

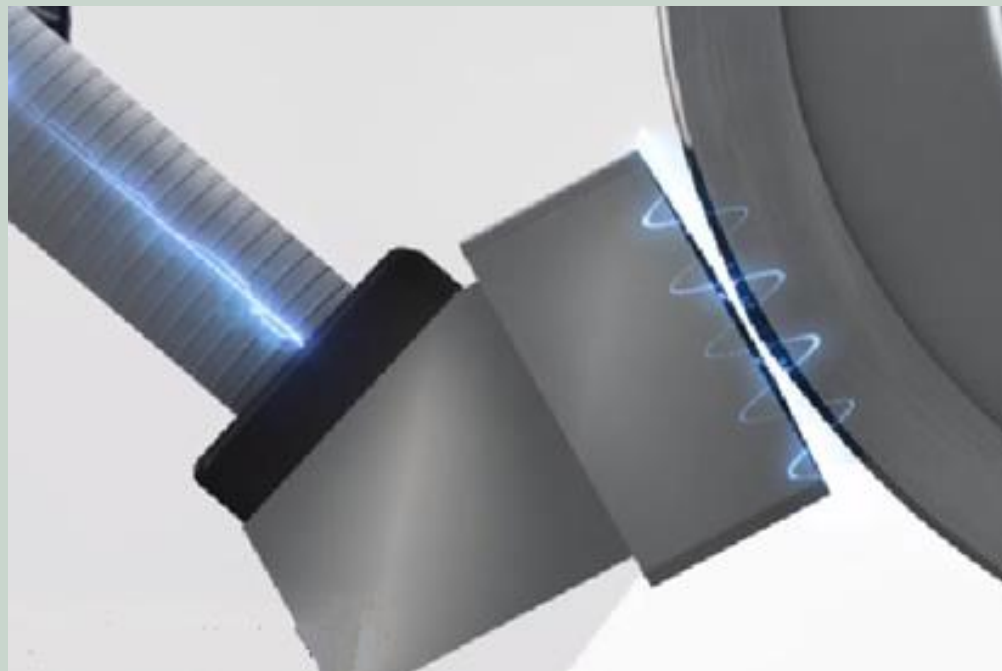


**New Household Paper
Same High Lambi Quality**

Introducing a New Sustainable Innovation

We at Metsä are dedicated to enhancing our products and procedures. The innovative WarmUp technology optimizes raw material usage, minimizes environmental footprint, and maintains the **consistent high quality** in our products

This new method along with our high-quality fresh fiber, allows us to introduce new base paper, use less raw material and transition to 2-ply products while supporting our customers' environmental commitments.



Changing from 3 layer to 2 layer

How can we maintain the Lambi quality

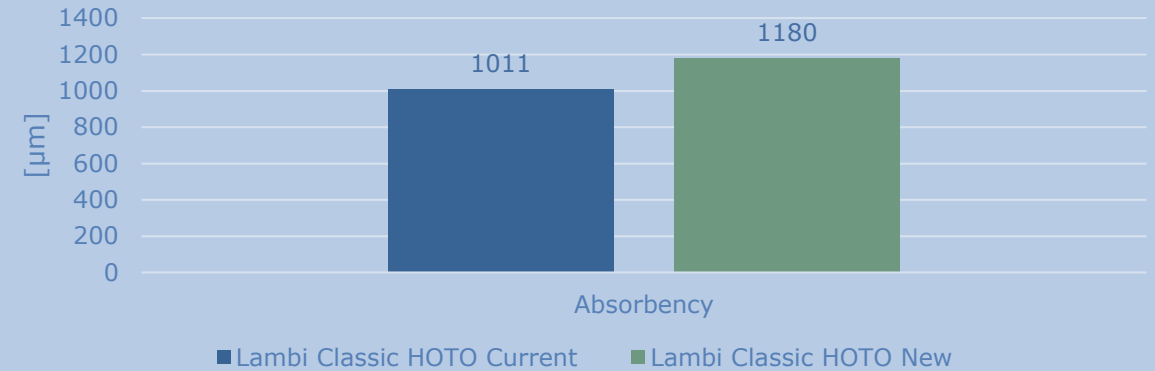
Lambi is synonymous with absorbency, softness, and top quality. Upholding our commitment to consumers is paramount. By introducing new base paper, embossing rolls, and production techniques, we ensure the maintenance of Lambi quality while using fewer fibers.

Softness on the same high level

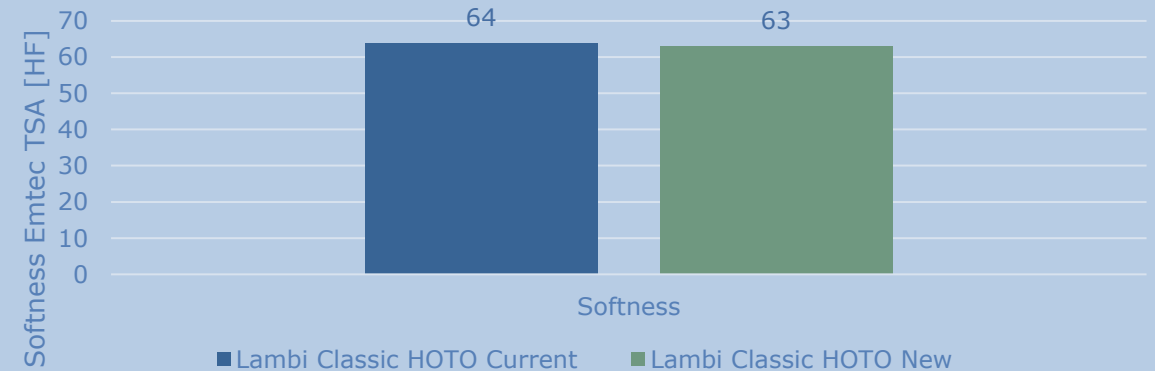
Softness is key for consumers selecting household paper. Our new Lambi Household range maintains market-leading softness, on par with our current Lambi Classic 3-ply products



Absorbency



Softness



*based on Metsä Lab Results Q2 2024

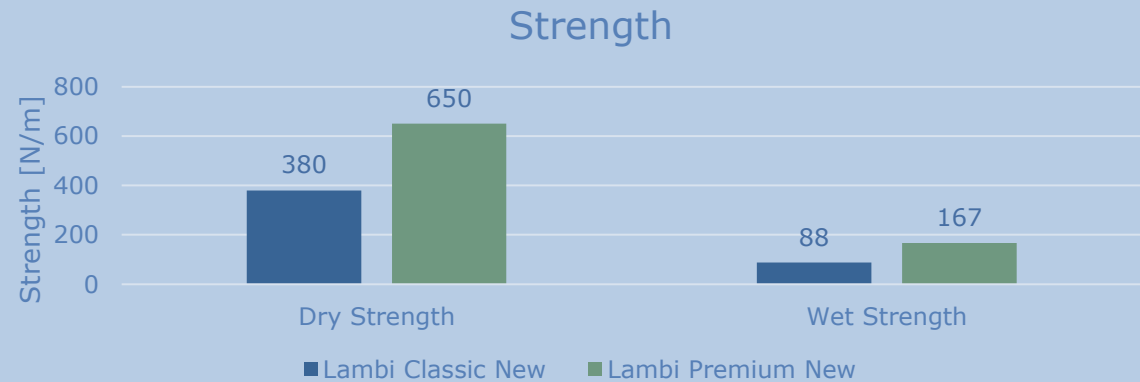
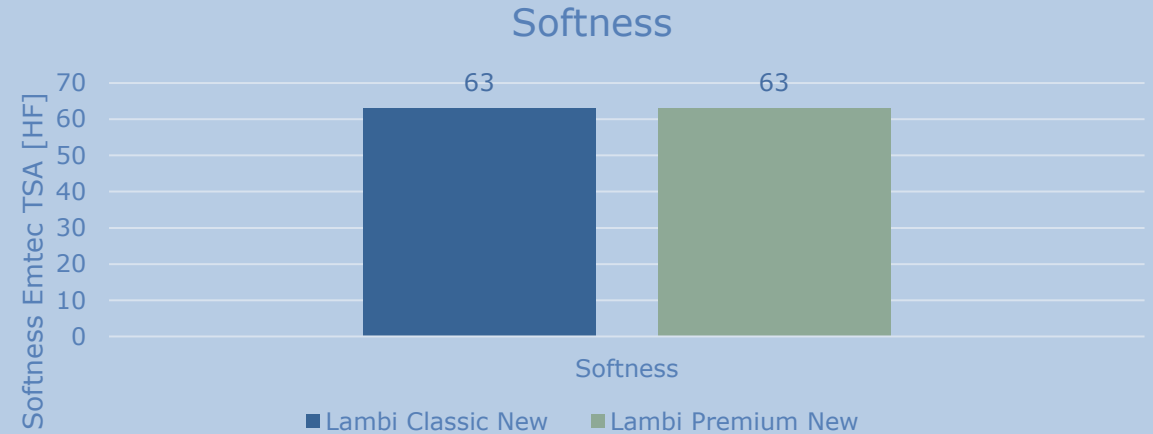
Upgraded Premium Offering

Our elevated Premium Product

Enhance your offering through our Premium household paper.

Our premium products continue to be 3-ply. While keeping the signature softness that Lambi is known for, the new and improved product has unparalleled durability.

Compared to Lambi Classic, the new Lambi Premium is an impressive **90% stronger when wet and 71% stronger when dry.**



*based on Metsä Lab Results Q2 2024

Same exceptional quality, produced even more sustainably.

The following Lambi brands will be included in our
more sustainable production

Lambi Classic

paper for everyday use

Lambi Classic Plus

same high quality, longer-lasting roll

Lambi Décor

bringing seasons home

Lambi Premium

for everyday luxury



Certifications that consumers trust



Your benefits

Sustainability

A more sustainable household towel with reduced environmental impact

Improved Value

Allows us to offer you exceptional products with added value that cater to your customers' every need.

Quality

We maintain a comparable high-quality product and experience that our consumers expect.



Reasons to Believe

Environmental

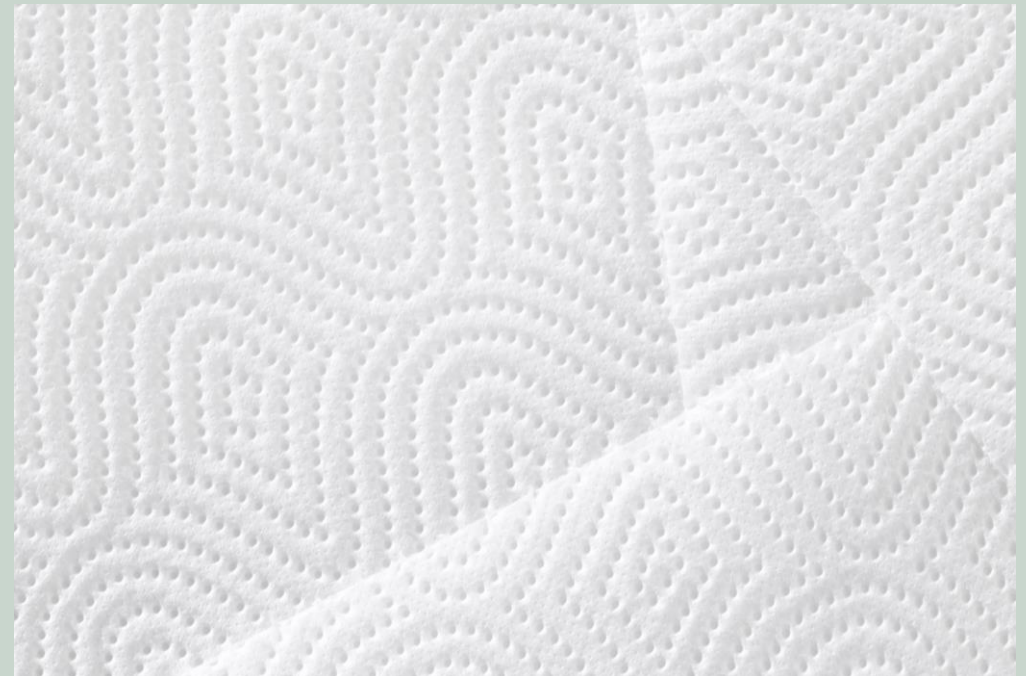
Allows you to offer your customers an even more environmentally friendly product. Increase in raw material efficiency, reduction in CO2 emissions during production and transportation. Can contribute to your environmental targets.

Market Penetration

Our main target is to increase the number of consumers who are buying Lambi Household paper and increase the buying frequency of those who already prefer Lambi Household paper

Portfolio Optimization

Lambi Classic will maintain a comparable high quality, while Lambi Premium has a quality boost. Enhanced differentiation between Lambi Classic and Lambi Premium offers consumers an even more compelling choice and clearer options.





Thank you!

NATURAL SOFTNESS FROM NORDICS.