
15 February 2011

Billerud reports strengthened position

CEO Per Lindberg comments on the development during Q4 2010:

"I am happy, pleased and impressed by our performance during 2010. We leave 2010 with an operating margin of 15% for our packaging paper in the fourth quarter. For the full-year 2010 the Group achieved, for the first time since our financial targets were set in 2006, an operating margin of 12%, well above our 10% target over a business cycle. Demand for our products showed a very strong increase during the year, and we can see that our focused approach has achieved results.

2010 is a year we can look back at and see that we successfully broke new ground. This is particularly gratifying since our line of approach contradicts a widely held notion in the industry that large-scale operations are the key to success. Instead, I believe that the explanation for success is a strong focus on a single area – in our case selected packaging segments – and being in the forefront in development of material and solutions. I am convinced that Billerud has a strong platform from which to offer products that have environmental sustainability as fundamental properties. We will continue to develop our offering with alternatives to traditional plastic in packaging and can see clear signs that our customers and business environment appreciate the route Billerud has chosen. We approach 2011 with confidence and see good opportunities to continue to develop Billerud and create shareholder value from our strengthened position."

Solna, 15 February 2011
Billerud AB (publ)

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