

## **Billerud selected as one of Sweden's strongest business-to-business brands**

The panel of Superbrands Sweden, a group of the leading experts on Swedish brands, has selected Billerud as one of the companies that can call itself B2B Superbrand 2005.

"Since our formation in 2001 we have worked hard to build a clear profile of what the name Billerud stands for. The aim has been to create a strong corporate culture and build strong relationships and clear communication with customers, shareholders and other interested parties," says Peter Davidson, acting President and CEO.

The Superbrands organisation was started 14 years ago in the UK and is active in 42 countries. The Brand Council identifies global and local brands they consider worthy of Superbrand status. The Brand Council is recognised as the leading independent authority on brand issues in each country.

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