

**TIKKURILA**

# Corporate Responsibility

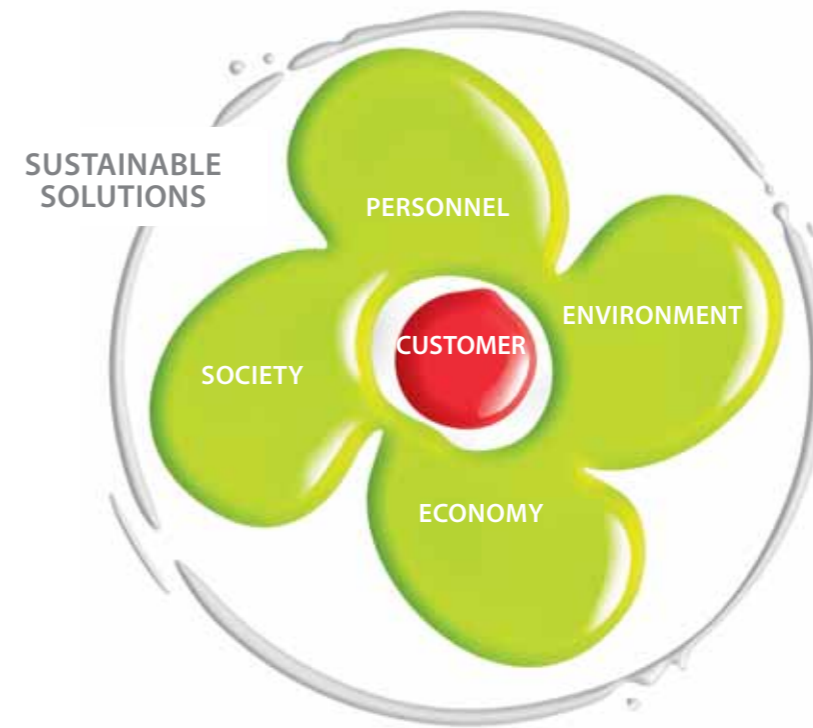
TIKKURILA INSPIRES YOU TO COLOR YOUR LIFE.™

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**TIKKURILA**

# TIKKURILA IS DRIVEN BY SUSTAINABLE SOLUTIONS

*Tikkurila provides consumers, professionals and industrial users with user-friendly and environmentally sustainable solutions for protection and decoration. The core of our corporate responsibility approach is clear—we help our customers make sustainable choices. This requires thinking outside the paint can. Tikkurila's responsibility approach includes the entire product lifecycle from sourcing to end-user support.*



## COMMITTED TO SUSTAINABLE DEVELOPMENT

Our Corporate Responsibility Program applies to all operations in the Tikkurila Group. The program is designed to complement our Code of Conduct, which outlines the fundamentals of how we do business. The principles of this program are demonstrated in the practical work carried out by the Tikkurila Group companies.

Each Group company has its own distinguished history and traditions. The Tikkurila Corporate Responsibility Program contains our main goals and principles, as well as a set of shared Group-level indicators defined to measure our progress. Site-specific and company-specific annual action plans complement the Group approach by adding considerations and goals that correspond with local stakeholder expectations.

We track our sustainability progress across the Tikkurila Group on a regular basis. Our intent is that all Tikkurila sites will have independently audited and certified quality, environmental, and safety management systems.

Each Tikkurila employee contributes to our corporate responsibility effort and to achieving our common goals. Our success in this respect ultimately depends on each individual's daily choices.

Vantaa, December 8, 2009

Erkki Järvinen  
President and CEO

## THE CORE OF OUR CORPORATE RESPONSIBILITY THINKING GUIDES ALL OF OUR ACTIONS

We help our customers make sustainable choices. We lead our own operations in a sustainable direction and pay special attention to personnel and the environment. When these are managed well, our business, the economy, and society in general all benefit.

Our values—trustworthiness, innovativeness, and professionalism—steer our operations and support sustainable activities. They come alive in decision-making situations every day, on both small and large scales.

To support this core, we have divided our sustainability efforts into four key areas: Personnel, Environment, Economy and Society. The customer is present and in focus in each of the four areas.

### PERSONNEL

*We build our success on inspired and motivated employees*

Goals and principles

- We encourage and appreciate behavior that contributes to trustworthiness, innovativeness, and professionalism among our employees.
- We encourage our employees to constantly develop their skills and competencies.
- We care for our employees and their well-being and put a strong emphasis on occupational health and safety issues.

Key indicators

- Level of employee satisfaction (personnel survey)
- Frequency and seriousness of lost time accidents (LTA)

### ENVIRONMENT

*We drive change in the market by promoting sustainable choices*

Goals and principles

- Our responsibility approach covers the entire product lifecycle from sourcing raw materials and energy to supporting our end users.
- We develop, produce, market, and deliver environmentally sustainable paints and coatings preferring the use of eco-efficient processes.
- Reducing our ecological footprint will bring benefits to people, our business, and the environment.

Key indicators

- Share of environmentally sustainable products, % of sales
- Eco-efficiency of supply chain (energy consumption)
- Material efficiency (material loss)

### ECONOMY

*We act in a sustainable way and create new business opportunities*

Goals and principles

- Acting in a sustainable way will make it possible for us to do business in the long run.
- Promoting sustainability will bring us new business opportunities.
- Well-managed corporate responsibility furthers the achievement of our business objectives.
- We want to be a preferred partner for our customers and suppliers.

Key indicator

- Financial performance (organic growth, EBIT %, ROCE %, etc.)

### SOCIETY

*We are good corporate citizens in our communities*

Goals and principles

- We are a sought-after employer, a reliable tax payer, and a good neighbor in the communities in which we operate.
- We act responsibly and ethically in all markets and aim to ensure that our partners operate accordingly.
- We promote openness and transparency in our stakeholder relations and encourage networking and open dialogue.

Key indicator

- Compliance with the Tikkurila Code of Conduct