

A man with a beard, wearing a dark jacket and dark pants, stands on a rocky, moss-covered ground in a forest. He is looking towards the camera. The forest is filled with tall, thin trees with green needles, and the ground is covered with rocks and low-lying vegetation. The text "INVESTOR PRESENTATION" is overlaid in large, white, serif capital letters. Below it, the text "Q1/2025" is overlaid in a smaller, white, sans-serif font.

# INVESTOR PRESENTATION

Q1/2025



# CONTENT

Suominen in brief

Financials

Strategy

Sustainability & R&D

Market highlights

Appendix

We create innovative  
and sustainable  
nonwovens for our  
customers





# SUOMINEN IN BRIEF





# SUOMINEN IN BRIEF

- Nonwovens as roll goods for wipes and other applications
- The frontrunner in nonwovens innovation and sustainability
- Business areas: Europe 38% and Americas 62% of net sales

**Net sales in 2024,  
EUR million**

**462.3**

**Comparable EBITDA in 2024,  
EUR million**

**17.0**

**In 2024, sales of sustainable  
products increased\***

**87%**

**In 2024, sales of new  
products of net sales**

**34%**

\*compared to base year 2019

# EXECUTIVE MANAGEMENT TEAM



**Tommi Björnman**  
President & CEO



**Janne Silonsaari**  
CFO



**Darryl Fournier**  
COO



**Jonni Friman**  
EVP, Transformation  
Management Office



**Markku Koivisto**  
EVP, EMEA & CTO



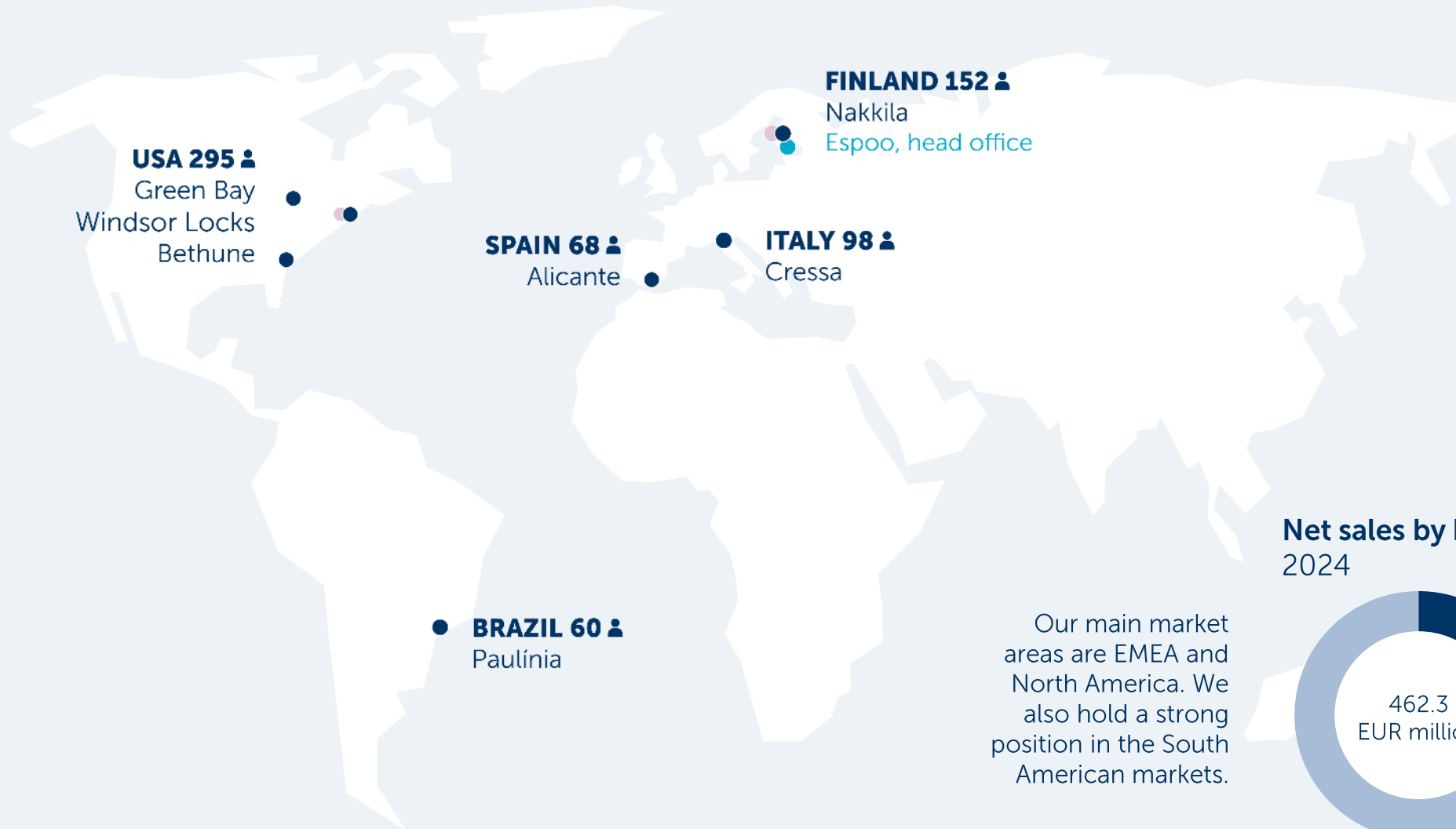
**Minna Rouru**  
Chief People &  
Communications Officer



**Mark Ushpol**  
EVP, Americas

# Suominen has a strong global presence

- Production site
- Piloting facility
- Head office

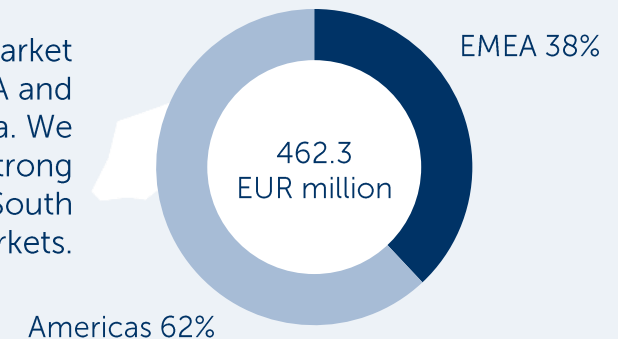


**7**  
locations on  
three continents

**2**  
pilot lines

Net sales by business area  
2024

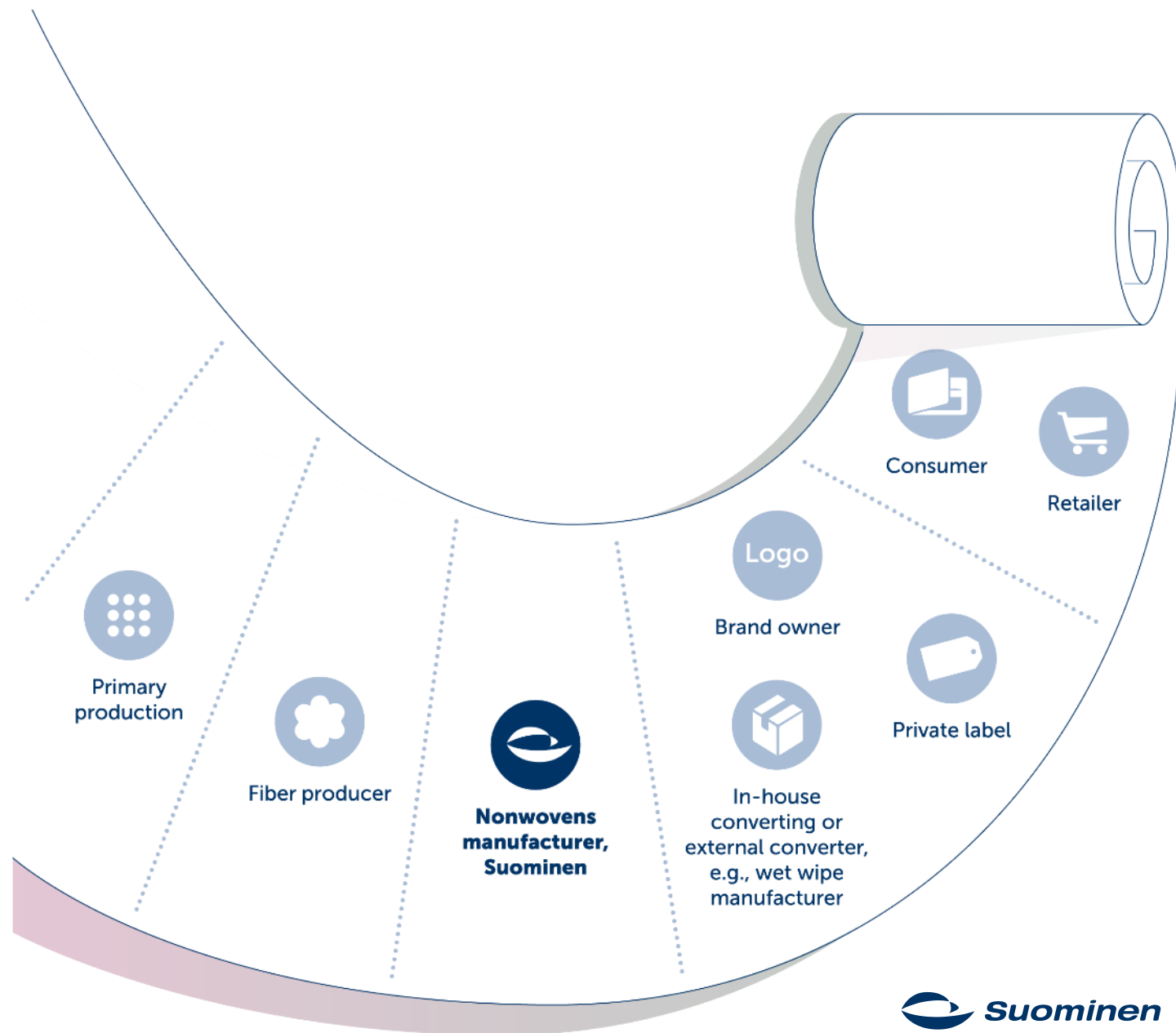
Our main market  
areas are EMEA and  
North America. We  
also hold a strong  
position in the South  
American markets.



# Suominen's position in the nonwovens value chain

Suominen is the global market leader in nonwovens for wipes, and among the largest spunlace nonwovens producers in the world.

The global demand for nonwovens is growing continuously. The growth depends mainly on consumer demand, which is a combination of the general economic situation and consumers' confidence in the development of their personal finances.



# INVESTMENT HIGHLIGHTS



Nonwovens  
markets are  
growing in all  
regions



Legislation and consumer  
behavior are driving the  
need for more sustainable  
products and we are very  
well placed to respond to  
this growing demand



Our organization and  
strategy give us an  
excellent basis to  
continue to develop the  
company further

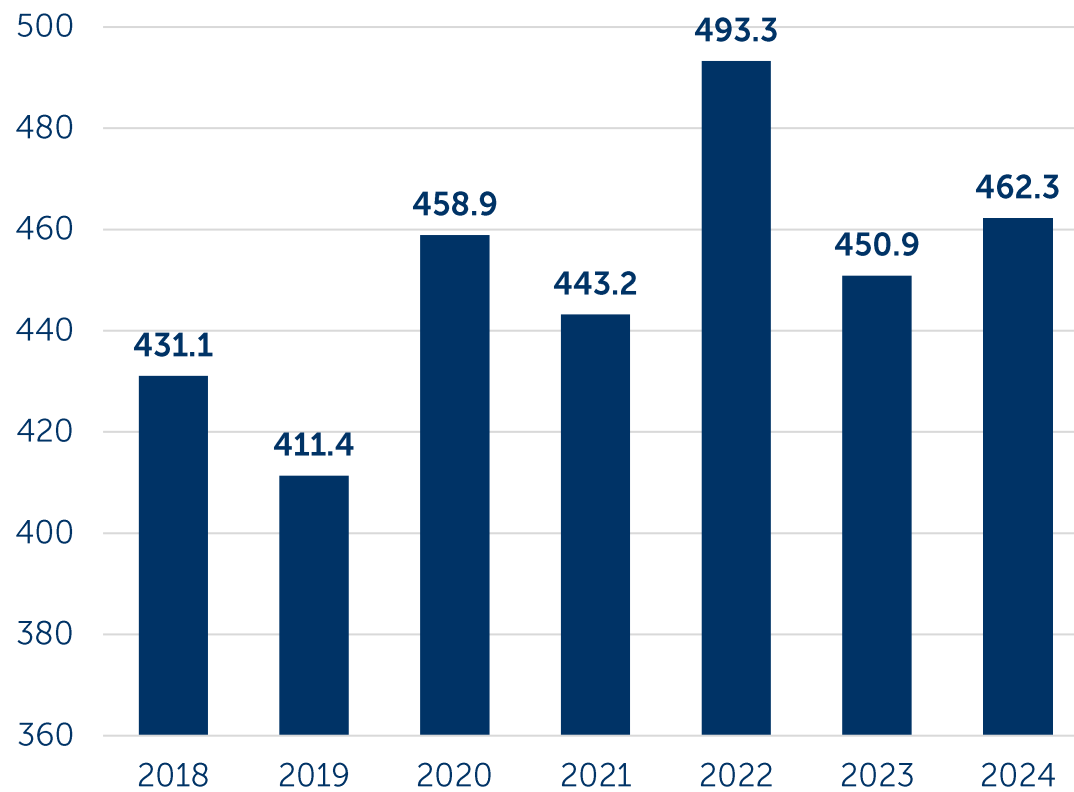


# FINANCIALS



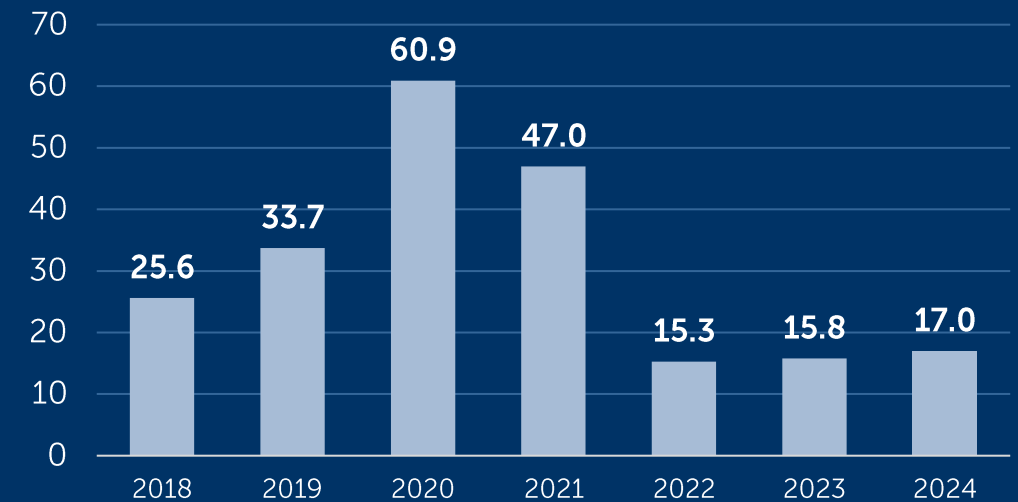
# FINANCIALS

Net sales, EUR million

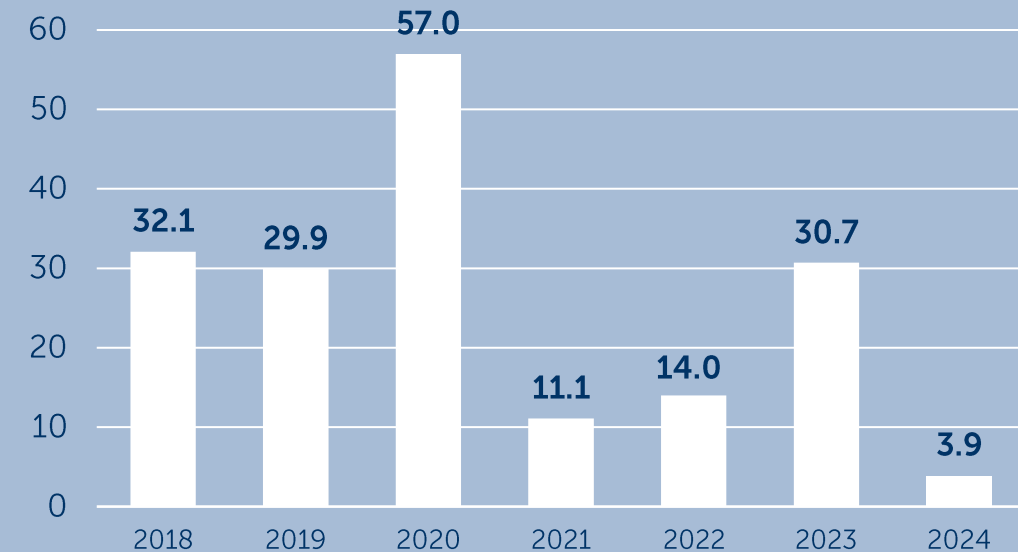


May 7, 2025

Comparable EBITDA, EUR million



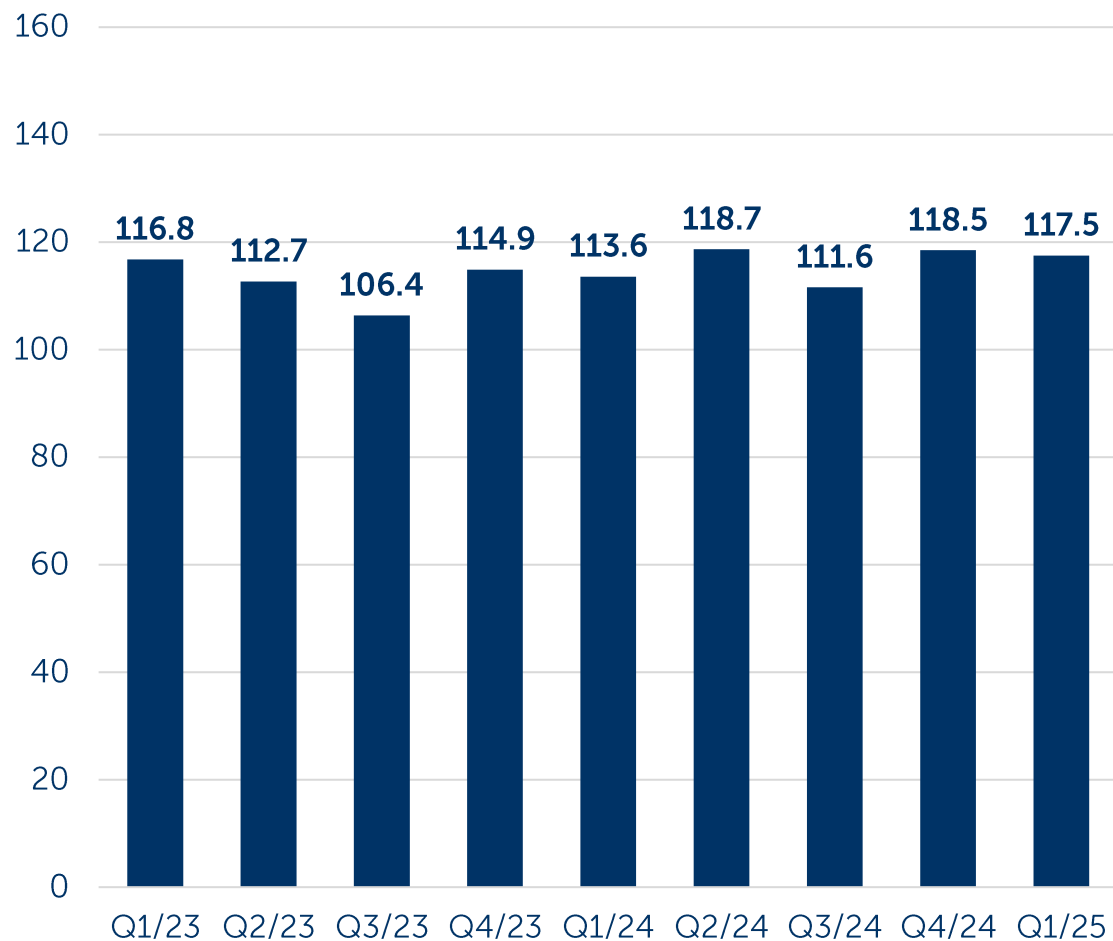
Cash flow from operations, EUR million



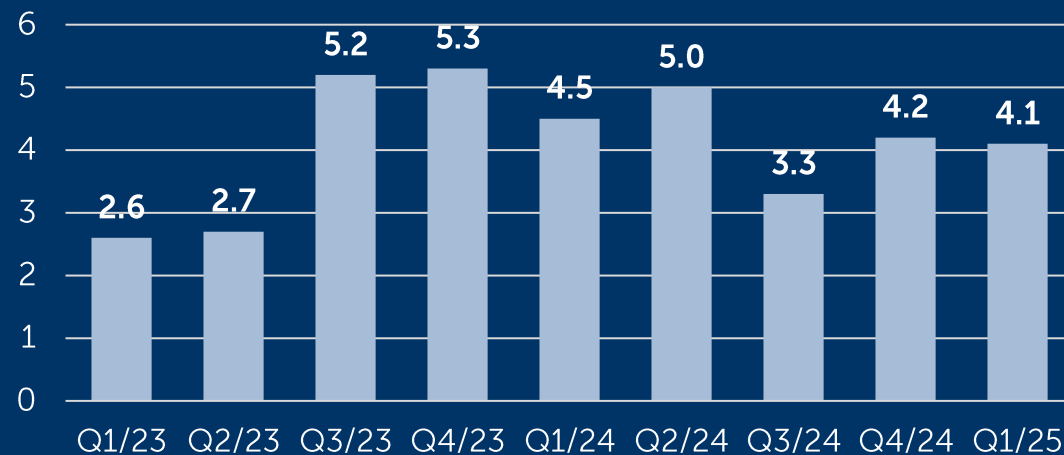


# Quarterly financials

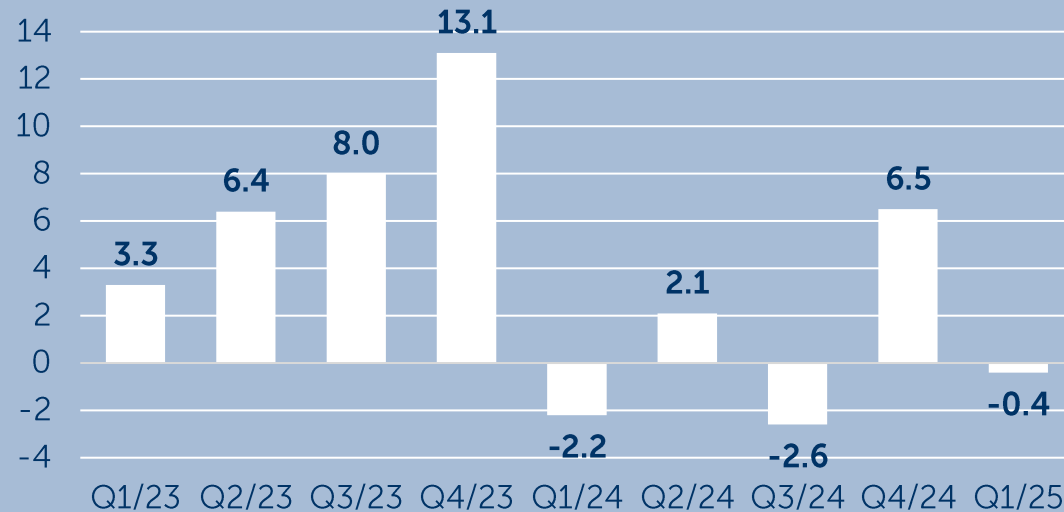
## Net sales, EUR million



## Comparable EBITDA, EUR million



## Cash flow from operations, EUR million



# President & CEO's review – Q1/2025

"The market remained volatile in the first quarter of 2025, making for a challenging start to the year. Global supply chains are being impacted by geopolitical uncertainty, particularly around tariffs, prompting stakeholders to take precautionary measures. Stock levels for Asian-imported goods are increasing across both of our business areas. Despite a decline in consumer confidence, demand for our products remained stable during the first quarter of the year.

In the first quarter our net sales reached EUR 117.5 million (113.6). While our sales volumes were lower than in the comparison period, higher raw material prices, improved sales mix and strong commercial execution led to increased sales prices. Notably, 27% of our net sales in the quarter came from new products launched in the last three years, demonstrating our ability to innovate and meet market needs.

Our quarterly comparable EBITDA decreased to EUR 4.1 million (4.5) primarily due to higher operating expenses.

Sustainability is integral to our strategy and a key factor in our long-term success. We are committed to being the frontrunner in sustainable nonwovens and our innovation work is strongly focused on developing more sustainable nonwoven solutions

that meet our customers' needs. In March, we published our new sustainability agenda for the period 2025–2030. The most important topics for us and our stakeholders are People and safety, Sustainable nonwovens, Low impact manufacturing and Corporate citizenship. The KPI's presented in the agenda reflect our commitment to sustainability and help us measure our impact as well as drive meaningful change.

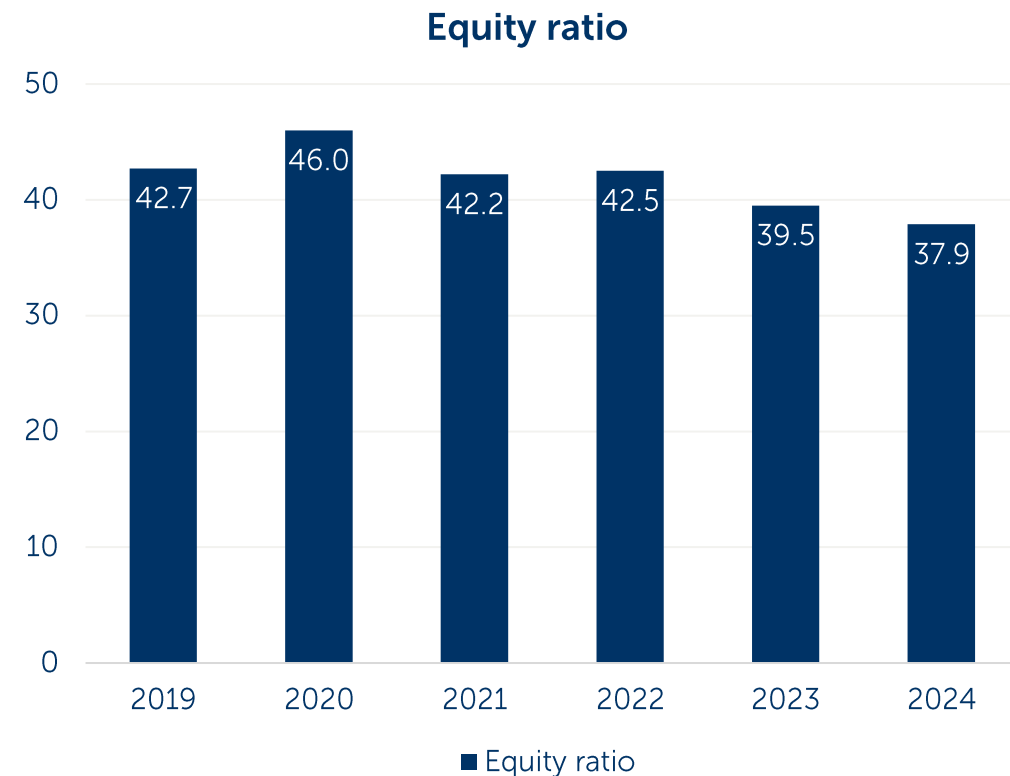
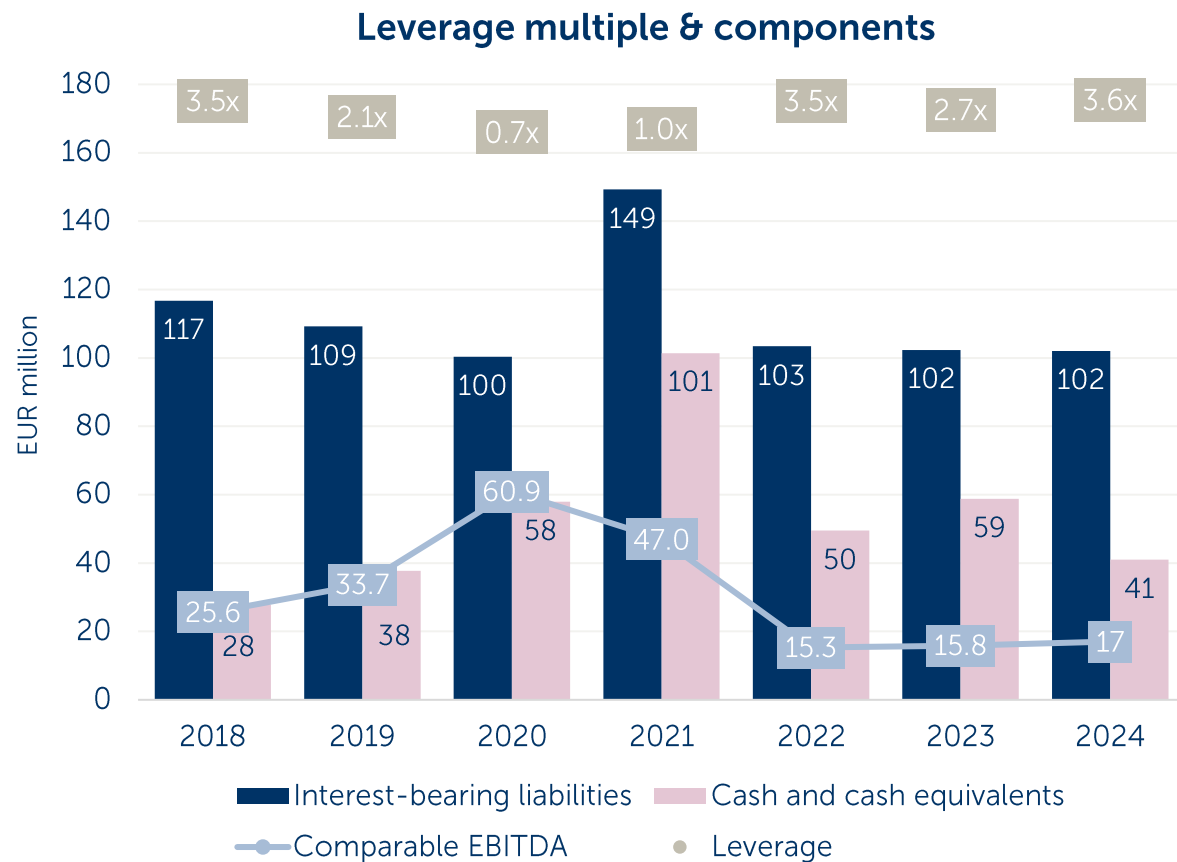
Last year, we announced two large investments, in Spain and in the USA, to enhance our capabilities in sustainable products. These projects, totaling approximately EUR 30 million, are progressing as planned."



**Tommi Björnman**  
President & CEO



# Equity ratio stable



- The leverage multiple has varied a lot driven mainly by change in EBITDA
- Suominen has a EUR 100m of revolving credit facility agreement that matures in Jul 2026 and EUR 50m of bond outstanding that matures in June 2027

# OUTLOOK

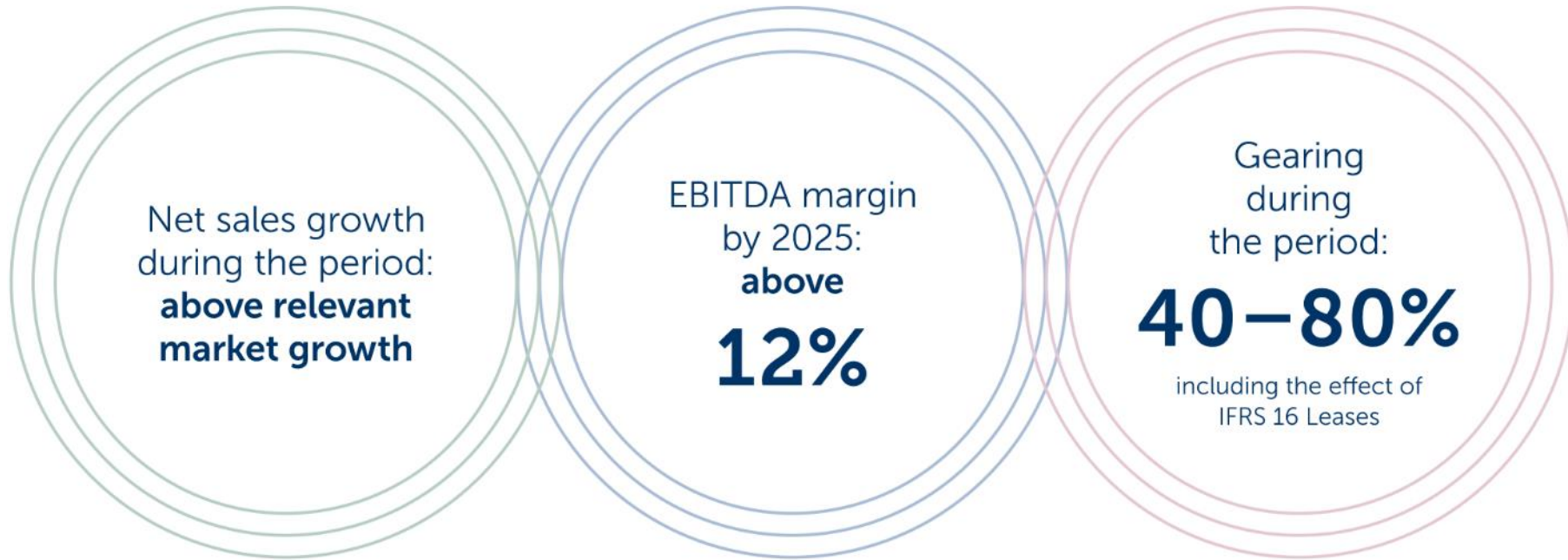
MAY 7, 2025

Suominen expects that its comparable EBITDA (earnings before interest, taxes, depreciation and amortization) in 2025 will improve from 2024. In 2024, Suominen's comparable EBITDA was EUR 17.0 million.



# Financial targets

## 2020–2025



How to  
get there?

### Growth

- Focus on fast-growing sustainable products
- Innovation and launching new products to capture market share
- Targeted investments to improve capabilities and increase capacity

### Profitability

- Effective utilization of production lines
- Margin improvement through new products as well as production and raw material efficiency
- Continued fixed cost control

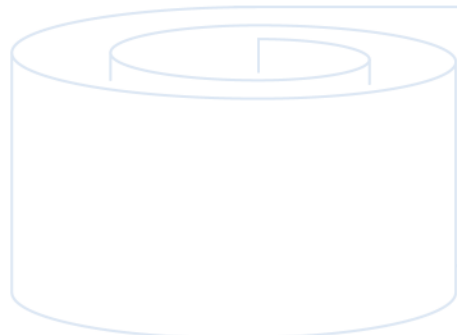
### Gearing

- Balanced investment plan
- Healthy cash flow from operations



# STRATEGY





## Mission

Enabling our customers to win  
by creating quality nonwovens

## Vision

Frontrunner for nonwovens  
innovation and sustainability

## Strategy: Growth and profitability through sustainability, customer focus and efficiency

We will grow by creating innovative and more sustainable nonwovens for our customers and improve our profitability through more efficient operations and a high performance culture. Our main focus is on wipes. We will strengthen our capabilities in Europe and Americas, and evaluate opportunities in Asia.

## Strategic focus areas

Operational  
excellence

Sustainability  
leadership

Differentiate  
with innovation  
and commercial  
excellence

Great place to  
work

Dual operating  
model

Values

Ownership

Teamwork

Performance

Integrity

# Strategy highlights in 2024

Share of new products  
of net sales is

34%



**11**  
sustainable  
product  
launches

Sales of sustainable  
products increased

87%

compared to base year 2019

Investment projects  
in Bethune, South  
Carolina and Alicante,  
Spain to strengthen  
capabilities and  
capacity in  
sustainable products

Greenhouse gas  
emissions decreased

24%

per ton of product compared  
to base year 2019

Gold rating  
in our third  
EcoVadis  
sustainability  
assessment





# SUSTAINABILITY AND R&D



# SUSTAINABILITY

**Sustainability is at the core of our strategy and business. Our vision is to be the frontrunner in nonwovens innovation and sustainability. Sustainability is an integral part of all our operations.**

## **Sustainability Agenda 2025–2030**

Suominen's sustainability agenda crystallizes the sustainability themes and targets for the strategy period 2025–2030. The agenda focuses on four themes, People and safety, Sustainable nonwovens, Low impact manufacturing and Corporate citizenship. The progress in different areas is regularly monitored.





# Sustainability agenda 2025–2030



- Zero lost time accidents (LTA)
- Diversity, equity & inclusion (DEI) index 80%



- Reducing scope 1, 2 and 3 greenhouse gas emissions with limiting global warming to 1.5°C in line with the Paris Agreement
- Zero manufacturing waste to landfill



## People and safety

We continue to strengthen our safety culture.

We promote human rights, equal opportunities for all employees, and building a high-performance culture.

We commit to decreasing the environmental impacts of our operations and supply chain.



## Low impact manufacturing



## Sustainable nonwovens

We innovate new sustainable nonwovens and support our customers in their commitment to sustainability.

We promote responsible business practices and communicate transparently about our operations.

Sustainability is the core principle of all our functions.



## Corporate citizenship



- More than two thirds of consumed raw materials are from plant-based resources
- More than half of our new R&D initiatives focus on advancing the development of sustainable products



- All qualified raw material suppliers assessed against Suominen's sustainability criteria
- All employees have completed Suominen's sustainability training program

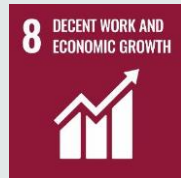
# Sustainable Development Goals - Suominen

The Sustainable Development Goals (SDG) adopted by the United Nations in 2015 define international sustainable development focus areas and goals. We have identified three SDG's which cover the areas where we can make the biggest contribution and our sustainability agenda guides our work towards these goals.



## **SDG 7: Affordable and clean energy**

We focus on improving energy efficiency and finding alternative low-carbon energy resources. Our energy initiatives also support our goal of reducing greenhouse gases emitted from our operations. The majority of our production sites have shifted entirely to fossil-free electricity, and we are actively exploring similar opportunities for our remaining sites.



## **SDG 8: Decent work and economic growth**

We promote responsible business practices throughout the value chain, and we do not tolerate any kind of slavery, forced or child labor or human trafficking in our own or our suppliers' operations. We promote equal opportunities for all. Our principle is "equal pay for equal contribution". A safe workplace is one of our top priorities and we are continuously striving to improve our safety culture to achieve an accident-free workplace.



## **SDG 10: Reduced inequalities**

We are committed to offering a fair workplace with equal opportunities for everyone. We do not tolerate any kind of discrimination, including discrimination based on age, gender, religion, or ethnic origin. When making employee-related decisions, for example when recruiting, promoting, rewarding, or developing our personnel, we pay special attention to equality and inclusion.



## **SDG 12: Responsible consumption and production**

We are committed to innovating products with minimized negative environmental impacts. Our goal is to use natural resources as efficiently as possible and strive for minimization of waste from our production and finding alternative outlets for nonrecyclable waste. We continuously explore diverse sustainable raw material alternatives from virgin and recycled sources.



## **SDG 13: Climate action**

We are committed to continuously improving our production efficiency and the efficient utilization of natural resources. We strive to reduce the climate impacts caused by our operations. We assess the carbon footprint of our products across the entire value chain and develop solutions with a reduced climate impact.



# Sustainability ratings and initiatives



## EcoVadis

Suominen scored 77/100 points in the assessment in 2024 and received a Gold level rating. The result places Suominen in the top 5% of all the companies rated by EcoVadis and top 1% of companies rated by EcoVadis in the Manufacture of other textiles industry.



## ISS ESG: C rating

Suominen received C rating (medium) from Institutional Shareholder Services (ISS) in July 2024. Companies are rated, from D- to A+, on their sustainability performance.



## UN Global Compact

Suominen is committed to the UN Global Compact corporate responsibility initiative.

# Sustainability defined by Suominen



## COMPOSTABLE

Nonwovens are compostable according to the international compostability standards and are made of only fibers from renewable resources.



## RENEWABLE

Nonwovens made of variety of renewable materials from biobased plastics to natural fibers.



## MOIST TOILET TISSUE

Nonwovens are biodegradable and dispersible in water. Products comply or exceed the latest industry flushability standards.



## PLASTIC FREE

Nonwovens made of biodegradable fibers of natural origin, such as lyocell, pulp and cotton.



## RECYCLED CONTENT

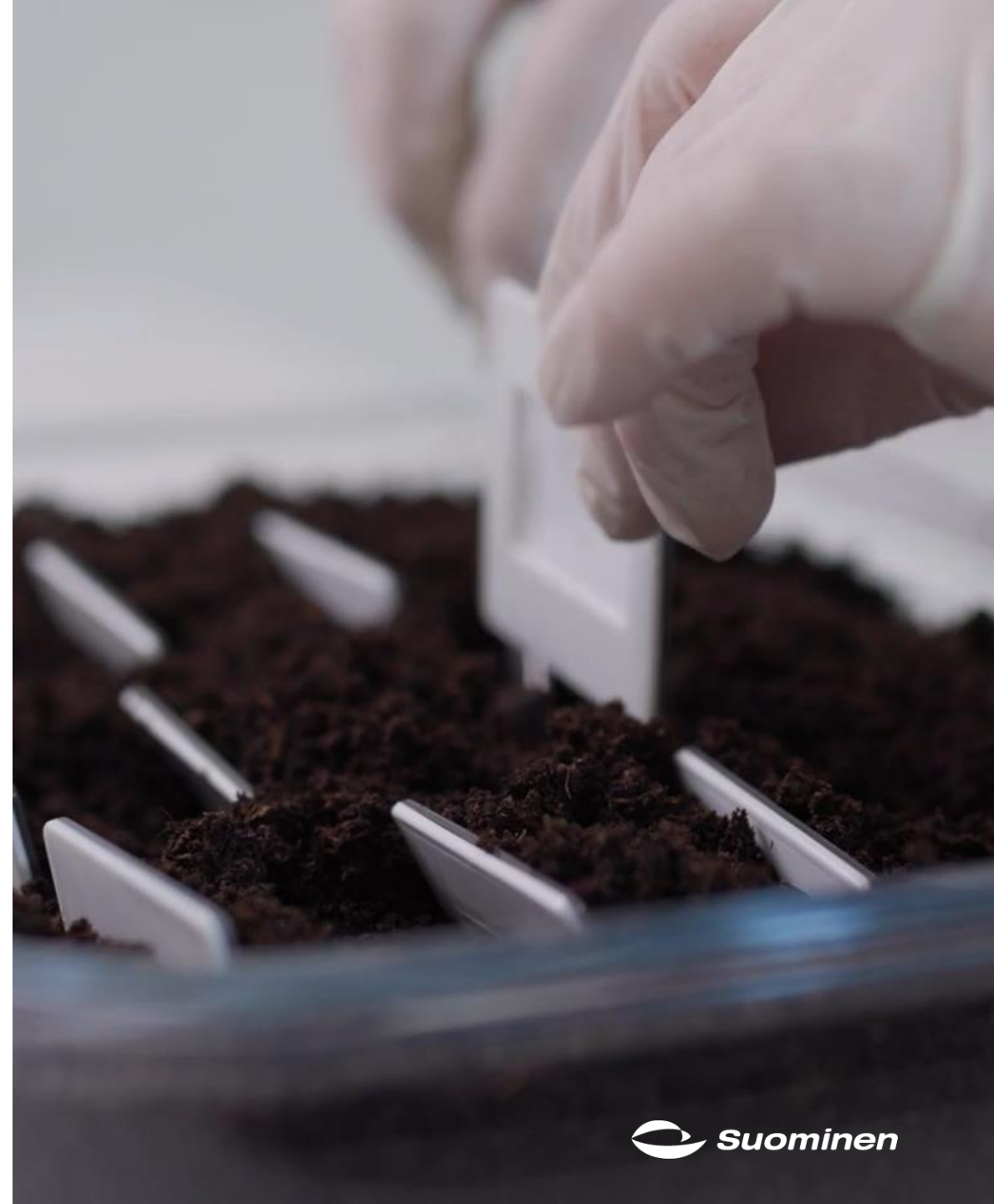
Nonwovens with at least 15% recycled fibers, including thermoplastic fibers like rPET from recycled origin or cotton in case recycled from post-industrial source (pre-consumer).



# R&D

**Suominen's vision is to be the leader in nonwovens innovation and sustainability. Sustainability is also one of the key themes in our R&D.**

Suominen is a pioneer in producing sustainable nonwovens, and our versatile R&D team has excellent know-how in sustainable fibers. Our pilot lines at Nakkila and Windsor Locks sites support our innovation work by, for example, enabling testing of prototypes.



## Pioneer in sustainable products



BIOLACE® sustainable product portfolio since 2007

We invented the wetlaid spunlace category for dispersible moist toilet tissue – HYDRASPUN® product family

## Strong R&D



15 R&D professionals

Focus on sustainability and customization

Excellent know-how in sustainable fibers

New Fiber Center and Green Lab

Pilot lines to support R&D and fast go-to-markets

## Technology fit to sustainable nonwovens



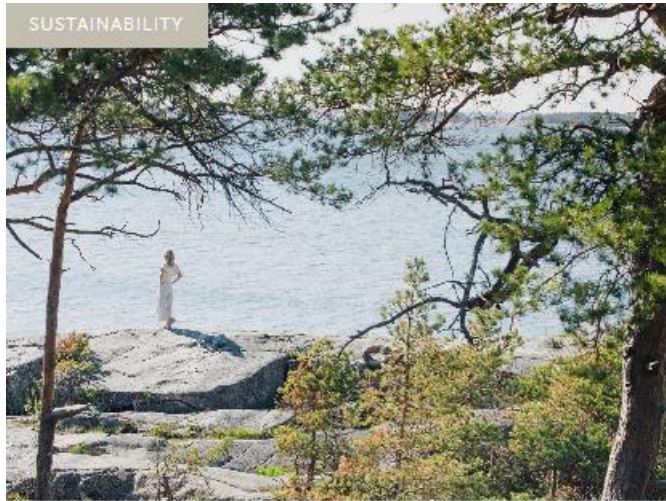
7 plants – all capable of using sustainable raw materials

Pulp capability

We are able to tailor-make our products according to customers' different definitions of sustainability



# R&D highlights



ARTICLE  
March 19, 2025

**Working Towards a 1.5°C Future –  
Suominen's next steps in climate  
work**

[READ MORE →](#)



ARTICLE  
February 21, 2025

**Suominen's HYDRASPUN®  
nonwovens product family –  
Sustainable frontrunner in moist  
toilet tissues**

[READ MORE →](#)



ARTICLE  
February 7, 2025

**Carded-Pulp-Carded technology –  
a sustainable high-performance  
nonwoven solution**

[READ MORE →](#)

# New Fiber Center

Target is to collaborate and onboard novel sustainable fibers at Suominen

- Pilot and testing facilities in Finland and US
  - Carding and wetlaid
  - Bonding: spunlaced, thermal bonding, composites
  - In future adding pulp capabilities for spunlace
- Prototyping
- Partnerships

Examples of fibers in the pipeline:

- Bast fibers (hemp, flax, nettle)
- Regenerated cellulose fiber
- Native cellulose man-made fiber
- Recycled pulp





# MARKET HIGHLIGHTS



# Nonwovens markets are growing in all regions

We are the leaders both in the spunlace and wipes nonwovens markets

The demand for wipes is expected to remain above pre-COVID-19 levels

Legislation and consumer behavior are driving for more sustainable products and we have excellent opportunities to meet this growing demand



# Demand for sustainable alternatives is growing

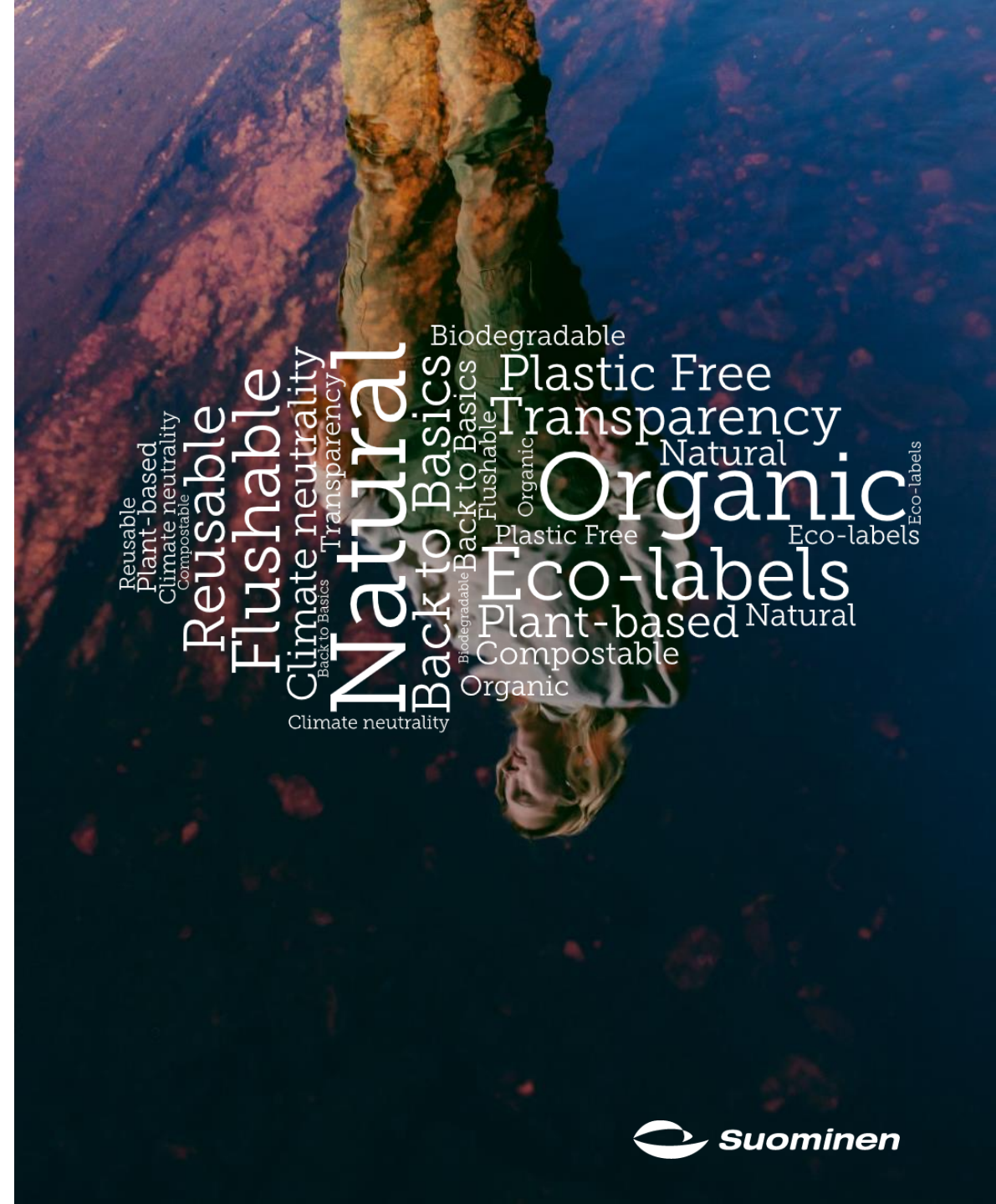
Legislation and consumer behavior are driving for more sustainable products

**77%** of consumers say that sustainability is important to them

**Over 50%** of consumers believe they can make a difference through their everyday choices and actions in 2022

**Trust matters,** consumers are looking for trustful brands and turns digital media into source information. Therefore, it's important to maintain brand credibility.

Source: Meet the 2022 consumers driving change, IBM institute of business value.



Reusable  
Plant-based  
Climate neutrality  
Compostable  
Reusuable  
Flushable  
Climate neutrality  
Transparency  
Natural  
Back to Basics  
Biodegradable  
Back to Basics  
Flushable  
Organic  
Plastic Free  
Transparency  
Natural  
Organic  
Eco-labels  
Eco-labels  
Plant-based  
Natural  
Compostable  
Organic  
Climate neutrality



PURE NORDIC QUALITY



# APPENDIX



# Suominen

