

Focus on the future

Stora Enso Key Facts

Q1 2005

It should be noted that certain statements herein which are not historical facts, including, without limitation those regarding expectations for market growth and developments; expectations for growth and profitability; and statements preceded by “believes”, “expects”, “anticipates”, “foresees”, or similar expressions, are forward-looking statements within the meaning of the United States Private Securities Litigation Reform Act of 1995. Since these statements are based on current plans, estimates and projections, they involve risks and uncertainties which may cause actual results to materially differ from those expressed in such forward-looking statements. Such factors include, but are not limited to: (1) operating factors such as continued success of manufacturing activities and the achievement of efficiencies therein, continued success of product development, acceptance of new products or services by the Group’s targeted customers, success of the existing and future collaboration arrangements, changes in business strategy or development plans or targets, changes in the degree of protection created by the Group’s patents and other intellectual property rights, the availability of capital on acceptable terms; (2) industry conditions, such as strength of product demand, intensity of competition, prevailing and future global market prices for the Group’s products and the pricing pressures thereto, price fluctuations in raw materials, financial condition of the customers and the competitors of the Group, the potential introduction of competing products and technologies by competitors; and (3) general economic conditions, such as rates of economic growth in the Group’s principal geographic markets or fluctuations in exchange and interest rates.

Stora Enso in Brief

Stora Enso is an integrated paper, packaging and forest products company producing publication and fine papers, packaging boards and wood products, areas in which the Group is a global market leader.



Stora Enso in Brief



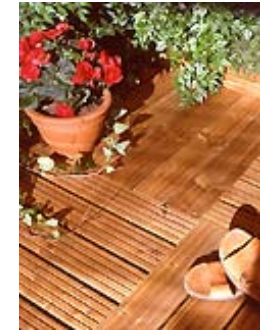
Publication Paper



Fine Paper



Packaging Boards



Forest Products

- A world leader
 - 16.4 million tonnes of paper and board
 - 7.7 million m³ of sawn and processed wood products
- Four main divisions
 - Publication paper, Fine Paper, Packaging Boards and Forest Products
- Sales: EUR 12.4 billion
- Approximately 45 000 employees in more than 40 countries
- Market capitalisation: EUR 8.8 billion
- Shares listed on Helsinki, Stockholm and New York stock exchanges

Mission, Vision and Values

Mission We promote communication and well-being of people by turning renewable fibre into paper, packaging and processed wood products

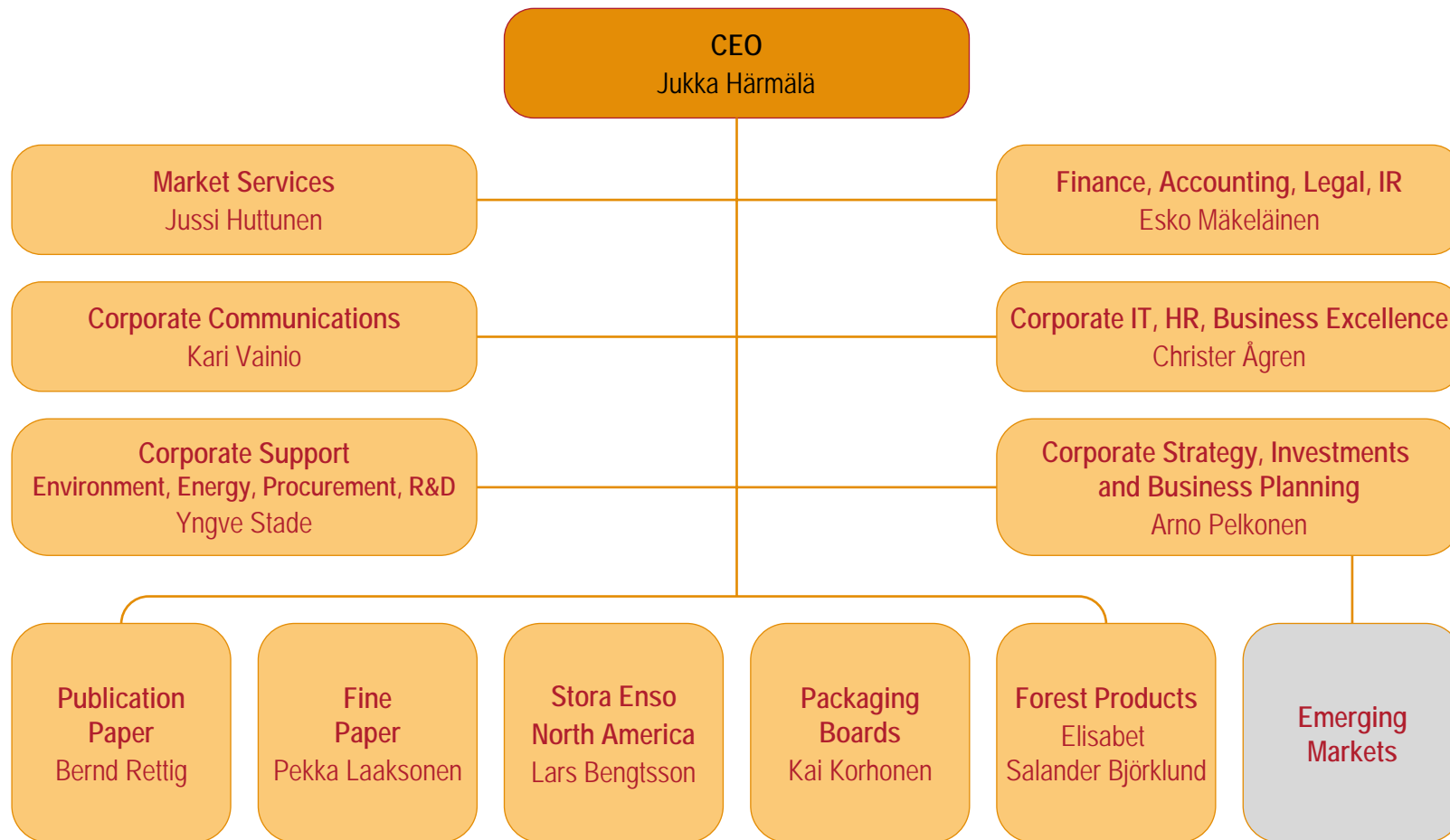
Vision We will be the leading forest products company in the world

- We take the lead in developing the industry
- Customers choose us for the value we create for them
- We attract investors for the value we create
- Our employees are proud to work with us
- We are an attractive partner for our suppliers

Values

- Customer focus - "We are the customers' first choice"
- Performance - "We deliver results"
- Responsibility - "We comply with principles of sustainable development"
- Emphasis on people - "Motivated people create success"
- Focus on future - "We take the first step"

Stora Enso Organisation



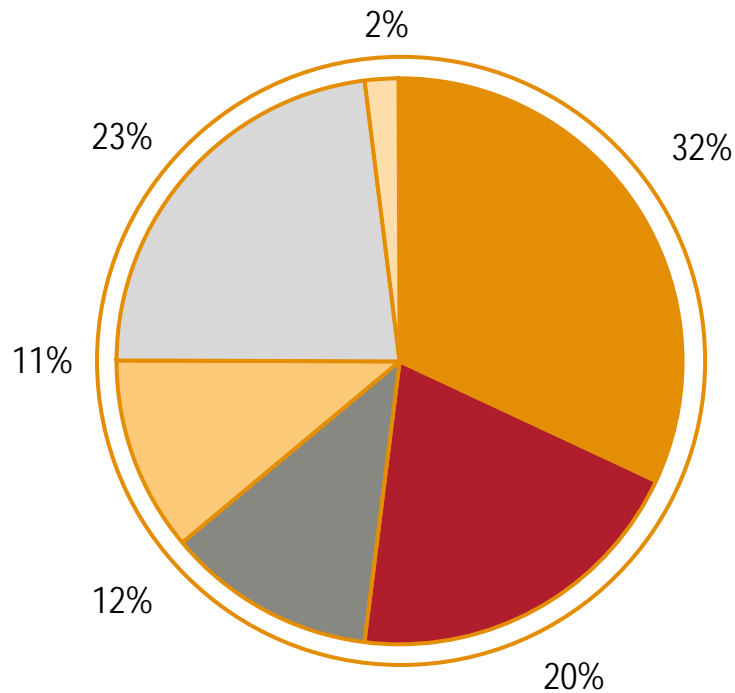
Key Figures

EUR million	2004	Q4/2004	Q1/2005
Sales	12 396	3 242	3 145
Operating profit*	339	41	113
% of sales*	2.7	1.3	3.6
Profit before tax and minority interests*	272	23	84
Profit for the period	741	149	59
Earnings per share (EPS)*, EUR	0.26	0.03	0.07

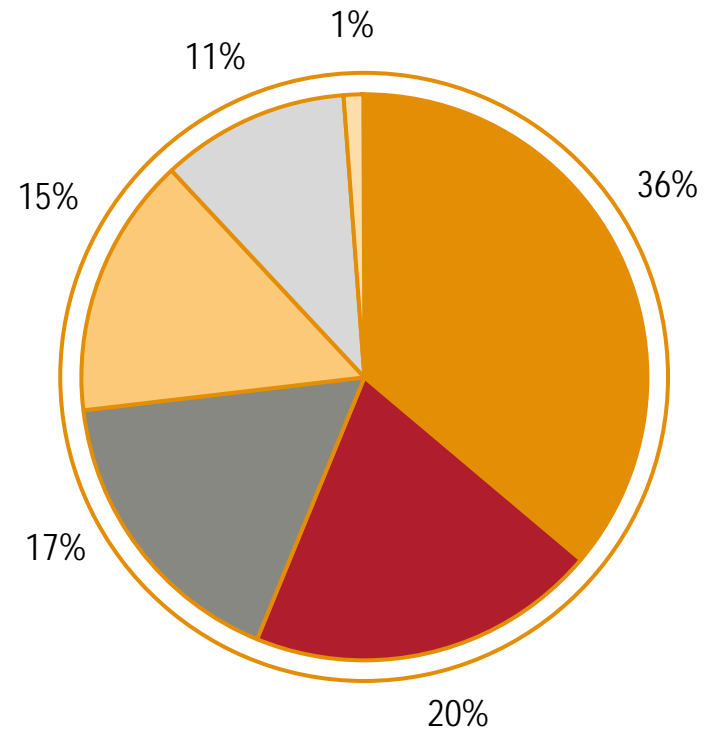
*) excluding net non-recurring items

Breakdown by Location

Number of Employees



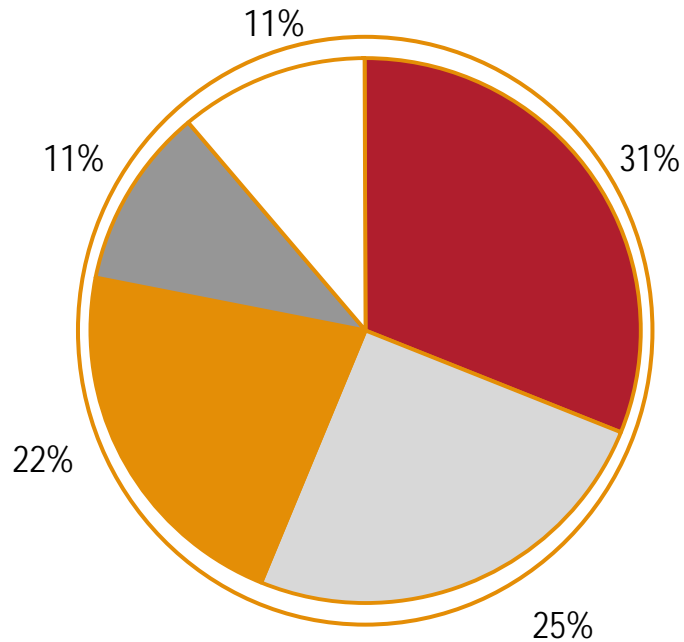
Paper and Board Capacity



- Finland
- Sweden
- North America
- Germany
- Other European countries
- Asia

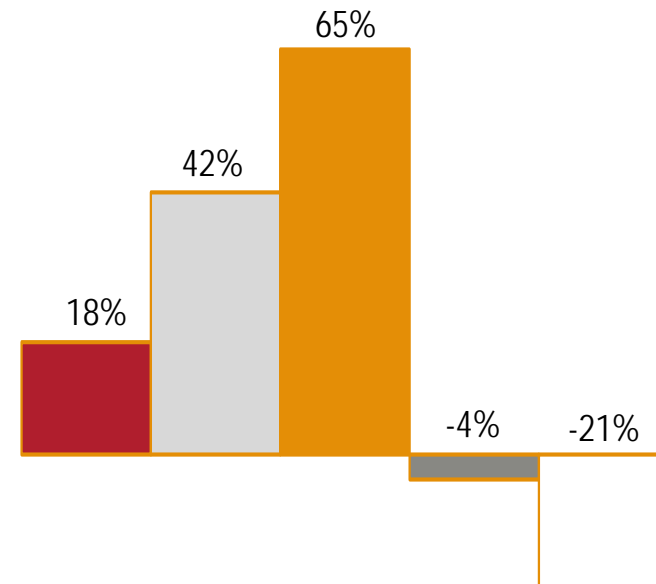
Breakdown by Segment

Sales, EUR 3 145 million






Operating profit, EUR 113 million

(Share of Group's operating profit)





- Publication Paper
- Fine Paper
- Packaging Boards
- Wood Products
- Other

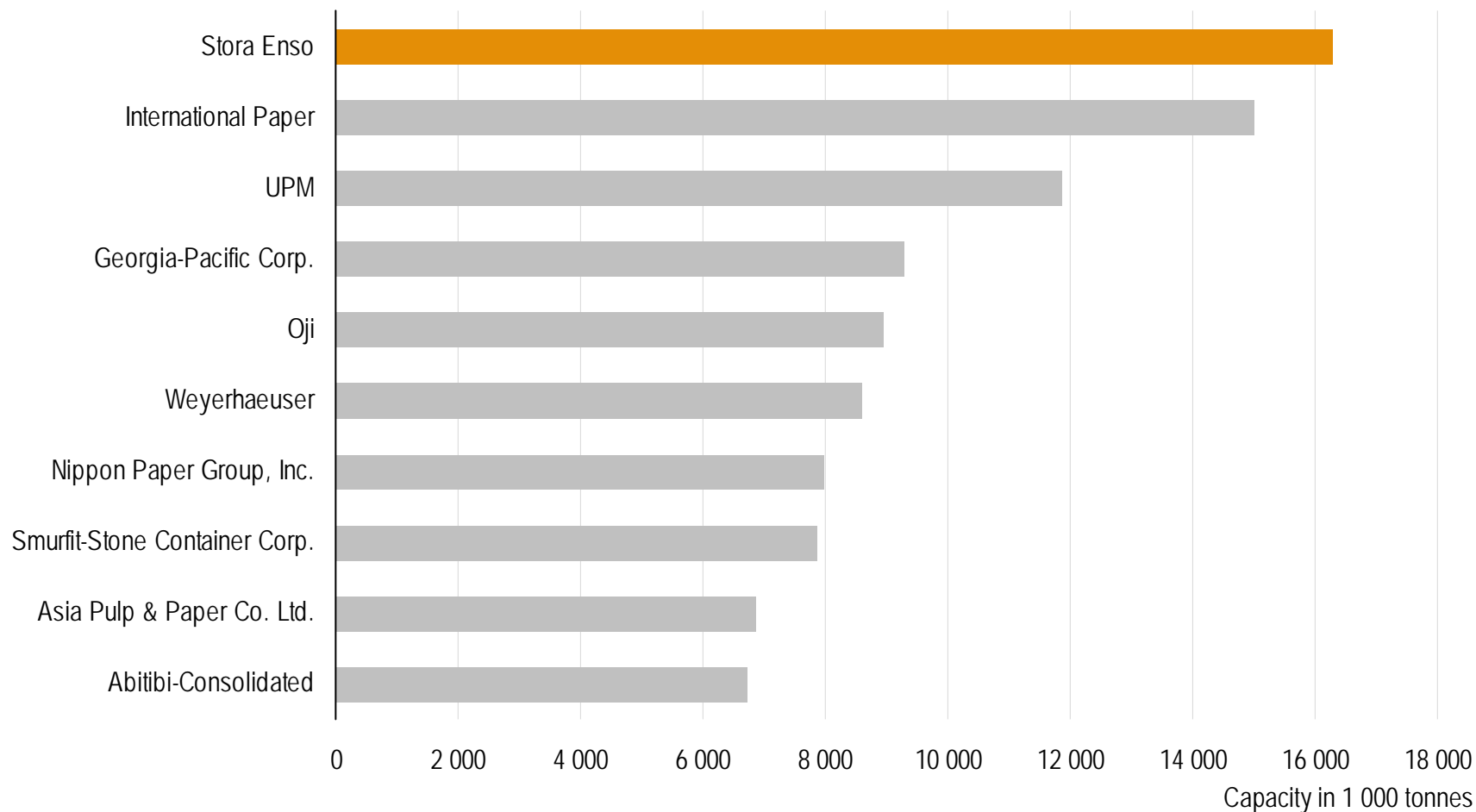
Leading Market Positions

Product	Uses	Market Position	Key Markets	Market Share		Production Capacity
				Europe	Global	
 <p>Publication Paper Super-calendered, machine-finished papers, coated magazine papers and wallpaper.</p>	<p>Magazines Printed advertising material Catalogues and direct marketing</p>	World's second-largest producer	Europe & North America	20 %	17 %	4.6 million tonnes
 <p>Newsprint Newsprint specialities, directory papers and book papers.</p>	<p>Newspaper and supplements Advertising leaflets Telephone directories Hardback Pocket books</p>	World's third-largest producer of newsprint and newsprint specialities	Europe, North America & Far East	22 %	8 %	3.5 million tonnes
 <p>Fine Paper Graphic papers (Coated fine paper) Office papers (Uncoated fine paper)</p>	<p>Document printing Commercial printing High-quality books</p>	<p>World's second-largest producer of graphic papers World's fifth-largest producer of office papers</p>	<p>Europe & North America Europe & Asia</p>	<p>13 % 14 %</p>	<p>9 % 4 %</p>	4.1 million tonnes

Leading Market Positions

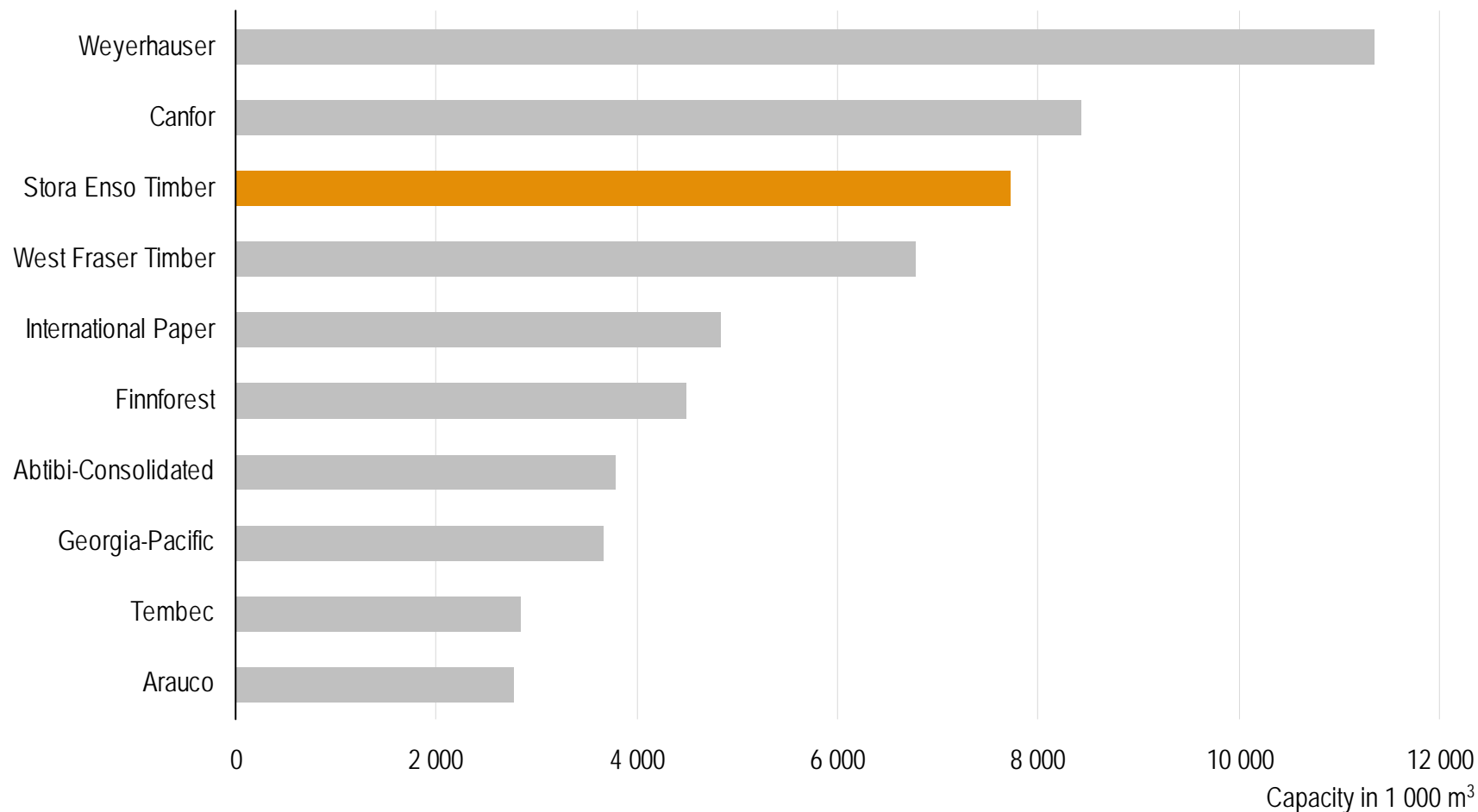
Product	Uses	Market Position	Key Markets	Market Share		Production Capacity
				Europe	Global	
 <p>Packaging Boards Liquid packaging boards, cupstock, cartonboards, containerboards, corrugated packaging, coreboards, cores, laminating papers, paper sacks, sack and kraft papers Speciality papers</p>	Packaging	Leading producer of consumer packaging boards	Europe, Asia, and North America	N/A	N/A	4.1 million tonnes of packaging boards and papers, 930 million m ² of corrugated packaging and 215 000 tonnes of cores
	Labelling, print-on-demand applications, and for protecting, transporting and identifying products	World's largest producer of speciality papers	North America & Europe	N/A	N/A	
 <p>Wood Products Sawn and further-processed wood products</p>	Construction Joinery Wood products trade	World's third-largest producer of sawn softwood	Europe, Asia, North Africa, Middle East and North America	N/A	N/A	Sawn timber annual production capacity 7.7 million m ³ , further-processing capacity 3.2 million m ³

Leading Producers of Paper and Board, April 2005



Source: Jaakko Pöyry Consulting

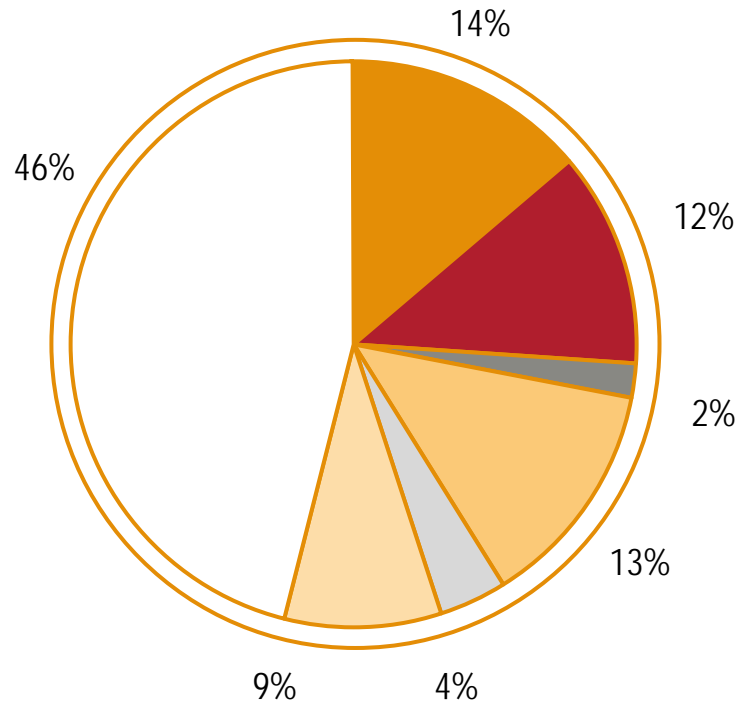
Largest Sawn Timber Producers, I/2005



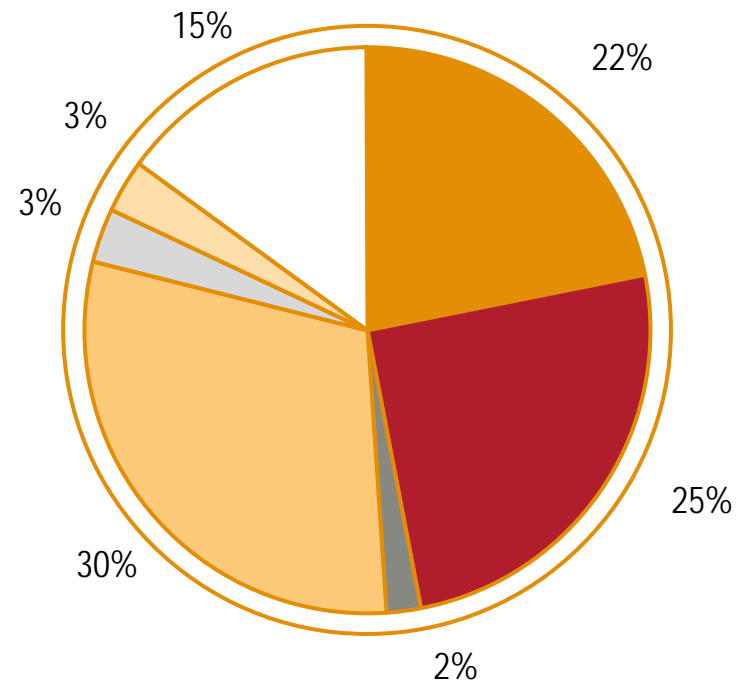
Note: North American volumes converted from board feet on 2x6 basis
(conversion 1000 mbft = 1.62 m³)

Ownership Distribution

By % of shares held



By % of voting power



- Finnish institutions
- Finnish state
- Finnish private shareholders
- Swedish institutions
- Swedish private shareholders
- ADR holders
- Under nominee names (Non-Finnish/Non-Swedish shareholders)

Environmental Responsibility

- Wood, Stora Enso's major raw material is renewable
- All our products are recyclable and recycled fibre is a vitally important raw material
- The share of bio-fuels in energy production is high
- Stora Enso strives systematically for better environmental performance
- Transparent & verified reporting

Sustainability

Why does it matter?

The drivers

- Lack of trust towards companies
- Legislative pressures within EU
- Legitimacy of globalisation questioned
- Operating in natural resources industry
- Size - a major player in forest industry
- Knowledge society – transparency and life online
- Vulnerability of brands



Our business case

- Supports the licence to operate
- Creates competitive advantage
- Enhances access to capital
- Attracts the best employees
- Right thing to do – value driven

Production Plants



Information as it happens:

www.storaenso.com

www.storaenso.com/investors