EVERYTHING WE DO IS ABOUT HELPING OUR CLIENTS TO COMMUNICATE BETTER
SÅ LYCKAS DU MED DIN FÖRETAGSWEBBPLATS

Stockholm 25 oktober 2019

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Website as a Service

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Research
Företagswebbplatsen är den mest använda informationskällan.

Source: Comprend's Capital Market Survey 2019
Vilka informationskällor använder du professionellt?

Source: Comprend’s Capital Market Survey 2019
Vilka källor använder du för att leta jobb?

- Företagets webbplats: 61%
- LinkedIn: 45%
- Friends or personal contacts: 39%
- Recruitment agencies: 36%
- Googling a job title: 33%
Vad vill ni säga
Vad vill målgrupperna ha
Lagkrav
Vem är ansvarig för webbplatsen?

80% kommunikationsavdelningen

1 person
Insikter om mina målgrupper

En plattform som fungerar
Kompetenser och resurser
Hålla mig uppdaterad om vad som händer i branschen
Positiv media

Göra en årsredovisning

Komunicera med befintliga medarbetare
Enhetlig kommunikation i alla kanaler
Engagerade medarbetare
Få IT med på banan

Se till att min webbplats fungerar och är uppdaterad

Kommunicera som ett börsnoterat företag

Innehåll
Öka vår synlighet

Förbättra min webbplats
Förstå ESEF
Ändra vår perception

Skicka ett pressmeddelande
Rebranding
Webranking by Comprend sedan 1997

Vad vill målgrupperna?
• Kapitalmarknad
• Jobbsökanden

Vad presenterar företagen
• 50 kärnkriterier – 250 delkriterier
• 110 svenska webbplatser
• Totalt ca 900 europeiska webbplatser
SWEDEN RESULTS ARE OUT NOW
47 av 100
Resultatet per sektion

Startsidan: 68%
Bolagsstyrning: 63%
Funktioner: 59%
Rapportering: 53%
Aktien: 53%
Press: 52%
Om oss: 42%
Hållbarhet: 41%
Karriär: 37%
IR: 31%
Mest förbättringspotential

- Om oss: 42%
- Hållbarhet: 41%
- Karriär: 37%
- IR: 31%
Om företaget

1. Affärsmodellen
2. Geografisk spridning
3. Hur affären är strukturerad - affärsområden

42%
Our value chain

Swedish Match manufactures snus, pouch products without tobacco, moist snuff, chewing tobacco, cigars, matches and lighters at 15 facilities in Sweden, the US, the Dominican Republic, Denmark, the Netherlands, the Philippines and Brazil.

The value chain for our products includes research and development of new and refined products, raw material extraction and production, processing at suppliers, manufacturing at Swedish Match’s facilities, transportation and distribution between the various value chain stages, and sales through retailers [customers] as well as consumer use and final disposal of product.

MORE INFORMATION

Vision and strategy
Sustainability
Organization
Addresses
Geographic markets

Skanska operates around the world in selected home markets in the Nordic region, Europe and USA. Our headquarters are located in Stockholm, Sweden.

Home markets

We have operations in eleven countries – home markets – in one or several of our three business streams: Construction, Residential Development and Commercial Property Development units.
Wood products

Holmen produces wood products for use in joinery and construction at three sawmills, whose by-products are used at the Group’s paper and paperboard mills. Annual production volume is just under 1 million cubic metres.

4 percent of the Group’s capital is employed in the Forest business area.

Key figures 2018 (2017)

- Net sales: 1,747 SEKm (1,562)
- Operating profit/loss: 246 SEKm (80)
- Investments: 76 SEKm (100)
- Capital employed: 927 SEKm (862)
- Average number of employees (FTE): 261 (251)
- Deliveries, ’000 m³: 828 (852)
Hållbarhet

1. Hållbarhetsstrategi
2. Hållbarhetsrapport
3. Miljödata – KPI

41%
Sustainability targets

Our vision is at the core of our entire operation. In everything we do, we strive to create a stronger, lighter and more sustainable world. Sustainability is a key business driver for both us and our customers. Therefore, we put much effort into ensuring that we act in an ethical and environmentally sound way in all our operations and markets.

Sustainability strategy and targets

SSAB’s sustainability strategy is divided into three areas: Sustainable Offering, Sustainable Operations and Responsible Partner (Read more on p. 24). In 2017, SSAB increased the company’s ambitions for sustainability and set new objectives and targets.

<table>
<thead>
<tr>
<th>Area of Sustainability strategy</th>
<th>Sustainable offering</th>
<th>Sustainable operations</th>
<th>Responsible partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective</td>
<td>10 Mtonne annual customer CO₂ savings by 2025</td>
<td>Fossil free 2045</td>
<td>Responsible partner</td>
</tr>
</tbody>
</table>

**Description**

- By using SSAB’s high-strength steels, customers can achieve CO₂ savings during their end products use-phase.
- The earlier target was to reach the same CO₂ savings targets by 2025, but since volumes for EcoUpgraded and Automotive Premium products have grown more than originally expected, the target was brought forward to 2020.

- Long term, SSAB will work toward a fossil-free steelmaking process through the HYBRIT initiative and by eliminating other fossil related emissions, with a goal to be fossil-free throughout our entire operation by 2045.
- For SSAB, having a large impact on society means taking on a large responsibility. SSAB adheres to the highest standards as a responsible partner by taking responsibility for business ethics and responsible sourcing, as well as continuously strive to improve safety, diversity and employer attractiveness.

**Objectives & Targets**

- 10 Mtonne annual customer CO₂ savings by 2025:
  - 8 Mtonnes of annual CO₂ savings from SSAB EcoUpgraded deliveries by 2025
  - 2 Mtonnes of annual CO₂ savings from Automotive Premium deliveries by 2020

- Fossil free within the entire operation by 2045:
  - At the end of 2020, SSAB will have achieved the following environmental and energy targets:
    - Lasting reduction of 300,000 tonnes in CO₂ emissions
    - Lasting reduction of 400 GWh in purchased energy
    - Lasting improvement of 50,000 tonnes in residuals utilization

- Safest steel company in the world with long-term goal of zero accidents
- Reaching an employee engagement score that exceeds the global average (measured every other year)
- By the end of 2019, SSAB will have achieved the following gender diversity target:
  - Women holding 30% of the top management positions in the company by the end of 2019

**Results in 2018**

- In 2018, the customer end-product CO₂ savings totaled 9.2 Mtonnes:
  - 7.7 Mtonnes from SSAB EcoUpgraded deliveries

- Construction of a pilot plant for fossil-free steel production was started in Luojil, Sweden. Read more on pages 26-27

- SSAB’s lost time injury frequency resulting in an absence of at least one day (LTIF) was 6.1 (5.6), up 9% compared to 2017, despite safety having the highest priority and the extensive efforts undertaken...
PERFORMANCE

COMMITTING TO ACTION, DELIVERING RESULTS

Any decision we make today can affect our world tomorrow — and it’s our duty as a company to look out for the Earth’s well-being. That means holding ourselves, our suppliers and our business partners accountable for sustainable business practices. It means constantly reviewing our corporate impact. It means setting goals for improvement and meeting them — and surpassing them in many cases. This is the power of The Home Depot’s can-do spirit — working together to create a better world, faster through the business we operate and the products we sell.

CO2 REDUCTION

<table>
<thead>
<tr>
<th>TARGET CARBON EMISSIONS</th>
<th>STORE ENERGY USE</th>
<th>RENEWABLE/ALTERNATIVE ENERGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCIENCE BASED TARGET</td>
<td></td>
<td></td>
</tr>
<tr>
<td>39.9% REDUCTION BY 2030</td>
<td>20%</td>
<td>135MW</td>
</tr>
<tr>
<td>50.4% REDUCTION BY 2035</td>
<td>STORE ENERGY USE REDUCTION BY 2020</td>
<td></td>
</tr>
<tr>
<td>SCOPE 1 &amp; 2 EMISSIONS</td>
<td></td>
<td></td>
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</tbody>
</table>

PROGRESS

| START YEAR 2018 | 23.5% REDUCTION | 131MW IN 2018 |

COMMUNITY

<table>
<thead>
<tr>
<th>VETERAN RELATED CAUSES</th>
<th>TRADES TRAINING</th>
<th>CONSUMER ENERGY SAVINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500 MILLION COMMITTED TO VETERAN CAUSES BY 2025</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$50 MILLION TO TRAIN SKILLED TRADESCHECKS IN THE NEXT 10 YEARS</td>
<td></td>
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<tr>
<td>SAVE CONSUMERS $2.8 BILLION IN MONTHLY ENERGY COSTS BY 2020</td>
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</table>

PROGRESS
Karriär

1. Hur det är att jobba på företaget
2. Geografiska platser
3. Företagets förväntningar

37%
A Swedish company with an international outlook

1900 + employees in the Nordic and UK
35 + nationalities
20 + countries of operation

A young company with rich history

We are the heartbeat of entertainment

We are telling stories, touching lives, expanding worlds. What underlies all of this is our passion to create meaningful moments and evoke emotions with our content. It’s the best we all have, and it’s inside us. What to feel that beat too?
Grow with us

The person who makes all the difference in your personal-professional growth is you.

You have the means to plan and guide your personal development, and you are responsible for acquiring skills that make you “employable” and “desirable” in the work world. So you can build your Sustainable Future.

ERG has developed a system of training courses, feedback on performance and on growth potential, and experience in the field to support people in their current and future challenges.
IR

1. Finansiella mål och måluppfyllnad
2. Strategi
3. Outlook

33%
Financial targets

Axfood’s strategic target supports the Group’s strategy to achieve profitable growth, drive work with environmental issues, and to have committed employees who reflect the diversity of the society they work in.

Group operating margin

Axfood will grow faster than the market (new target as from 2018).

During 2018 Axfood’s store sales (including Hemköp franchises) increased by 5.3%, while growth for the market was 3.0% in current prices, according to HUI/the Swedish Food Retailers Federation. Axfood thereby increased its market share.
**Operating margin**
Long-term operating margin of at least 4%.

The long-term target was reached in 2018, with an operating margin of 4.2%. Profitability was favourably affected by like-for-like sales performance and the sales mix.

![Operating margin chart]

**Equity ratio**
In 2018 the target was an equity ratio of at least 25% during all quarters.

As a consequence of changed accounting policies (transition to IFRS 16 Leases), in 2019 the target is an equity ratio of at least 20% by year-end.

The equity ratio as per 31 December 2018 was 37%, and the target was achieved during every quarter.

![Equity ratio chart]
Group Strategy

ICA Gruppen is driven by the vision to make every day a little easier. Our companies rely on a stable ground with several common strengths. We continue to evolve by finding easier and better solutions for our customers, enabling them to shop more conveniently, cook better food, live a healthier life, have a more stable economy and live in more sustainable communities.

Since the creation of the Group we have consolidated our company structure to become more synergistic – with groceries as our core and complemented by our supporting businesses i.e. pharmacy, non-food, bank, insurance and real estate.

By co-operating between our businesses we create scale and realize important synergies e.g. common loyalty program, co-location of stores, sourcing and administration. In addition, digitalization creates new possibilities for additional synergies e.g. in e-commerce, data and investments in new technology and capabilities.

As the environment is changing more rapidly we also need to be more agile. The Group strategy builds on our stable foundation and common strengths and sets the
OUTLOOK AND RISK FACTORS

Swedish Match expects that the trend of increased interest from consumers, industry players and regulators in less harmful alternatives to cigarettes will continue.

The outlook included in the first quarter report stated that “For the full year, Swedish Match anticipates modest growth in the US cigar market.” This updated outlook has been revised to delete reference to anticipated modest growth in the US cigar market given overall category volume declines experienced in the first half of the year. Based on this development, we are no longer confident that the US cigar market will record volume growth for 2019. The remaining points of the previous outlook statement remain unchanged.

Swedish Match expects that the trend of increased interest from consumers, industry players and regulators in less harmful alternatives to cigarettes will continue. By providing products that are recognized as safer alternatives to cigarettes, our ambition is to create value for both shareholders and society.

For 2019, on a full year basis, Swedish Match expects the Scandinavian snus market to continue to grow and to remain highly competitive. Swedish Match expects the US snus/nicotine pouch market to grow. In the US moist snuff market, we expect continued growth for pouches. For US chewing tobacco we expect continued market declines. In both Scandinavia and markets outside of Scandinavia, we expect modest growth and increased competition.
2019–2020

SWEDEN

RESULTS ARE OUT NOW

Webranking
by Comprend
2019–2020

No.3

SWEDEN

CLOETTA

Webranking by Comprend
2019–2020

No.1
SWEDEN

SWEDISH MATCH

Webranking by Comprend
3 saker ni kan göra redan idag

1. Lägg till affärsmodellen från årsredovisningen
2. Presentera era affärsområden
3. Publicera affärsstrategin och hållbarhetsstrategin
Frågor?

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