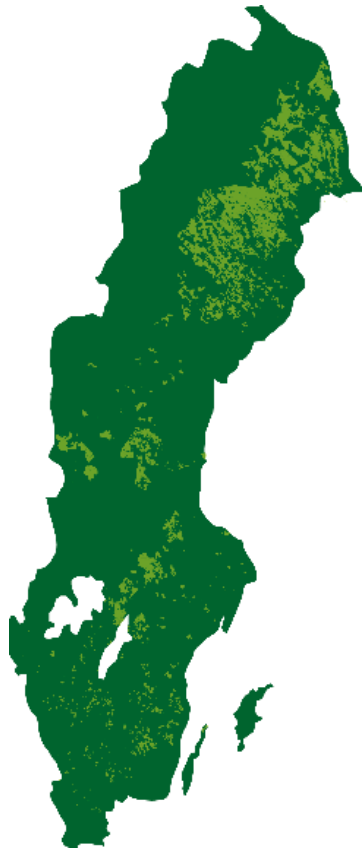


How to be our customers' preferred and most knowledgeable partner

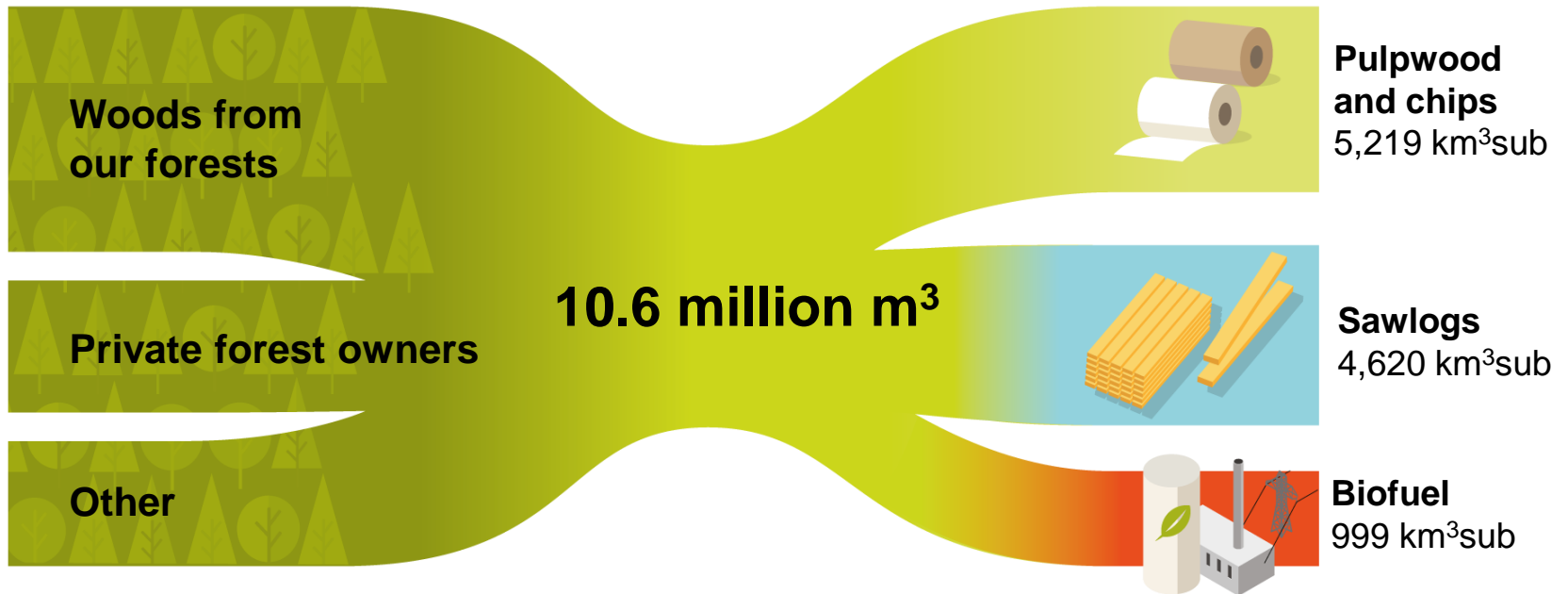
Roger S Johansson
VP Market Development

Sveaskog – in brief

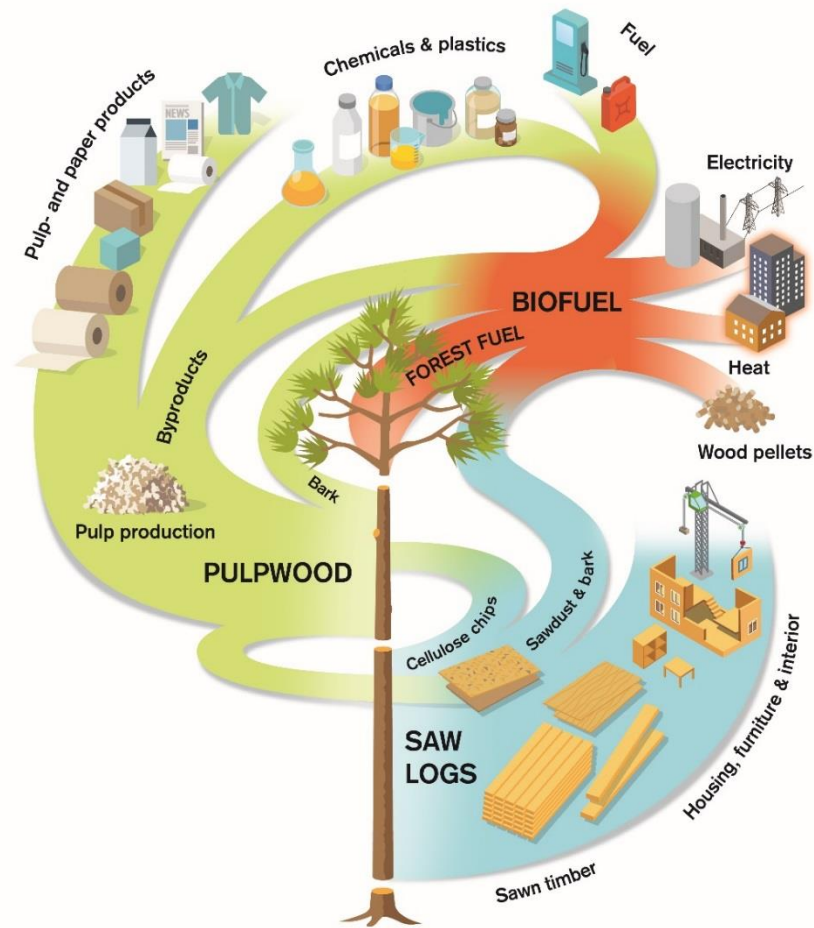


- Owned by the Swedish state
- Swedens largest forest owner, our holdings is in the size of Belgium
- Sawlogs, pulpwood and biofuel
- The growth exceeds the felling – by far
- 3 trees planted for each felled

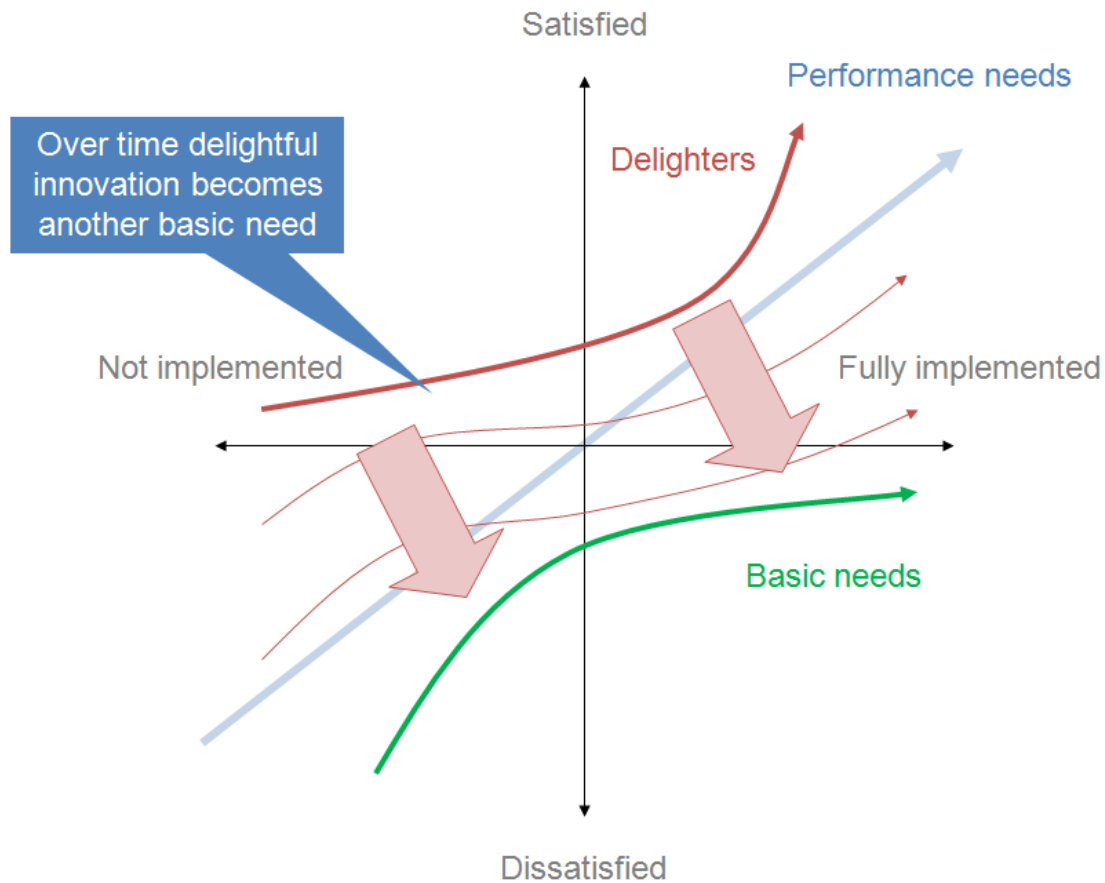
Our wood procurement and sales



Forest industry – mutual dependency

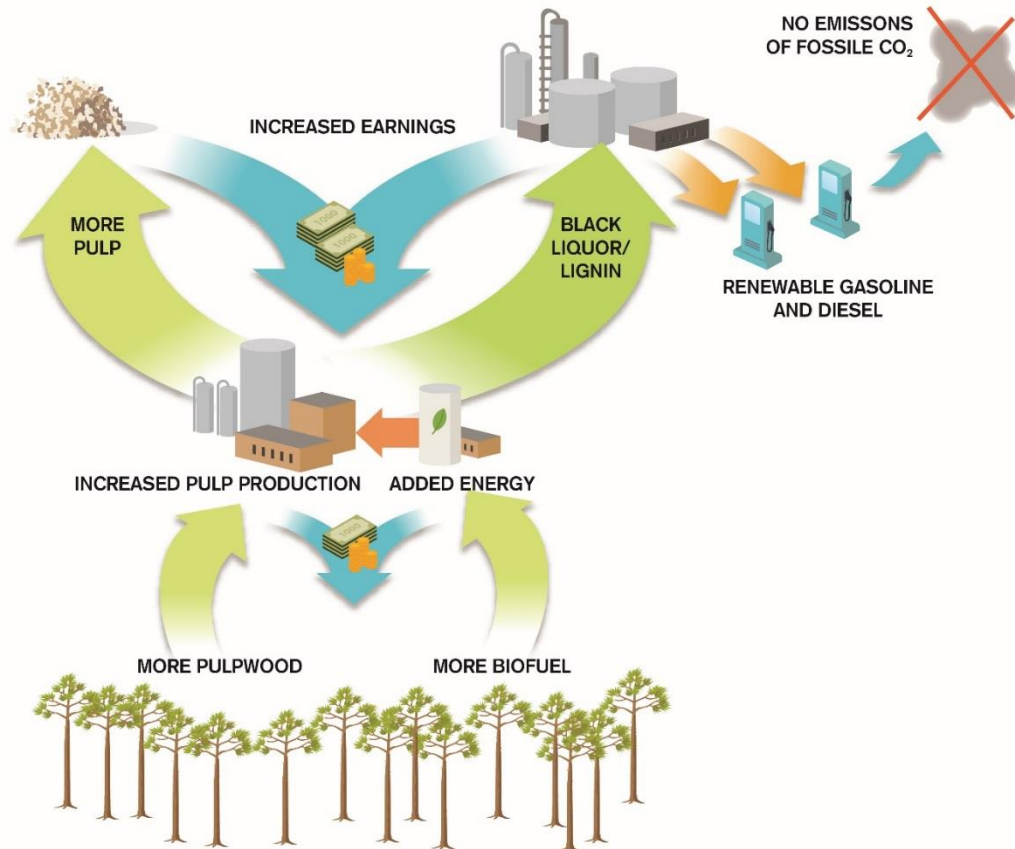


The Kano model – customer satisfaction



Investing in futures value-creation

More value creation from black liquor and lignin



Knowledge about the raw material

