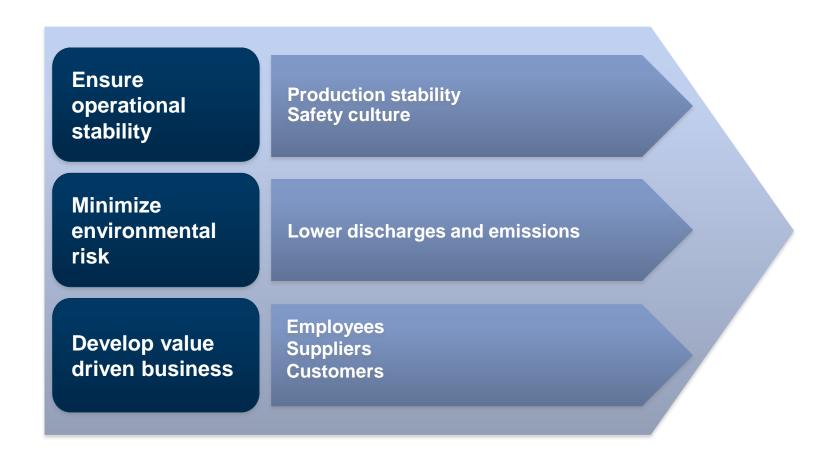


Creating value from responsible business

Henrik Östberg, SVP Corporate Responsibility Capital Markets Day 2014 10 November 2014

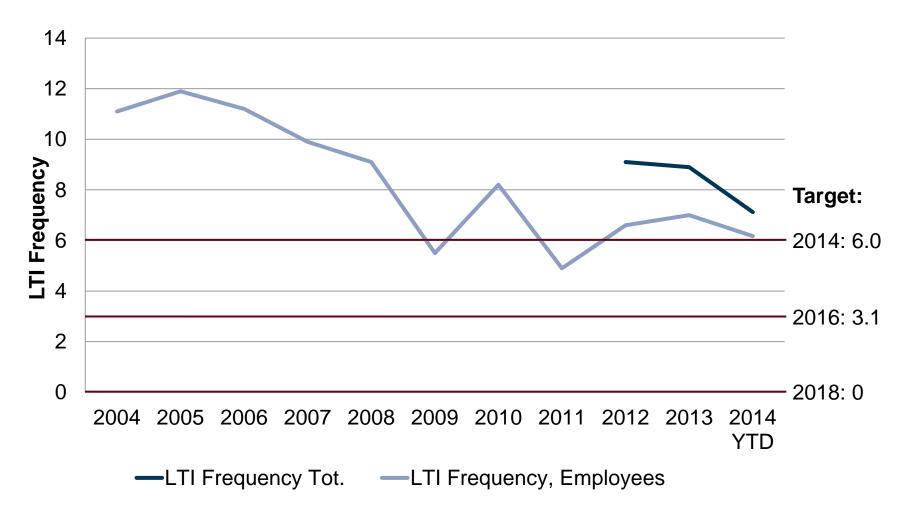


Creating value from responsible business



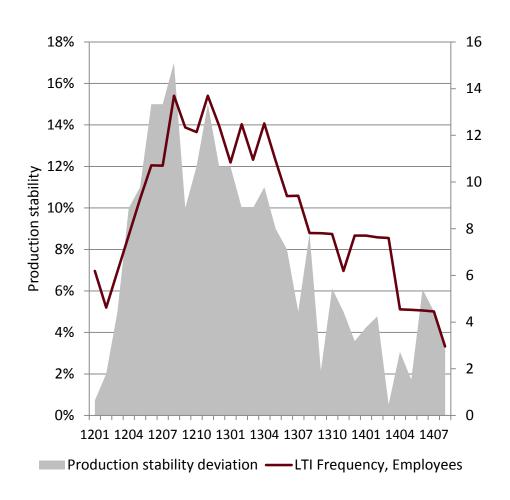


Accident rate improved by 44% since 2004





Safety performance and production stability are positively correlated





Note: Illustrative graph.



High safety standards reduce cost

- Minimizes work accidents
- Gives opportunities for light duty
- Decreases sick leave rate

Sick leave costs

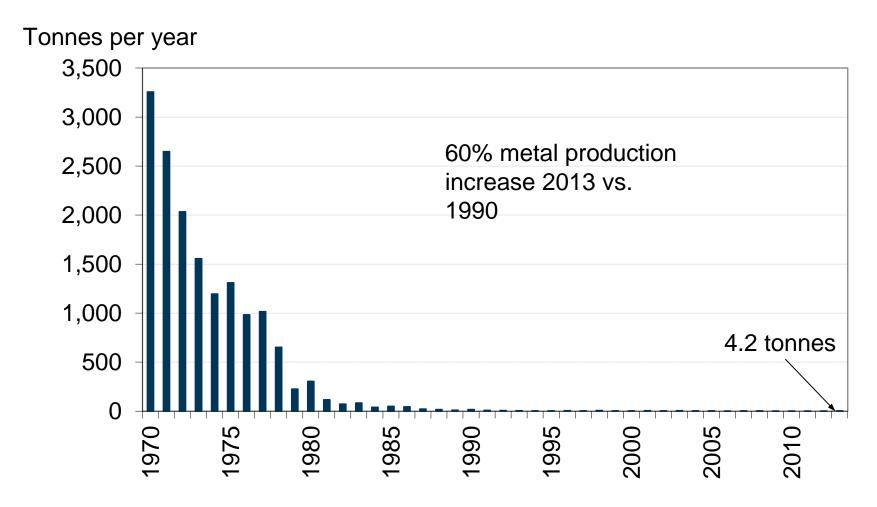
Daily cost, SEK*	Sick leave rate	Annual cost, MSEK
1,900	4%	~ 80
	3%	~ 60





^{*}Estimate based on Swedish National Insurance Office data.

Metal discharge into water reduced by 99.9% at Rönnskär



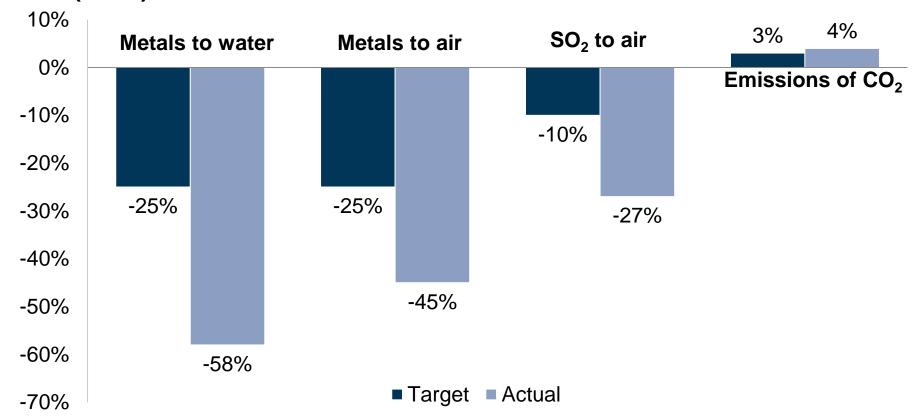


Note: Metal discharge to water include copper, lead, zinc and arsenic.

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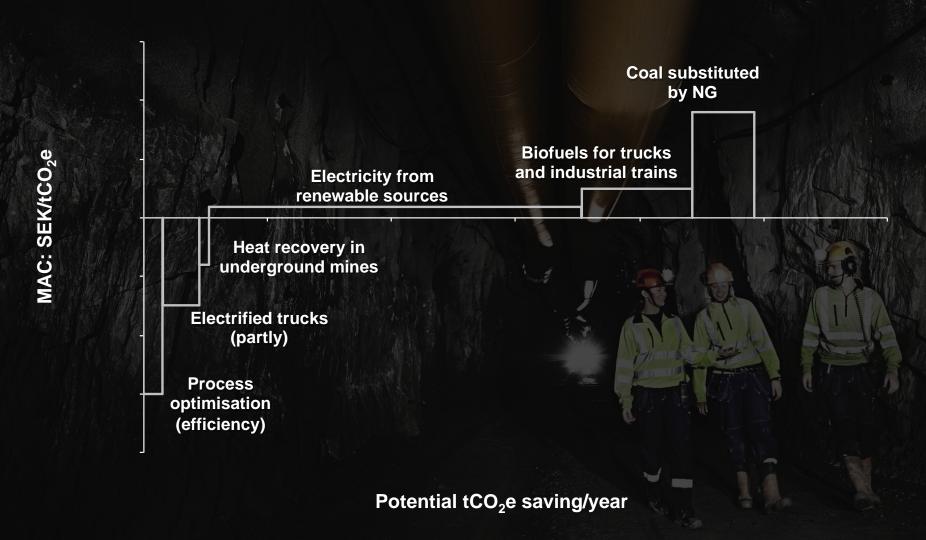
Beating our environmental targets

Strong environmental results 2013 (2009)

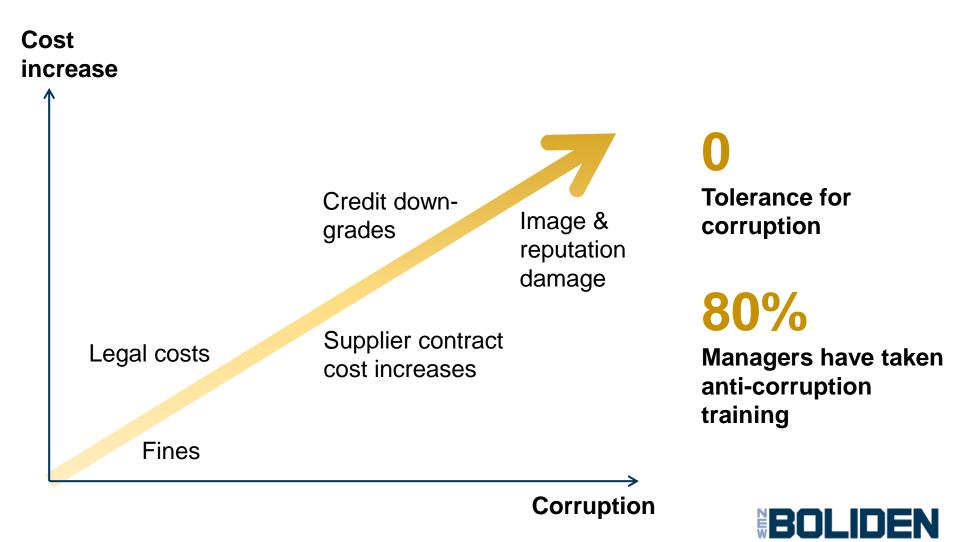




What is good for the environment is also good for us



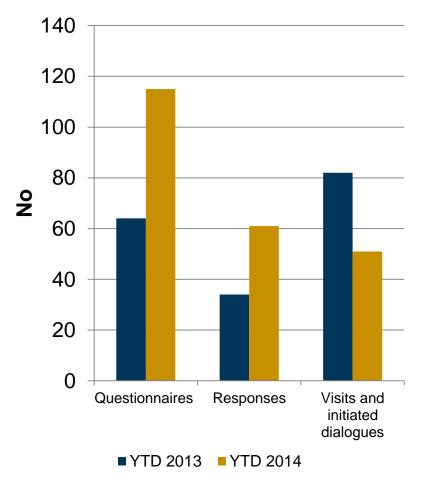
Responsible business lowers commercial risk and cost



Evaluating business partners

Systematic approach

- Initiated in 2010
- 86% response rate of target group
- Increased emphasis in 2014



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Case – improving quality through dialogue Large supplier to Odda located in Morocco

2010:
Quality issues
Survey response
not fulfilling

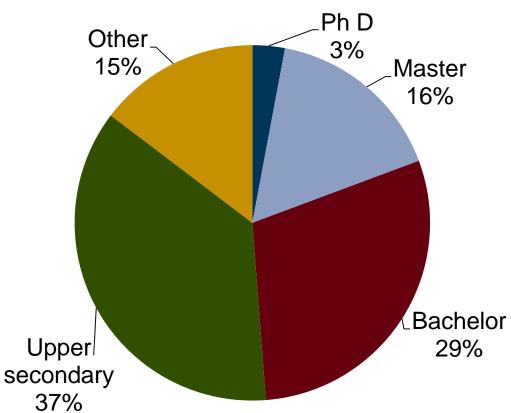
Two audits done 2010 and 2012

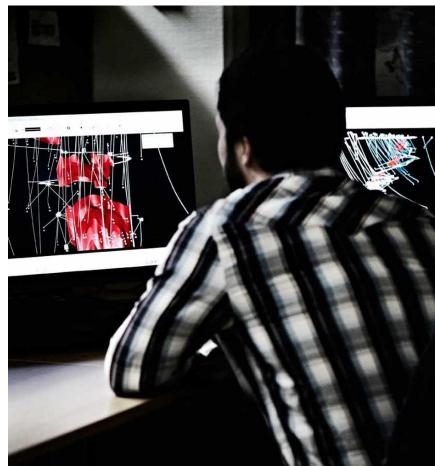
Today:
No quality issues
Commitment to
CSR goals



It is all about people – high education standards are critical

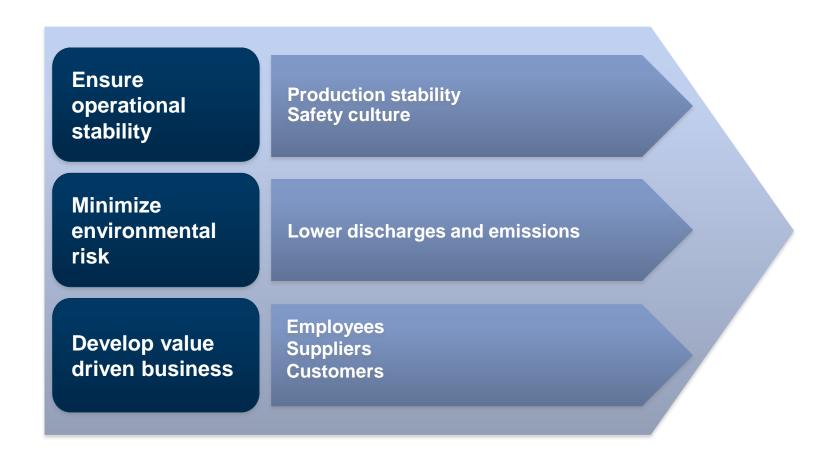
50% of white collar workers have an academic degree







Creating value from responsible business





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