

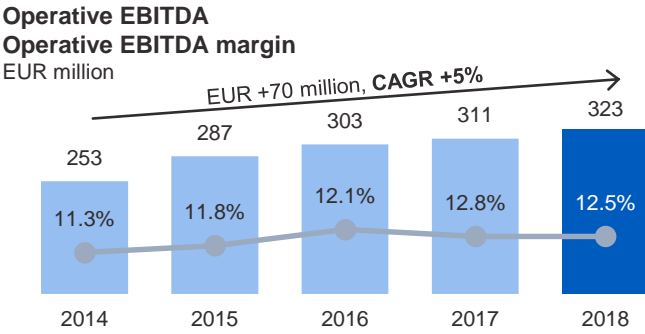
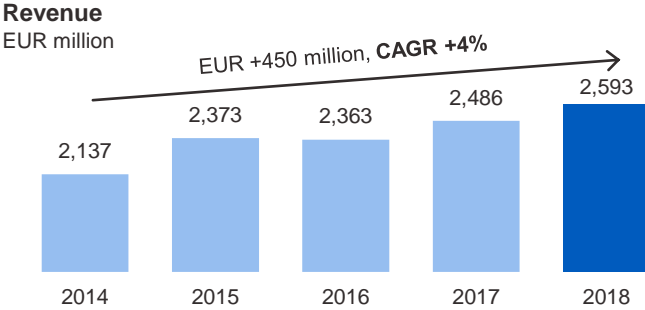
Kemira – solid equity story with clear profitability improvement potential

KEMIRA TODAY

Kemira is a global chemicals company serving customers in water-intensive industries

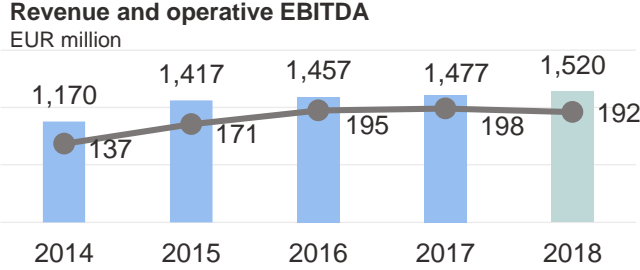
2.6 Revenue in EUR billion (FY 2018)	12.5% Operative EBITDA margin (FY 2018)	4,915 Personnel
64 Manufacturing sites	110 Ship-to-countries	34,400 Shareholders

DELIVERING PROFITABLE GROWTH



PULP & PAPER CHEMICALS

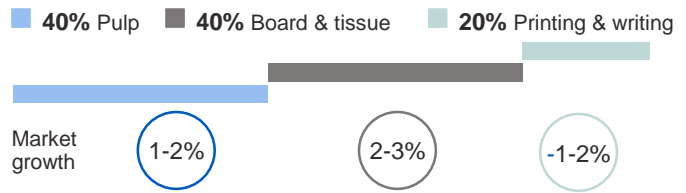
2018: Revenue EUR 1,520 million, Operative EBITDA EUR 192 million, margin 12.6%, operative ROCE 7.8%



Market environment

- Solenis
Kemira (pulp and paper) market share ~16%
 Nouryon (pulp)
 Ecolab (paper)
 Kurita (paper)

Revenue by customer type and market growth

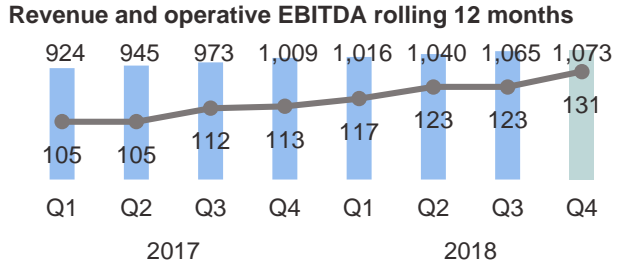


Customer examples

- UPM
 - APP
 - INTERNATIONAL PAPER
 - Kimberly-Clark
 - storaenso
- Other logos: Klabin, metsä, BILLERUDKORSNÄS, Mondi

INDUSTRY & WATER CHEMICALS

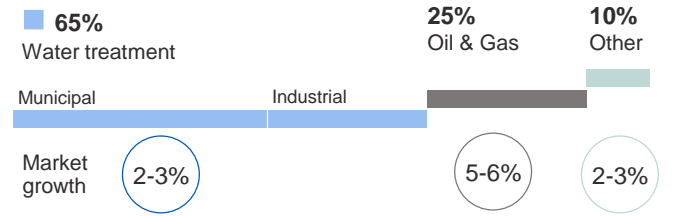
2018: Revenue EUR 1,072 million, Operative EBITDA EUR 132 million, margin 12.3%, operative ROCE 13.6%



Market environment

- Water treatment**
 Kemira's market share ~30% in coagulants and ~20% in polymers
 Main competitors in coagulants:
 • Feralco (Europe)
 • Kronos (Europe)
 • Chemtrade (US)
 • USAlco (NA)
- Oil & Gas**
 Kemira's market share ~25% in polymers used for friction in shale oil
 Main competitors in polymers (also in water treatment):
 • SNF
 • Solenis
 • Nalco
 • Solvay (only O&G)

Revenue by customer type and market growth



Customer examples

- Municipal (40%), customer examples**
 Amsterdam, Barcelona, Frankfurt, London, Oslo, Paris, Stockholm, Los Angeles, Montreal, New York City, Toronto, Melbourne, Shanghai, Singapore
- Industrial (60%), customer examples**
 Carlsberg, Orkla, RioTinto, BOLIDEN, BRENNTAG, UNIVAR, HALLIBURTON, FRAC-CHEM

Targeting operative EBITDA of 15-17% (incl. IFRS 16)

kemira

MID- TO LONG-TERM FINANCIAL TARGETS

Targets	2017	2018	IFRS 16 impact	Mid- to long-term
Revenue	EUR 2,486 million Change +5%	EUR 2,593 million Change +4%	-	Above-the-market growth
Operative EBITDA*	12.5%	12.5%	Around +1%-point	15-17%
Gearing*	59%	62%	Around +10%-points	Below 75%

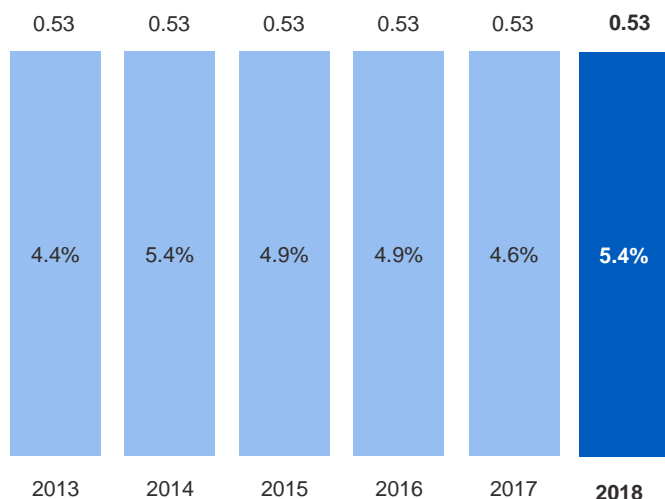
* Updated in February 2019 due to IFRS 16 accounting change. 2017-2018 figures are PRE-IFRS 16.

FACTORS TO WATCH FOR PROFITABILITY IMPROVEMENT

Factors	2018 comments
Organic growth through volume and sales price increases	Group's organic growth +7%
Oil & Gas becoming larger share of Group (incl. shale, CEOR and oil sands)	Revenue from EUR 126m in 2016 to EUR 242m in 2018
Sales price vs raw material price development	Raw material inflation in 2017 and 2018, sales prices starting to offset raw material cost pressure in 2018
Capex projects – Polymer capacity expansion in Netherlands, AKD Joint Venture in China, Polymer capacity expansion in the US	Backward integration and growth benefits 2020-21

STABLE AND COMPETITIVE DIVIDEND

Dividend per share and dividend yield



GLOBAL MEGATRENDS FAVOR KEMIRA

GROWING MIDDLE CLASS & URBANIZATION	SCARCITY OF RESOURCES	REGULATION
<ul style="list-style-type: none"> Higher use of water, energy, tissue and board E-commerce / online shopping 	<ul style="list-style-type: none"> Alternative materials for single-use plastic products Material and resource efficiency 	<ul style="list-style-type: none"> More stringent discharge limits Safe drinking water

