in the more mature applications

Suominen is a globally leading supplier of nonwovens for wiping, hygiene and medical applications.
Summary: Convenience

Attractive market opportunities

Strong market position in all main market areas

Close cooperation with leading global brands

Clear competitive edge by high value added offering

Superior excellence in operations and supply chain

Suominen is a globally leading supplier of nonwovens for wiping, hygiene and medical applications.
Thank you!