



SVENSKA CELLULOSA AKTIEBOLAGET SCA (publ)

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SCA participates in Volvo Ocean Race 2014-2015

About 80 percent of SCA's consumers globally are women. This strong reason is behind SCA's decision to sign an all-female crew for one of the sporting world's most challenging events. SCA is participating with a boat in the next round of the world Volvo Ocean Race in 2014-2015.

"SCA's participation in the Volvo Ocean Race is important in our continued journey of change. As a Group, SCA invests in global growth, particularly in the hygiene area. The Volvo Ocean Race will increase awareness of the SCA brand and create stronger links to product brands such as TENA, Tork, Lotus, Tempo, Saba and Libero. We also want to highlight how our products improve our consumers' quality of life," says Kersti Strandqvist, Senior Vice President, Corporate Communications at SCA.

SCA's participation will be managed by a team headed by Richard Brisius, co-founder of Atlant Ocean Racing that has extensive experience of successful Volvo Ocean Race projects. Atlant has organised and managed five Volvo Ocean Race projects and won twice: in 1998 with EF Language and in 2009 with Ericsson Racing Team.

"SCA's investment in an all-female crew is unique. Competing for nine months in the world's toughest offshore sailing race is a challenge that deserves respect. The new boat design lends itself to an all-female crew, and our aim is to create a strong team that will have the best possible platform to undertake the challenge," says Richard Brisius, Atlant.

SCA is the world's second-largest hygiene company and Europe's largest private forest owner with sales in more than 100 countries.

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