

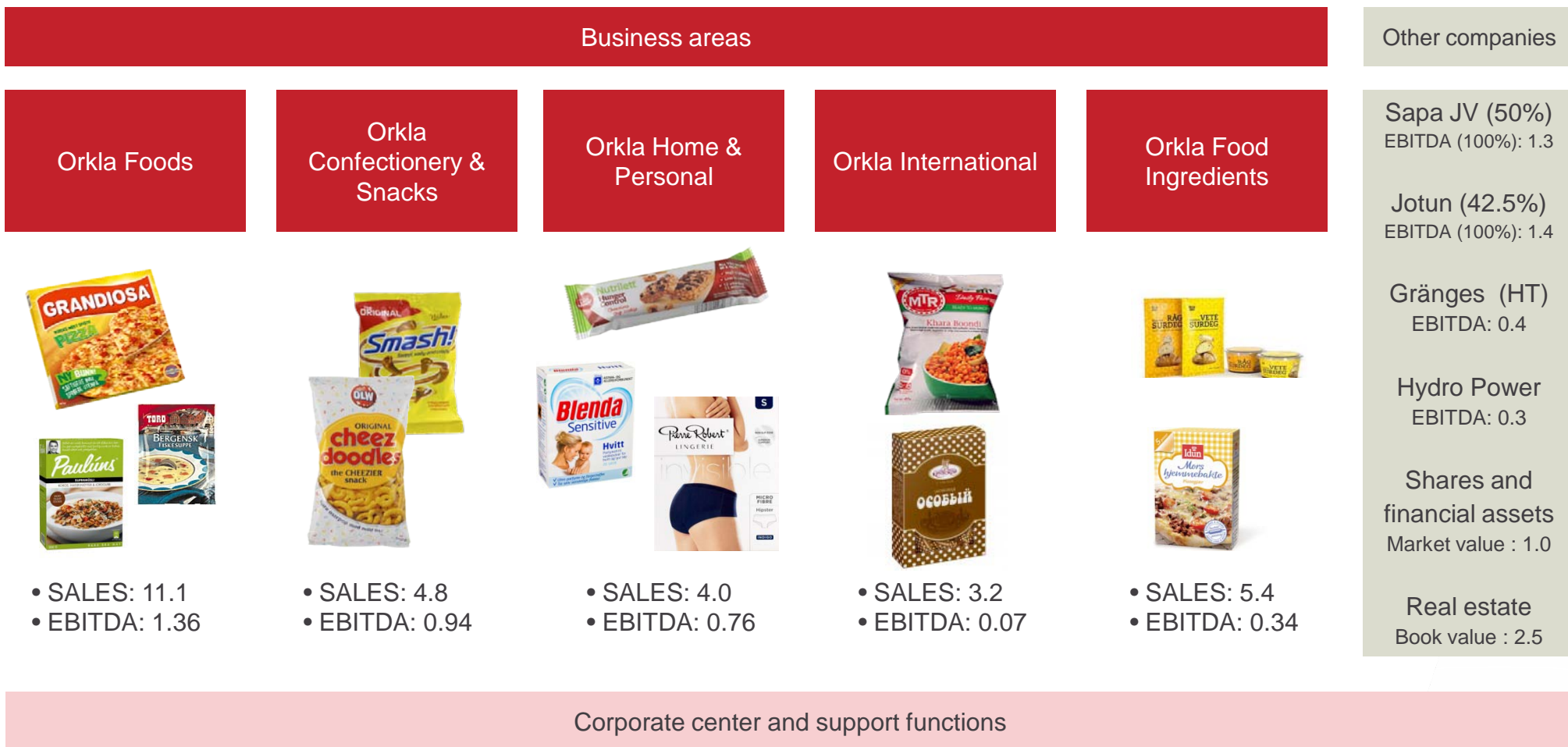


The Local Consumer Goods Champion

Investor presentation December 2013



This is Orkla



Agenda

Strategic direction and financial targets

Branded Consumer Goods

Jotun

Non-core

Orkla's strategic direction

- Orkla is a branded consumer goods company
- Orkla will strengthen its leading position and exploit economy of scale in local Nordic markets
- Orkla will create value through operational improvements, organic and structural growth
- Orkla will divest its non core assets



Orkla's transformation to a Branded Consumer Goods company

2011

New strategic direction
to focus on
Branded Consumer Goods



2012

Major actions executed to
implement strategy



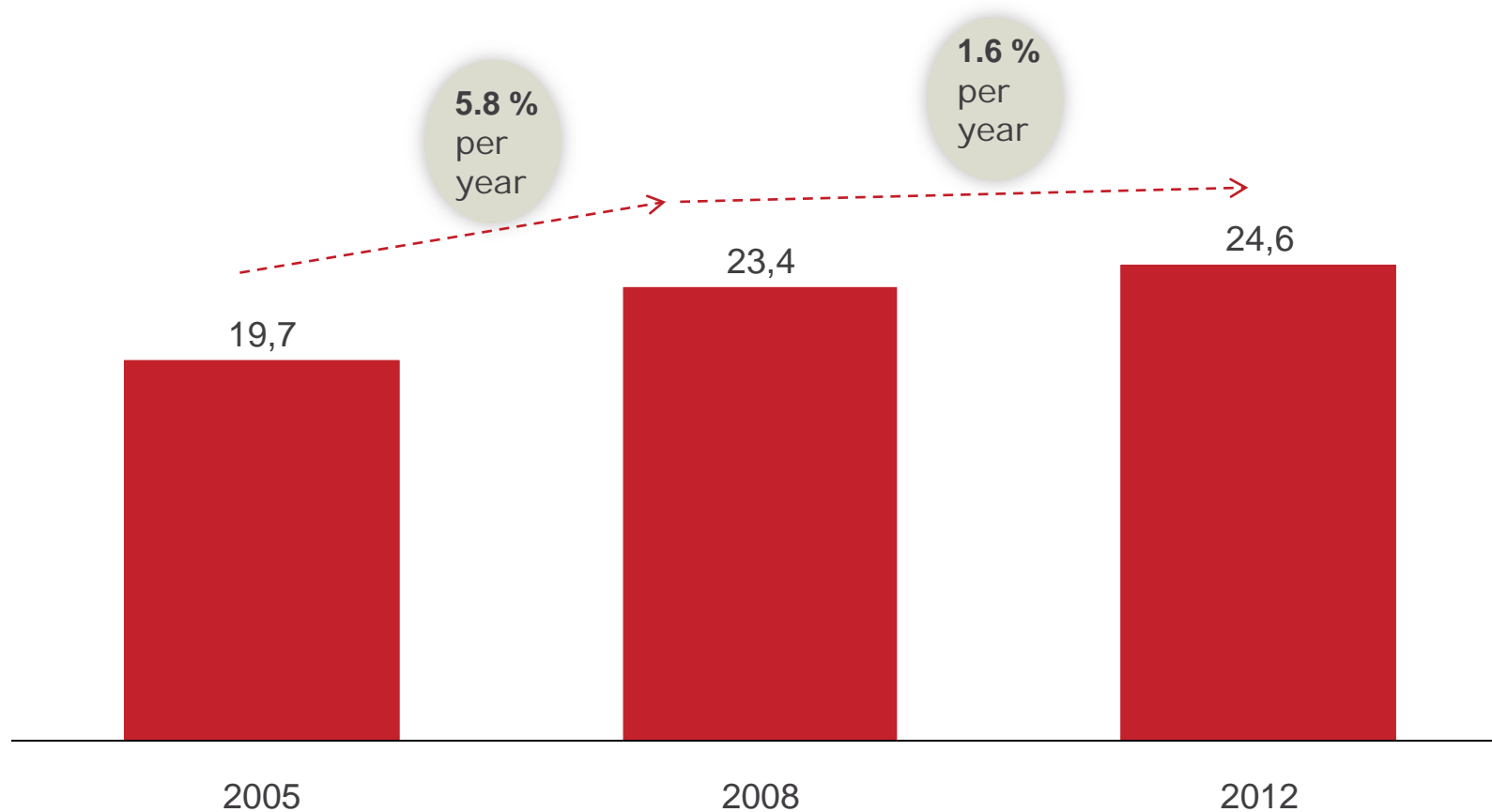
2013 - 2014

Restructuring of the Branded
Consumer Goods business

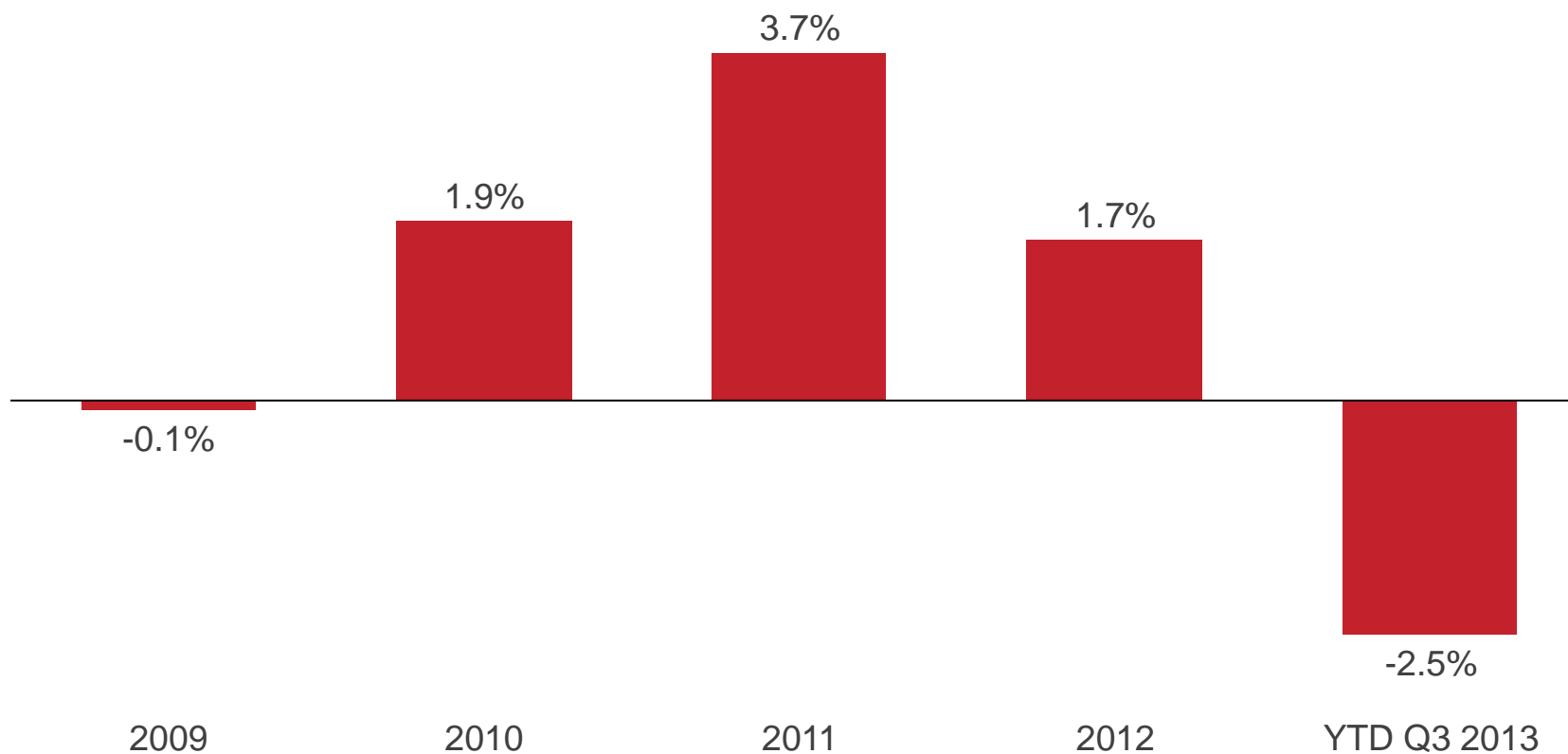


BCG revenue growth has leveled off in recent years...

Revenues; NOK billions



Organic sales growth¹ 2009 - 2013



Financial targets announced at Orkla's Investor Day 2013

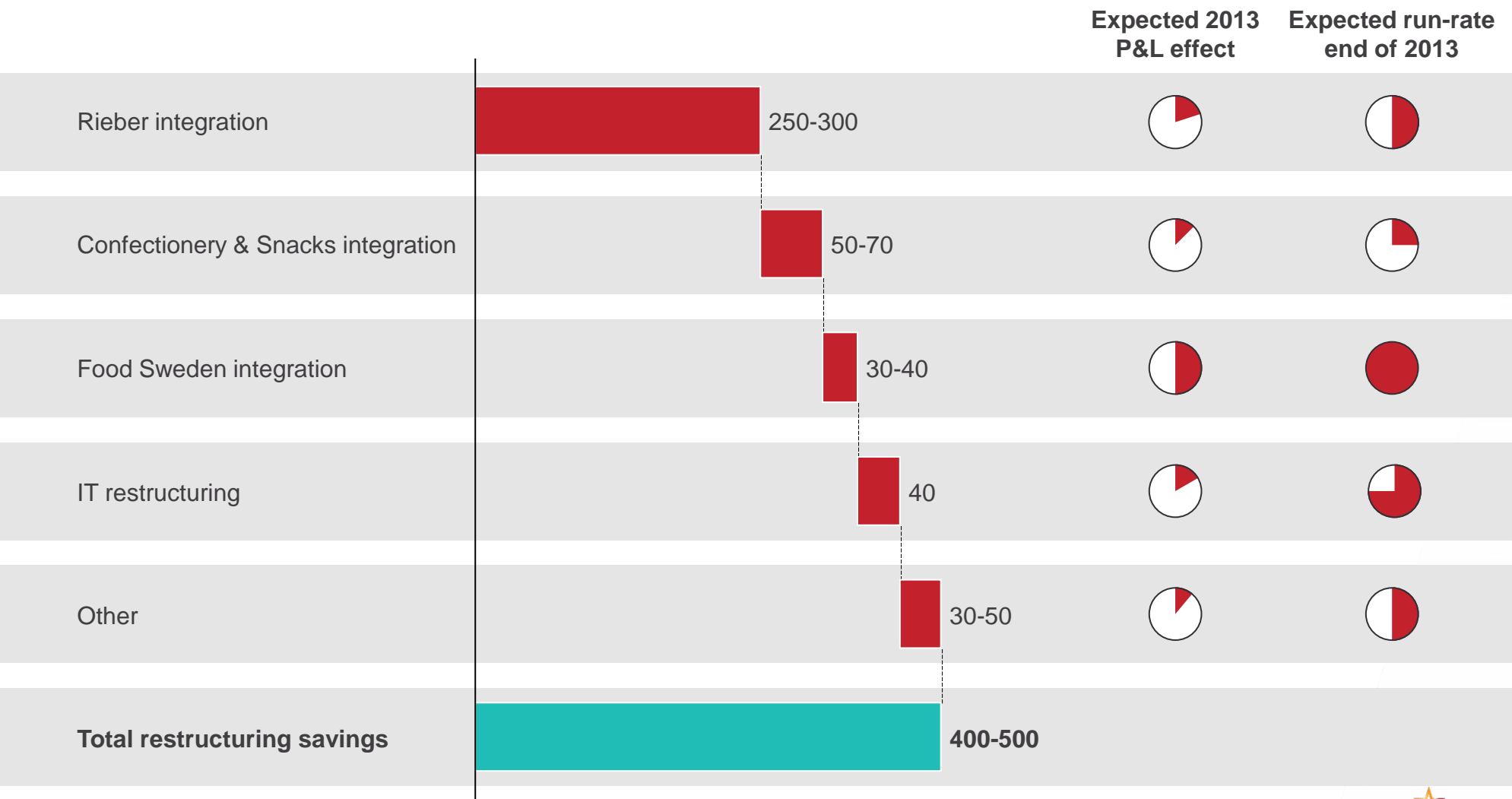
	EBIT (adjusted) margin RTM pr Q3	EBIT (adjusted) margin 2015/2016	Organic revenue growth YTD pr Q3	Organic revenue growth From 2016
Orkla Foods	13.6%	> 15.0%	-3.3%	2-3%
Orkla Confectionery & Snacks	14.8%	> 16.5%	-3.3%	2-4%
Orkla Home & Personal	17.2%	> 17.5%	-2.1%	3-5%

Strategic priorities 2013-2016 - Actions to improve performance

- Reducing complexity and taking advantage of scale
- Extracting cost synergies and improve cash flow
- Driving organic growth
- Improving skill base

Restructuring synergies of NOK 400-500 announced

Estimated yearly effects from restructuring synergies, NOK million



Allocation of capital and dividend policy

- Grow BCG in the Nordics organically, and through add-on investments
- Strong balance sheet and financial flexibility
- Remain an Investment Grade company (NIBD below 2.5-3*EBITDA)
- Maintain dividend at NOK 2.50 per share during transition period



Branded Consumer Goods

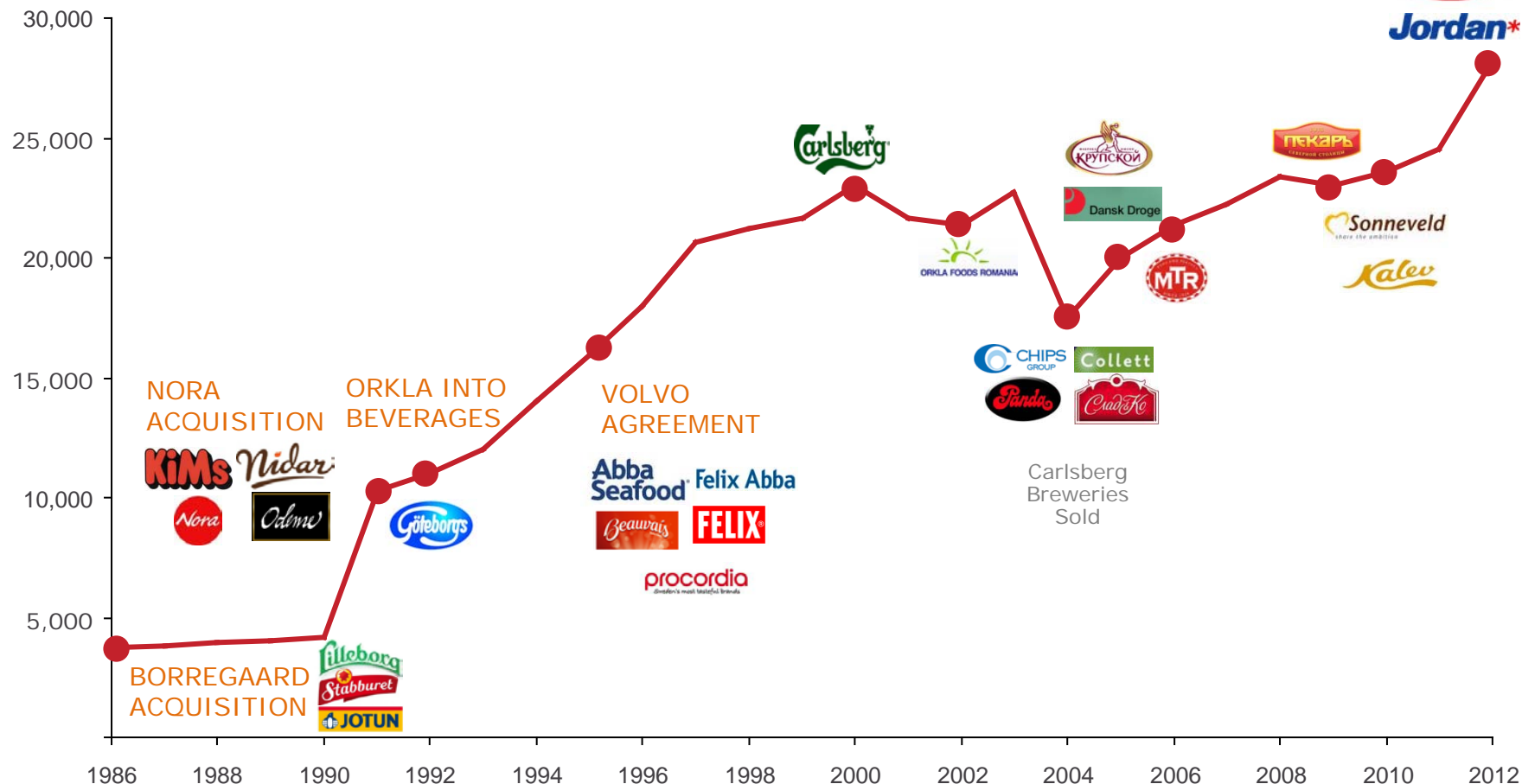


Orkla BCG growth – A string of acquisitions



CAGR
1986-2012

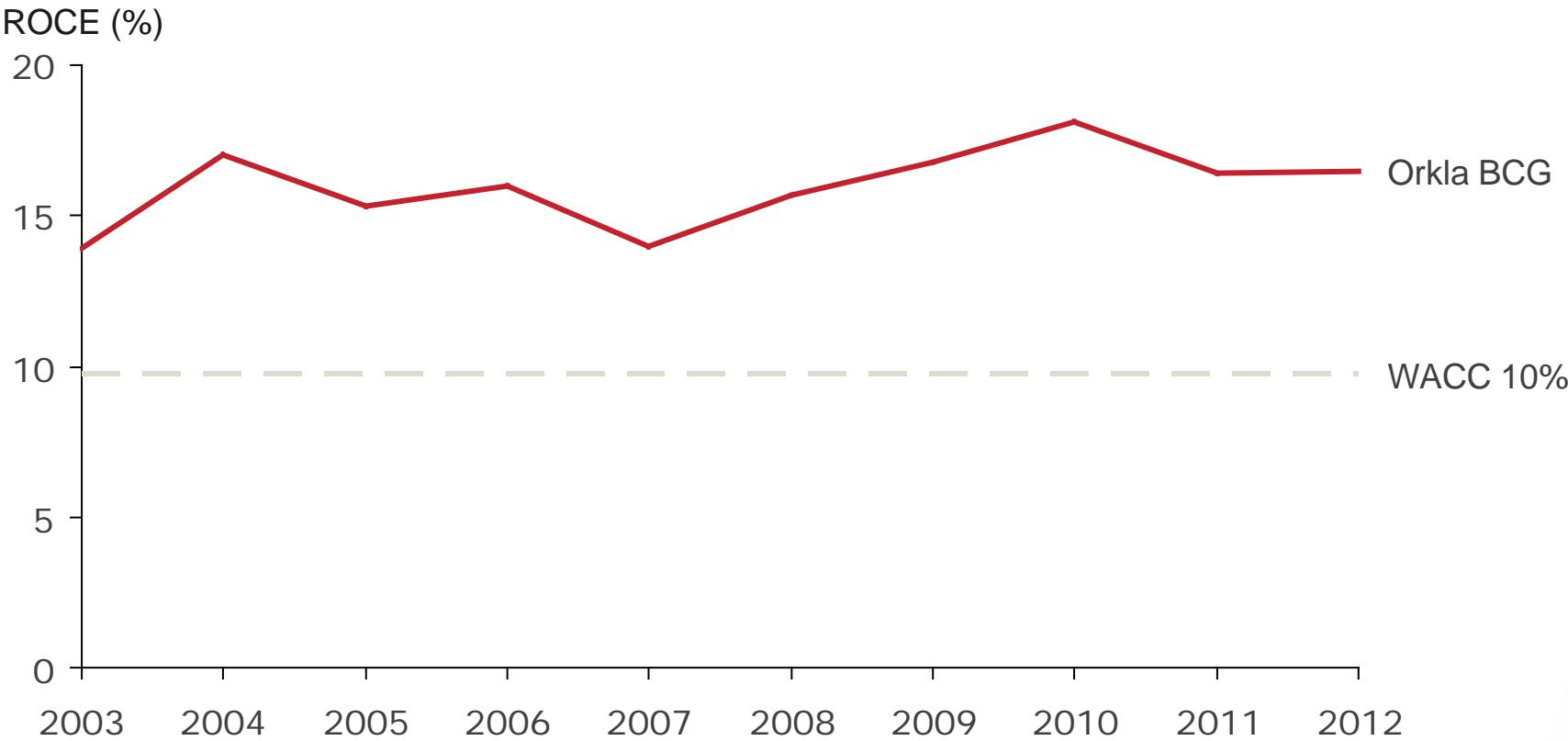
Net sales; NOK million



Turnover
7%

EBITA
11%

Increasing shareholder value over time



Strong local market positions and opportunities to grow further

Examples



Fabrics cleaner



Biscuits



Confectionery



Food supplements



Textiles (grocery)



Snacks



Frozen pizza



Ketchup



Preserved vegetables



Jam/marmalade



Caviar (cod roe spread)



	81%			
	51%	38%		11%
	30%			6%
	77%	35%	49%	29%
	78%	29%		
	29%	36%	45%	47%
	79%	36%		33%
	78%	55%	43%	40%
	81%	70%	52%	
	53%	50%	43%	
		77%		#1

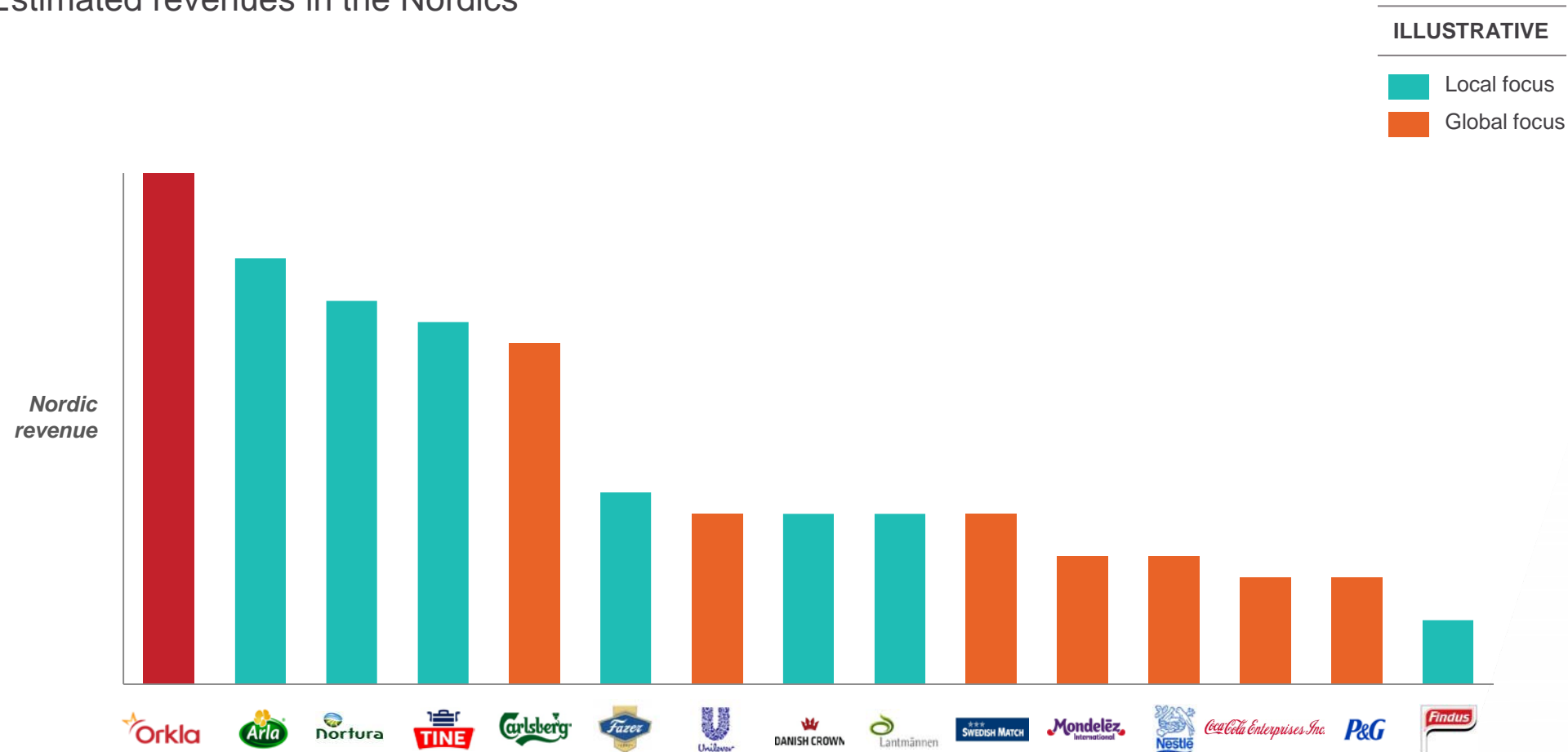
Local scale is the core of our strategy

- A small player globally, but a large player locally
- Large supplier to the grocery channel in the Nordics
- Substantial media buyer in the Nordics
- Indepth knowledge of the Nordic consumers and more resources for innovations
- Orkla has the largest synergies when acquiring Nordic BCG companies



Orkla is the largest BCG company in the Nordics

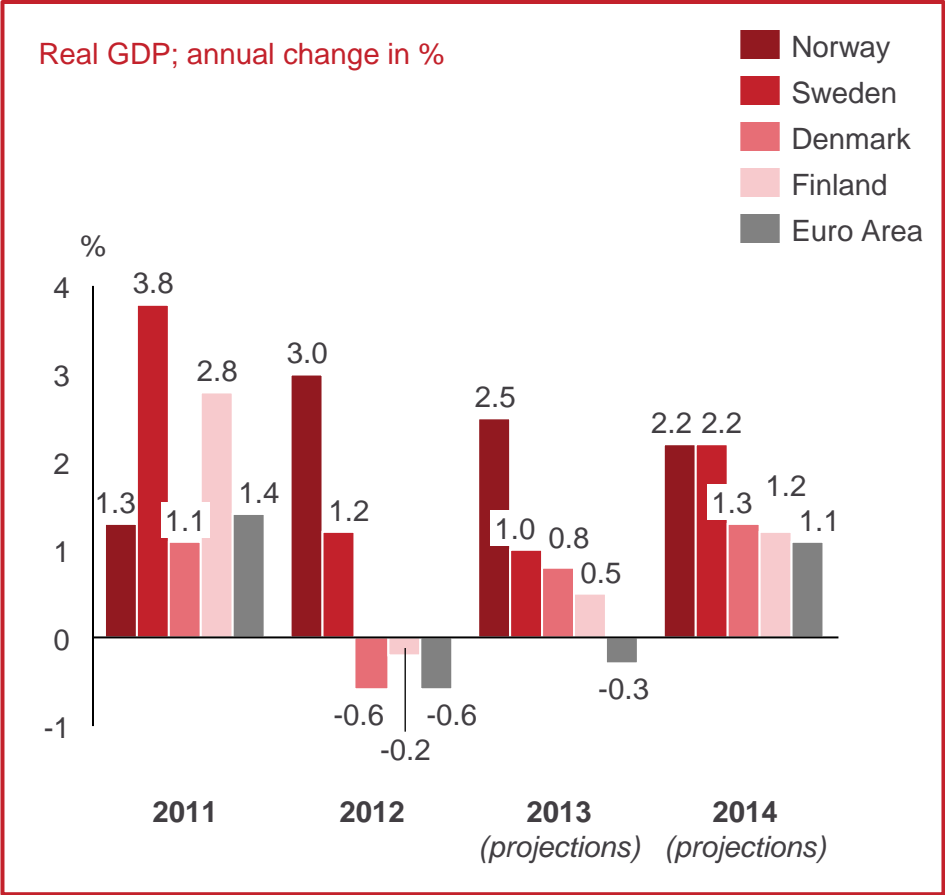
Estimated revenues in the Nordics¹



1. Based on 2011 figures. Orkla Branded Consumer Goods incl. Jordan, Rieber and Orkla Food Ingredients in the Nordics

Stable markets with wealthy consumers

GDP growing at a stronger/faster rate than Europe...



... and consumer spending in Orkla's core categories is high



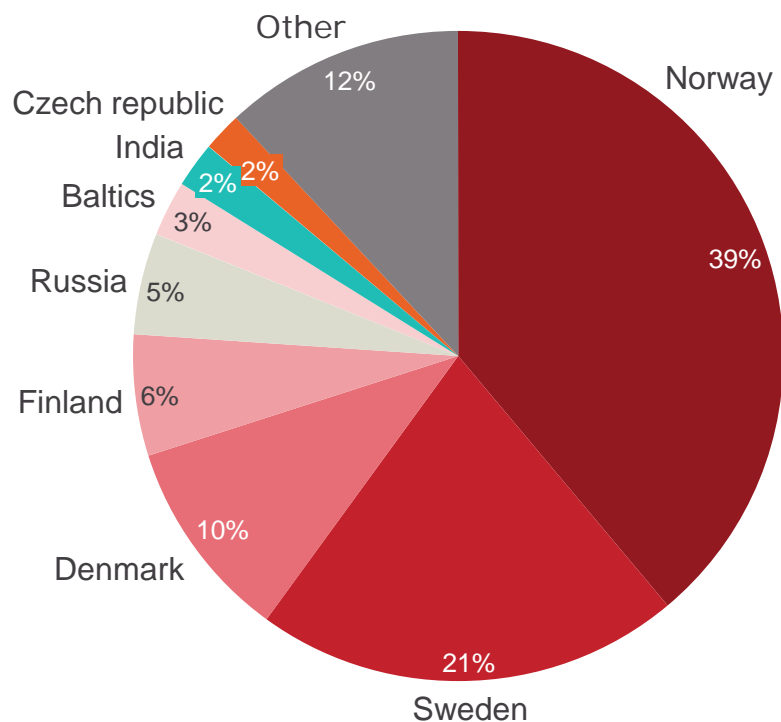
The Local Consumer Goods Champion

- Proven track record in creating value
- Strong local market positions and opportunities to grow further
- Local scale is the core of our strategy – Orkla is the largest BCG company in the Nordics
- Stable markets with wealthy consumers

Overview of Branded Consumer Goods

Net sales by geographical area 2012

Proforma incl. Rieber:



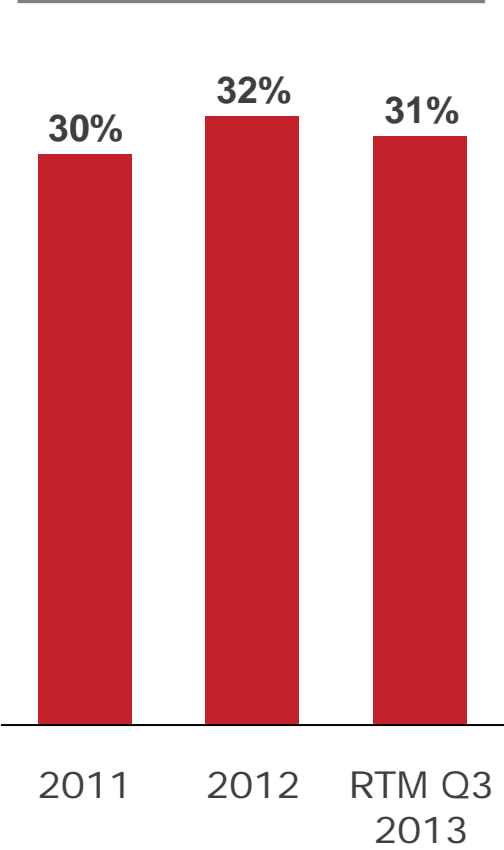
Business unit	Revenues 2012	EBITA margin
Foods	7,927	14.4%
Confectionery & Snacks	4,794	16.4%
Home & Personal	4,025	17.4%
International	2,133	-0.2%
Food Ingredients	5,435	4.3%
Branded Consumer Goods	24,105	11.9%
Rieber & Søn*	4,164	6%
Jordan**	969	11%

* Consolidated in Foods from 1 May 2013

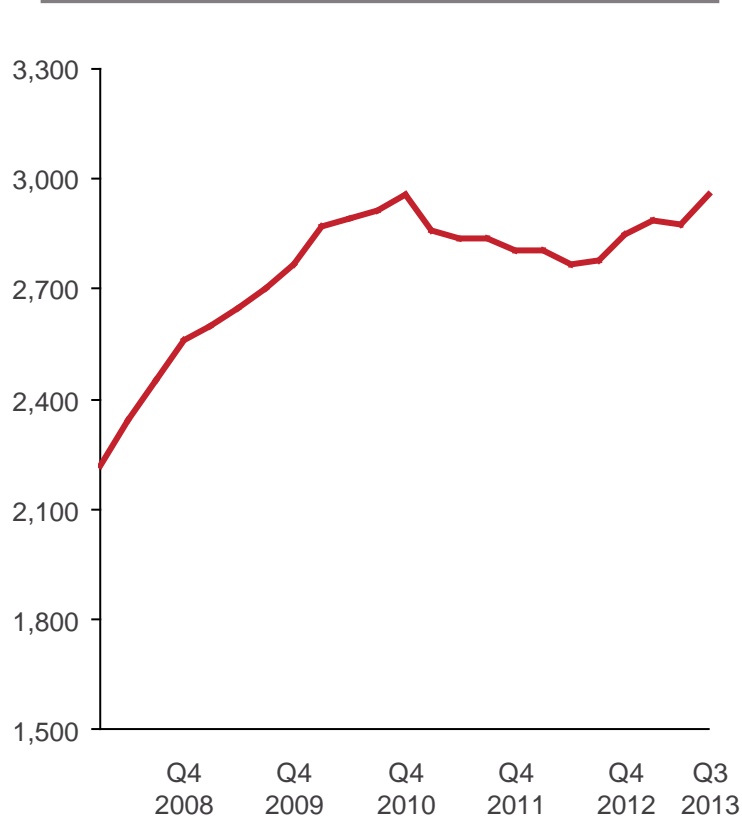
* * Consolidated in Home & Personal from 1 September 2012

Branded Consumer Goods

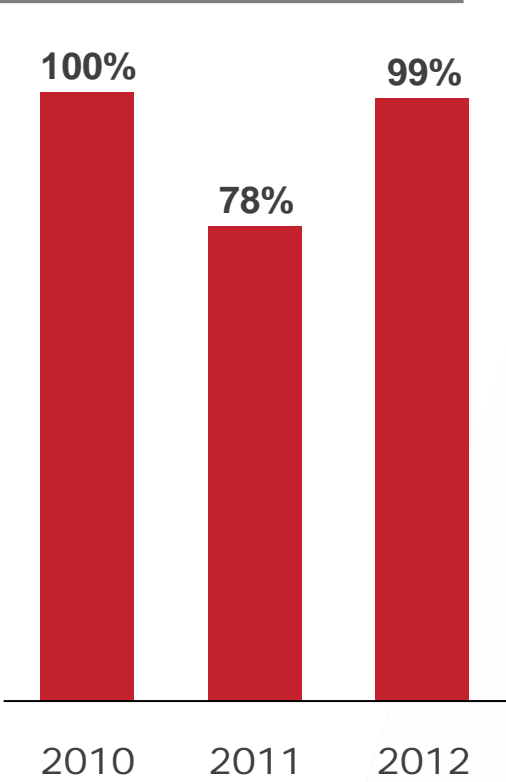
Gross margin



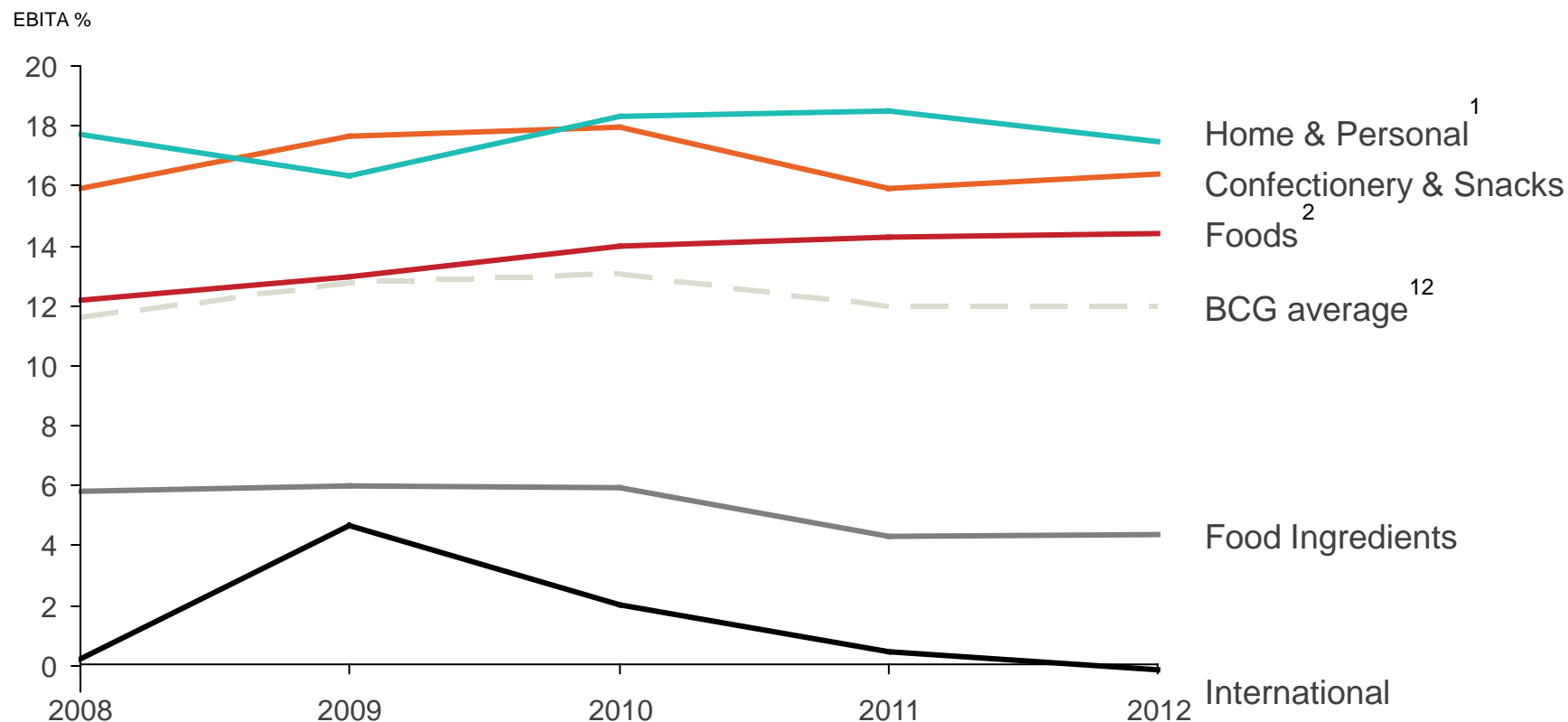
RTM EBIT (adjusted)



Cash conversion¹

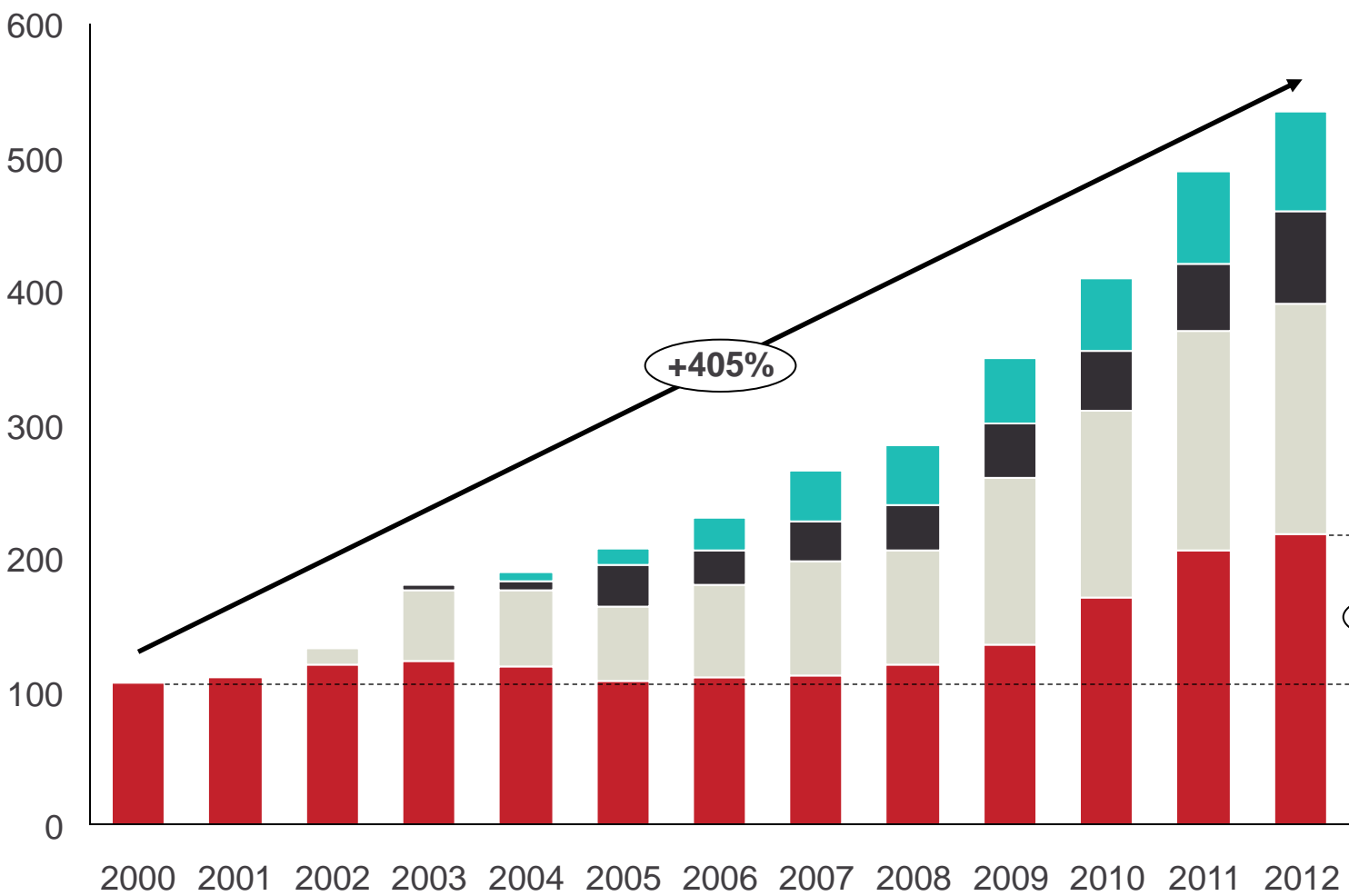


Strong local brand positions, high margin level in the Nordics

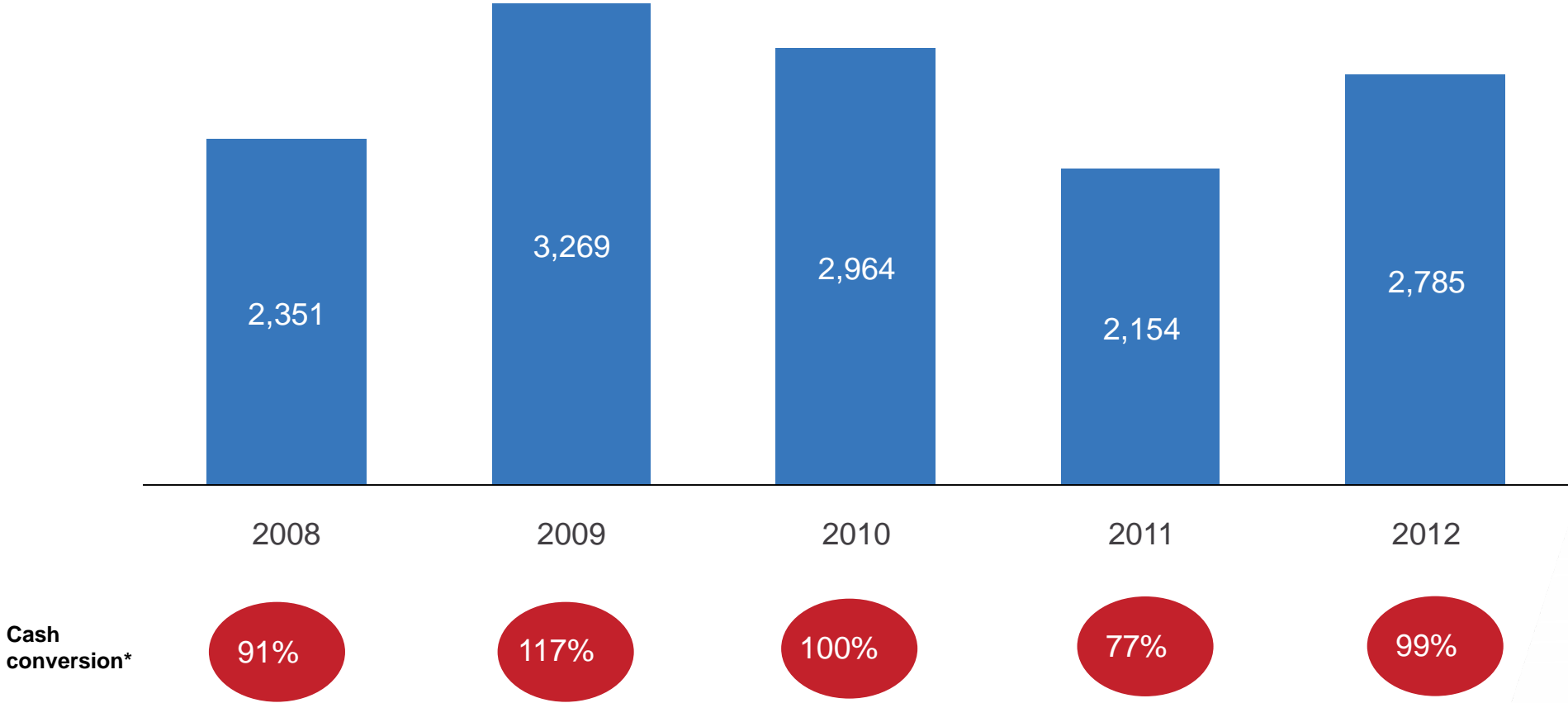


Growth through product development

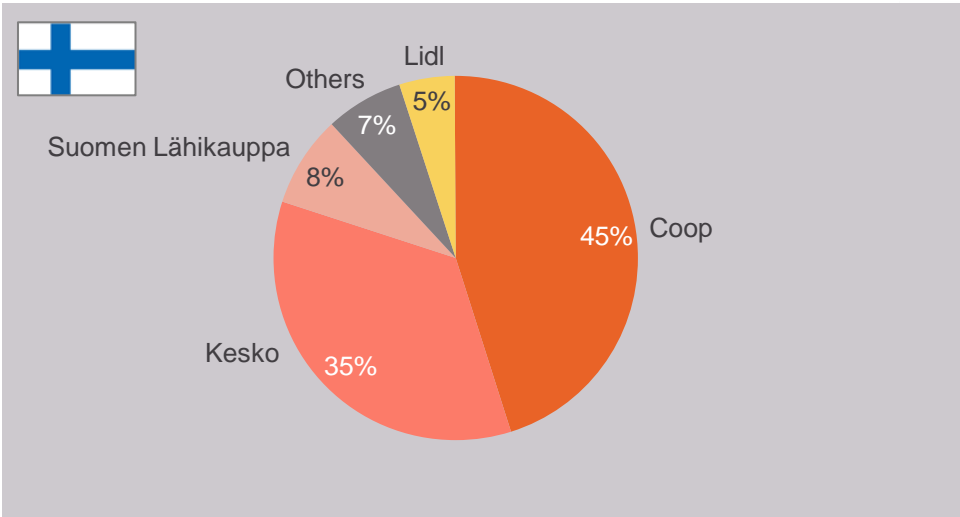
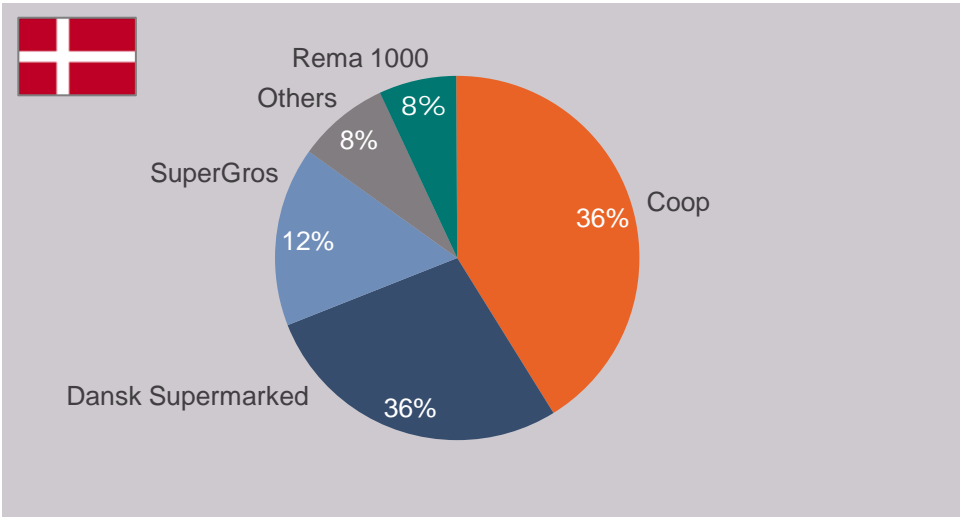
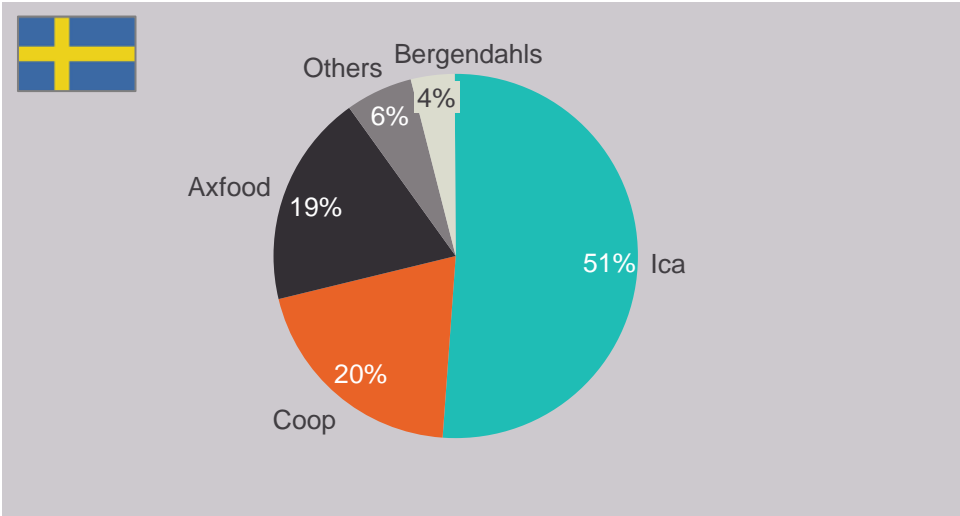
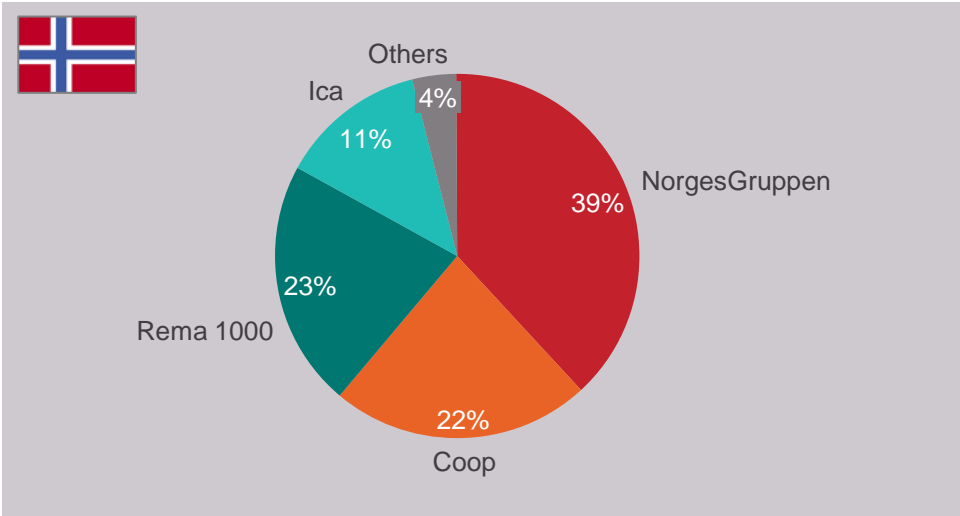
Example: Fish spread in Norway; revenues NOK million



Solid cash flow over time

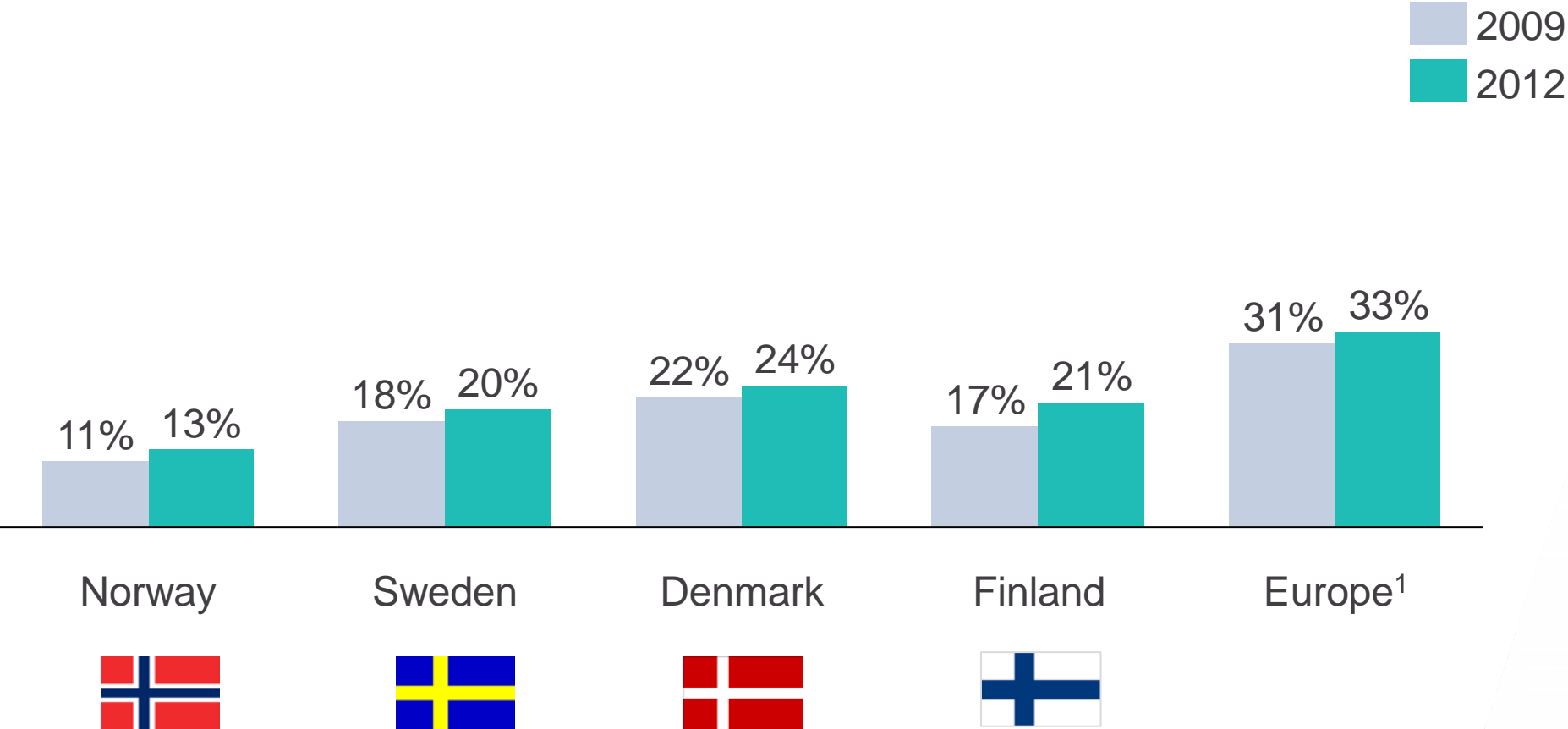


Consolidated Nordic retail markets



Private label is growing, but slowly

Private Label market shares in the grocery trade



Diversed exposure to raw materials

10 Largest raw material groups

Vegetable oil
Flour, grain and bakery mix
Sugar
Meat, cut and trimming
Cheese
Cocoa & chocolate
Fruit and berry
Spice, dry herb and extract
Pelagic
Tomato paste

FAO Food price index (January 2013)

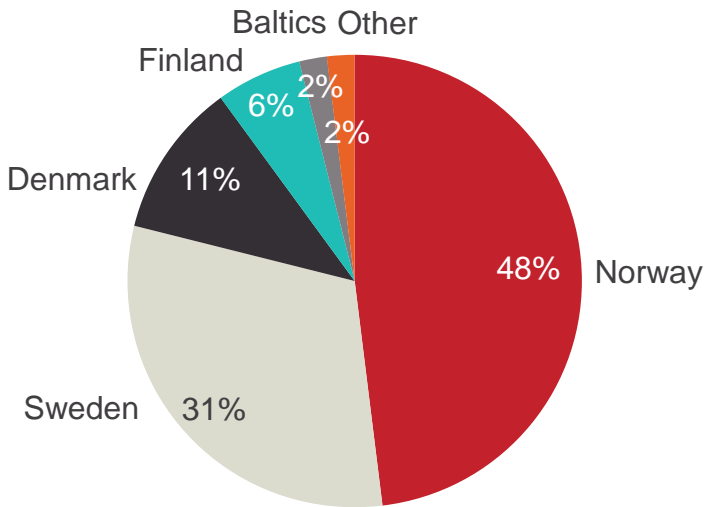




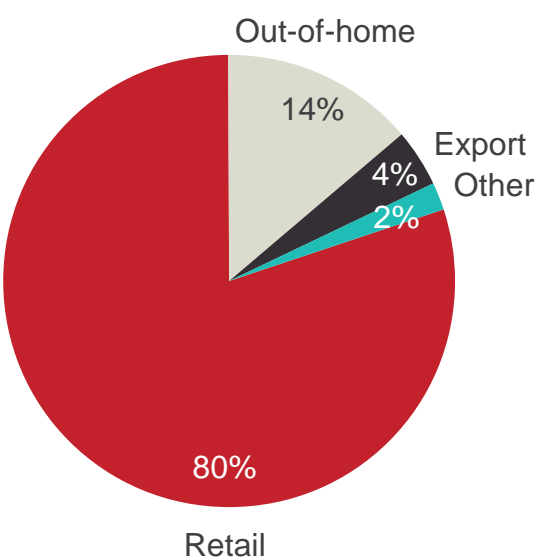
A broad portfolio with 80% of revenues from Norway and Sweden

Revenues 2012, proforma incl. Rieber for the full year: NOK 10.7 billion

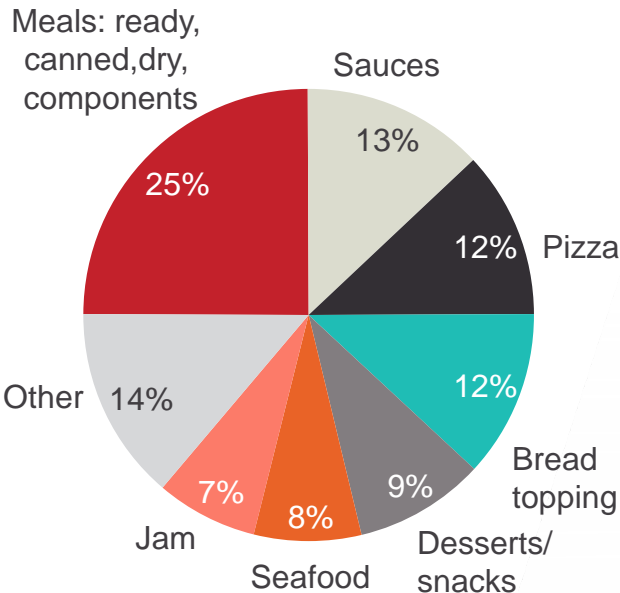
**Geographical
sales split**



**Sales
channel sales split**

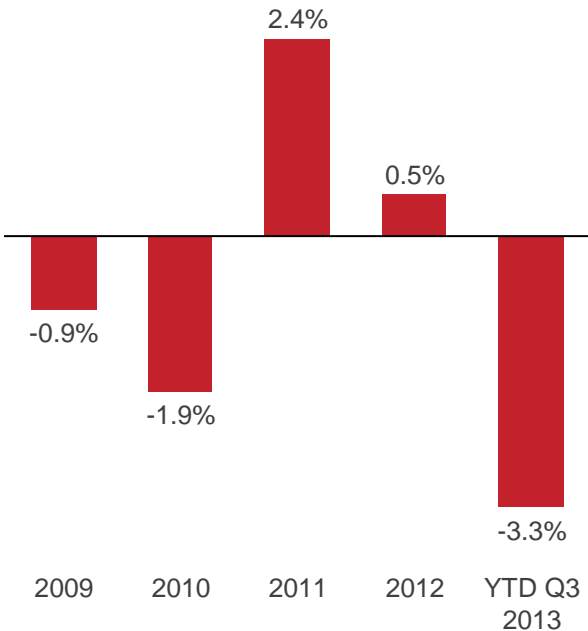


**Category
sales split**

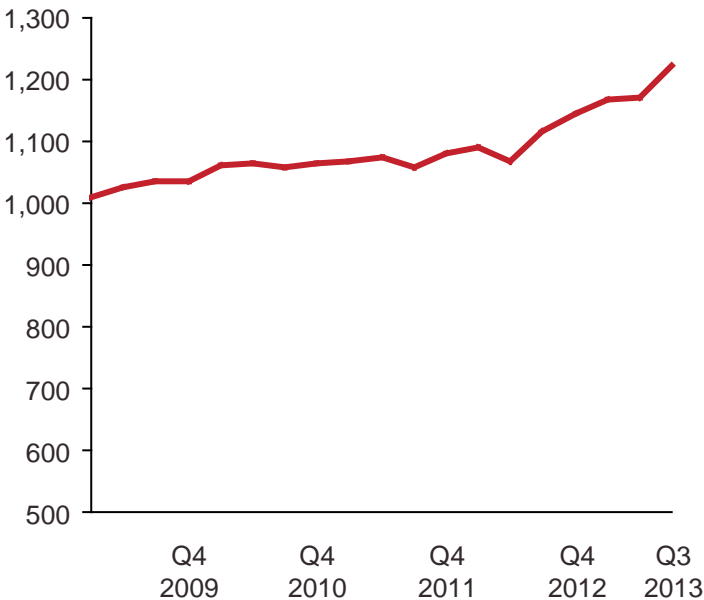


Orkla Foods

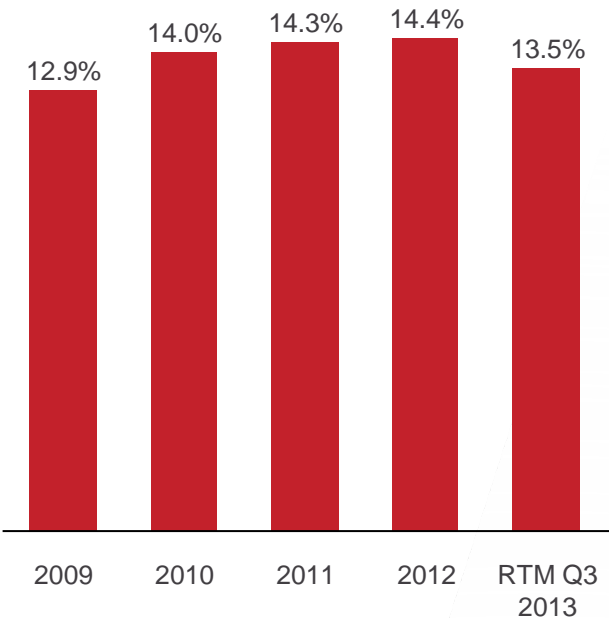
Organic sales growth¹



RTM EBIT (adjusted) (NOK million)

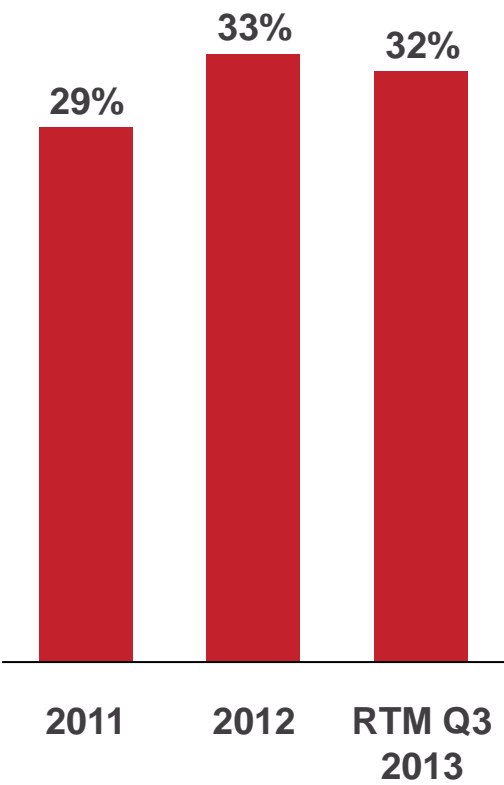


EBIT margin (adjusted)

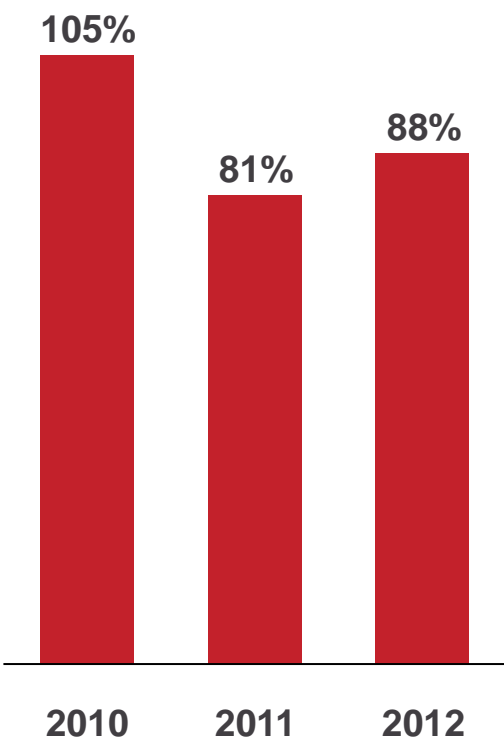


Orkla Foods

Gross margin



Cash conversion¹

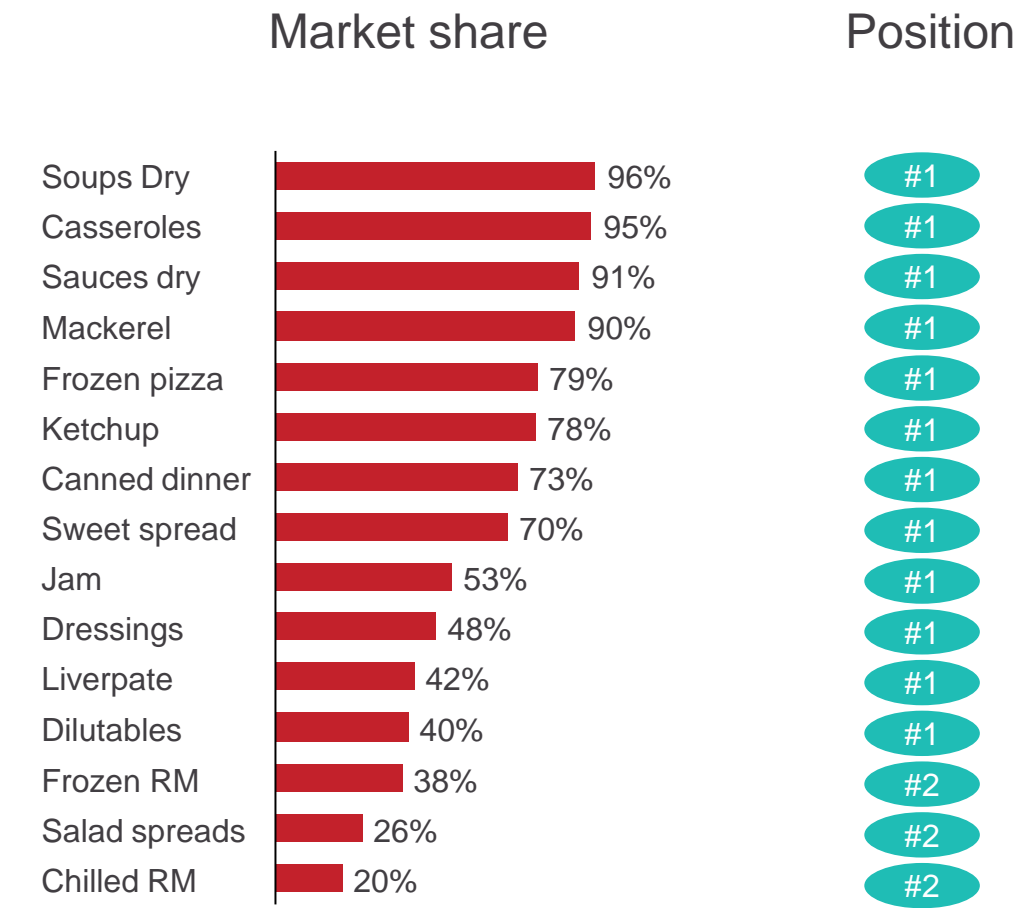


Strong #1 brands with long heritage

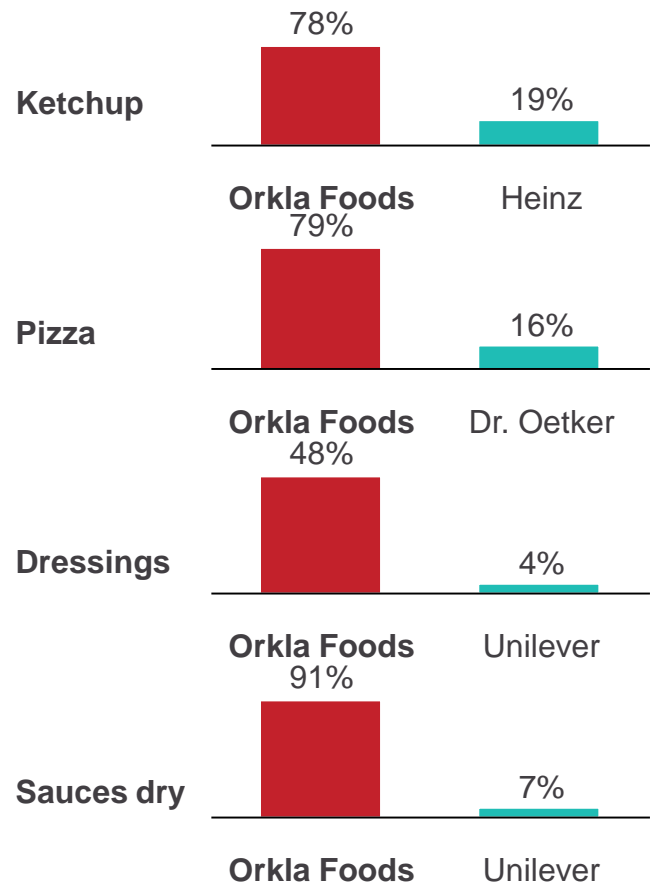




#1 market positions in Norway



Orkla vs. Multinationals

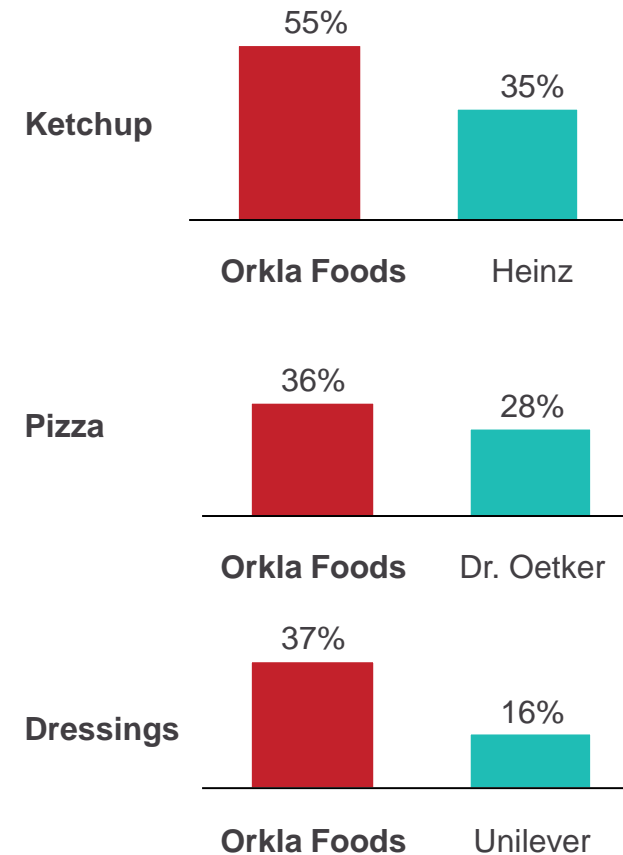




#1 market positions in Sweden

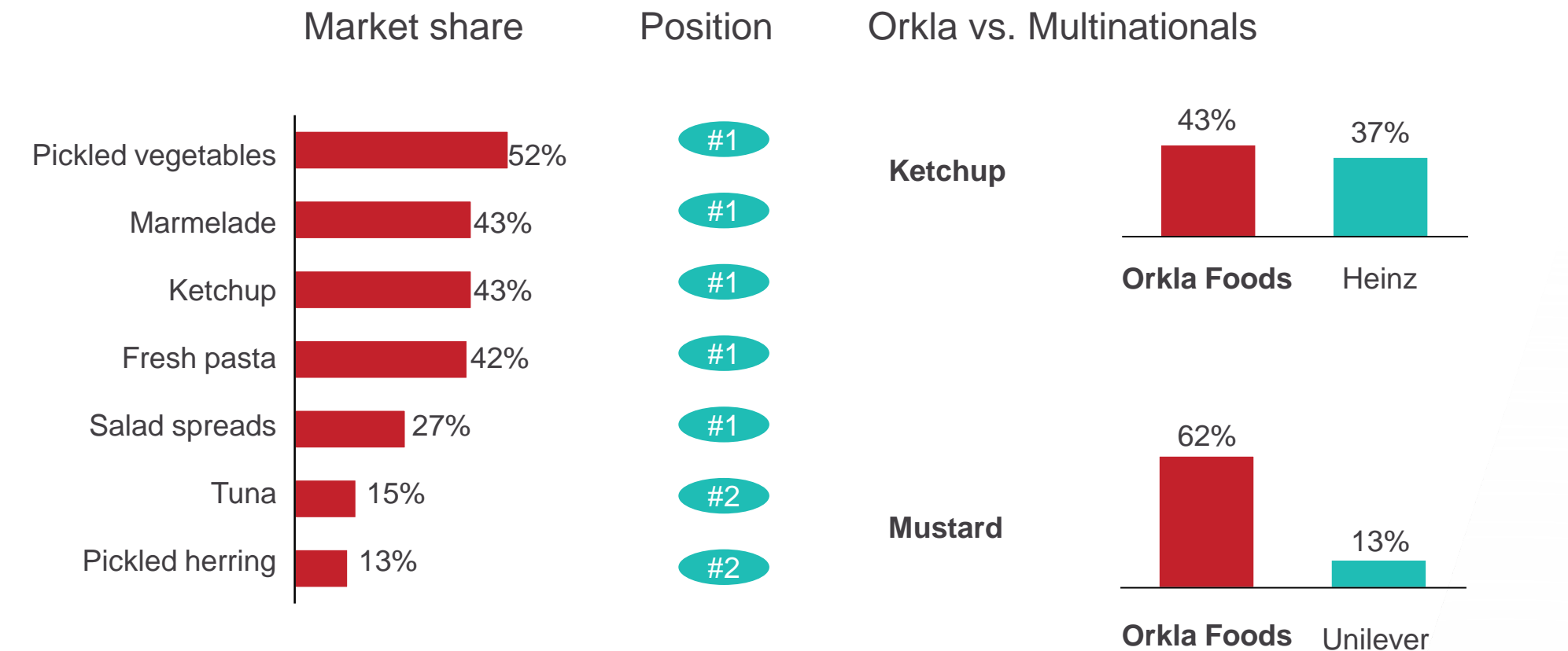


Orkla vs. Multinationals



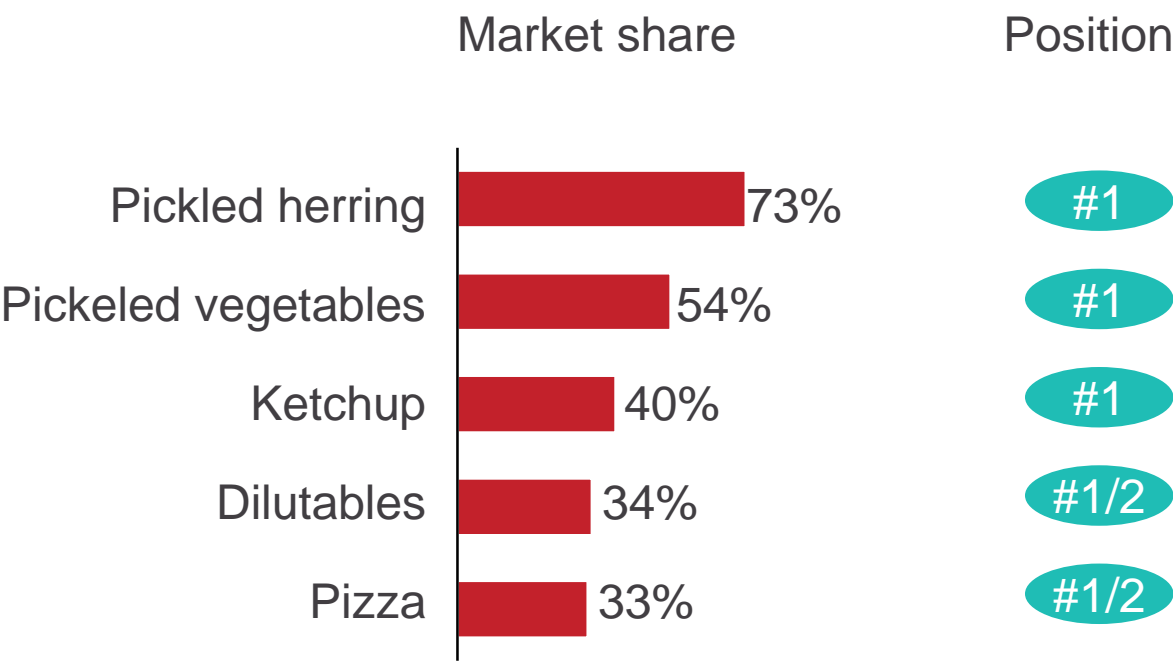


Solid market positions in Denmark





Solid market positions in Finland



Local brands based on local insight are winners

Local
brands



Local
insight

- Superior local consumer understanding
- Superior trade and category understanding

Local
scale

- Cost advantages and competitive strength in sales and advertising
- Attracting the best people
- Flexible local value chain

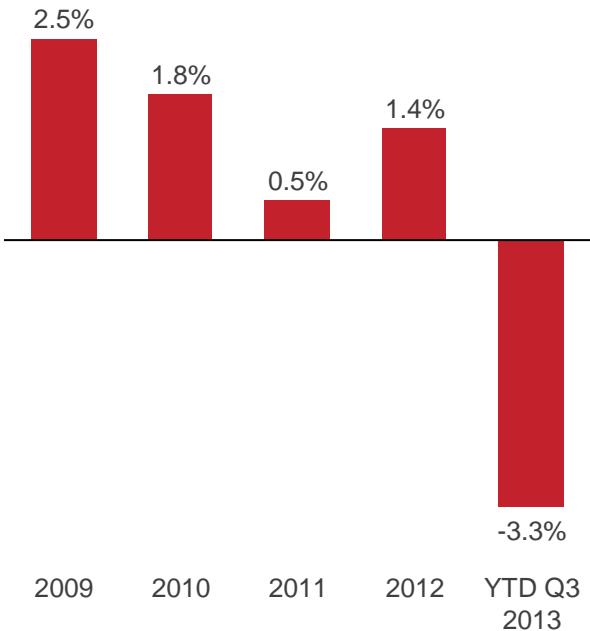


Orkla Confectionery & Snacks

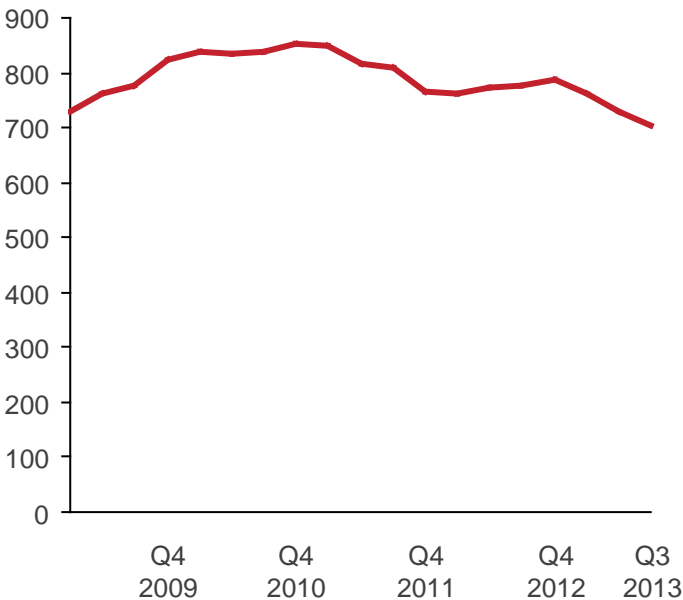


Orkla Confectionery & Snacks

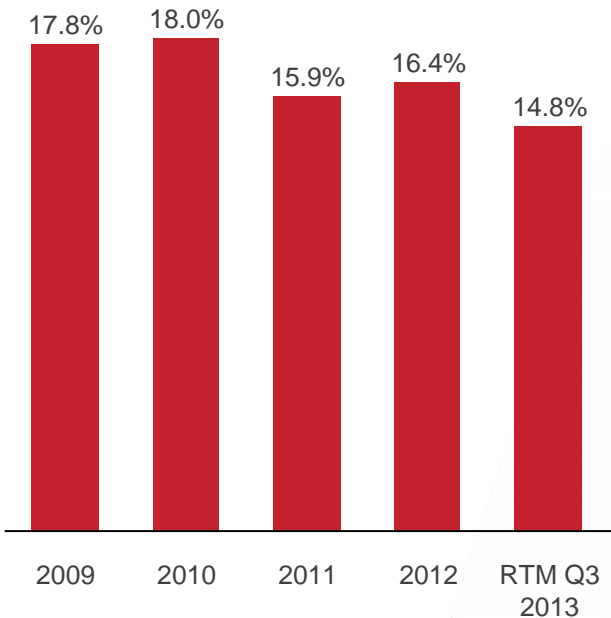
Organic sales growth¹



RTM EBIT (adjusted) (NOK million)

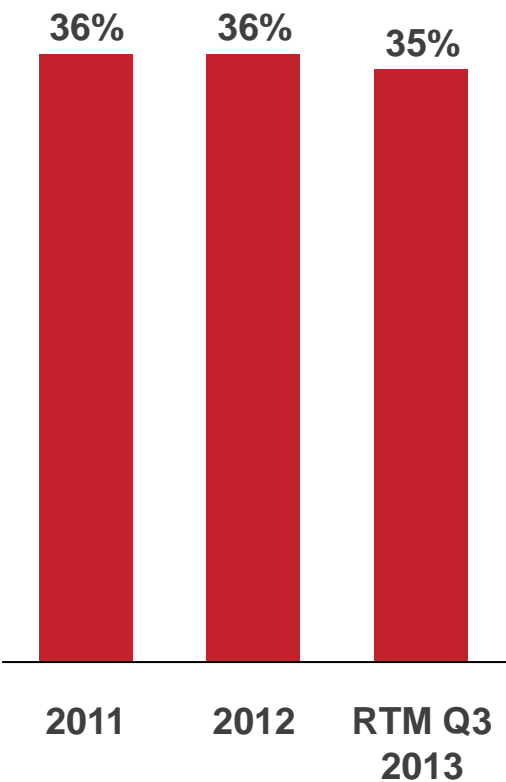


EBIT margin (adjusted)

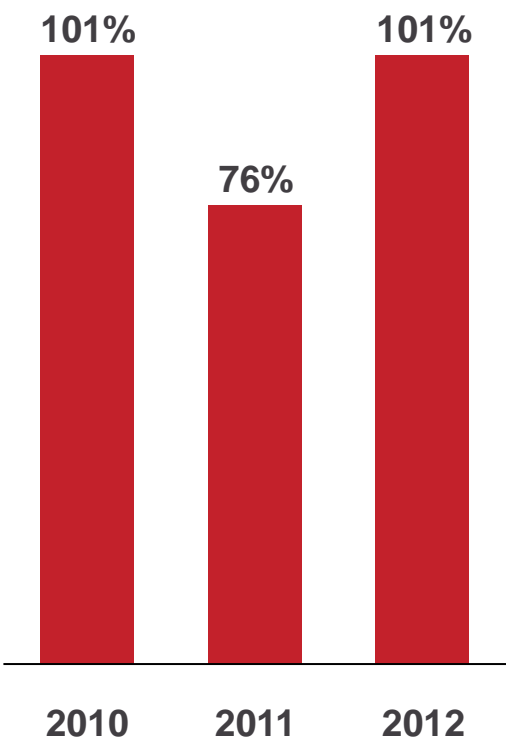


Orkla Confectionery & Snacks

Gross margin



Cash conversion¹



One of the largest Nordic confectionery & snacks companies

Net revenue 2012: NOK 4.8 bn.

Confectionery



NOK 1.8 bn. (37 %)

- Chocolate confectionery
- Sugar confectionery
- Pastilles & chewing gum

Snacks



NOK 2.2 bn. (46 %)

- Potato chips
- Cheese snacks
- Nuts
- Special snacks

Biscuits



NOK 0.8 bn. (17 %)

- Sweet biscuits
- Savory / food biscuits


Norway and Sweden are the largest markets


Revenues (NOK bn.) per company and share of total Orkla C&S revenues


 NOK 2 bn. (41 %)


 Confectionery: NOK 1,200m


 Snacks: NOK 470m

 Biscuits: NOK 300m


 NOK 1.1 bn. (22 %)

 Snacks: NOK 630m

 Biscuits: NOK 440m


 NOK 0.6 bn. (12 %)


 Snacks: NOK 570m¹


 NOK 0.8 bn. (17 %)


 Confectionery: NOK 350m


 Snacks: NOK 410m

 Biscuits: NOK 60m

 NOK 0.2 bn. (5 %)

 Confectionery: NOK 200m
Biscuits & other: NOK 40m²

 NOK 0.1 bn. (2 %)

 Snacks: NOK 90m

Local # 1 brands with long heritage – over 90 years

Top 5 brands (revenues) per category



Confectionery

Stratos (1936)

- # 2 milk chocolate in NO



(1988)

- Unique sweet & salty combination



(2003)

- Family favorite mixed chocolate bags



(1970)

- # 1 throat lozenge in NO



(1965)

- Traditional sugar confectionery in NO



Snacks

KiMs (1965)

- # 1 snacks brand in DK, # 2 in NO



(1967)

- # 1 snacks brand in SE



(1968)

- # 1 cheese snack in SE & NO



(1957)

- # 1 nut brand in NO



(1970)

- # 1 snacks brand in FIN



Biscuits

Ballerina (1963)

- # 1 biscuit brand in SE



(1968)

- Leading filled biscuit in SE

SAFARI (1984)

- Family favorite cookie in NO



(1991)

- # 1 oat cookie in NO



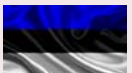










(2002)

- Local chocolate cookie favorite

Strong positions... but competition is increasing

Market share vs. nearest competitor and PL (largest markets)

	Country	Orkla	Competitor	Private Label
 Confect.	 NO	30 %	35 % (Mondelez)	2 %
	 EST (Kalev)	38 %	10 % (Fazer)	NA
 Snacks	 SE	36 %	18 % (Estrella)	23 %
	 DK (KiMs)	45 %	8 % (Frito Lay)	25 %
	 NO	29 %	32 % (Maarud)	13 %
	 FIN	47 %	16 % (Estrella)	23 %
 Biscuits	 SE	38 %	8 % (Mondelez)	20 %
	 NO	51 %	19 % (Mondelez)	8 %

Local brands based on deep consumer insight are winners

Market characteristics

Mainly local preferences



High brand recognition



Impulse categories



Orkla competitive advantages

Deep local consumer understanding

- Local organizations & value chain that can easily meet local needs
- E.g. chocolate taste, snacks spices & salt levels

Local # 1 brands with long heritage

- Unprecedented portfolio of # 1 and # 2 market positions
- Brands that can be stretched across categories

Unique scale on in-store execution

- Large and experienced sales & merchandising organization
- New structure will improve store coverage - but we can still be significantly more effective



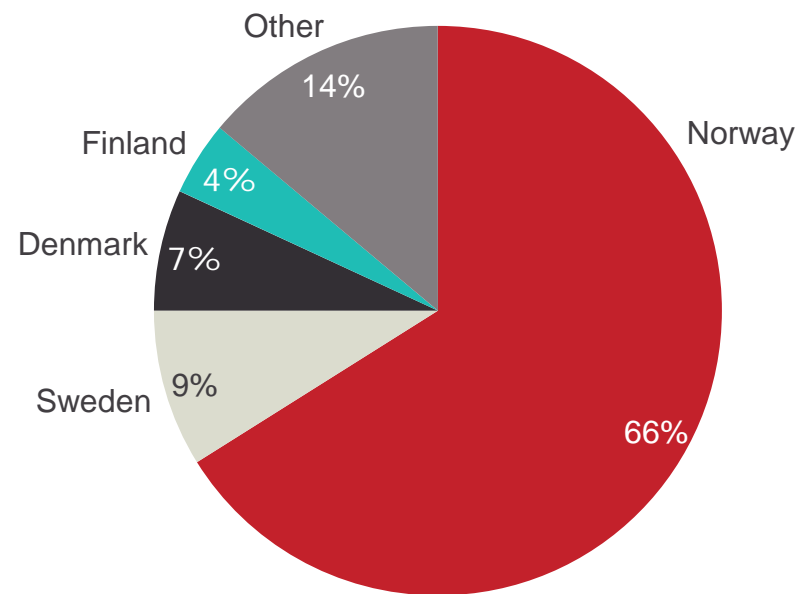
Orkla Home & Personal



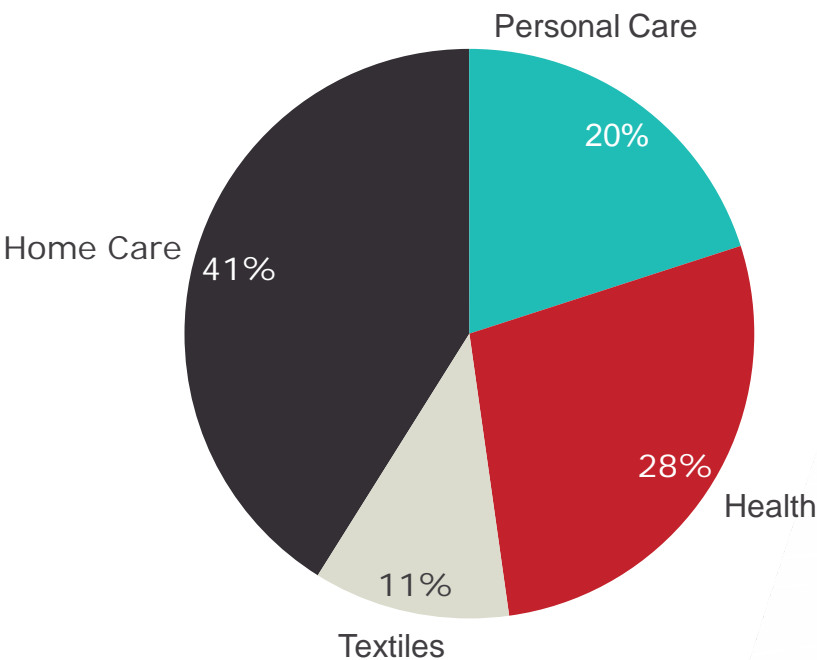
Large categories with sales mainly in the Nordic market

Revenues 2012, proforma incl. Jordan: NOK 4,720 million

Geographical sales split:

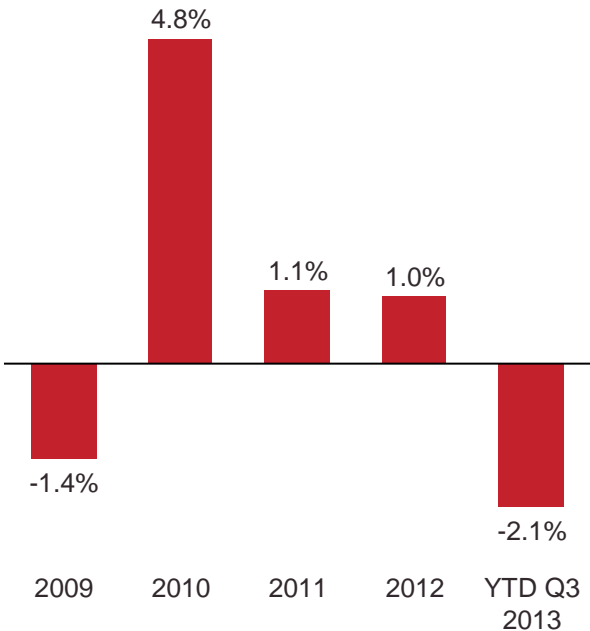


Category sales split:

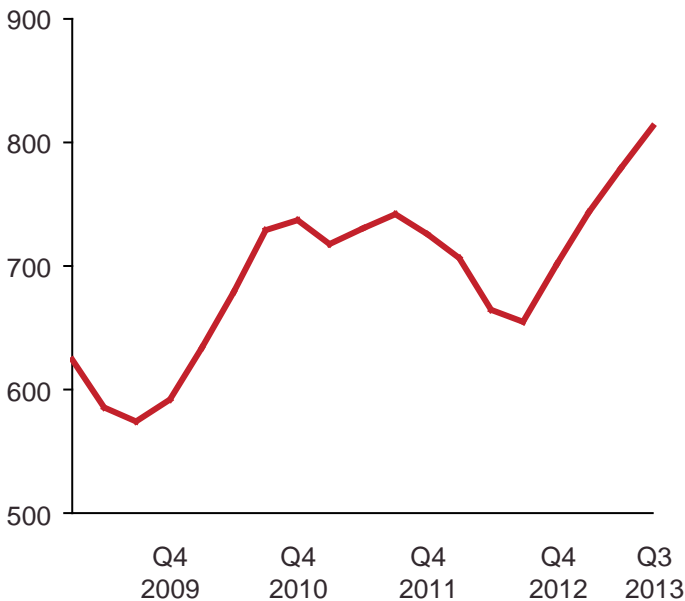


Orkla Home & Personal

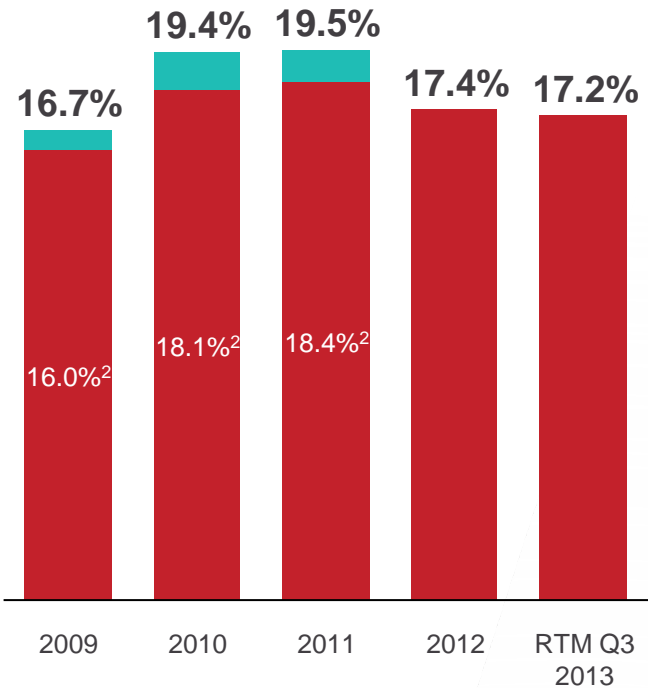
Organic sales growth¹



RTM EBIT (adjusted) (NOK million)



EBIT margin (adjusted)



48

1.

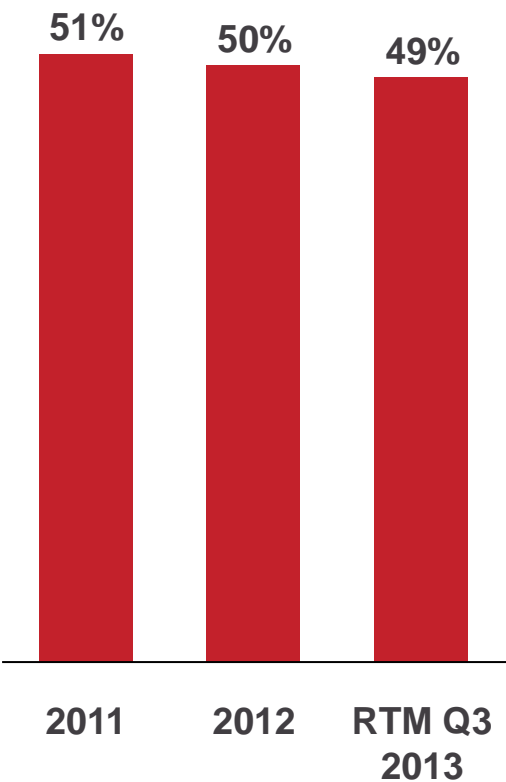
Adjusted for acquired and divested companies and currency translation effects.

2.

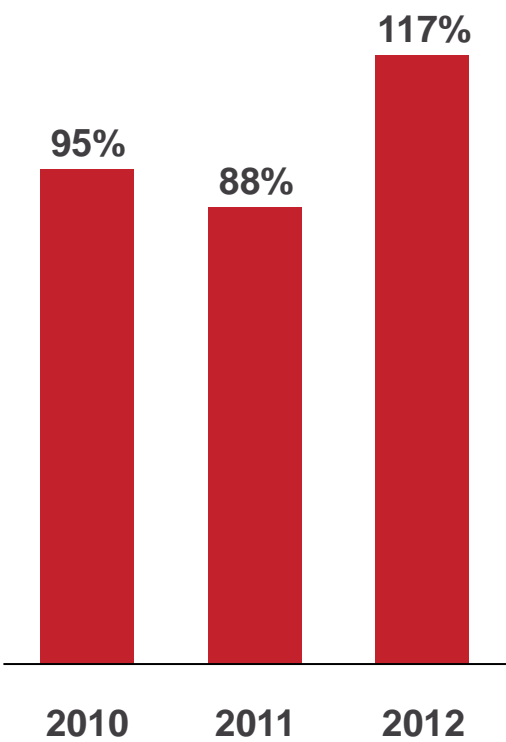
Adjusted for contract production to the process chemistry industry.

Orkla Home & Personal

Gross margin



Cash conversion¹



49 1. Cash flow from operations / EBIT (adjusted).

#1 positions in all product categories

- Stable markets
- Strong brand loyalty

- High margins
- Strong Nordic purchasing power











Personal Care

Home Care

Health

Textiles

Strong Nordic platforms for future growth

	Personal Care	Home Care	Health	Textiles
Sales channels:	<ul style="list-style-type: none">• Grocery• Pharmacy	<ul style="list-style-type: none">• Grocery• B2B• Home improvement retailers	<ul style="list-style-type: none">• Grocery• Pharmacy• Health shops• DTC• Convenience• Sport / Fitness• B2B	<ul style="list-style-type: none">• Grocery
Home markets:				
Companies:				

#1 local brands with long heritage – going back 150 years



Jordan (1837)



Möllers (1854)



Dr. Greve (1899)



SanaSol (1933)



Blenda (1935)



Lano (1936)



Zalo (1952)



Pierre Robert (1956)



Omo (1961)



Sun (1966)



Jif (1977)



Gerimax (1981)



Nutrilett (1989)

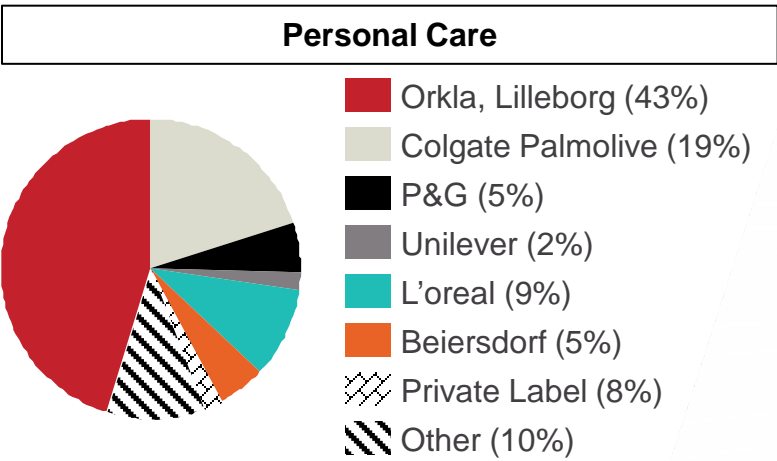
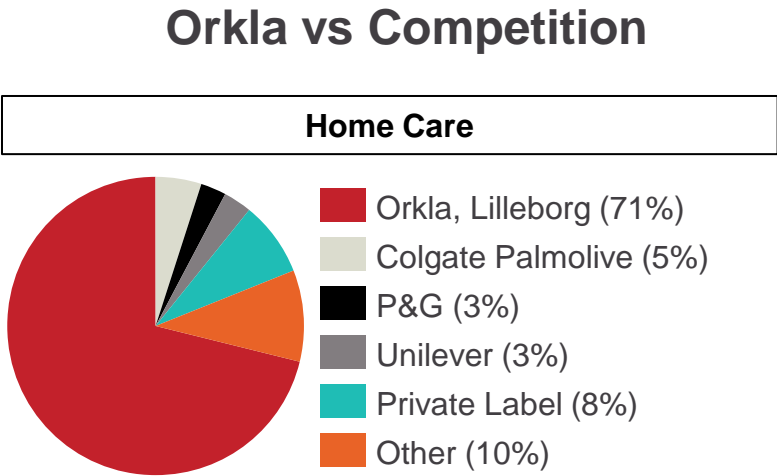
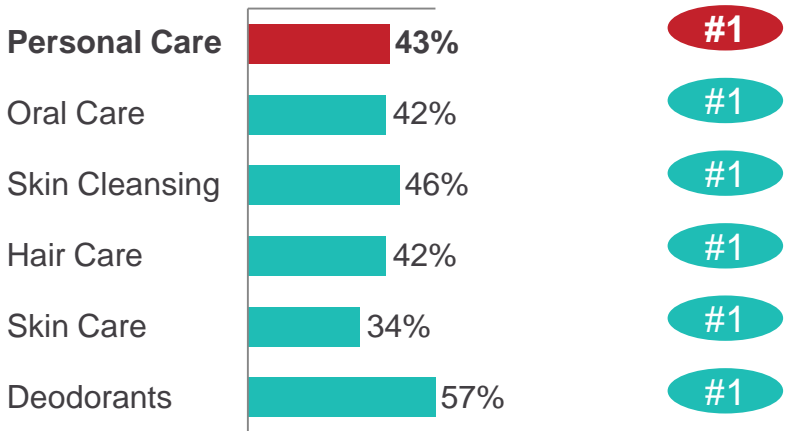
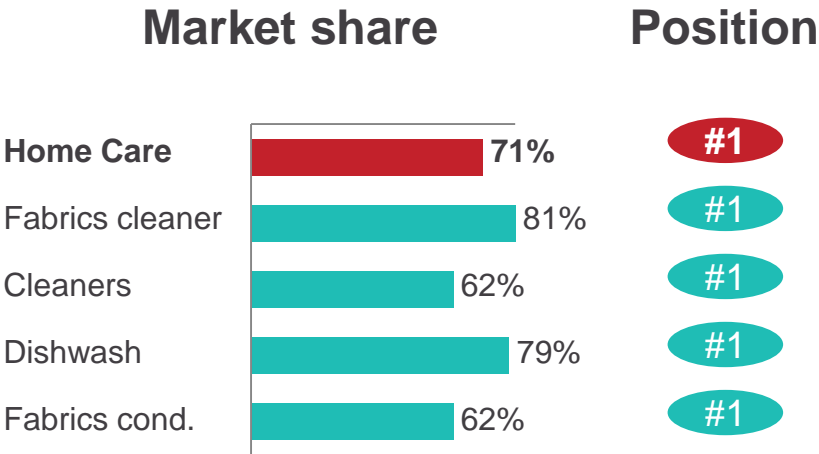


Maxim (1991)



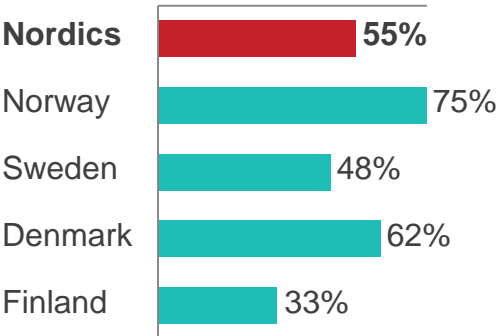
Define (2001)

Unique home and personal care #1 positions in Norway



#1 Nordic market positions in House Care

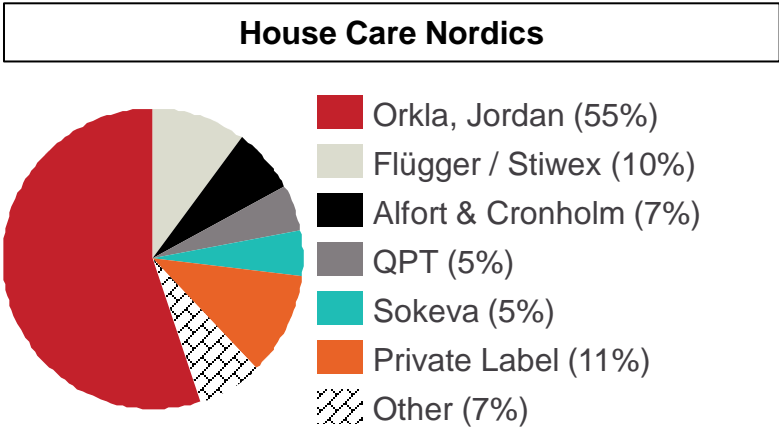
Market share



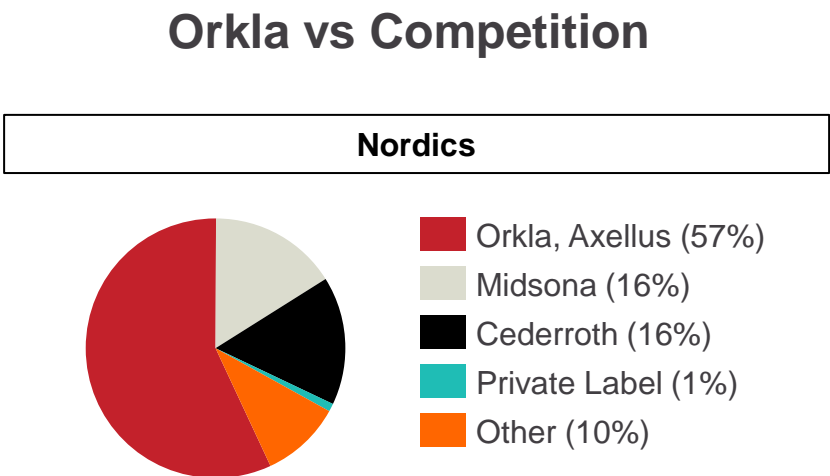
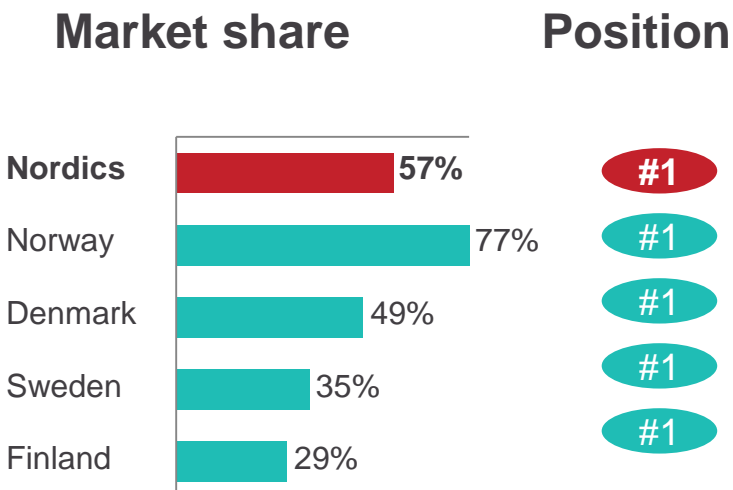
Position



Orkla vs Competition



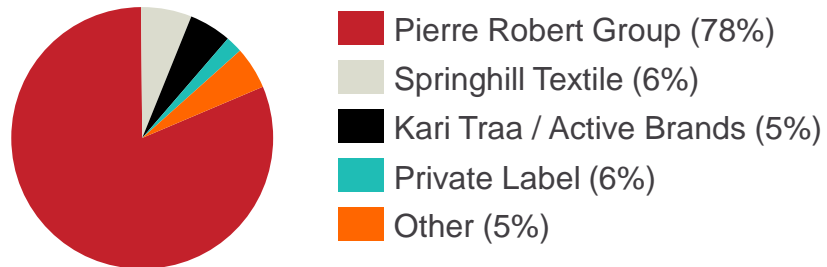
#1 market positions in food supplements



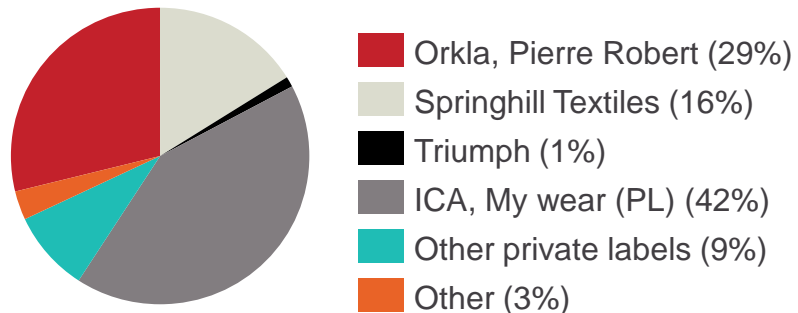
Source: Grocery markets AC Nielsen per July for Denmark and Norway and per August for Sweden. Finland is based on Orkla estimate. All figures are RTM.

Strong grocery positions in textiles

Market shares Norway



Market shares Sweden



Local brands based on local insight are winners

Local brands



Local insight

- Better local consumer understanding
- Better trade and category understanding

Local scale

- Flexible local value chain
- Dominant in sales and advertising



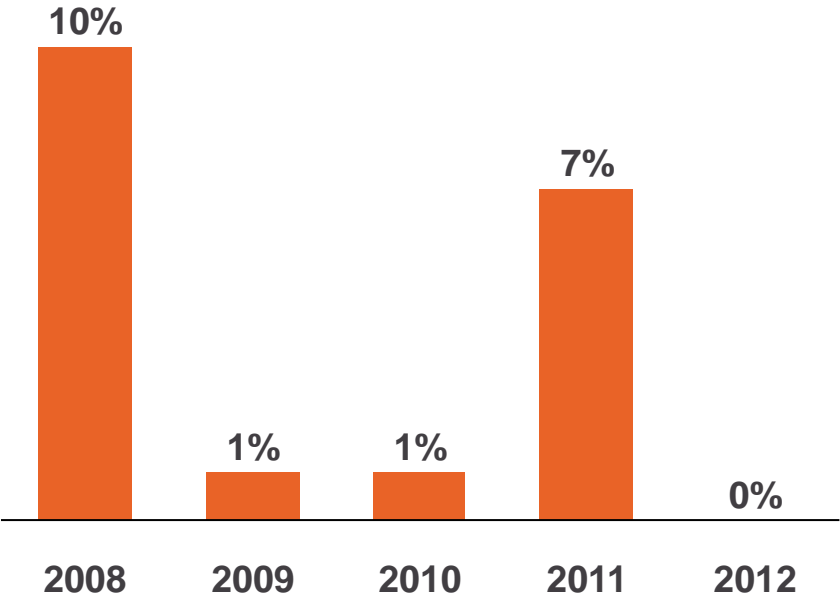
Orkla International



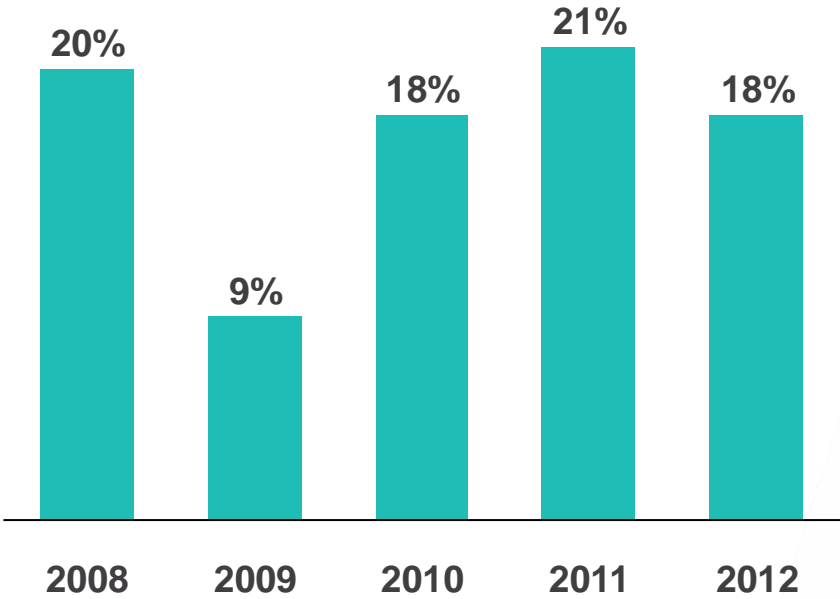
Orkla International

Organic sales growth¹

Russia:



India:

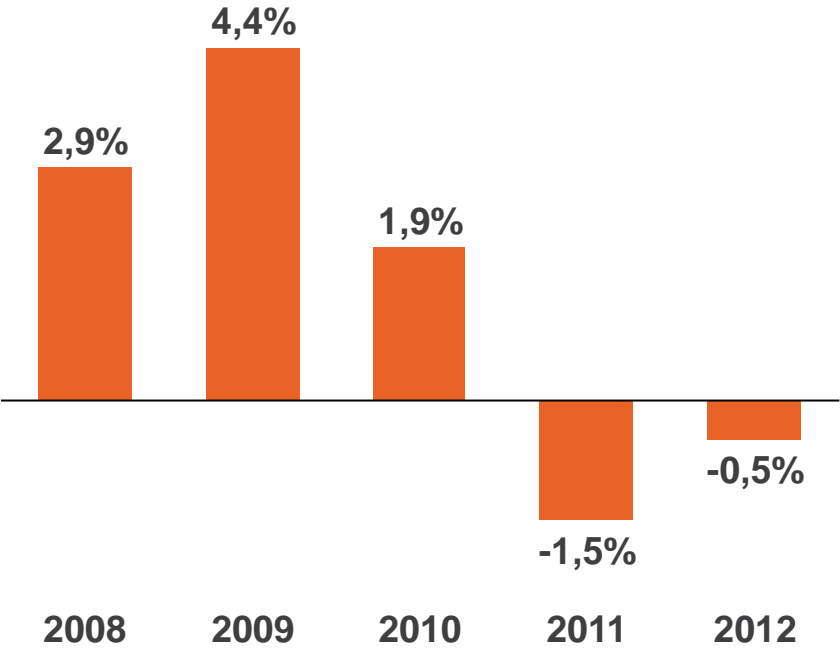


1. Adjusted for acquired and divested companies and currency translation effects.

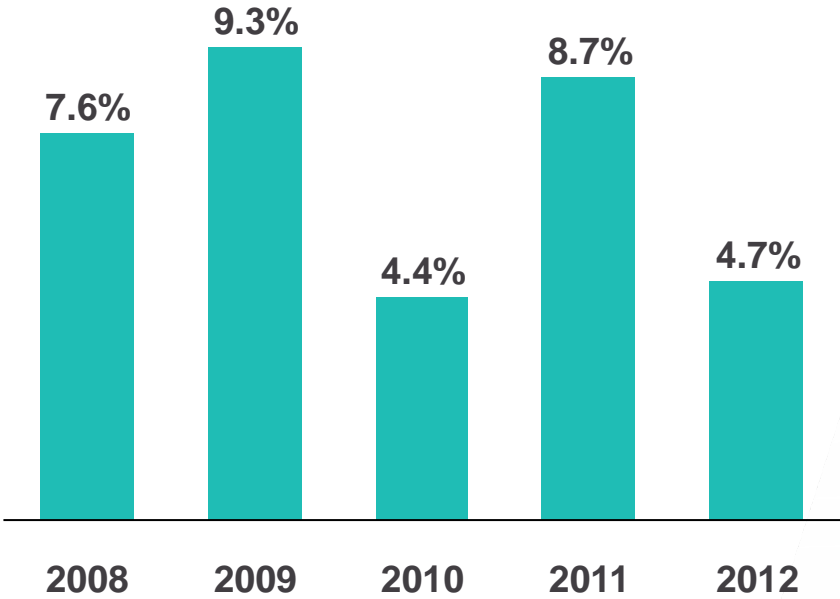
Orkla International

EBITA margin

Russia:

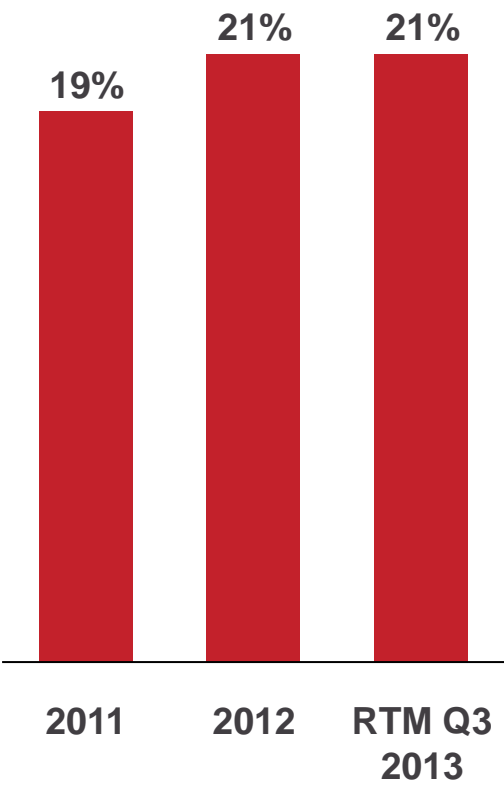


India:

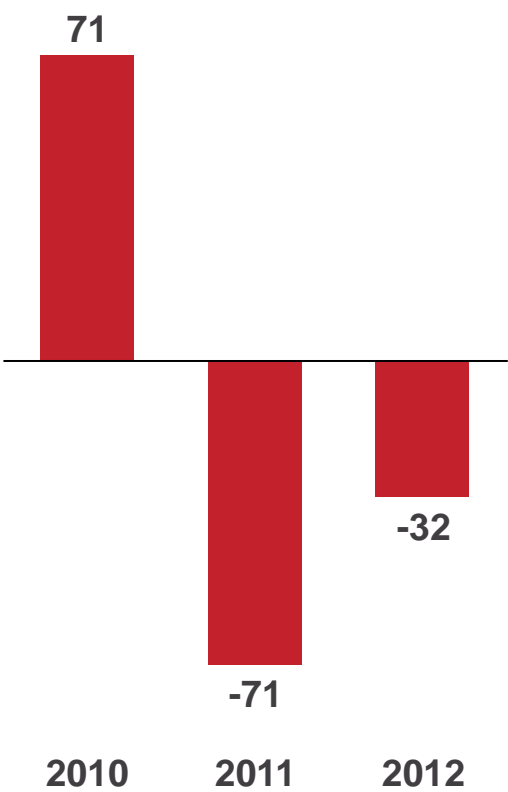


Orkla International

Gross margin



Cash flow from operations



BCG activities outside Nordic

Baltic

- Baltic defined as home market (Nordic)

East-Europe

- Below critical mass
- Review strategic options

Russia

- Comprehensive restructuring ongoing
- Review strategic options mid 2014

India

- MTR is value accretive
- Represents optionality for Orkla longer term



Orkla Food Ingredients



Orkla Food Ingredients

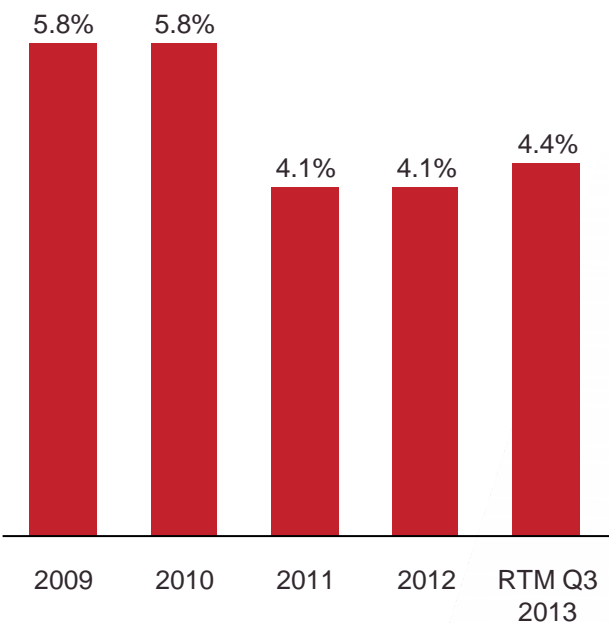
Organic sales growth¹



RTM EBIT (adjusted) (NOK million)

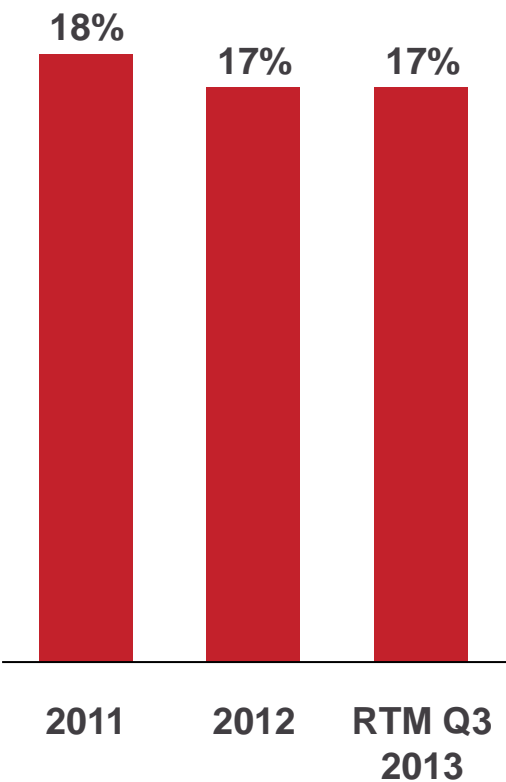


EBIT margin (adjusted)

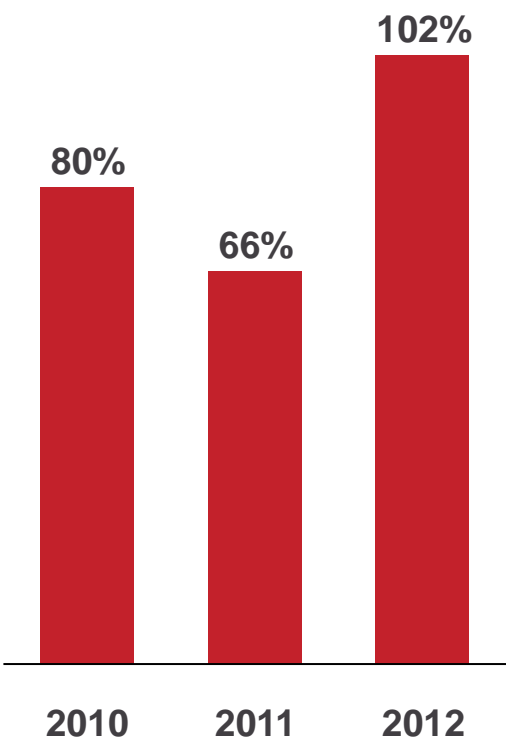


Orkla Food Ingredients

Gross margin



Cash conversion¹



Orkla Food Ingredients

Customers

- Primarily serves the bakery industry (B2B)
- 20% of NSV Nordic retail

Structure

- Reorganized 1H 2013
 - Product BUs
 - Nordic Sales & Distribution

Strategy

- Strengthen Scandinavian Core
- Strengthen position in mixes and improvers
- Build #1 position in selected CEE countries

Financial goal

- ROCE 12.5% in 2014



Other companies



Extruded aluminum products,
50/50 joint venture with Norsk Hydro



GRÄNGES

Rolled aluminum products,
Fully consolidated, EBITA 2012: NOK 309 m



Manufacturer of paints and coatings,
42,5% ownership

Hydro Power

2 hydro power plants in Norway,
Fully consolidated, EBITA 2012: NOK 208 m

Orkla also owns shares and financial assets valued to NOK 1 billion and real estate assets with a book value of approximately NOK 2.5 billion (values as of Q3 2013).



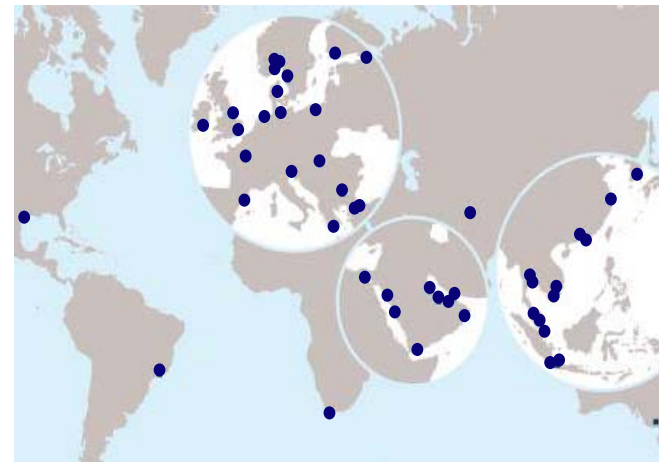
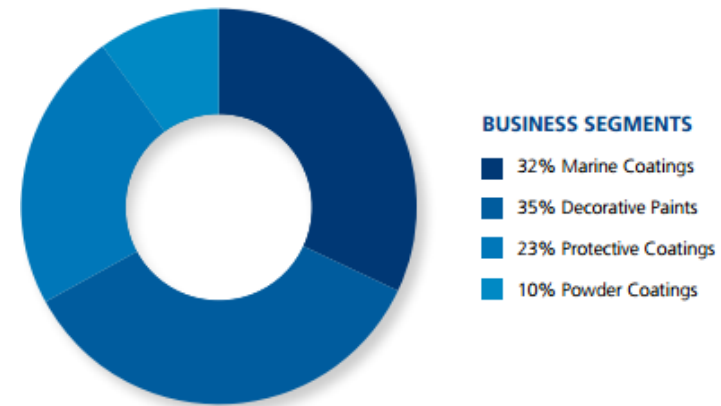
Jotun (42,5% ownership)

One of the world's leading/fastest growing manufacturers of paints and coatings

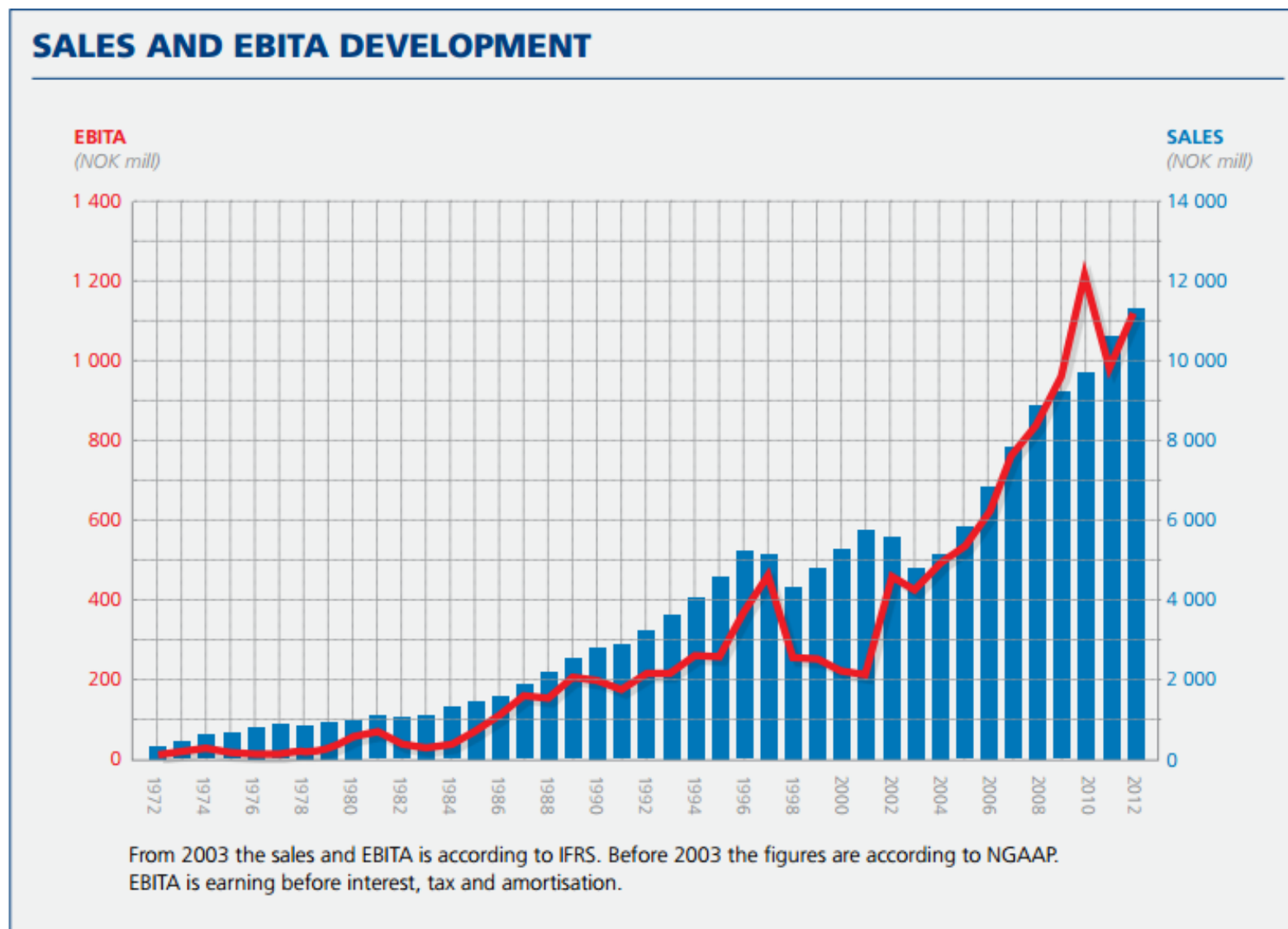


A global company with regional strongholds in Middle East, Asia and Scandinavia

- Orkla's ownership: 42.5%
- Represented on all continents via subsidiaries and JVs
- Revenues 2012: NOK 11.4 billion
- EBIT margin: 10%
- 9 largest paint company in the world
- 41 factories located on all continents
- 70 companies in 40 countries



Sales and EBITA development



Market shares 2012

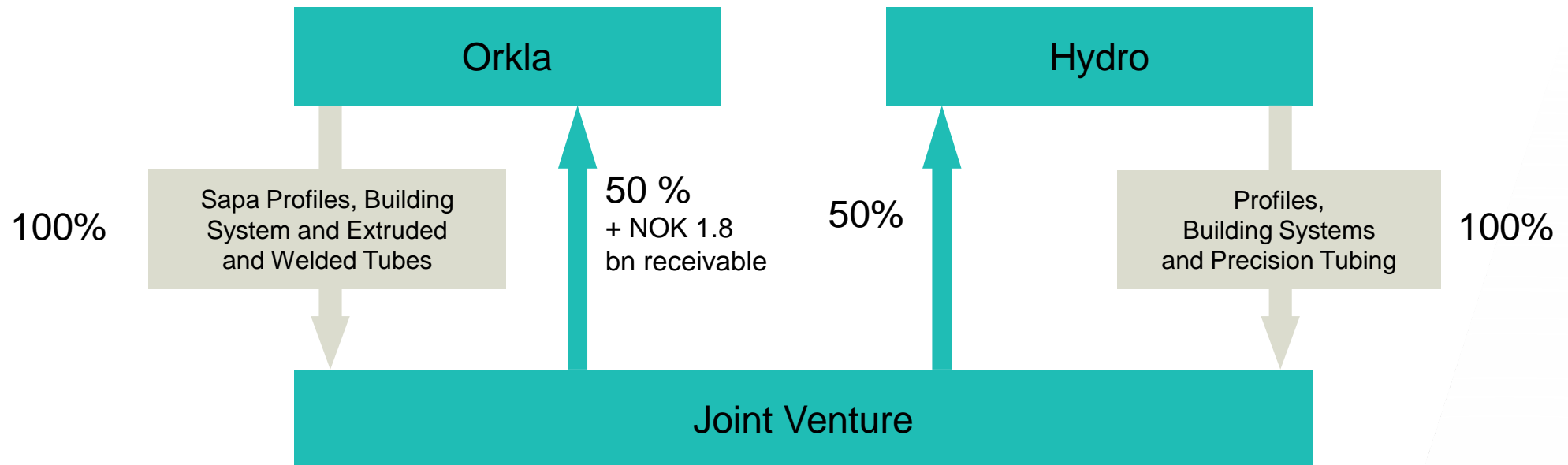
	Decorative		Protective		Marine	
	Share	Position	Share	Position	Share	Position
Abu Dhabi	53 %	1	67 %	1	-	-
Saudi	18 %	1	11 %	4	30 %	2
Egypt	11 %	4	58 %	1	49 %	1
Oman	52 %	1	52 %	1	43 %	2
Dubai	59 %	1	47 %	1	22 %	2
Bahrain	32 %	2	24 %	2	75 %	1
Kuwait	17 %	2	6 %	3	30 %	2
Qatar	50%	1	9 %	4	33 %	2
Pakistan	2%	-	-	-	-	-
Jordan	9 %	4	23 %	2	50 %	-
Libya (2010)	35%	1	38 %	-	14 %	-
Yemen (2010)	7 %	3	36 %	1	20 %	-
Syria (2010)	5 %	3	9 %	-	17 %	3



Non-core

Orkla and Hydro creating a stronger extruded aluminum company better positioned for a successful exit

- Annual revenue and cost synergies of NOK 1 billion
- Orkla will initiate an IPO after approx. 3 years from closing



Agenda of the new company

Europe



Building on solid knowledge base,
rightsizing portfolio

North
America



Integrating and capitalizing
on strong positions

Emerging
markets



Developing attractive positions
in high-growth markets

Q3 2013 results Sapa (50/50 joint venture)

- Sapa, the new global leader in extruded aluminum solutions, was established on 1 September 2013.
- Focus on integration and realisation of synergies
- Decline in general extrusion demand in Europe has slowed
- US automotive market contributing to positive growth
- Pro-forma sales volumes up by 1% in Q3 2013 vs Q3 2012
- Orkla's share of Sapa's net income for September was NOK -35 million on the line for associated companies and joint ventures

Pro-forma figures (100%)	Q3-12	Q3-13
Operating revenues	10 414	10 797
Underlying EBIT	76	24

Gränges (Heat Transfer)

- Heat exchanger solutions based on aluminium strip
- Heat Transfer is reported as an independent segment, according to the new structure
- Structural process initiated for divestment of Sapa Heat Transfer



Amounts in NOK million

Sapa Heat Transfer	2011	2012
Operating revenues	3 908	3 990
EBITA	179	309
EBITA margin	4.6 %	7.7 %

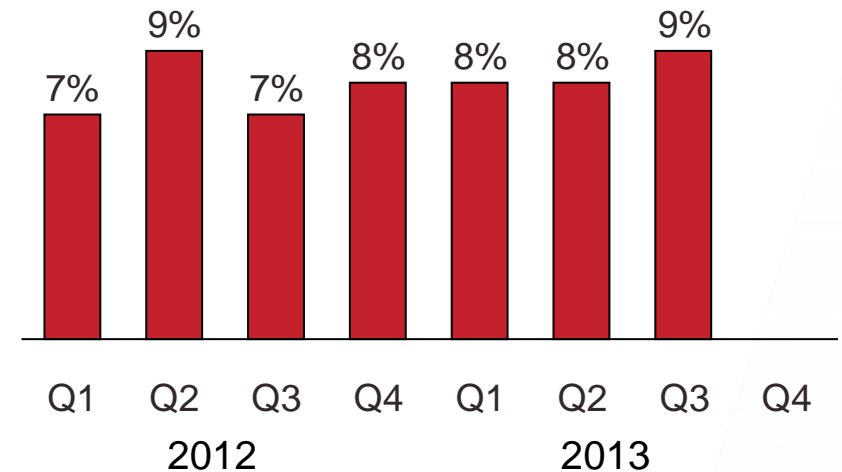
Q3 Results Gränges (Heat Transfer)

-Volume and profit growth

- Volume growth in Europe despite slow automotive market
- Operational efficiency improvements in both Sweden and China
- Further restructuring in Sweden
 - Notice given of reduction of 65 employees
- Cash conversion of 108% year to date

Key figures	Q3-12	Q3-13
Operating revenues	948	950
EBITA	66	90

EBITA margin performance:



Hydro Power assets in Orkla

AS Saudefaldene (85% ownership) – 1.8 TWh

- Leased from Statkraft
 - Orkla will be compensated with NOK ~1.1 billion when returning the power plants in 2030
- No profit contribution from ~1 TWh per year
- Production above ~1 TWh sold at spot
- Operating expenses: NOK ~70 million in 2012*
 - Includes maintenance investments of NOK ~25 million
- Depreciations: NOK ~50 million in 2012

Sarpsfoss – 0.6 TWh

- Not part of the Norwegian reversion regime
- River plant
- Contracts with spot prices
- Operating expenses: NOK ~50 million in 2012
- Depreciations: NOK ~10 million in 2012

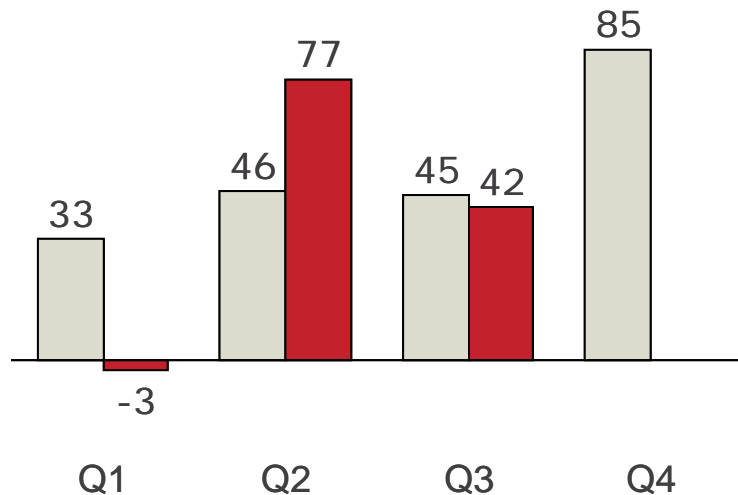


Q3 2013 results Hydro Power

– Lower production – Higher prices

- Spot prices were 85% higher than in Q3-12
- Production was 545 GWh in Q3 compared with 760 GWh last year
 - Whereof 257 GWh each quarter is contract production with no P&L effect

EBITA (NOK million)



Spot prices (NordPool, NOK/MWh)

