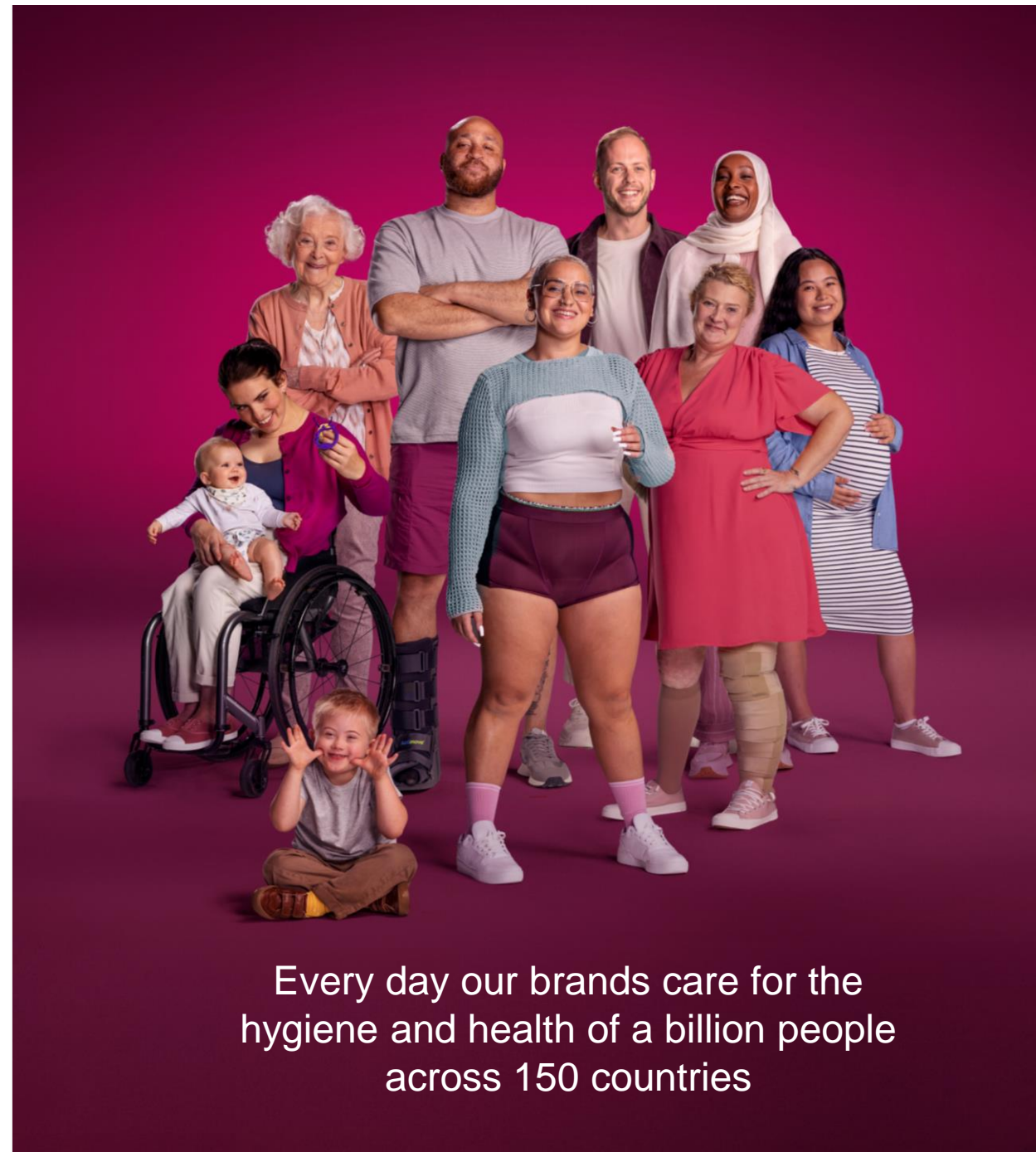


# Essity

## Strong platform for accelerating profitable growth

Fredrik Rystedt  
CFO and EVP

UBS Global Consumer and Retail Conference  
New York, March 12, 2025



Every day our brands care for the  
hygiene and health of a billion people  
across 150 countries

# Essity – A global, leading hygiene and health company

146

Net sales 2024  
SEKbn

20.3

EBITA excl. IAC 2024  
SEKbn

150

Sales in  
countries

36,000

Employees

# Three attractive business areas



## Health & Medical

Holistic health and medical solutions along the continuum of care

20%

of net sales  
2024

Grow to scale



## Consumer Goods

Personal and home hygiene for all stages of life

54%

of net sales  
2024

Accelerate high-margin categories



## Professional Hygiene

Hygiene management solutions for a broad set of commercial applications

26%

of net sales  
2024

Expand global leadership

# Leading with strong brands where we compete



Source: The information has been compiled by Essity for presentation purposes based on external market sources and internal estimates covering categories and markets where Essity is present (some category and regional exclusions are applied)



# Key achievements 2024

## In better shape than ever

- Highest profits ever and good volume growth in high yielding segments
- Strong cash flow generation and solid balance sheet
- Divestment of Vinda resulting in a more attractive portfolio
- New financial targets and share buyback program
- Impactful innovations driving market shares, efficiency improvements and good progress on sustainability



# Financial summary 2024

Net sales

SEK  
145,546m  
-1%

Organic sales growth

+0.2%  
+1.8%  
excl. restructuring

Operating cash flow

SEK  
17,242m  
-3%

EPS excl IAC<sup>1)</sup>

SEK  
19.29  
+10%

EBITA excl. IAC

SEK  
20,344m  
+8%

EBITA margin excl. IAC

14.0%  
+120bps

ROCE excl. IAC

17.6%  
+120bps

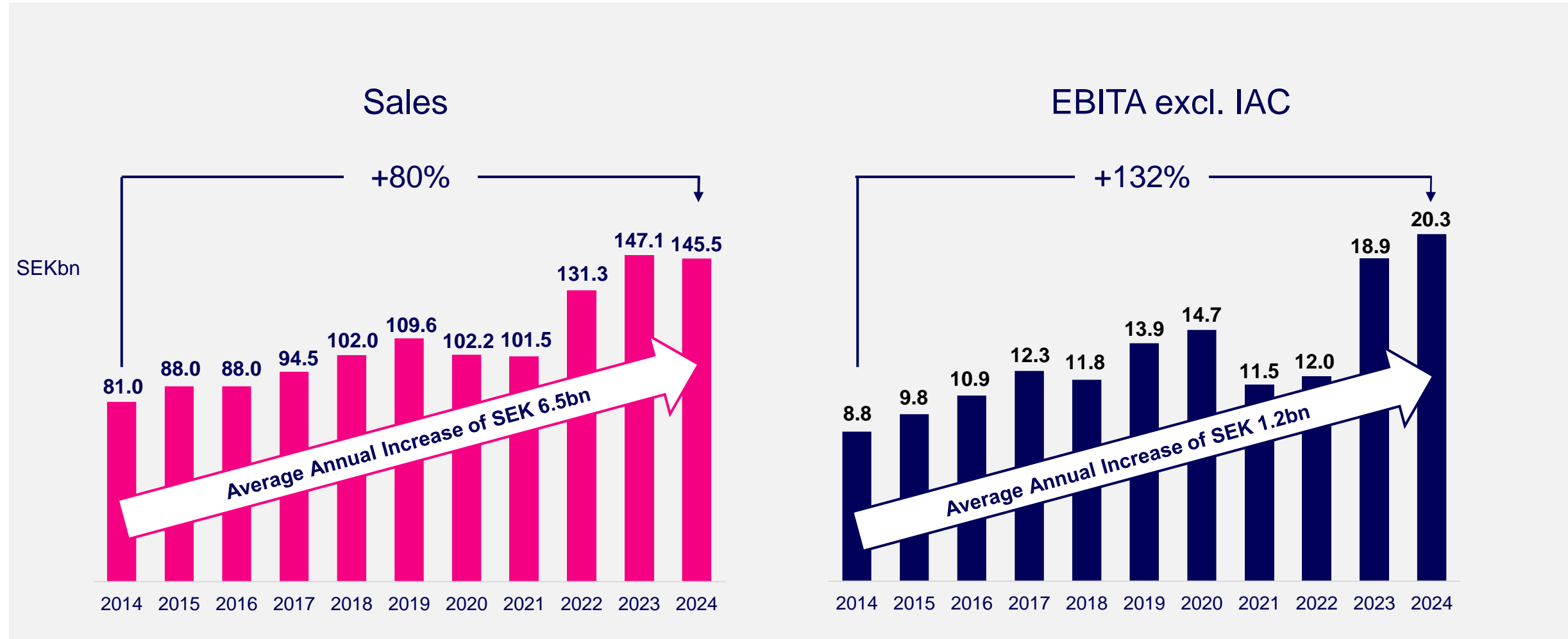
Proposed dividend<sup>2)</sup>

SEK  
8.25  
+6.5%

2024 vs 2023

<sup>1)</sup> Earnings per share excl. IAC and amortization of acquisition-related intangible assets, continuing operations <sup>2)</sup> Board of Directors proposal per share

# Strong long-term financial development



Note: 2014-2020 excl. Vinda's published figures; 2021-2023 Vinda classified as discontinued operations



A photograph of two women running through a lush green park. The woman on the left is older, with short blonde hair, wearing a white zip-up hoodie over a blue shirt and dark leggings. She is smiling and looking towards the camera. The woman on the right is younger, with long dark hair tied back, wearing a green long-sleeved shirt and teal leggings. She is also smiling and looking towards the camera. The background is a soft-focus green landscape with trees and grass. Overlaid on the image are five semi-transparent circles, each containing a text label. At the bottom left is the Essity logo and name.

**Rising levels  
of disposable  
incomes**

**Aging  
global  
population**

**Rise of  
chronic  
conditions**

**Spread of  
infectious  
diseases**

**Evolving  
well-being  
awareness**

**Favorable trends  
driving market growth**



# Essity's global market growth exposure

North America

2-3%

Europe

1-2%

Asia

3-4%

Latin America

2-3%

Global

2-3%

Other

4-5%



# Financial targets for accelerated profitable growth

Annual Organic  
Sales Growth

---

>3%

EBITA Margin  
excl. IAC

---

>15%



# Impactful innovations





# Our innovations drive profitable growth

## Superiority

% net sales with consumer or customer preference

64%

## Margin accretive

Average gross profit of innovations vs. base

+3pp

>50%

rolling 3 years

## Innovation rate

% of net sales coming from new products, B2C

+25%

rolling 3 years

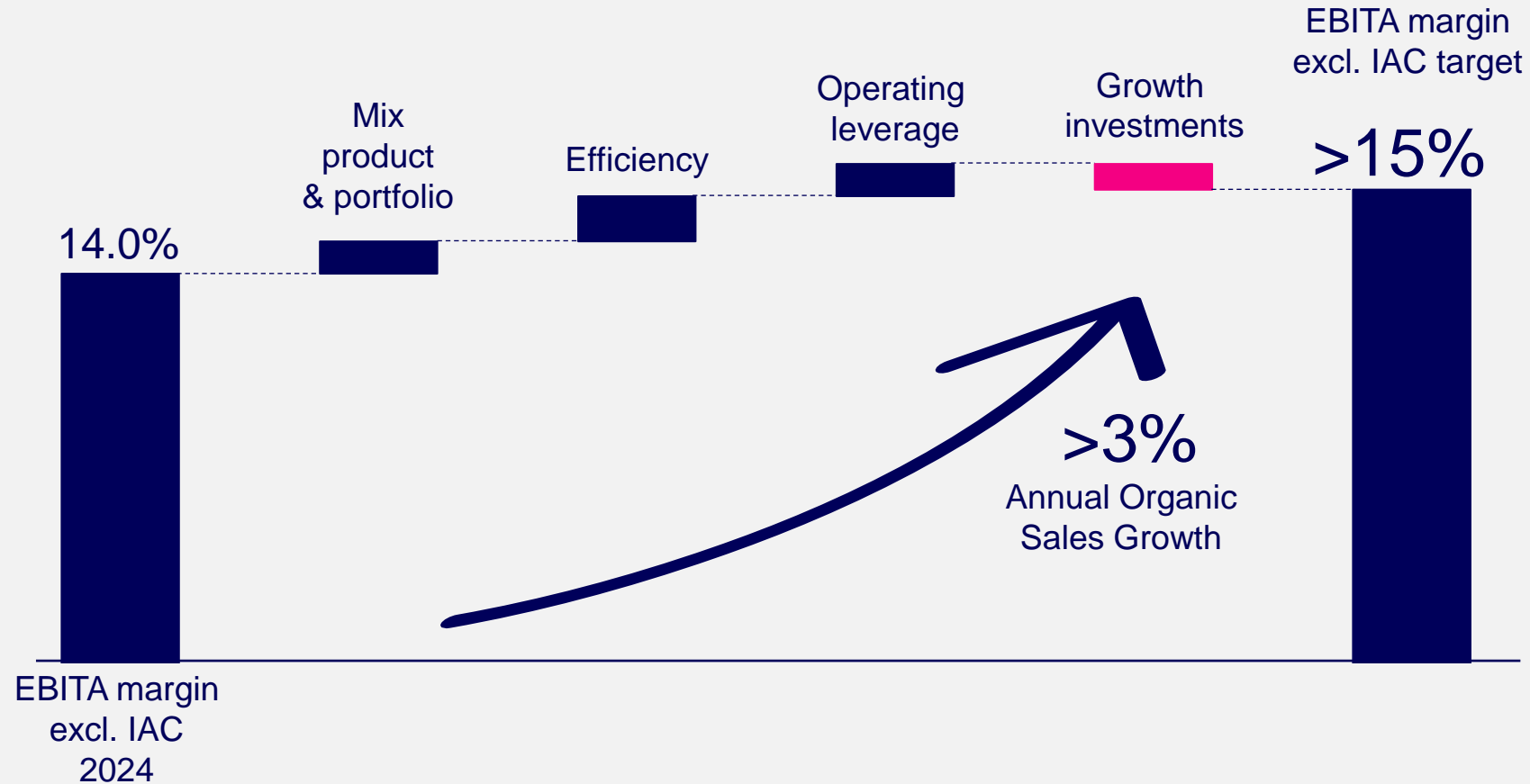
## Bigger launches

Average launch sales size



# Accelerating profitable growth

## Path to target delivery



# Financial restrictions and policies

A photograph of a woman with long brown hair, seen from the side, holding two young children. The children are smiling and looking towards the camera. The image is used as a background for a presentation slide. Overlaid on the image are several text elements: a main title at the top, a list of financial policies in blue circles, and a company logo at the bottom left.

Capital Structure

Maintain  
a solid  
investment  
grade rating

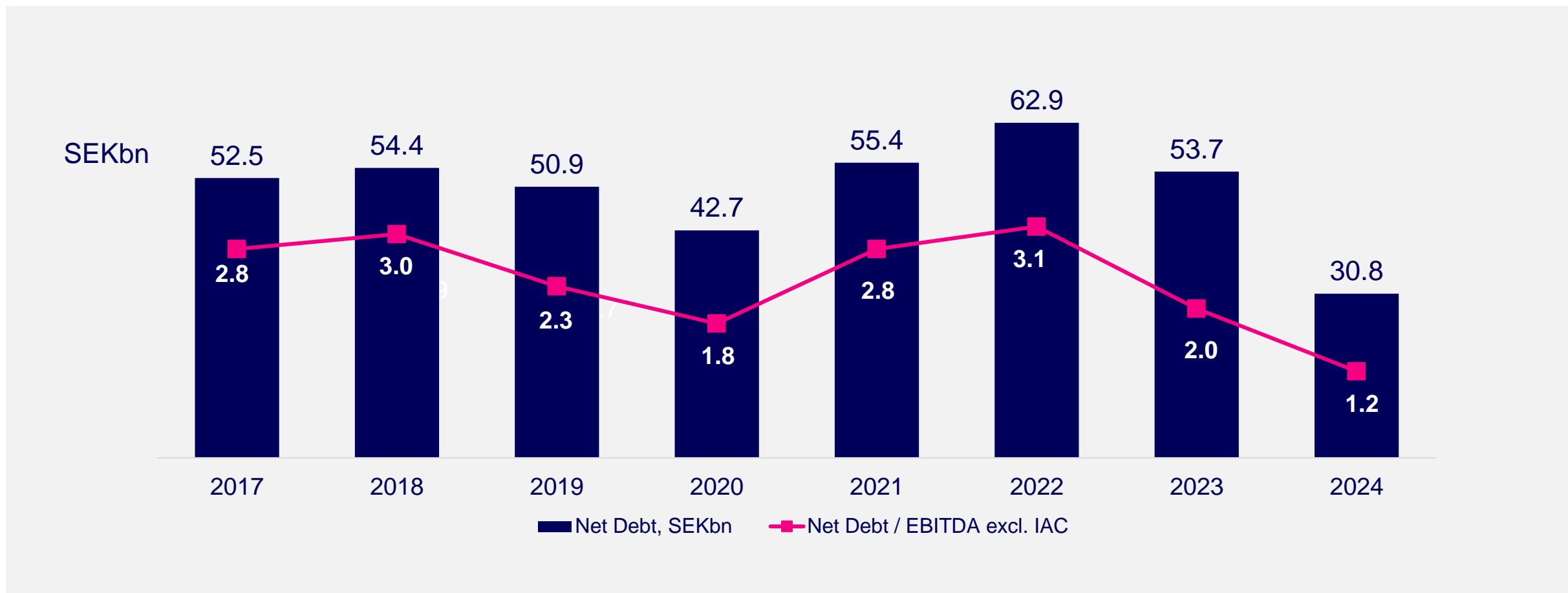
Dividend

Long-term  
stable and  
rising  
dividends

# Strong development of cash flow

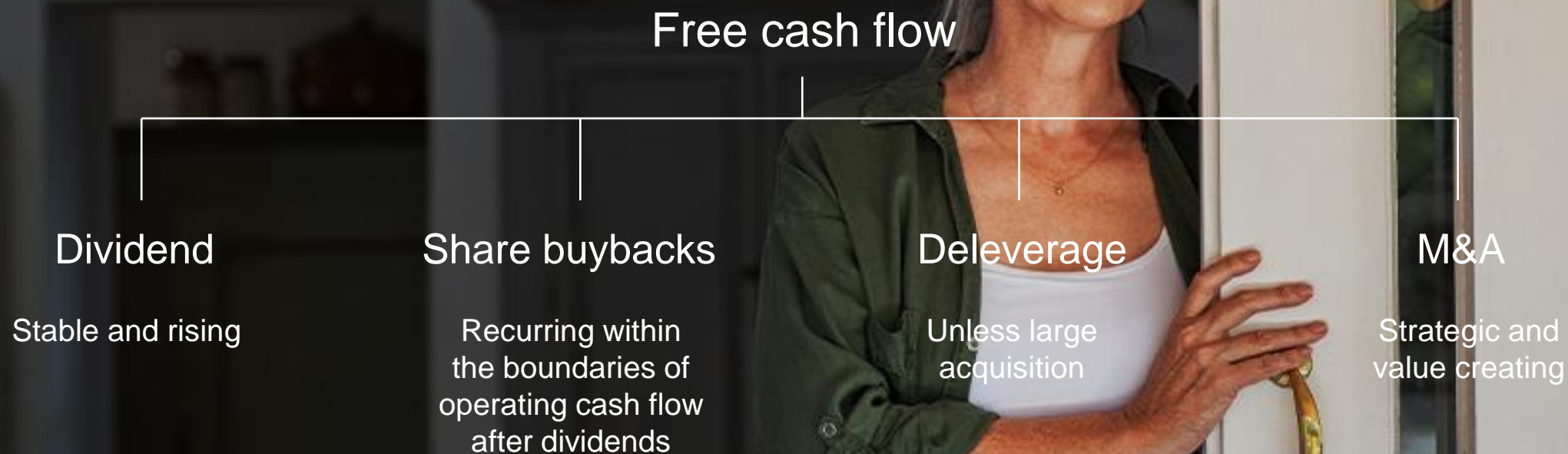


# Strengthened balance sheet





# Capital allocation toolbox



# Future acquisitions

## Rationale

- Growth contribution
- Add capabilities
- Portfolio shift

## M&A Priorities

### Health & Medical

- Advanced wound care
- Compression therapy
- US presence

### Consumer Goods

- Feminine Care
- US presence

### Professional Hygiene

- Soap & sanitizer
- Wiping & cleaning
- D&E presence



# Long-term implication from targets and policies

Annual Organic  
Sales Growth

>3%

EBITA margin  
excl. IAC

>15%

Dividend

Long-term stable  
and rising

Capital  
Structure

Maintain a solid  
investment  
grade rating



Above market  
organic sales  
growth

Strong EBITA<sup>1)</sup>  
and EPS<sup>1)</sup>  
growth

Rising dividend

Recurring  
share buyback  
within the  
boundaries of  
free cashflow



# Priorities 2025

## Accelerating profitable growth

- Volume growth in high yielding segments
- Grow positions in North America and Latin America
- Innovation, brands and market shares gains
- Operational efficiency and digitalization
- Continued progress on ESG





This presentation may contain forward-looking statements. Such statements are based on our current expectations and are subject to certain risks and uncertainties that could negatively affect our business. Please read our most recent annual report for a better understanding of these risks and uncertainties.



# Essity – Accelerating profitable growth to drive increased shareholder value



Globally leading in attractive and growing hygiene and health markets



Leading market positions based on strong brands and successful innovations



Focus to increase sales in fastest growing and most profitable segments and channels



Sustainability at the core and a winning corporate culture



Strong financial position with good, stable cash flow generation and attractive dividend and EPS growth

