

# Smurfit Kappa Group Presentation

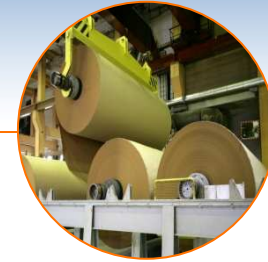


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# At a glance

(as at December 2008)



**Net Sales**

**~ € 7 billion**

**# Employees**

**~ 40,000 FTE**

**Presence**

**- Europe**

**22 countries**

**- Latin America**

**9 countries**

**Operations**

**359 operating facilities**

**Containerboard**

**5.4 million tonnes**

**Corrugated packaging**

**5.3 million tonnes**



# Group Profile

## European Packaging

Sales Volumes (million tonnes)

Recycled Containerboard	3.0
Kraftliner	1.5
Semi-Chemical	0.2
Corrugated	4.5

## European Specialties Division

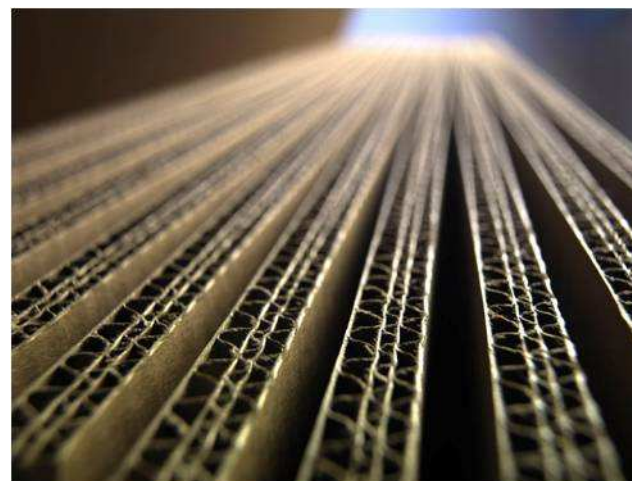
Sales Volumes (million tonnes)

Solidboard	1.0
Solidboard Packaging	0.4
Sack Paper	0.1
Sacks	0.1

## Latin America Packaging

Sales Volumes (million tonnes)

Containerboard	0.7
Corrugated	0.8



# Smurfit Kappa in Europe

## Operations

<b>Virgin Mills</b>	<b>5</b>
<b>Other Paper and Board Mills</b>	<b>23</b>
<b>Corrugated</b>	<b>168</b>
<b>Paper Sacks</b>	<b>11</b>
<b>Other</b>	<b>78</b>



■ Virgin Mills   ■ Recycled Containerboard Mills   ● Corrugated   ▲ Specialty   ◆ Recovered Fibre

# Smurfit Kappa in Latin America

## Operations

<b>Virgin Mills</b>	<b>2</b>
<b>Other Paper and Board Mills</b>	<b>9</b>
<b>Corrugated</b>	<b>28</b>
<b>Paper Sacks</b>	<b>5</b>
<b>Other</b>	<b>30</b>



■ Virgin Mills   ■ Recycled Mills   ● Corrugated   ▲ Specialty   ◆ Recovered Fibre   ▲ Forestry

# European Packaging – Paper

- **Grades produced include:**
  - Kraftliner
  - Recycled Containerboard
  - Semi-Chemical Fluting
- **Nº1 on the European market**
- **The division operates as one group on the European market with a central sales organisation in Paris and a network of regional sales offices**
- **The division has its own paper recovery operations in several countries, in order to guarantee the supply of recovered fibre**



# European Packaging - Corrugated

- **First-class packaging**
- **State-of-the-art expertise & capabilities**
  - Corrugated cases - N°1 in the European market
  - Conventional and value added printing (HQP, pre-print)
  - Litho-laminated cases
  - Display stands
  - Heavy duty, XXL and industrial packaging
  - Fanfold and single face
  - Tubes and composites; folding cartons
  - Shelf ready packaging & design
  - Machine systems
  - Fulfillment services



# European Specialties

- **Solid board & solid board packaging**
  - N°1 on the European market
  - Advanced packaging systems N°1 on the European market and machines
- **Carton board and folding cartons**
  - N°3 on the European market
  - Advanced packaging systems, high quality consumer retail packaging
- **Graphic Board**
  - N°1 on the European market
- **Paper sacks**
  - N°3 on the European market
- **Bag-in-Box™**
  - N°1 worldwide in taps
  - Bags for a wide range of applications
  - One stop shop: integrated machine and box solutions



# Smurfit Kappa in Latin America

- **Pan Regional presence: operations in 9 countries**
- **Strong industry fundamentals**
  - High growth markets
  - Strong historical financial performance
  - Best in quality and service
- **Leading market positions**
  - N°1 corrugated containers
  - N°3 containerboard
  - N°3 in sack business
- **Experienced local management with a proven ability to manage in Latin American markets**



## Our Vision

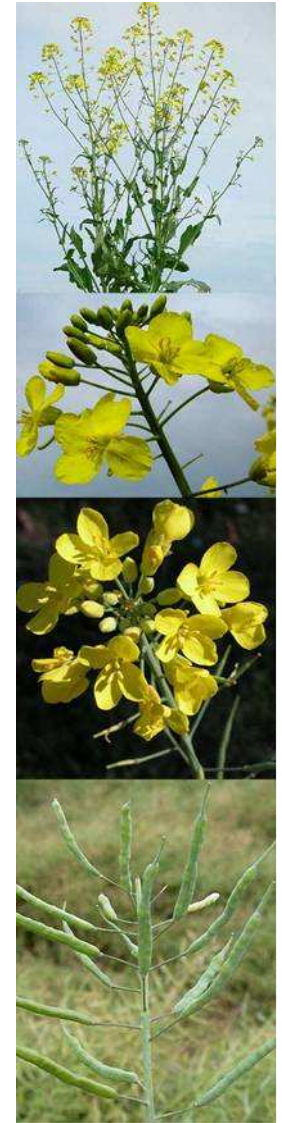
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SKG's vision is to be recognised as the most successful paper based packaging company in its chosen market sectors. To achieve this we will:

- act for the general good of the countries and communities in which we are privileged to operate,
- provide the safest possible natural environment, a sense of identity and a rewarding career opportunity for our employees,
- generate the highest level of satisfaction to customers,
- optimise returns to shareholders.

# Our Mission

To be a customer-oriented, market-led company where the satisfaction of customers, the personal development of employees and respect for local communities and the environment are seen as being inseparable from the aim of creating value for the shareholders.



# Our business principles

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## **Entrepreneurship**

We cherish entrepreneurial spirit and a decentralized management style with staff functions challenging and supporting the operations, with speed, innovation and contrarian thinking.

## **People**

Our goal is to recruit, develop, motivate, keep safe and retain our employees.

## **Environment**

Our objective is to protect the environment and progressively improve our performance on emissions to air, and discharges to water and soil.

## **Customers**

We see ourselves as a service business with packaging products.

## **Shareholder returns**

We aim to give the best shareholder returns relative to our peer group.

## **Meet stakeholder commitments**

We are determined to meet our commitments and will put in place the necessary resources to support their achievement.



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