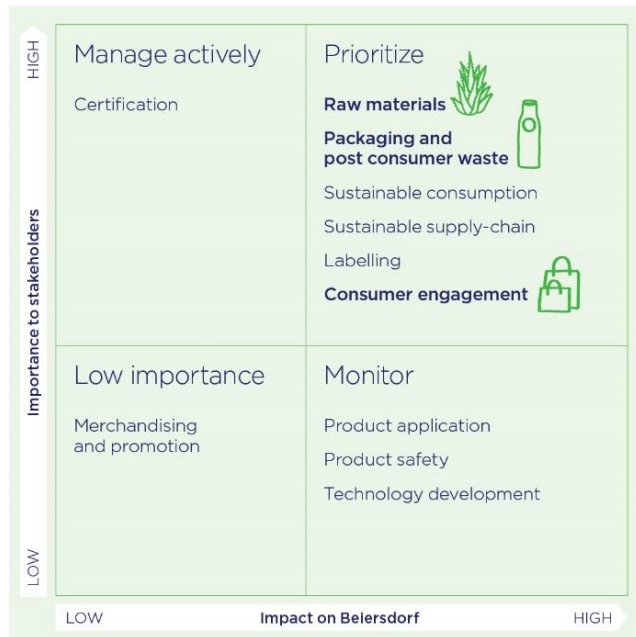


Materiality analysis 2011

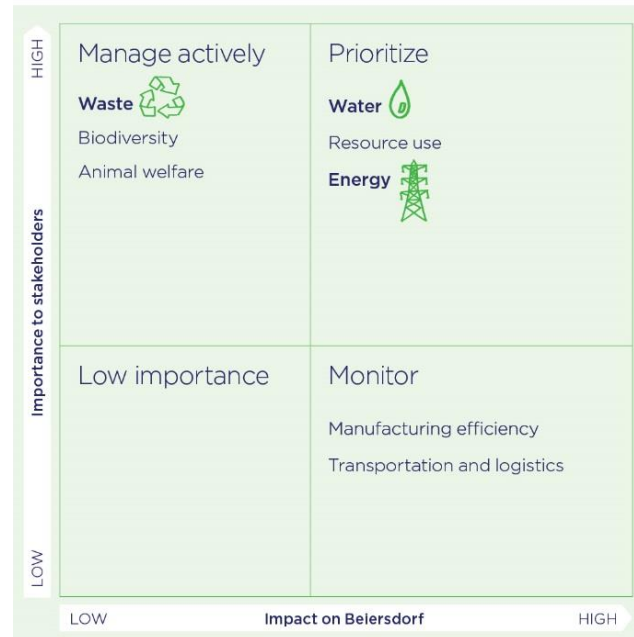
In 2011 we conducted a materiality analysis in order to identify the issues that are important to our stakeholders and to support the development of our 'We care' strategy. As a result we identified material aspects that contribute to the long-term success of our business and help combat global sustainability problems. The three matrices show the results of this analysis.



Products prioritization matrix



Planet prioritization matrix



People prioritization matrix

