



# Sustainable beauty since 1862

Sijoitus Invest November 11, 2015  
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# Disclaimer

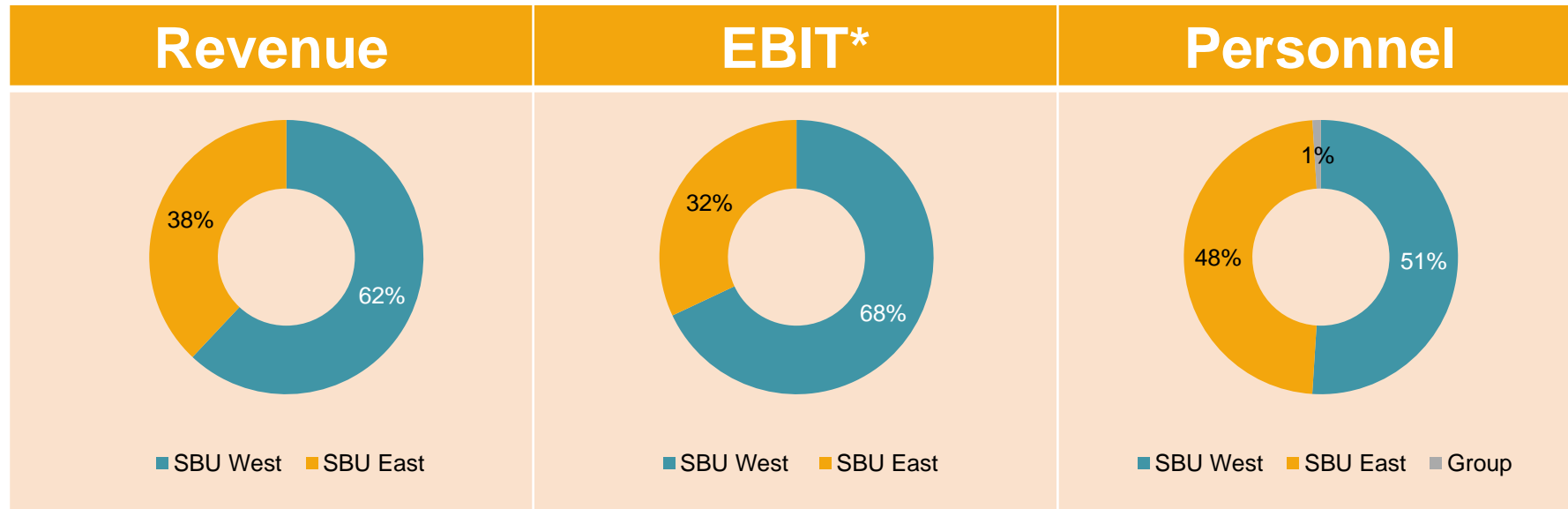
*In this presentation, all forward-looking statements in relation to the company or its business are based on the management judgment, and macroeconomic or general industry data are based on third-party sources, and actual results may differ from the expectations and beliefs such statements contain.*





# Tikkurila 2014

Tikkurila is the leading paints and coatings professional in the Nordic region and Russia. With our roots in Finland, we now operate in 16 countries. Our high-quality products and extensive services ensure the best possible user experience in the market. Sustainable beauty since 1862.



Revenue EUR 618 million

EBIT\* EUR 64 million

Personnel 3,142

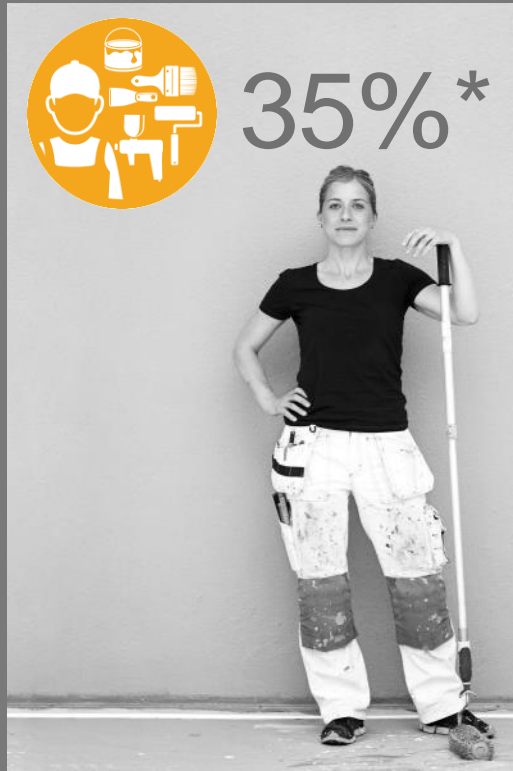
\*Excl. non-recurring and Group items

# Our end-customers



50%\*

Consumers (DIY)



35%\*

Professional painters



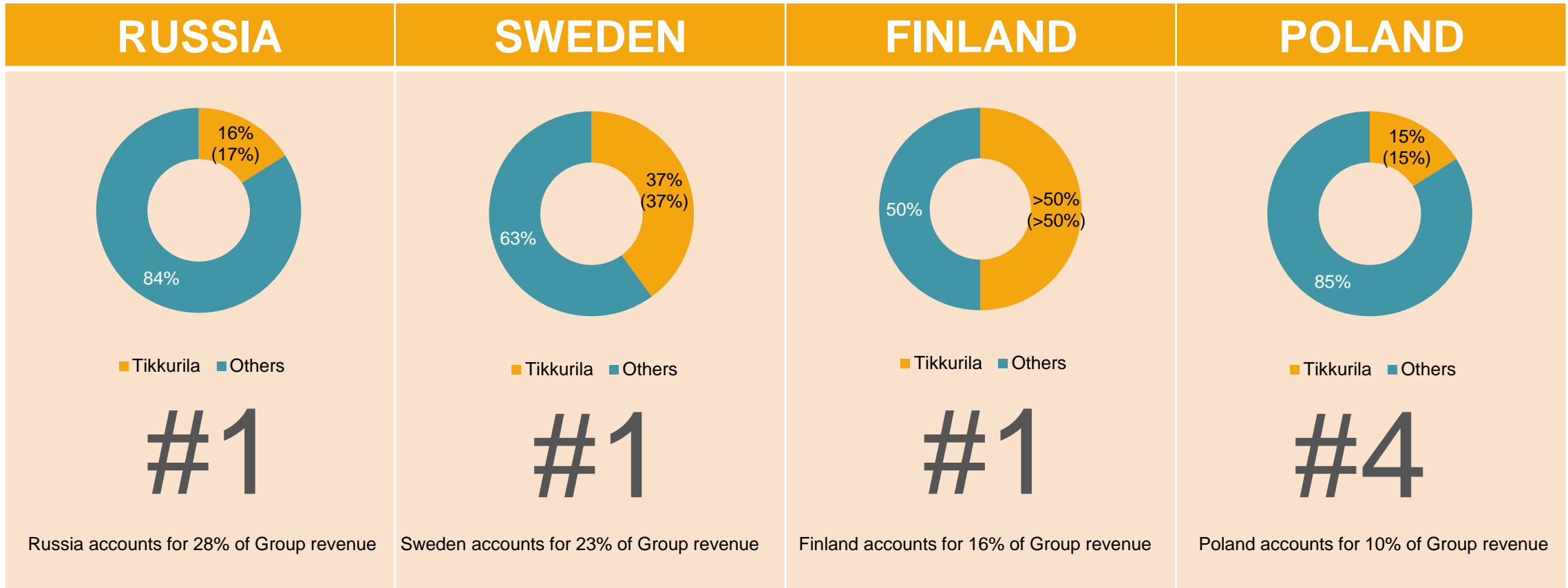
15%

Industry

\*Tikkurila estimate



# Tikkurila market shares in decorative paints in key markets in 2014

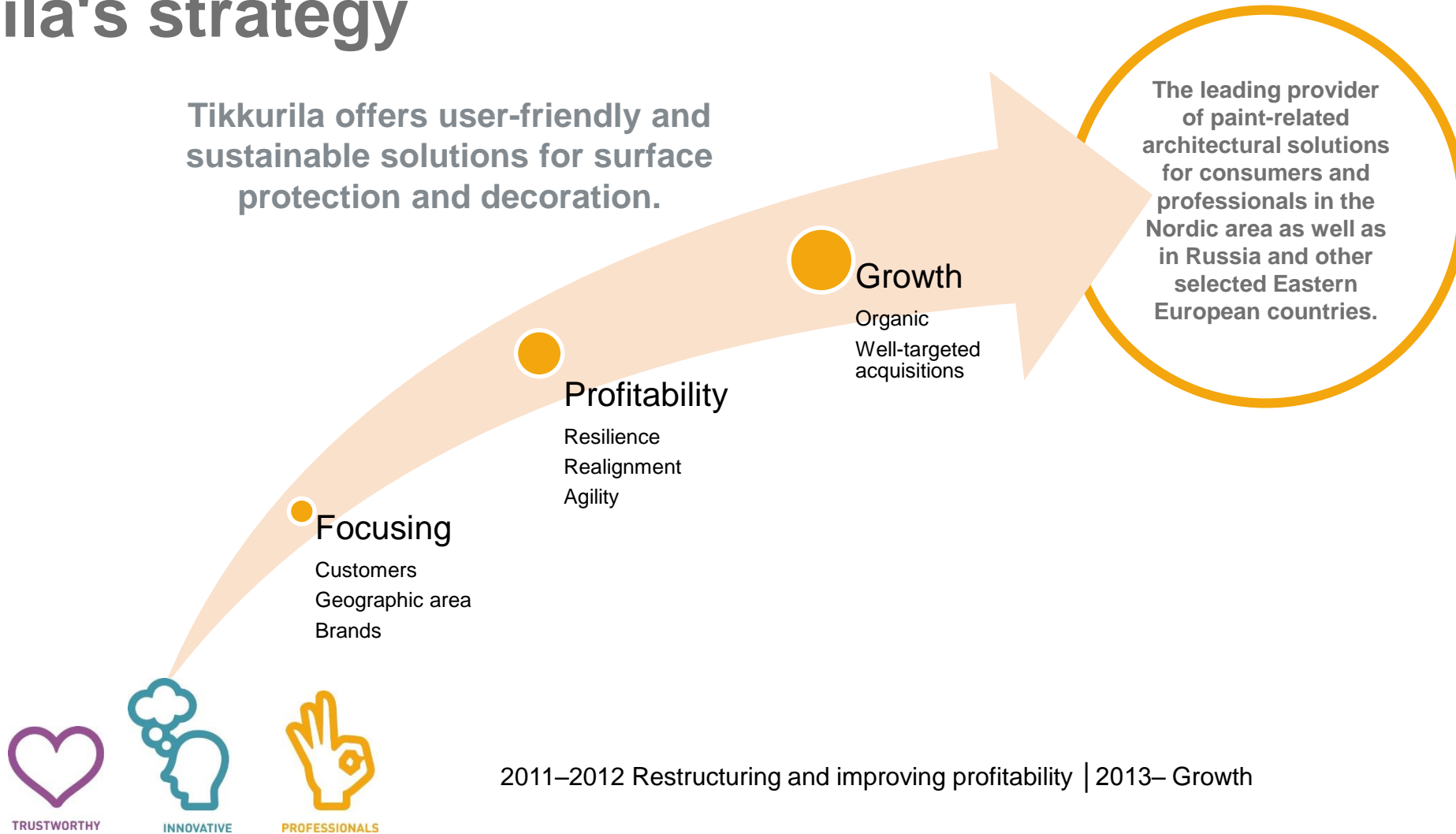


Source: Chem-Courier (Russia, volume), SVEFF (Sweden, value), Association of Finnish Paint Industry (Finland, value), IBP Research (Poland, volume)



# Tikkurila's strategy

Tikkurila offers user-friendly and sustainable solutions for surface protection and decoration.

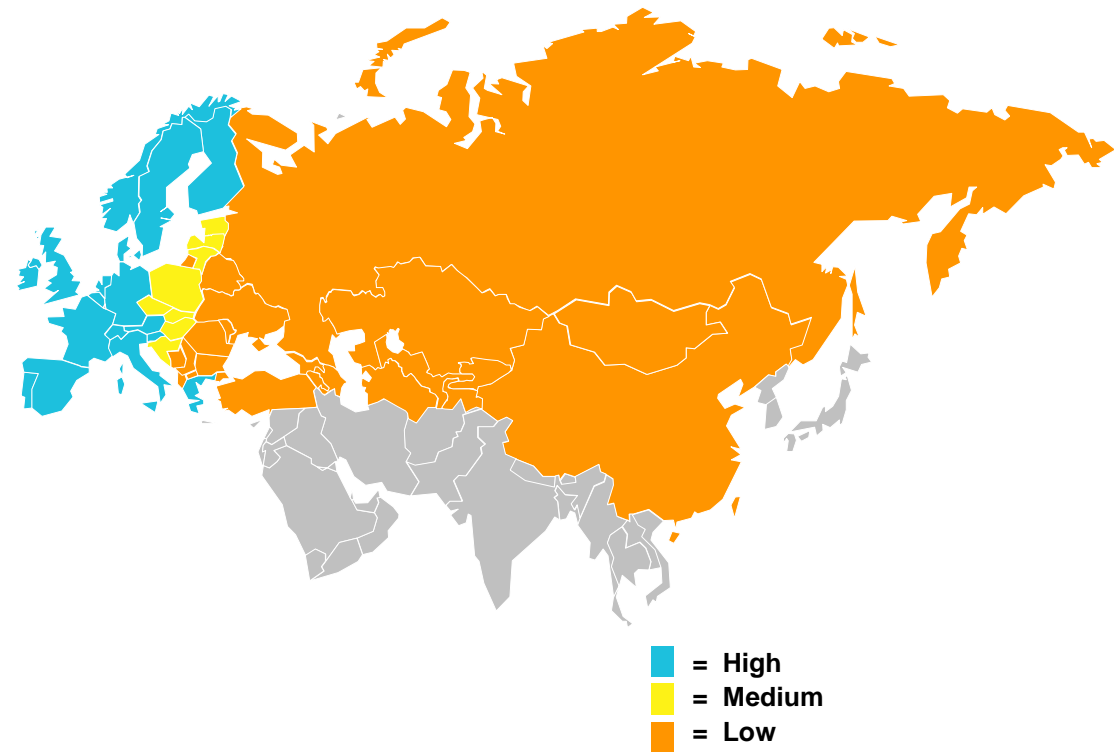


# Paint consumption and demand structure

## Factors impacting paint demand

- Living standards
  - Local habits and painting methods
  - Construction styles and available materials
  - Trends in interior decoration, colors etc.
  - Level of activity in new construction, renovation and industry
  - Functional paints
- Markets in Western Europe mature, growth opportunities in areas with increasing income per household
  - Tikkurila has an established presence in areas with expected growth in consumption per capita and increasing demand for premium products

## Estimated paint consumption per capita\*



\* Paint consumption source: Management estimates, IPPIC





# We help our customers to succeed in surface protection and decoration



Inspiration



Ideas



Colors



Stores



Helpline



Internet



Training



Designer Pool  
Contractor Pool

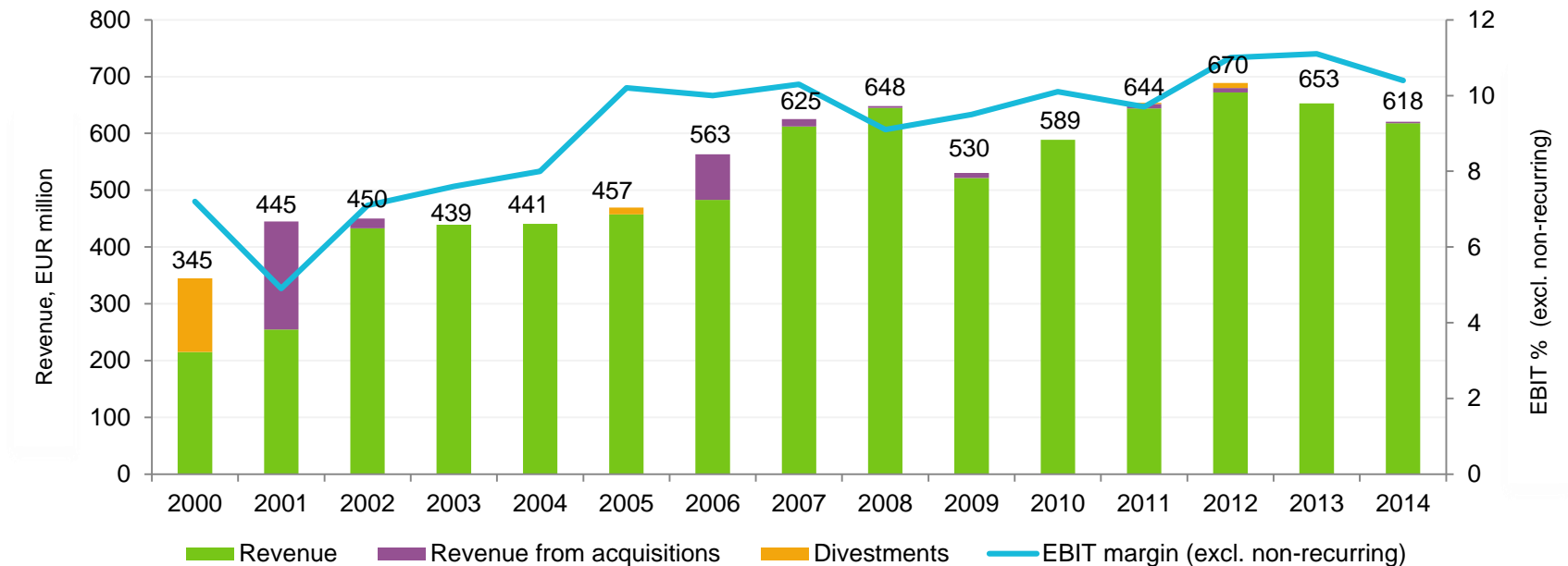


Professional  
services

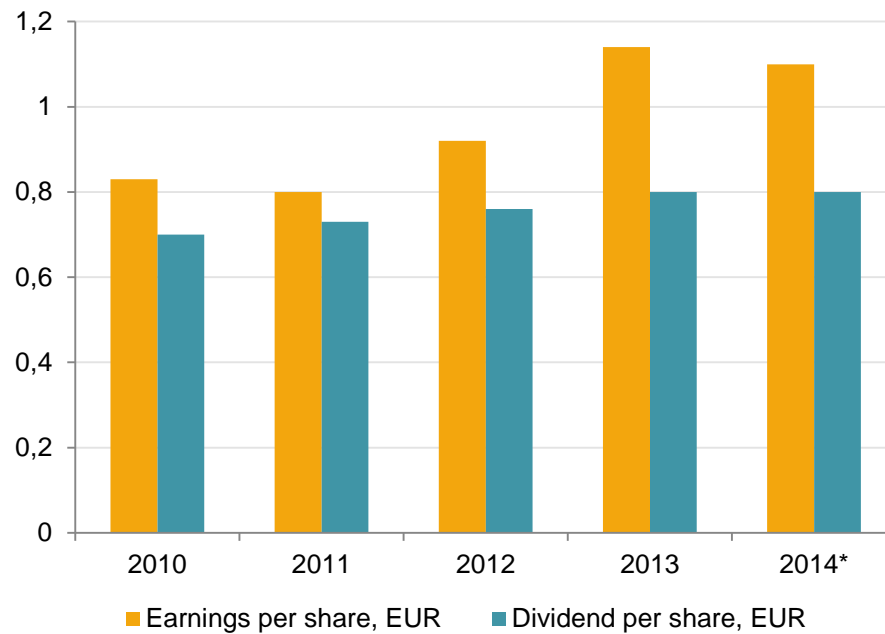
# Long term financial development

## Development of sales and profitability 2000–2014

Major acquisitions and divestments			
Sale of tinting business in 2000 (Revenue ~MEUR 130)	Acquisition of Alcro-Beckers in 2001 (Revenue ~MEUR 190)	Acquisition of Kraski Tekes in 2006 (Revenue ~MEUR 80)	Acquisition of Zorka Color in 2011 (Revenue ~MEUR 16)



# Stable dividend outflow



- Dividend policy: Target is to pay at least 40 % of annual operative net income as dividends
- Historical dividends have corresponded to approximately 70-90% of the operative net income

# Examples of recent novelties

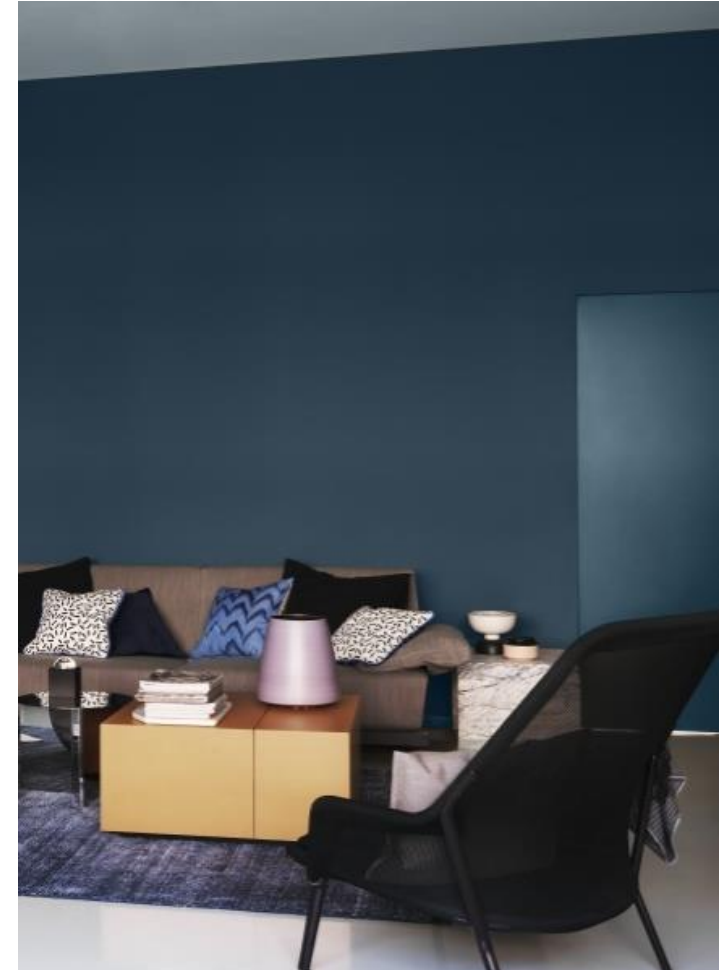


Argentum 20  
Functional, easy-to-clean hygienic surface for e.g. hospital surroundings



Black  
Semi matt, perfect black for interior walls

# Trend colors for 2016 by Alcro





TIKKURILA

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TO COLOR YOUR LIFE.™