

Norske Skog

Slide selection

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This is Norske Skog

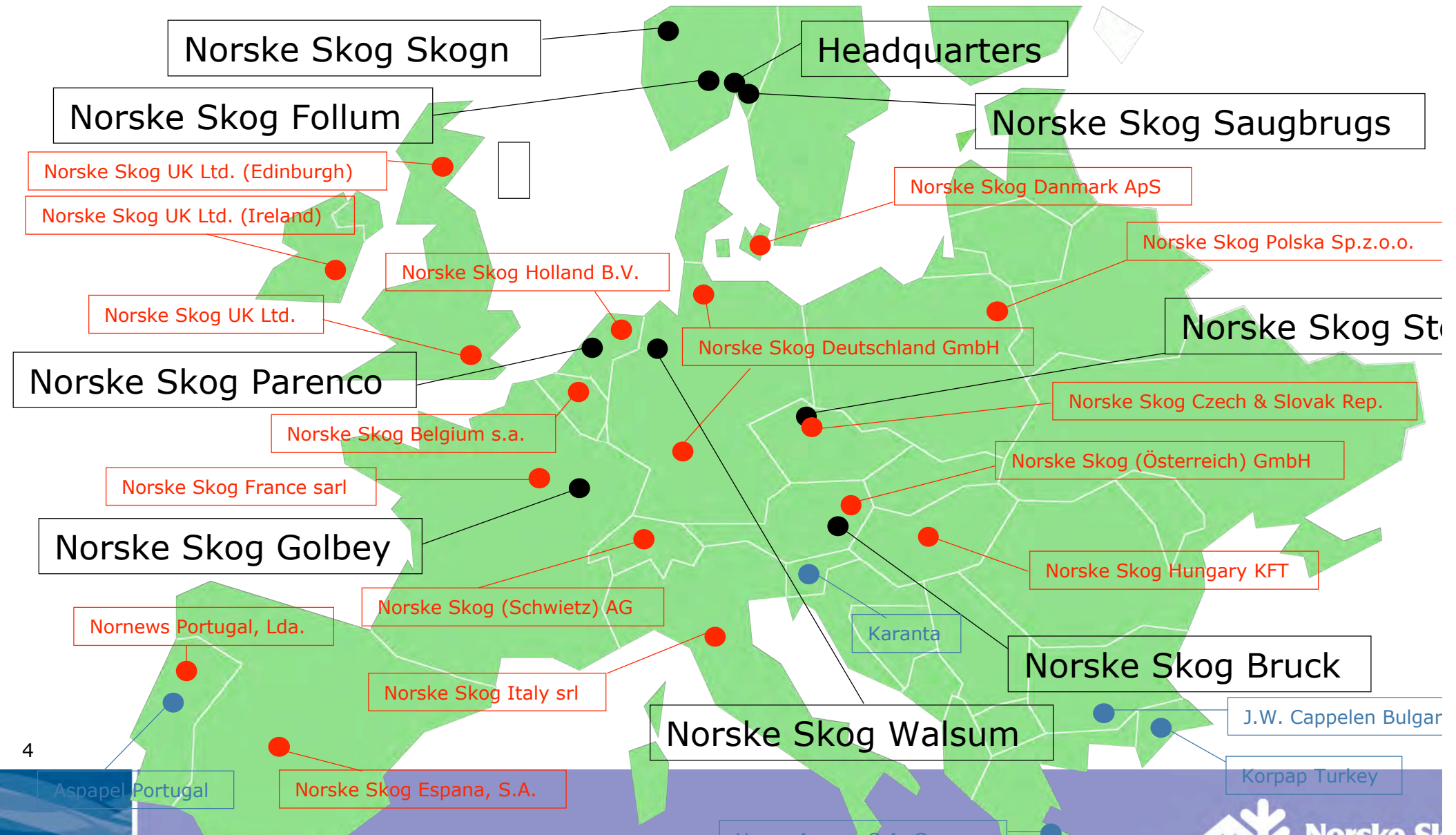
- The world's second largest producer of newsprint and magazine paper
- 19 wholly - and partly owned mills in 14 countries
- Approx. 8 300 employees
- Total revenue (2006) of Euro 3,6 billion
- Listed on the Oslo Stock Exchange



The world of Norske Skog



Europe Mills, sales offices and agents



Production Capacity Europe

Cartiera	Tons	Prodotti
Bruck	390 000	Newsprint - LWC
Golbey	600 000	Newsprint
Follum	410 000	Newsprint - UMI - MFC
Parenco	460 000	Newsprint
Saugbrugs	550 000	SC-A SC-A+
Skogn	600 000	Newsprint
Steti	120 000	Newsprint
Walsum	425 000	LWC

Production Capacity – Rest of the world

Sud America

Cartiera	Tons	Prodotti
Bio Bio	126 000	Newsprint - UMI
Pisa	185 000	Newsprint - UMI

Australasia

Cartiera	Tons	Prodotti
Albury	235 000	Newsprint
Tasman	430 000	Newsprint - UMI - Directory
Boyer	290 000	Newsprint - UMI - Directory

Panasia

Cartiera	Tons	Prodotti
Heibei	330 000	Newsprint
Shangai	145 000	Newsprint
Chongwon	190 000	Newsprint
Singburi	125 000	Newsprint
Jenju	1 000 000	Newsprint

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NORSKE SKOG

- We believe that people will continue to read newspapers on newsprint, and we have the figures to prove it.
- The sector has a global value of USD 178.8 billion
- It accounts for 22% of the advertising market world-wide
- Newsprint is only second to TV
- Every day 1,4 billion people read a newspaper
- New titles are being launched successfully world-wide, including mature markets

Securing the future

- As a leading producer of publication paper we want to take our share of responsibility for one of the most important challenges facing our industry:

■ Recruiting tomorrow's readers

Our Commitment and involvement

- Newspaper in education (Norske Skog/WAN)
- Currently supporting projects in more than 60 countries
- Marketing Strategies

Newspapers in Education

- Norske Skog in partnership with World Association of Newspapers (WAN) to develop Newspapers in Education (NIE)
- Our support 2003-2013: Euro 4,4 million
- WAN is a global organization representing 18,000 newspapers in more than 150 countries - headquarters in Paris
- More than 220 million newspapers are delivered to schools under NIE program each year



W.E. newsprint demand drivers

- Paid-for circulation
 - Advertising
- Increasing broadband penetration
 - Format changes

negatives



positives



- Launch of some regional titles
- Free newspapers
- Switch from HB to standard newsprint
- Format changes/Pagination
- One-time events