

PRESS RELEASE FROM ROTTNEROS AB

New sales company for enhanced customer service

The Rottneros Group, which produces paper pulp, has established a new sales company to coordinate all order processing and invoicing from its four Swedish and one Spanish pulp mills. Previously these functions took place locally in the mills. The change is supported by a newly developed IT system.

The aim of the change is increased focus on customer contacts, sales and marketing in accordance with the niche strategy that Rottneros has adopted. This means that the Group is endeavouring to achieve deeper long-term cooperation with its customers within the areas in which Rottneros has top-level expertise.

“As far as customers are concerned, the new organisation will simplify communication between our IT system and that of our customers. Gathering all the functions related to sales, logistics and invoicing in one place means that there is a single point of contact that provides an overview of matters such as order levels and the delivery status of all the products that the customer buys from us,” says Tomas Wiklund, Marketing Director at Rottneros.

“The new sales organisation has been adapted to how our customers work,” continues Tomas Wiklund. “Many customers buy pulp from several of our mills, which is why we have combined their ordering and invoice functions.”

Upplands Väsby, Sweden, 26 January 2005

Further information: Tomas Wiklund, Marketing Director, +46 (0)8-590 01060 or +46 (0)70-590 0124; Lars Blecko, President and CEO, +46 (0)8-590 01010 or +46 (0)70-641 4910.

The Rottneros Group, listed on the Stockholm Stock Exchange, is one of the world's leading non-integrated producers of market pulp. The Group includes the parent company Rottneros AB, five pulp mills in Sweden and Spain, a small sawmill as well as raw materials purchasing companies in Latvia and Portugal. The Group also has marketing companies in Germany and Belgium. Production capacity amounts to 700,000 tonnes. The Group has around 860 employees and turnover of approximately SEK 2,400 million.