



Tikkurila in brief

TIKKURILA

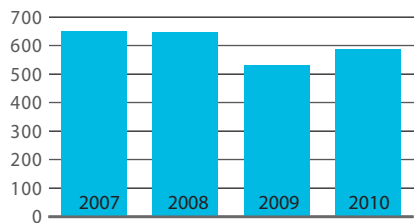
Tikkurila inspires you to color your life

Tikkurila provides consumers, professionals and the industry with user-friendly and environmentally sustainable solutions for protecting and decorating surfaces.

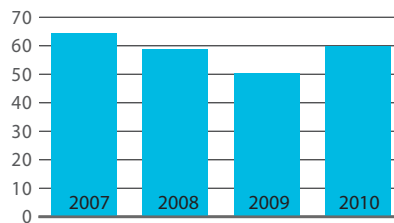
With a history dating back to 1862, Tikkurila is the leading decorative paints company in Finland, Sweden and Russia and one of the leading in its field in the Baltic countries and Poland. Tikkurila also has a strong and established market position in several other Eastern European and CIS countries.

Tikkurila's business operations are divided into four strategic business units: East, Scandinavia, Finland and Central Eastern Europe. Currently, there are production facilities in seven countries and operations in 18 countries. In 2010, Tikkurila's revenue was EUR 588.6 million. The company has some 3,500 employees.

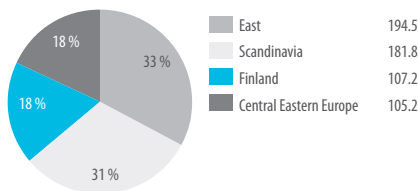
Revenue
EUR million



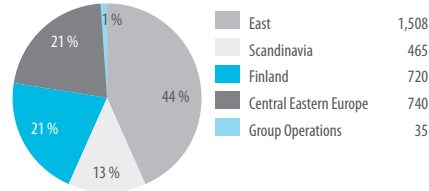
Operating profit (EBIT*)
EUR million
*excluding non-recurring items



Revenue by strategic business units
2010
Total EUR 588.6 million



Personnel by strategic business units
Dec 31, 2010
Total 3,468



Value's guide Tikkurila's operations

Tikkurila's values - trustworthy, innovative and professional - are created to be visible in everyday work and in the actions of all employees.



trustworthy



innovative



professionals

Environmentally sustainable solutions

The core of Tikkurila's corporate responsibility approach is to help its customers make sustainable choices. The company's responsibility thinking covers the entire lifecycle of a product from sourcing to end-user support. Tikkurila will constantly develop its own operations in a more sustainable direction and pay special attention to personnel and the environment. For more information, www.tikkurilagroup.com/sustainability.



Business strategy

Tikkurila aims to be the leading paint company in the Nordic countries and in Eastern Europe, including Russia. Tikkurila has defined five focus areas for its operations to achieve the strategic intent:

- **Customer focus**
- **Geographical focus**
- **Profitable growth**
- **Strong brands**
- **One unified Tikkurila**

Tikkurila's locations

Production facilities in 7 countries,
sales offices in 11 additional countries.

- Production, logistics, sales office
- Logistics center, sales office
- Distribution center, sales office



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