

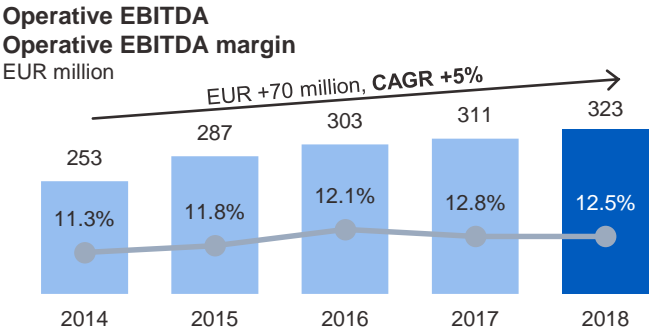
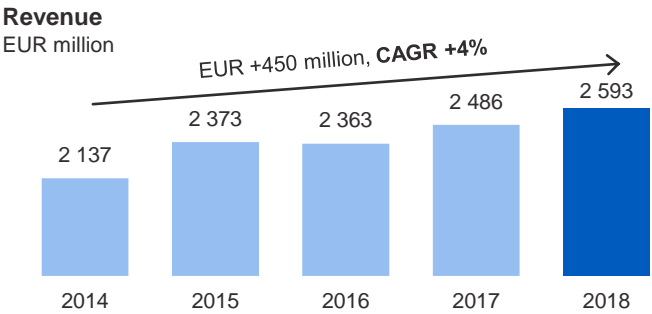
Kemira – solid equity story with clear profitability improvement potential

KEMIRA TODAY

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

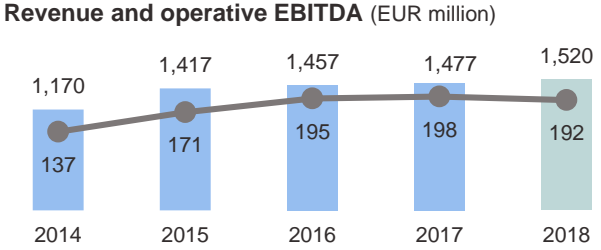
2.6 Revenue in EUR billion (FY 2018)	12.5% Operative EBITDA margin (FY 2018)	4,915 Personnel
64 Manufacturing sites	110 Ship-to-countries	34,400 Shareholders

DELIVERING PROFITABLE GROWTH



PULP & PAPER CHEMICALS

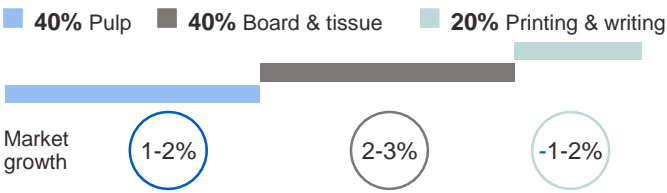
Last 12 months (Q2/18-Q1/19): Revenue EUR 1,532 million, Operative EBITDA EUR 200 million, margin 13.0%, operative ROCE 7.7%



Market environment

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

Revenue by customer type and market growth

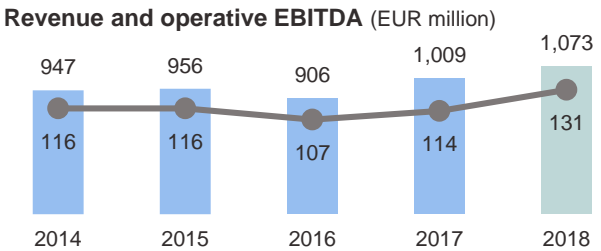


Customer examples

- #1 UPM
 - #2 APP
 - #3 INTERNATIONAL PAPER
 - #4 BILLERUDKORSNÄS
 - #5 Kimberly-Clark
- Other examples: Klabin, Mondi, Metsä, storaenso.

INDUSTRY & WATER CHEMICALS

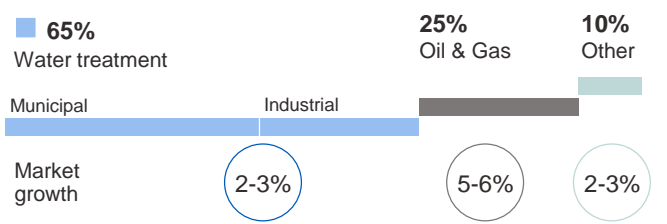
Last 12 months (Q2/18-Q1/19): Revenue EUR 1,095 million, Operative EBITDA EUR 150 million, margin 13.7%, operative ROCE 15.4%



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, Edinburgh, Frankfurt, Hamburg, Helsinki, Hong Kong, London, Los Angeles, Madrid, Melbourne, Miami, Montreal, New York City, Oslo, Paris, Shanghai, Singapore, Stockholm, Toronto, Winnipeg.
- Industrial (60%), customer examples:** Carlsberg, Orkla, BRENTAG, UNIVAR, HALLIBURTON, FRAC-CHEM, BAKER HUGHES (a GE company), Chevron.

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

kemira

MID- TO LONG-TERM FINANCIAL TARGETS

Targets	2017	2018	IFRS 16 impact	Q1 2019	Mid- to long-term
Revenue	EUR 2,486 million Change +5%	EUR 2,593 million Change +4%	-	EUR 648 million Change +6%	Above-the-market growth
Operative EBITDA*	12.5%	12.5%	Around +1%-point	14.8%	15-17%
Gearing*	59%	62%	Around +10%-points	74%	Below 75%

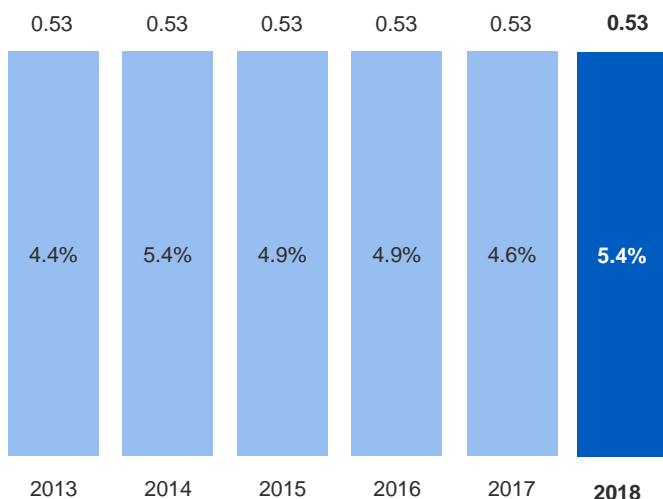
* Updated in February 2019 due to IFRS 16 accounting change. 2017-2018 figures are PRE-IFRS 16.

FACTORS TO WATCH FOR PROFITABILITY IMPROVEMENT

Factors	Q1 2019 comments
Organic growth through volume and sales price increases	Group's organic growth +2%
Oil & Gas becoming larger share of Group (incl. shale, CEOR and oil sands)	Revenue from EUR 126m in 2016 to EUR 258m last twelve months
Sales price vs raw material price development	Raw material inflation in 2017 and 2018, sales prices starting to offset raw material cost pressure, Q1 net impact on EBITDA EUR +20 million
Profitability improving investments – 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



Investor Relations contact: Olli Turunen - Vice President, Investor Relations | +358 40 552 8907 | olli.turunen@kemira.com