



This is Essity, A Road to Innovation

August 15, 2017



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Essity in Short



Essity is a Leading Global Hygiene and Health Company



**BORN
IN
1929**



**48.000
EMPLOYEES**



**SALES IN
MORE THAN
150
COUNTRIES**



**+US\$11 Bn
NET SALES
2016**



Essity Brand Interpretation

Our Products are Essential Necessities



Together we drive a global dialogue around hygiene, health – essence of well-being

Our hygiene and health products and solutions play an essential role in improving well-being for everybody, everywhere

Better hygiene and health are necessities for better lives

Essity in Short

PARTNER OF THE



Market Trends

**Growing and Aging
Global Population**

**Increased Disposable
Income and Higher
Living Standards**

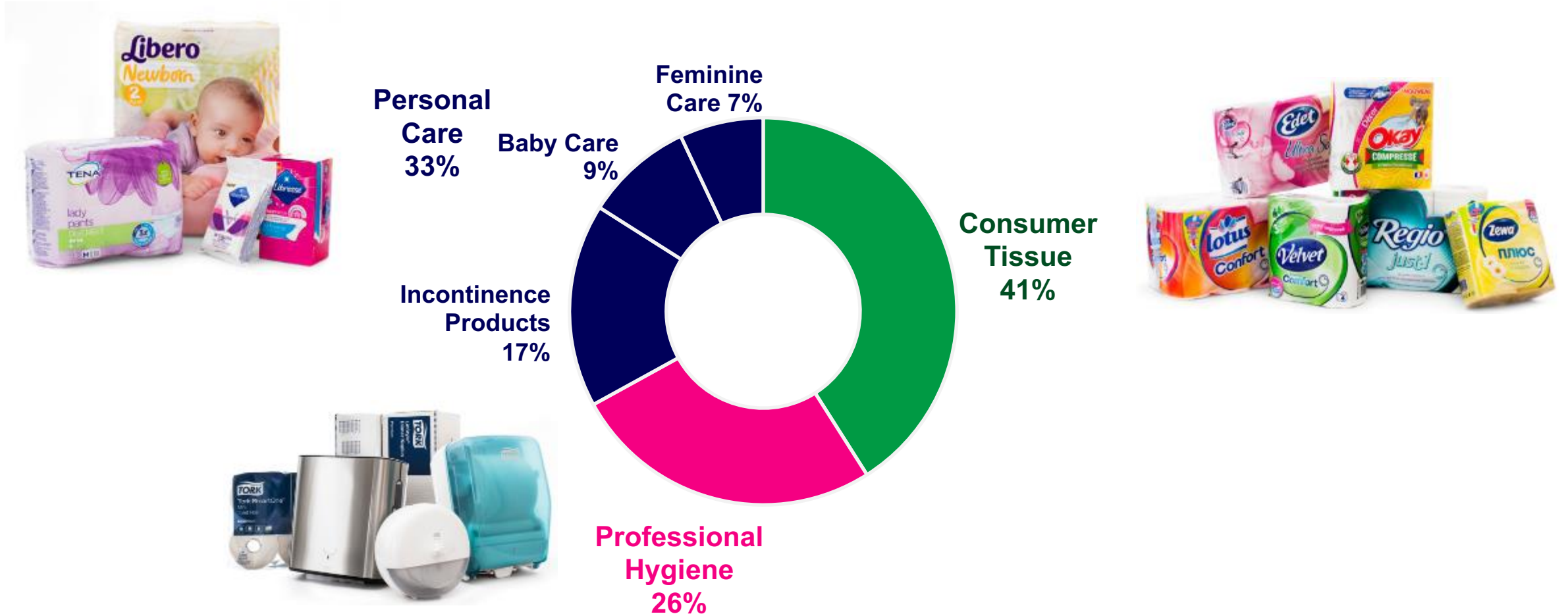
Urbanization

**Increased Prevalence of
Chronic Conditions**

**Increased Access to
Healthcare**

**Increased Awareness
about Health & Hygiene**

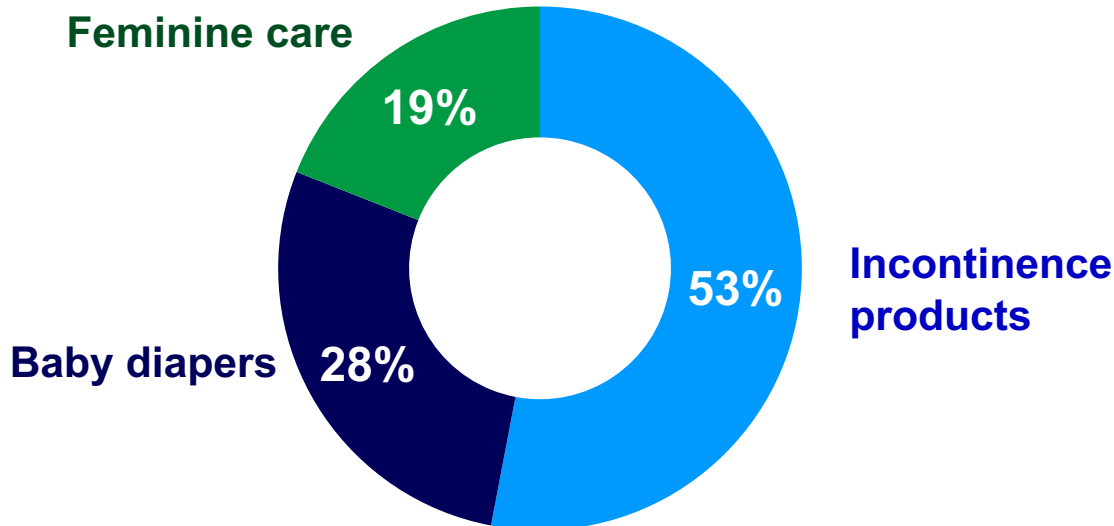
2016 Net Sales by Business Area



Personal Care

Essity is a global leader in personal care. Essity's offering includes Incontinence Products, Feminine Care, Baby Care and Medical Solutions.

Net Sales 2016: SEK 34bn*



* Medical Solutions to be included as from Q2 2017

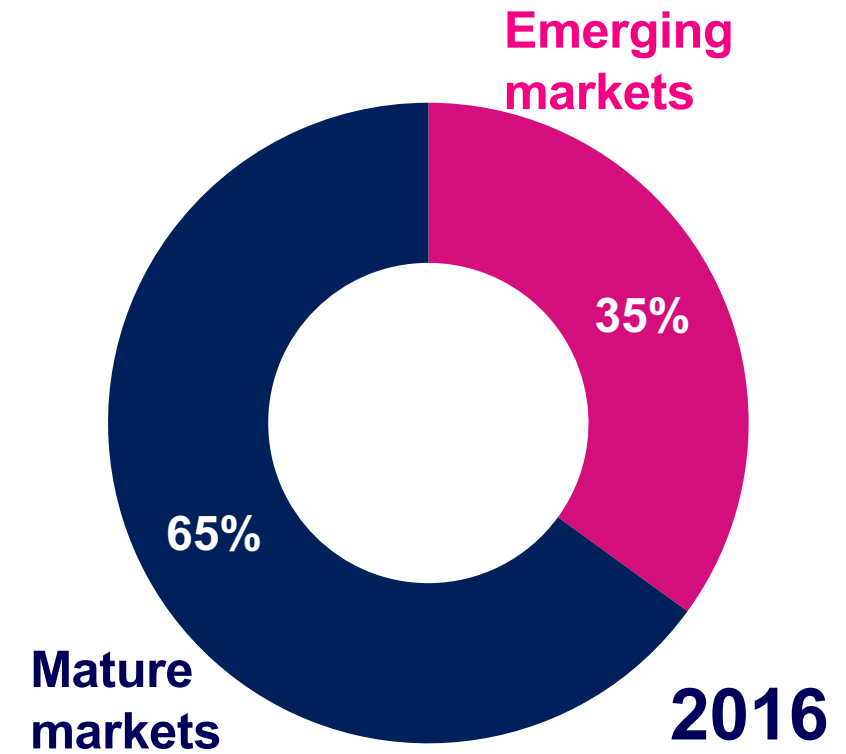


Global Market Positions



Emerging Markets

In 2016 the organic sales growth was 7% on the emerging markets



Sustainability



Creating Value for Business, People and Nature

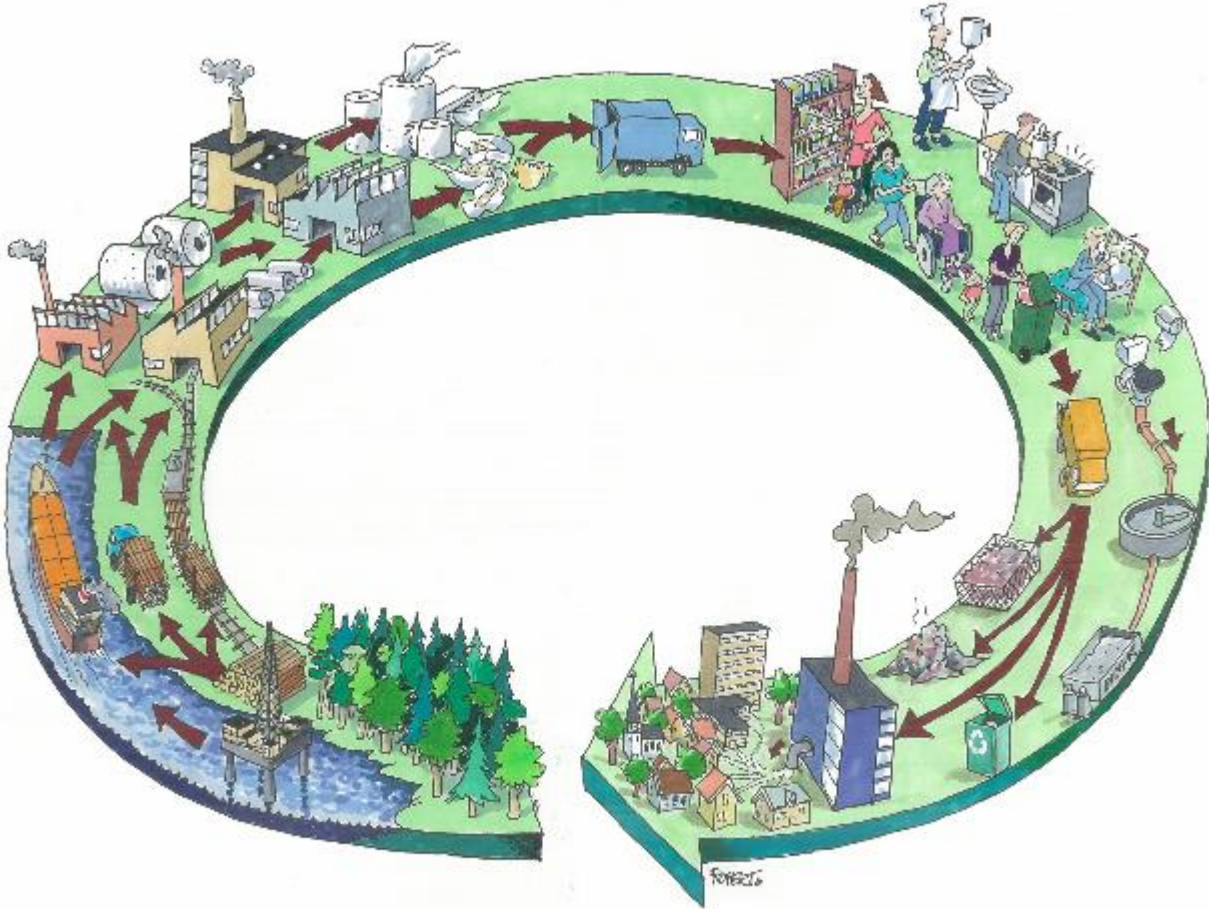
Sustainability is an integral part of business operations



Essity in a Circular Society

Resource-efficient production

Responsible sourcing



Sustainable solutions

After-use management

Essity in Short

**MORE THAN
2 MILLION
PEOPLE
EDUCATED
LAST YEAR**

Real Pictures from the Care
giving Relatives Education
Program in São Paulo, 2017



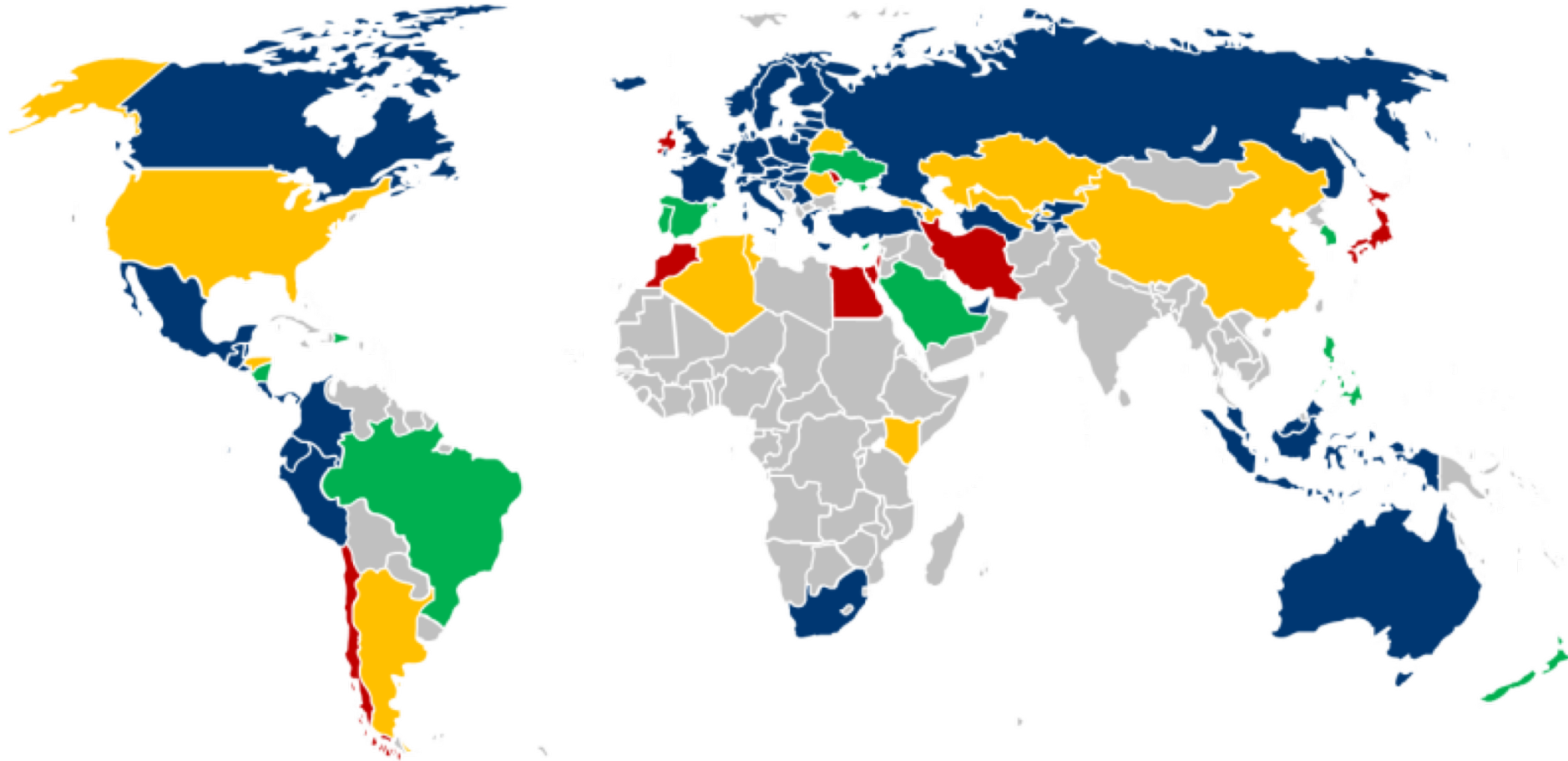
Incontinence



The Worldwide Leader in Incontinence



The only brand with presence in more than 90 countries.

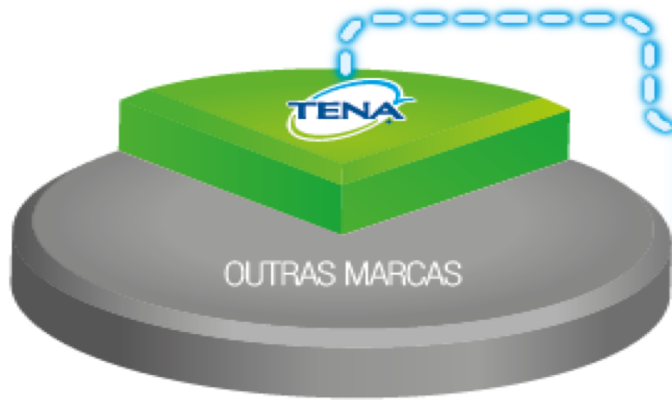


Brazil Share de FY 2015



TENA The Worldwide Leader

1 OUT OF 5 INCO PRODUCTS SOLD IN
THE WORLD IS TENA



20% GLOBAL



Value Share 2016*	
Essity (TENA)	20%
Competitor 1	10,5%
Competitor 2	7%
Competitor 3	6%
Others	56,5%



23 *Source. Nielsen Global + GDM

Incontinence

Almost
12 Million
People in
Brazil

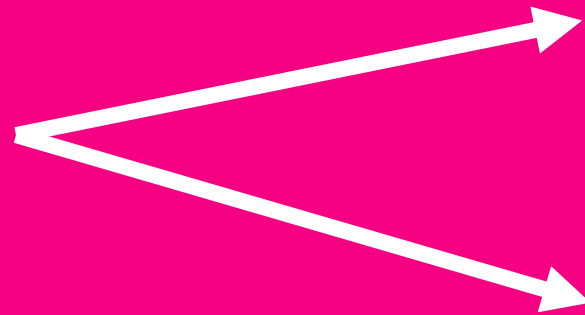


Incontinence

Almost
12 Million
People in
Brazil

75%
Women

25%
Men



More common than you think

Impacting all ages:
Pregnancy, Urine Infections
Menopause, Obesity

75%
Women

Diabetes, Alzheimer,
Parkinson, ME, etc.

Prostate

25%
Men



How Incontinence is impacting our society



TENA Solutions

Budget Restrictions



Care Giver Well-being & Working Atmosphere



User Well-being



Environment



Absorbent Products are More than Briefs



An
Absorbent
Product for
every single
need

What Absorption Means

Absorption for consumers



**Rápida
Absorção**



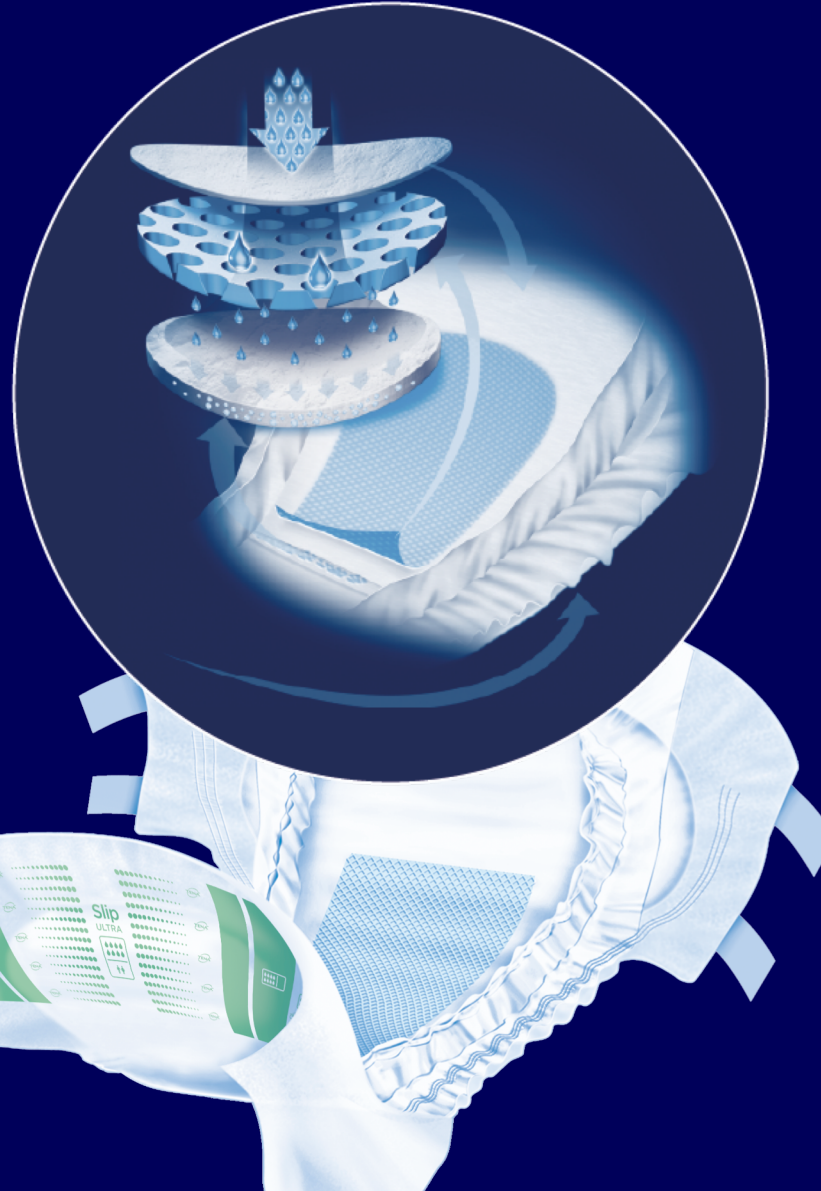
**Menos
Vazamentos**



**Seco na
Superfície**



**Pele mais
Saudável**



**From small leakages
to a full loss of urine**



INCONTINÊNCIA
LEVE

Up to 150ml/day



INCONTINÊNCIA
MODERADA

INCONTINÊNCIA
LEVE

From 150ml/day
Until 390ml/day



INCONTINÊNCIA
INTENSA

INCONTINÊNCIA
MODERADA

INCONTINÊNCIA
LEVE

From 390ml/day
and above

Como estão sendo usados os produtos hoje no Brasil



What Absorption Means



O impacto na qualidade de vida das pessoas!

Exemplos de testemunho

Eu precisava, mas tinha certa resistência em experimentar. Depois que a linha TENA Lady chegou ficou tudo mais fácil. Por ser discreto e não vazar me sinto muito mais segura e à vontade de usar e falar sobre incontinência. Agradeço muito por esse produto ter chegado as minhas mãos e por ter me dado mais confiança pra sair e viver. Existem duas pessoas diferentes dentro de mim, uma antes do TENA Lady, que tinha receio de sair, sentar e levantar pois sempre deixava marcas. E a de agora que sai, senta, levanta e RI sem medo de marcas nas cadeiras e roupa!!! Obrigada TENA Lady Discreet!!!

Rosângela



Não conhecia nenhuma linha/marca específica para diferentes tipos de incontinência urinária, apenas fraldas, antes da TENA. O produto me surpreendeu, pois com ele descobri que existem outras motivações que levam a incontinência e que é ótimo existir no mercado um produto para isso. Não é vergonha ter incontinência e é maravilhoso estar segura para viver sem esse “medo”. Tenho casos de maior necessidade na família e a linha atende a todos.

Denise



Estou testando o mini e ultra mini, por enquanto pra mim atendeu super bem pois os meus escapes, são mínimos. Já tive dois partos normais. Minha mãe está testando os outros pois, no caso dela é quase uma incontinência mesmo.

Josi



