Growth supported by megatrends

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Lynda A. Kelly, SVP, Care
Care business – A cradle to grave strategy

• Hygiene
  - Baby Diapers
  - Feminine hygiene products
  - Adult incontinence

• Medical
  - Sponges/swabs
  - Cast padding
  - Drape components
  - Drug delivery components
Raw material, recipe and technology selection determine end use “fit for purpose”
Care business area in brief

Nonwovens as roll goods
for a wide range of medical and hygiene products.

Customers
include both manufacturers of medical devices and global consumer brands.
Our purpose is to make nonwovens continuously better for people.

Care: Targets 2015–2017

Expand and grow customer relationships and sales

Execute on new product development and new investments

Leverage global footprint
2015 highlights

- **Expanding** customer base
- Enhanced product development process yielding **five** new products
- Leveraging global platforms **through investment** in Alicante and Paulínia
- Positive market **growth** in hygiene and medical markets.
Markets: Medical
Demand for medical nonwovens is expected to grow globally

NA CAGR 5%

EUR CAGR 3%
Adding value by solving problems in medical sector

**Trends**

**Promote**
Increasing chronic diseases with an aging population

**Treat**
Hospital-acquired infections a nagging, unresolved issue in healthcare

**Prevent**
Chronic health issues

**Care**
Options for care abound

**Market growth**

- **NA CAGR**: 5%
- **EUR CAGR**: 3%

**Suominen’s actions**

- Focus new product development on solving problems, such as skin wellness
  - New initiatives with a partner to solve that problem
- Expand offerings in acute, institutional and OTC
  - E.g. in the alcohol prep market focus is on channel segmentation.
- Investigate and leverage partners
- Leverage global platform and enhanced capabilities
Our purpose is to make nonwovens continuously better for people.

Extension of FIBRELLA® product family in 2015 for medical market

- **FIBRELLA® Perf**
  - Brazil
  - Swabs, medical towels

- **FIBRELLA® Zorb**
  - Alicante & US
  - Colored absorbent substrate

- **FIBRELLA® Zorb+**
  - Alicante & US
  - Colored superior absorbent fenestration
Markets: Hygiene
Demand for nonwovens for hygiene products is growing particularly in emerging markets.
Hygiene to grow through system development

**Trends**

- **Strong focus on skin wellness**
  Tailored designs for improved dryness

- **Sophisticated products**
  Enhanced discretion, odor control and leakage protection

- **Products less taboo**
  Discussing, purchasing and using more acceptable

- **Make it like “underwear”**
  Design focus

**Market growth**

- **NA CAGR 4%**
- **EUR CAGR 4%**

**Suominen’s actions**

- From singular component development to system development
- Developing products we would want to use
  - Comfort and discreteness
- Major US retailers driving for sustainable products
  - Our emphasize on natural fibers
- Leverage global technology platforms through our investments.
Extension of FIBRELLA® product family in 2015 for hygiene market

- **FIBRELLA® Lite**
  - EMEA
  - Component of a stretch article

- **FIBRELLA® Move**
  - EMEA & US
  - Feminine hygiene acquisition & distribution
Next steps
Next steps for 2016–2017

- Execute sales plan
- Capitalize our strategic foresight knowledge
- Deliver on new investments
- Create smart alliances
- Leverage teamwork, both internal & external
Our purpose is to make nonwovens continuously better for people.

Care summary

Several megatrends and trends boost the demand globally

Ambitious growth targets

Active product development with new product launches

Expanding and nurturing customer base globally

Leveraging the growing market

Strong competitive advantages to ensure the execution and top line growth
Thank you!