The Savola Group

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Annual Report 2008

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Focus & Leverage

Focus and leverage will drive The Savola Group to greater strengths in 2009.

Our focus is on accelerating the growth of all core businesses of The Group. The Group has built strong core competencies in operations, infrastructure and logistics, branding power, and in scale of buying. We can draw on and leverage these leadership economics and competencies to compete more strongly in 2009.

Expansion opportunities emerge in downturns. Assets may be acquired very competitively and The Group expects to leverage its strengths very cost-effectively to expand in the Middle East, North Africa region and even into Asia