

**EVERYTHING WE DO IS
ABOUT HELPING OUR CLIENTS
TO COMMUNICATE BETTER**

SÅ LYCKAS DU MED DIN FÖRETAGSWEBBPLATS

Stockholm 25 oktober 2019



Gabriella Björnberg
Website as a Service

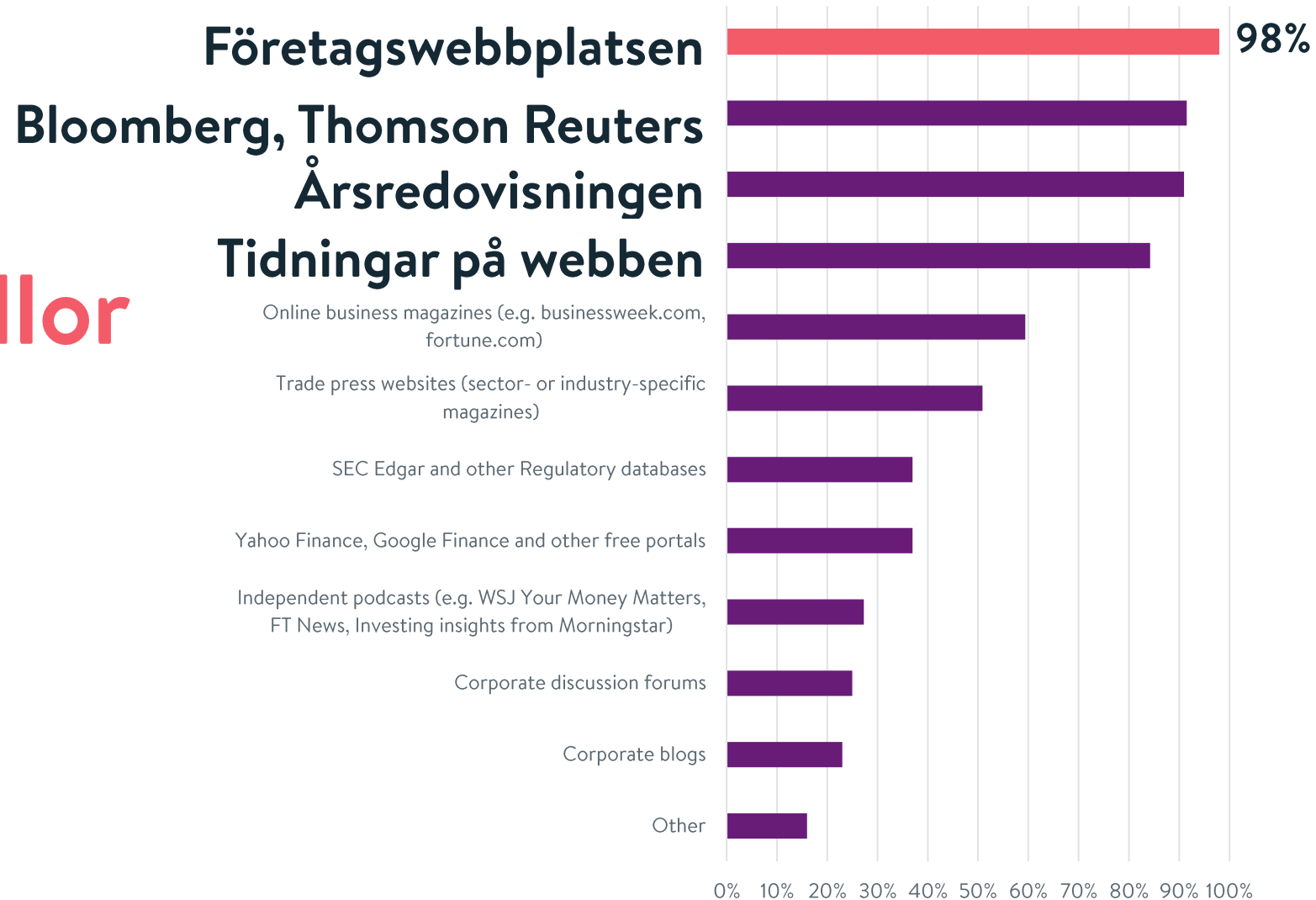


Helena Wennergren
Research

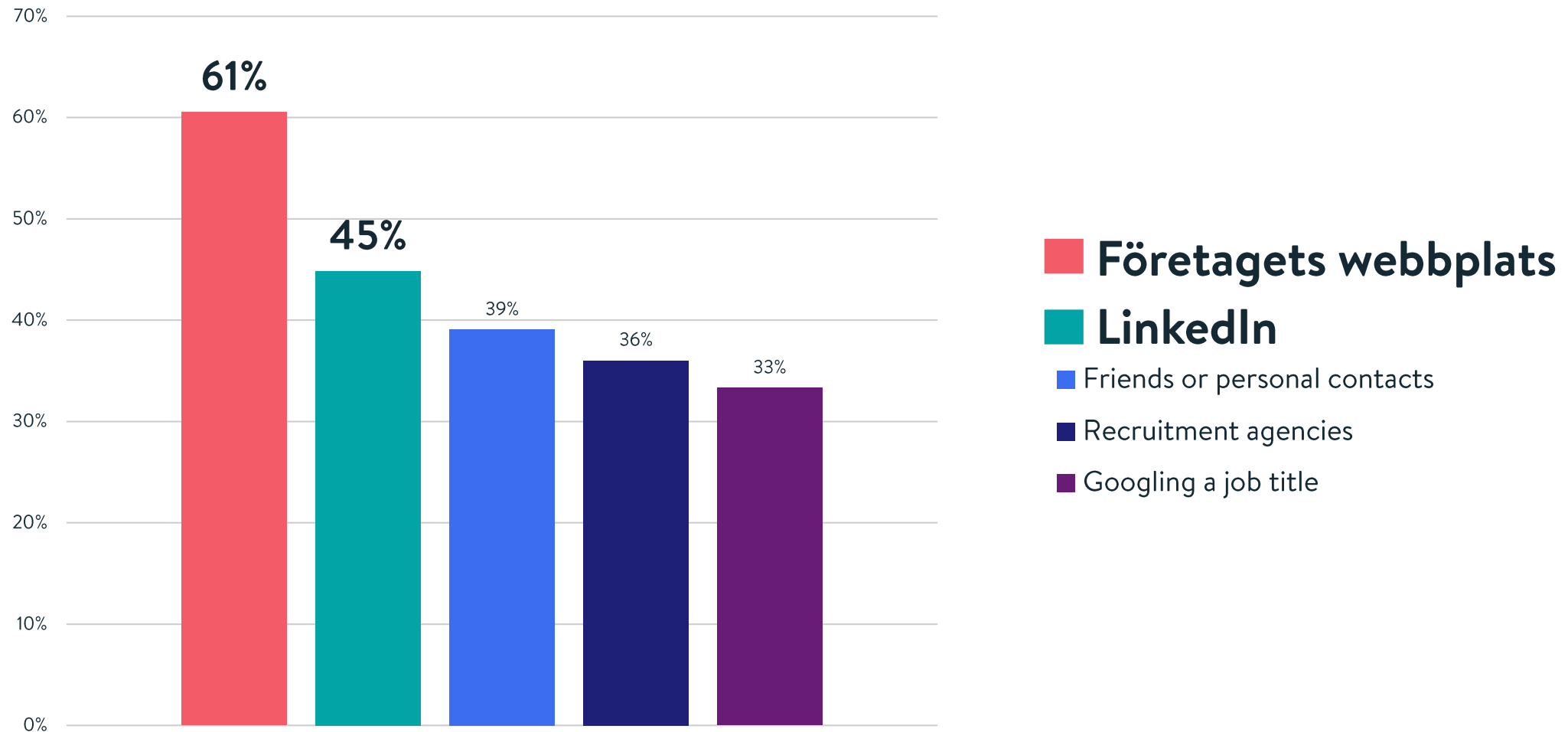
**Företagswebbplatsen
är den mest använda
informationskällan.**

NO. 1

Vilka informationskällor använder du professionellt?



Vilka källor använder du för att leta jobb?



Vad vill ni säga

Vad vill målgrupperna ha

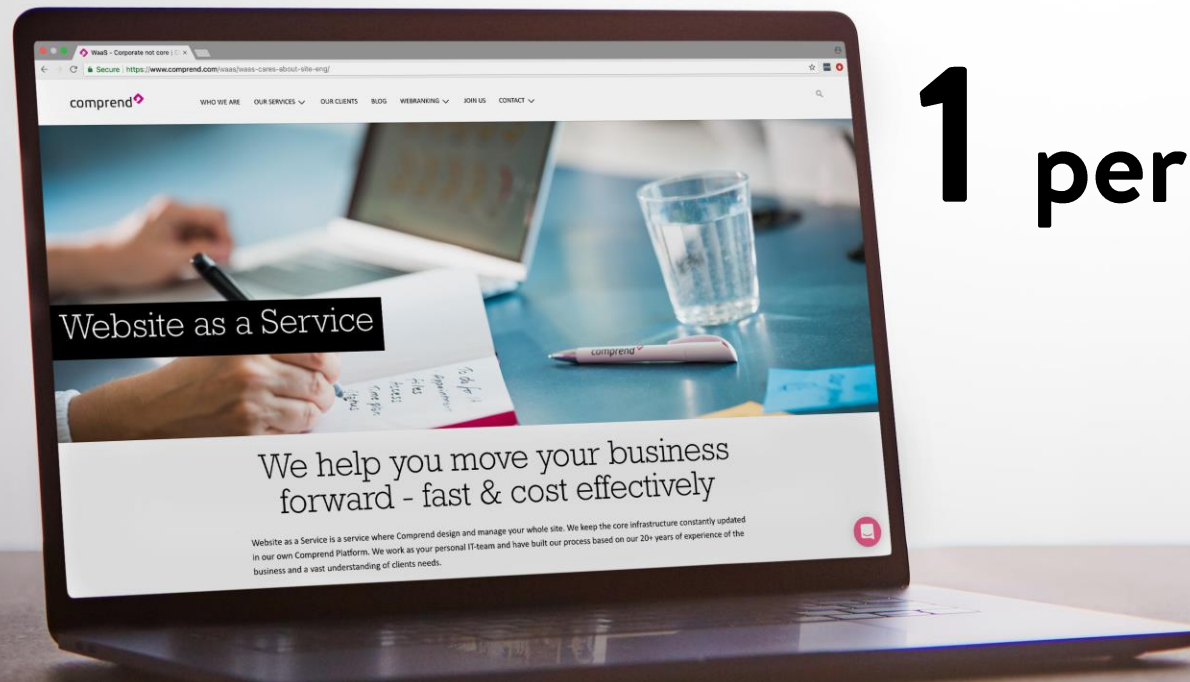
Lagkrav

Vem är ansvarig för webbplatsen?

80%

kommunikationsavdelningen

1 person



Förbättra min webbplats

Förstå ESEF

comprend 

Insikter om mina målgrupper

Ändra vår perception

En plattform som fungerar

Göra en årsredovisning

Kompetenser och resurser

Se till att min webbplats fungerar och är uppdaterad

Hålla mig uppdaterad om vad som händer i branschen

Kommunicera med befintliga medarbetare

Skicka ett pressmeddelande

Positiv media

Kommunicera som ett börsnoterat företag

Enhetlig kommunikation i alla kanaler

Rebranding

Engagerade medarbetare

Bilder

Få IT med på banan

Innehåll

Öka vår synlighet

Omvärldsfaktorer



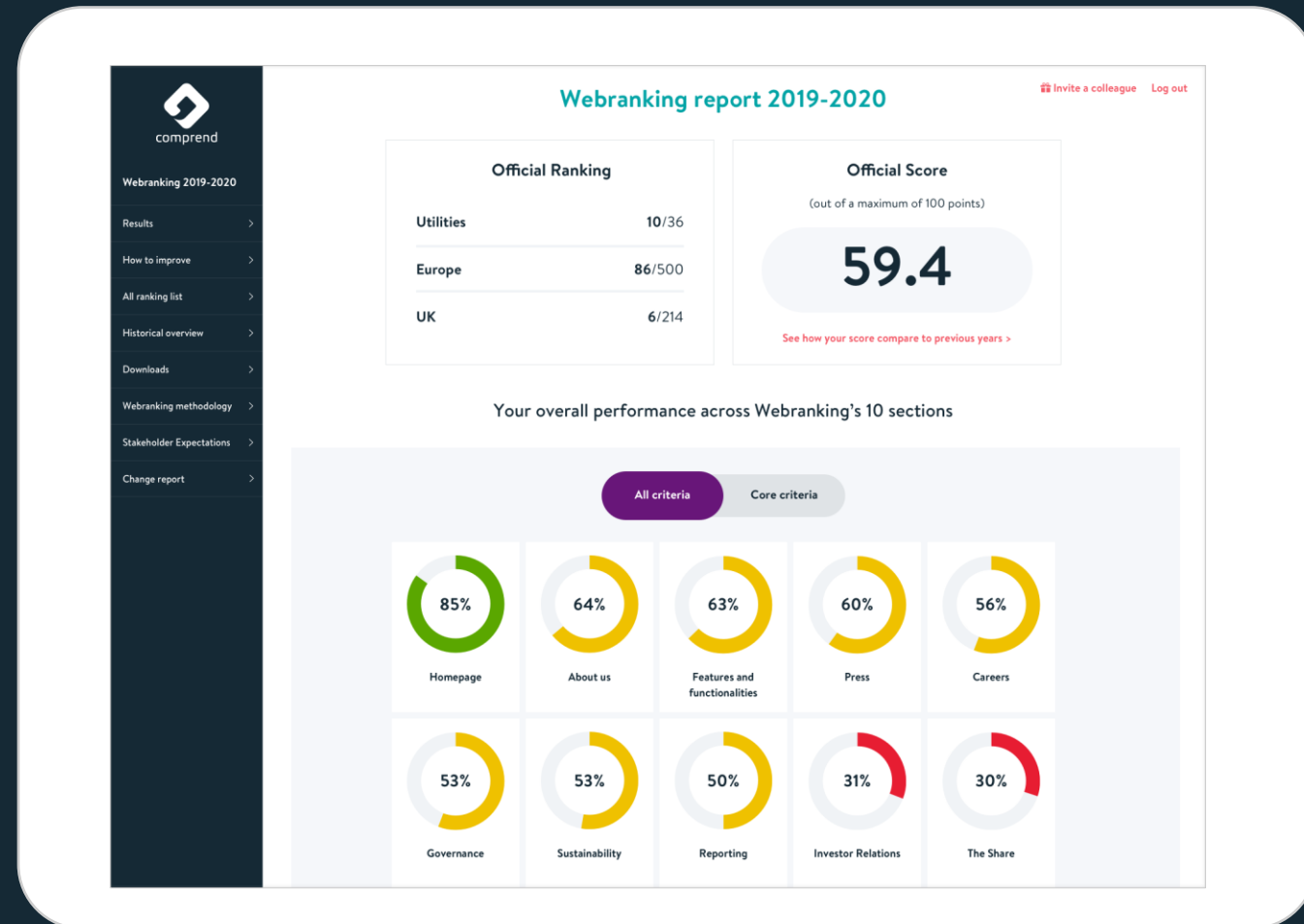
Webranking by Comprend sedan 1997

Vad vill målgrupperna?

- Kapitalmarknad
- Jobsökanden

Vad presenterar företagen

- 50 kärnkriterier – 250 delkriterier
- 110 svenska webbplatser
- Totalt ca 900 europeiska webbplatser



2019–2020

SWEDEN
RESULTS ARE
OUT NOW

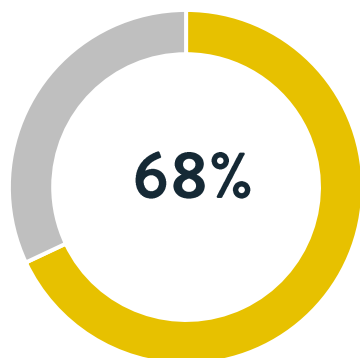
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47 av 100

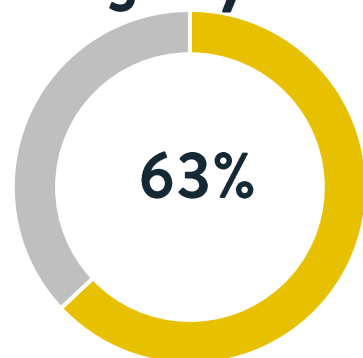
Resultatet per sektion

Startsidan



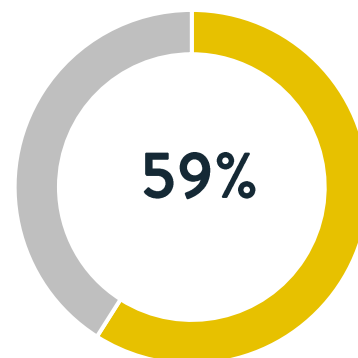
68%

Bolagsstyrning



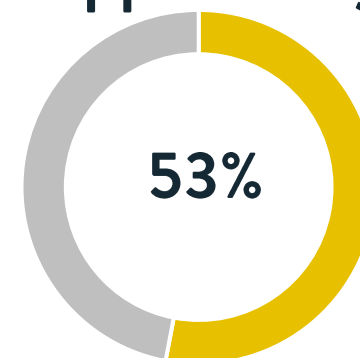
63%

Funktioner



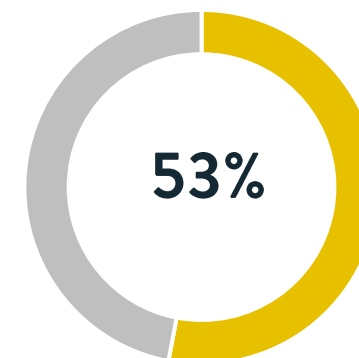
59%

Rapportering



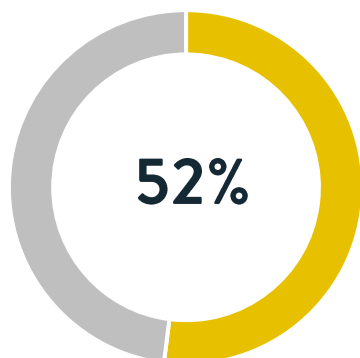
53%

Aktien



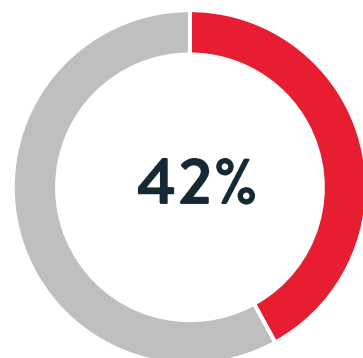
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Press



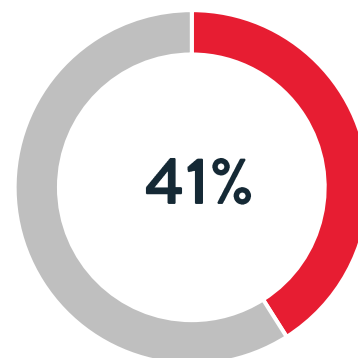
52%

Om oss



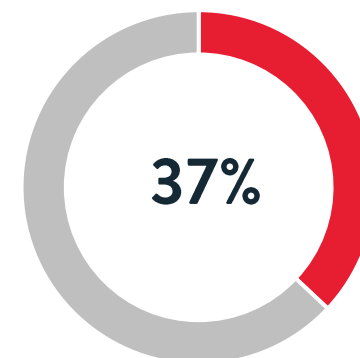
42%

Hållbarhet



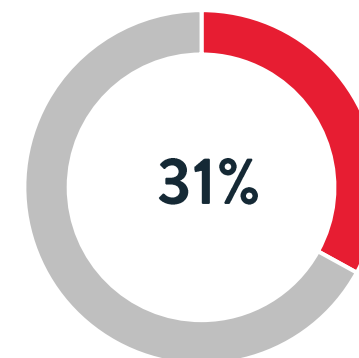
41%

Karriär



37%

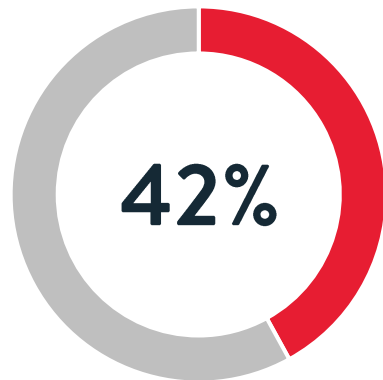
IR



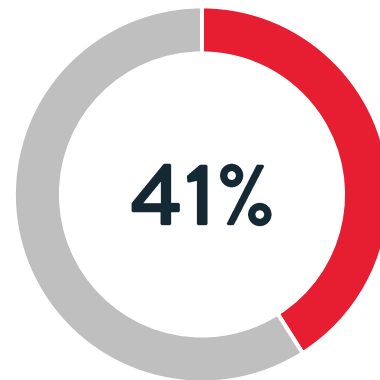
31%

Mest förbättringspotential

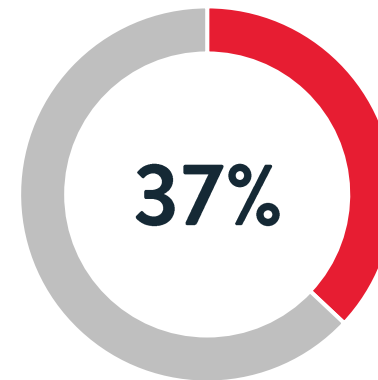
Om oss



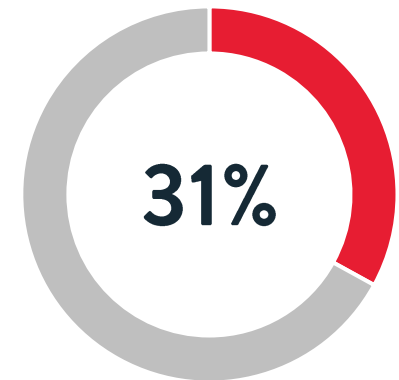
Hållbarhet



Karriär

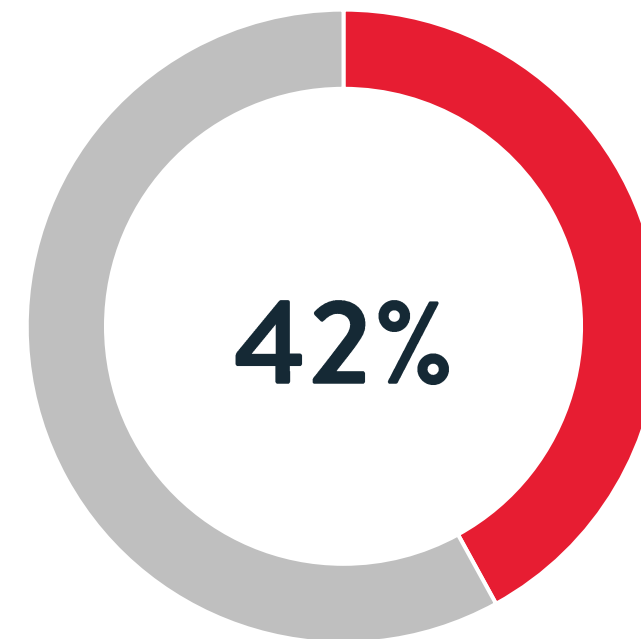


IR



Om företaget

- 1 Affärsmodellen
- 2 Geografisk spridning
- 3 Hur affären är strukturerad - affärsområden



OUR BUSINESS

- ⊕ [Snus and moist snuff](#)
- ⊕ [Other tobacco products](#)
- ⊕ [Lights](#)

Value chain

[Risk management](#)

[Outlook and risk factors](#)

Our value chain

Swedish Match manufactures snus, pouch products without tobacco, moist snuff, chewing tobacco, cigars, matches and lighters at 15 facilities¹⁾ – in Sweden, the US, the Dominican Republic, Denmark, the Netherlands, the Philippines and Brazil.

The value chain for our products includes research and development of new and refined products, raw material extraction and production, processing at suppliers, manufacturing at Swedish Match's facilities, transportation and distribution between the various value chain stages, and sales through retailers (customers) as well as consumer use and final disposal of product.



MORE INFORMATION

[Vision and strategy >](#)

[Sustainability >](#)

[Organization >](#)

[Addresses >](#)

Filter by:

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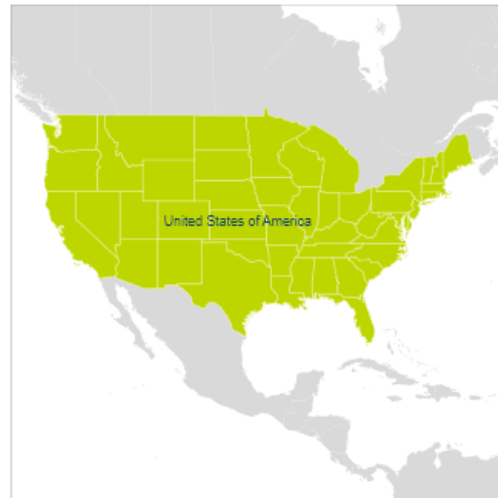
Start > About us > Geographic markets

About us

- + Skanska in brief
 - Our purpose and values
- + Code of Conduct
- + Our services
- Geographic markets**
- + Organization
- + Strategy
- + Research and Innovation
- + Building Information Modeling
- Our history

Geographic markets

Skanska operates around the world in selected home markets in the Nordic region, Europe and USA. Our headquarters are located in Stockholm, Sweden.



Home markets

We have operations in eleven countries – home markets – in one or several of our three business streams: Construction, Residential Development and

Our services

More information about the services we are offering on our home markets:

- > [Construction](#)
- > [Homes](#)
- > [Commercial property](#)

Our organization

- > [Organization](#) ↗
- > [Construction units](#) ↗
- > [Residential Development](#) ↗
- > [Commercial Property Development units](#) ↗



Wood products

Holmen produces wood products for use in joinery and construction at three sawmills, whose by-products are used at the Group's paper and paperboard mills. Annual production volume is just under 1 million cubic metres.

4 percent of the Group's capital is employed in the Forest business area.



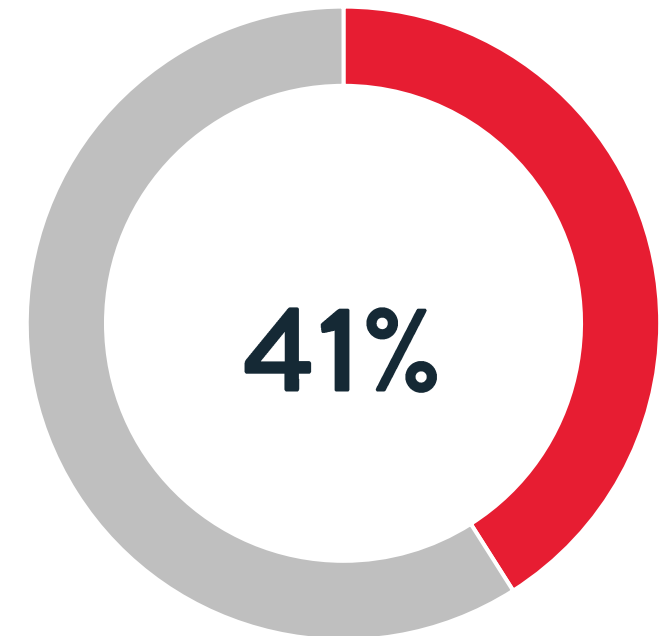
[GO TO HOLMEN TIMBER](#) ↗

Key figures 2018 (2017)




- Net sales: 1 747 SEKm (1 562)
- Operating profit/loss: 246 SEKm (80)
- Investments: 76 SEKm (100)
- Capital employed: 927 SEKm (862)
- Average number of employees (FTE): 261 (251)
- Deliveries, '000 m³: 828 (852)

Hållbarhet

- 1 Hållbarhetsstrategi
- 2 Hållbarhetsrapport
- 3 Miljödata – KPI



QUICK LINKS

-  Extranet
-  International >
-  Search >

FOLLOW SSAB



Sustainability targets

Our vision is at the core of our entire operation. In everything we do, we strive to create a stronger, lighter and more sustainable world. Sustainability is a key business driver for both us and our customers. Therefore, we put much effort into ensuring that we act in an ethical and environmentally sound way in all our operations and markets.

Sustainability strategy and targets

SSAB's sustainability strategy is divided into three areas: Sustainable Offering, Sustainable Operations and Responsible Partner (Read more on p. 24). In 2017, SSAB increased the company's ambitions for sustainability and set new objectives and targets.

| Area of Sustainability strategy | Sustainable offering | Sustainable operations | Responsible partner |
|---------------------------------|---|--|---|
| Objective | 10 Mtonne annual customer CO₂ savings 2020 | Fossil free 2045 | Responsible partner |
| Description | <p>By using SSAB's high-strength steels, customers can achieve CO₂ savings during their end products' use-phase.</p> <p>The earlier target was to reach the same CO₂ savings targets by 2025, but since volumes for EcoUpgraded and Automotive Premium products have grown more than originally expected, the target was brought forward to 2020.</p> | <p>Long term, SSAB will work toward a fossil-free steelmaking process through the HYBRIT initiative and by eliminating other fossil related emissions, with a goal to be fossil-free throughout our entire operation by 2045.</p> | <p>For SSAB, having a large impact on society means taking on a large responsibility. SSAB adheres to the highest standards as a responsible partner by taking responsibility for business ethics and responsible sourcing, as well as continuously strive to improve safety, diversity and employer attractiveness.</p> |
| Objectives & Targets | <ul style="list-style-type: none"> • 10 Mtonne annual customer CO₂ savings by 2020: <ul style="list-style-type: none"> ◦ 8 Mtonnes of annual CO₂ savings from SSAB EcoUpgraded deliveries by 2020 ◦ 2 Mtonnes of annual CO₂ savings from Automotive Premium deliveries by 2020 | <ul style="list-style-type: none"> • Fossil free within the entire operation by 2045 • At the end of 2020, SSAB will have achieved the following environmental and energy targets*: <ul style="list-style-type: none"> ◦ Lasting reduction of 300,000 tonnes in CO₂ emissions ◦ Lasting reduction of 400 GWh in purchased energy ◦ Lasting improvement of 50,000 tonnes in residuals utilization <p>*The base year for monitoring the targets is 2014</p> | <ul style="list-style-type: none"> • Safest steel company in the world with long-term goal of zero accidents • Reaching an employee engagement score that exceeds the global average (measured every other year) • By the end of 2019, SSAB will have achieved the following gender diversity target: <ul style="list-style-type: none"> ◦ Women holding 30% of the top management positions in the company by the end of 2019 |
| Results in 2018 | <ul style="list-style-type: none"> • In 2018, the customer end-product CO₂ savings totaled 9.2 Mtonnes: <ul style="list-style-type: none"> ◦ 7.7 Mtonnes from SSAB EcoUpgraded deliveries | <ul style="list-style-type: none"> • Construction of a pilot plant for fossil-free steel production was started in Luleå, Sweden. Read more on pages 26-27 | <ul style="list-style-type: none"> • SSAB's lost time injury frequency resulting in an absence of at least one day (LTIF) was 6.1 (5.6), up 9% compared to 2017, despite safety having the highest priority and the extensive efforts undertaken to |



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PERFORMANCE

COMMITTING TO ACTION, DELIVERING RESULTS

Any decision we make today can affect our world tomorrow — and it's our duty as a company to look out for the Earth's well-being. That means holding ourselves, our suppliers and our business partners accountable for sustainable business practices. It means constantly reviewing our corporate impact. It means setting goals for improvement and meeting them — and surpassing them in many cases. This is the power of The Home Depot's can-do spirit — working together to create a better world, faster through the business we operate and the products we sell.

CO2 REDUCTION

TARGET CARBON EMISSIONS**STORE ENERGY USE****RENEWABLE/ALTERNATIVE ENERGY**

SCIENCE BASED TARGET
39.9% REDUCTION BY 2030
50.4% REDUCTION BY 2035
SCOPE 1 AND 2 EMISSIONS

 **20%**

STORE ENERGY USE REDUCTION BY 2020



PRODUCE/PROCURE
135MW
OF RENEWABLE/ALTERNATIVE
ENERGY BY 2020

PROGRESS

START YEAR 2018

23.5% REDUCTION**131MW** IN 2018

COMMUNITY

VETERAN RELATED CAUSES**TRADES TRAINING****CONSUMER ENERGY SAVINGS**

\$500 MILLION
COMMITTED TO VETERAN CAUSES BY 2025
☆☆☆☆



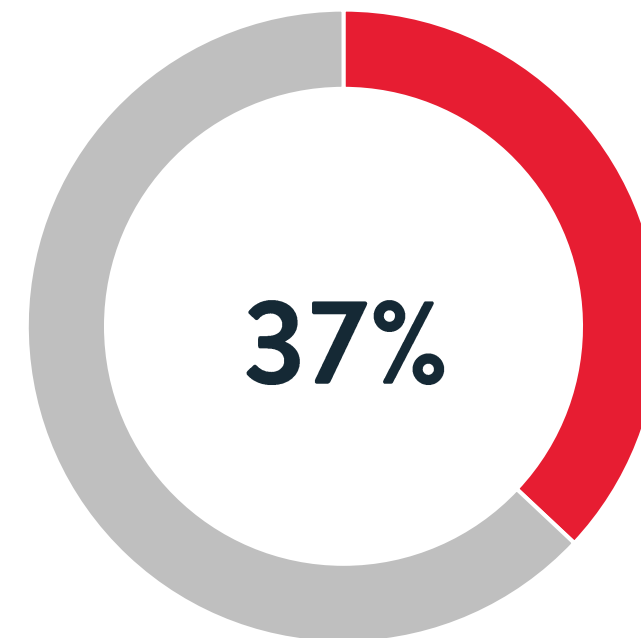
\$50 MILLION
TO TRAIN SKILLED TRADESPEOPLE
IN THE NEXT 10 YEARS

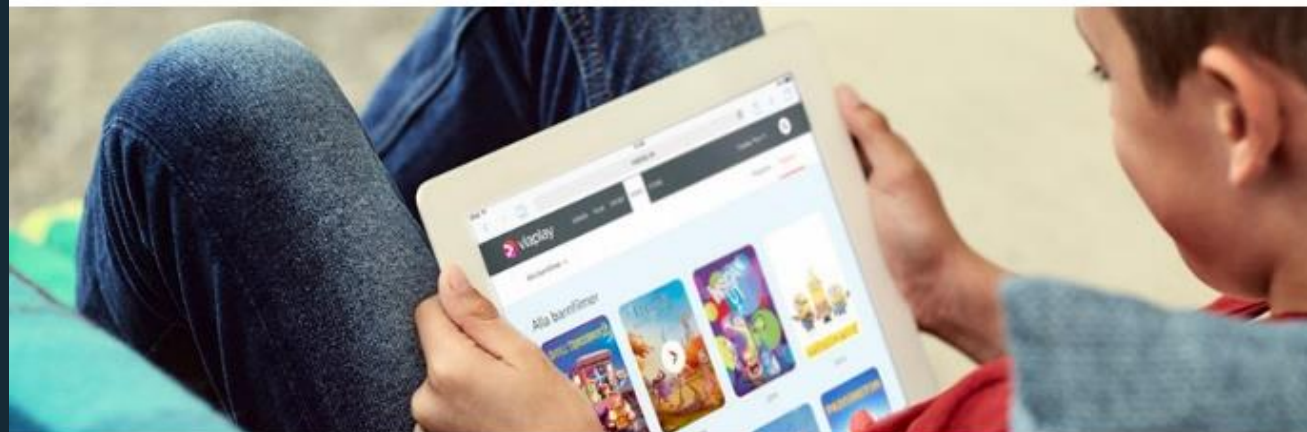
SAVE CONSUMERS
\$2.8 BILLION 
IN MONTHLY ENERGY COSTS BY 2020

PROGRESS

Karriär

- 1 Hur det är att jobba på företaget
- 2 Geografiska platser
- 3 Företagets förväntningar





A Swedish company with an international outlook

1900 +

employees in the Nordics and UK

35 +

nationalities

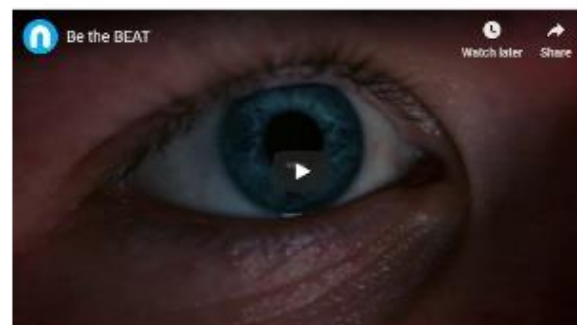
20 +

countries of operations

A young company with rich history

Who we are

What we do



We are the heartbeat of entertainment

We are telling stories, touching lives, expanding worlds. What unites us all at NENT Group is our passion to create meaningful moments and evoke emotions with our content. It's the beat we all have pulsing inside us. Want to feel that beat too?

Open positions



You are in: [Careers](#) / Grow with us

CAREERS

- › #greenenERGymakers
- › Work with us
- › Grow with us
- › ERG - Career paths and job mobility
- › You Learn
- › Feedback

TOOL BOX

- General Archive
- 2018 Annual report
- Sustainability Report
- Factsheet

Talent Management and Acquisition

Marzia Bonifacio
Head of Talent Management and Acquisition
✉ selezione@erg.eu

Denise Bugna
Talent Management & Acquisition
✉ selezione@erg.eu

Grow with us

The person who makes all the difference in your personal-professional growth is you.

You have the means to plan and guide your personal development, and you are responsible for acquiring skills that make you "employable" and "desirable" in the work world... so you can build your SUSTAINABLE FUTURE.

ERG has developed a system of training courses, feedback on performance and on growth potential, and experience in the field to support people in their current and future challenges.

PLAN your FUTURE
FOUR QUESTIONS TO UPDATE PEOPLE

1 TELL US ABOUT you:
HAVE YOU TOLD US ABOUT YOUR PROFESSIONAL JOURNEY AND THE COMPETENCES YOU HAVE DEVELOPED ALONG THE WAY?
 * **NOBODY KNOWS YOURSELF BETTER THAN YOURSELF!**
 IN THE LAST FEW MONTHS YOU HAVE TAKEN PART TO NEW PROJECTS, ACHIEVED NEW EXPERIENCES THAT HAVE ENRICHED YOUR PROFESSIONAL LUGGAGE.
 WHAT CONTRIBUTION DID YOU BRING?
 HAVE YOU UPDATED THE "WHO AM I" SECTION WITH YOUR INFORMATION?
 * **VISIBLE ONLY TO PEOPLE MANAGERS & HR**

2 IMAGINE: WHAT WOULD YOU LIKE TO DO IN THE NEXT 3 YEARS?
 * **"I DESIGN my FUTURE"**
 HOW WOULD YOU LIKE TO GROW?
 → IDENTIFY MORE THAN ONE PATH.
 → INDICATE PROFESSIONAL FAMILIES, POSITIONS, MOTIVATIONS AND YOUR GEOGRAPHIC MOBILITY.
 → DO YOU LIKE YOUR JOB? EXPLAIN HOW YOU ARE GOING TO ACQUIRE NEW COMPETENCES AND RESPONSIBILITIES TO ACHIEVE GREATER RESULTS.
 → USE ORGANIZATION CHARTS AND MANUALS TO BETTER UNDERSTAND CONTENT & POSITIONS WITHIN THE ORGANIZATION.
 * **VISIBLE ONLY TO PEOPLE MANAGERS & HR**

3 MAKE YOURSELF RECOGNIZABLE
 ARE YOU RECOGNIZABLE IN YOUR PICTURE?
 → CLOSE-UP
 → RECENT
 → NO SUNGLASSES, HATS, ETC.
 * **VISIBLE TO EVERYONE**

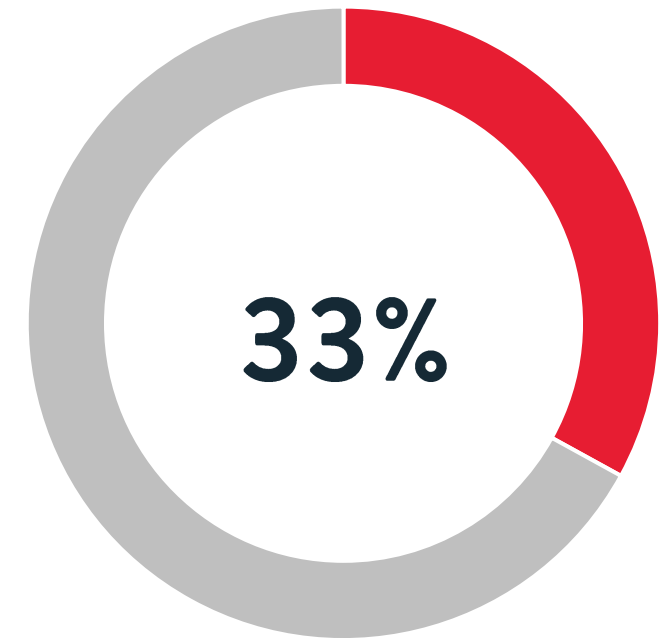
4 INTRODUCE yourself: CAN YOUR COLLEAGUES TELL WHO YOU ARE & WHAT DO YOU DO?
 USE THE WELCOME MESSAGE IN "PERSONAL INFORMATION" TO PRESENT YOURSELF, EXPLAIN YOUR RESPONSIBILITIES, PROFESSIONAL BACKGROUND & HOBBIES.
 Don't forget to **SHARE**!
 * **VISIBLE TO EVERYONE**
 MAKE YOUR PROFILE ACCESSIBLE TO OTHERS

PEOPLE
PERSONE. ESPERIENZE. OPPORTUNITÀ PER L'ECCELLENZA

Made by Carlotta Cataldi for

IR

- 1 Finansiella mål och måluppfyllnad
- 2 Strategi
- 3 Outlook



– INVESTORS –

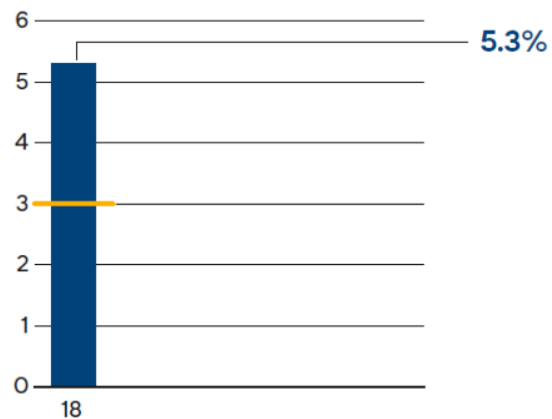
Financial targets

Axfood's strategic target supports the Group's strategy to achieve profitable growth, drive work with environmental issues, and to have committed employees who reflect the diversity of the society they work in.

Group operating margin

Axfood will grow faster than the market (new target as from 2018).

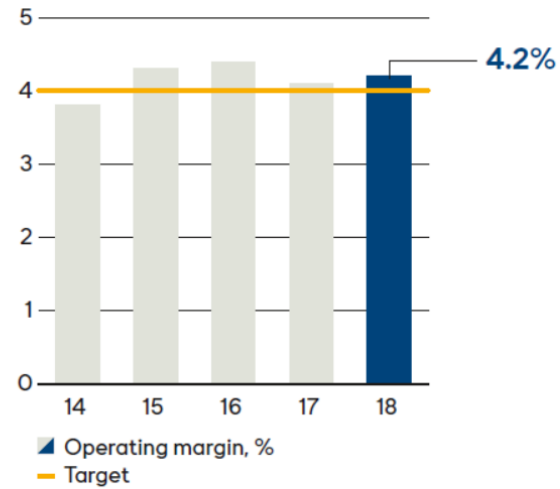
During 2018 Axfood's store sales (including Hemköp franchises) increased by 5.3%, while growth for the market was 3.0% in current prices, according to HUI/the Swedish Food Retailers Federation. Axfood thereby increased its market share.



Operating margin

Long-term operating margin of at least 4%.

The long-term target was reached in 2018, with an operating margin of 4.2%. Profitability was favourably affected by like-for-like sales performance and the sales mix.



Equity ratio

In 2018 the target was an equity ratio of at least 25% during all quarters.

As a consequence of changed accounting policies (transition to IFRS 16 Leases), in 2019 the target is an equity ratio of at least 20% by year-end.

The equity ratio as per 31 December 2018 was 37%, and the target was achieved during every quarter.



Group Strategy

ICA Gruppen is driven by the vision to make every day a little easier. Our companies rely on a stable ground with several common strengths. We continue to evolve by finding easier and better solutions for our customers, enabling them to shop more conveniently, cook better food, live a healthier life, have a more stable economy and live in more sustainable communities.

Since the creation of the Group we have consolidated our company structure to become more synergistic – with groceries as our core and complemented by our supporting businesses i.e. pharmacy, non-food, bank, insurance and real estate.

By co-operating between our businesses we create scale and realize important synergies e.g. common loyalty program, co-location of stores, sourcing and administration. In addition, digitalization creates new possibilities for additional synergies e.g. in e-commerce, data and investments in new technology and capabilities.

As the environment is changing more rapidly we also need to be more agile. The Group strategy builds on our stable foundation and common strengths and sets the



OUR BUSINESS

- + Snus and moist snuff
- + Other tobacco products
- + Lights
- Value chain
- Risk management
- Outlook and risk factors**

Outlook and risk factors

Swedish Match expects that the trend of increased interest from consumers, industry players and regulators in less harmful alternatives to cigarettes will continue.

The outlook included in the first quarter report stated that “For the full year, Swedish Match anticipates modest growth in the US cigar market.” This updated outlook has been revised to delete reference to anticipated modest growth in the US cigar market given overall category volume declines experienced in the first half of the year. Based on this development, we are no longer confident that the US cigar market will record volume growth for 2019. The remaining points of the previous outlook statement remain unchanged.

Swedish Match expects that the trend of increased interest from consumers, industry players and regulators in less harmful alternatives to cigarettes will continue. By providing products that are recognized as safer alternatives to cigarettes, our ambition is to create value for both shareholders and society.

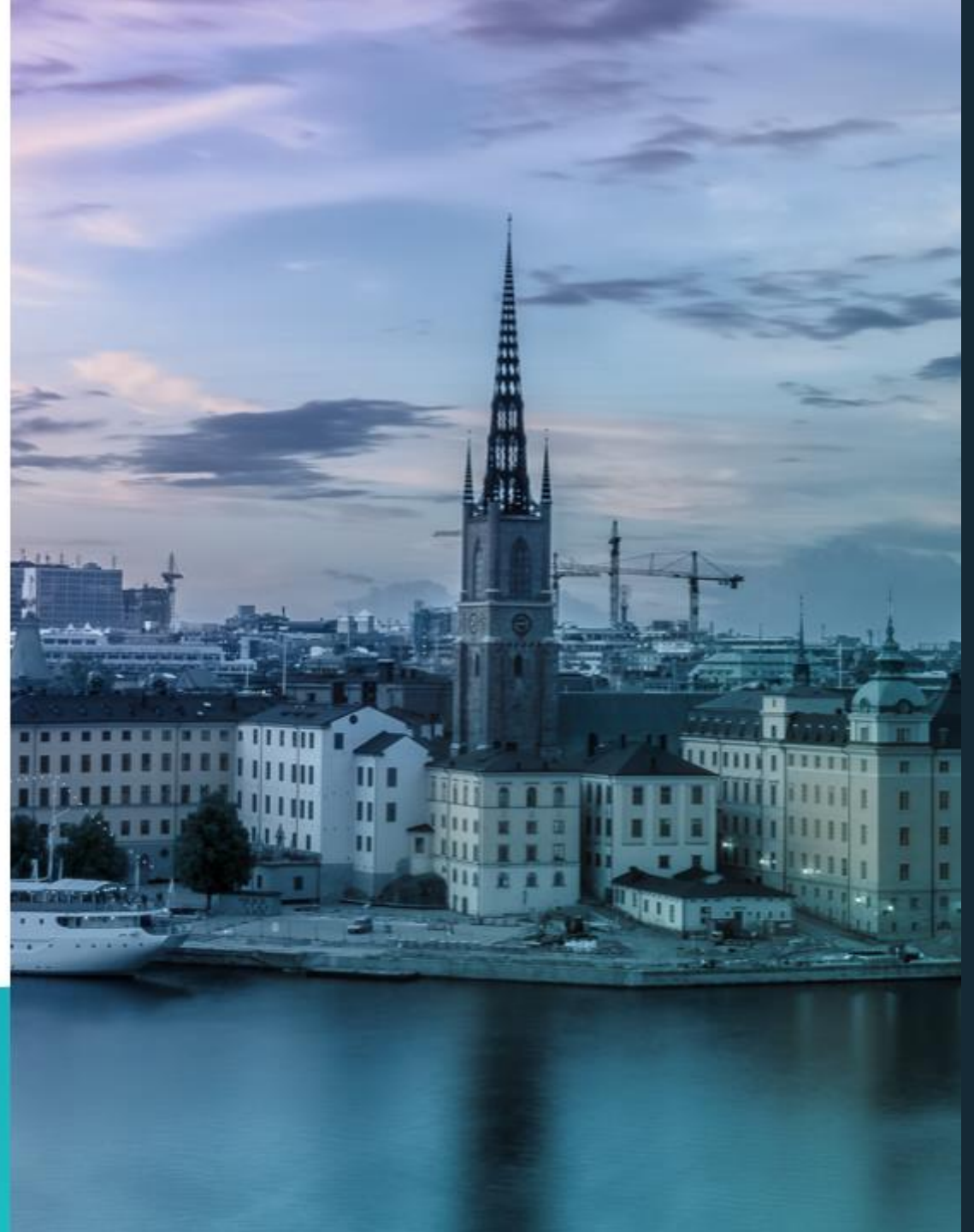
For 2019, on a full year basis, Swedish Match expects the Scandinavian snus market to continue to grow and to remain highly competitive. Swedish Match expects the US snus/nicotine pouch market to grow. In the US moist snuff market, we expect continued growth for pouches. For US chewing tobacco we expect continued market declines. In both Scandinavia and markets outside of Scandinavia, we expect segment growth and increased competitive

ANNUAL REPORTS

2019–2020

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No.3

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About Cloetta Governance Our brands Sustainability Investors Media Career

The **Sweet** spot for your career

Latest Press Releases
Invitation to conference call with web presentation of Cloetta AB's interim report Q3 2019
10 October 2019

AGM 2019
Annual General Meeting was held on Thursday, 4 April 2019 at 3:00 p.m. in Stockholm, Sweden.

Latest Report
Interim report Q2 April - June 2019 - Report
12 July 2019 - English
Interim report Q2 April - June 2019 - Report
12 July 2019 - Swedish
Interim report Q2 April - June 2019 - Presentation
12 July, 2019 - English
Interim report Q2 April - June 2019 - Financial data
12 July 2019 - English
Read more at the Interim Report page

Upcoming Events
Silent period - Q3 2019
25 September 2019 - 24 October 2019
Interim report Q3 2019
25 October 2019
Silent period - Q4 2019
29 December 2019 - 28 January 2020

Share price
CLA B: 28.48 SEK
0.64%
Updated 21 October 2019 09:49 CET

Market overview
The confectionery market can be divided into confectionery, chocolate and refreshments. Confectionery is one of the most impulse-driven goods group within retail.

Employees
Cloetta has around 2,600 employees in 11 countries working in sales, marketing, production, innovation...

Sustainability commitment
Cloetta's overall goal for the sustainability work is to create the conditions for longterm value creation. For Cloetta, this means growing as a company, managing risks and identifying opportunities while respecting and managing the impact on people and the environment and fulfilling the expectations of those around Cloetta.

In Cloetta's Privacy Policy we clarify how we protect your personal data under the EU's New Public Data Protection Regulation (GDPR).

Instagram Facebook

2019–2020

No.2

SWEDEN

SKANSKA

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Slussen, Stockholm

Hundreds of thousands of people pass through Slussen in central Stockholm every day. Major reconstruction will transform the area into a safer and more attractive area for future generations.

[Read more about Slussen \(in Swedish\)](#)

Build a better future with us



Become a Skanska supplier

We want to work with suppliers who take pride in what they do. Skanska's values and sustainability areas guide us and our suppliers in our projects. Together we are thinking ahead to achieve our goals.

[How we work with our suppliers](#)



Join us on our journey

Would you like to participate in our next project? At Skanska you will face unique challenges and development opportunities. We are looking for people who want to create a more sustainable society together with us.

[Developing your career at Skanska](#)



International Leaders Program, ILP

We value diversity. Our International Leaders Program (ILP) is a strategic recruitment program for foreign-born engineers with work experience within the construction industry. Become part of our team.

[International Leaders Program](#)

We are building for a better society



Projects that improve society

We develop and build for a sustainable future with the ultimate goal of improving our society and people's lives. Thanks to this dedication, we are involved in some of Sweden's most interesting projects of our time.

[Projects that improve society](#)



Developing a sustainable future

From the projects we build and develop to the innovative, sustainable solutions we use to deliver them, Skanska builds for a better society.

[Our work with sustainability](#)



Strong values guide our actions

What we do and how we do it contributes to a sustainable future for our people, customers and communities.

[Find out more about our values](#)

2019-2020

No.1

SWEDEN

SWEDISH MATCH

Webranking
by Comprend

The screenshot shows the Swedish Match website with a dark blue header. The main navigation includes: Our company, Our business, Corporate Governance, Sustainability, Investors, Media, Snus and health, and Career. The page features a large hero image of a hand holding a smartphone displaying a bar chart. A white callout box on the right highlights the Q3 2019 interim report, scheduled for release on October 25 at 8:15 a.m. CET, with a telephone conference at 2:00 p.m. CET. Below the hero image are three main content blocks: 'Press releases' for the Half Year Report (Jan-June 2019), 'The share' at 411.00 SEK (as of Oct 21, 2019), and the 'Calendar' for the Oct 25, 2019 interim report. A section titled 'This is Swedish Match' provides a brief overview of the company as the largest snus manufacturer in Scandinavia and the third largest in the US. It includes links to 'Swedish Match in brief', 'Vision and strategy', 'Company presentation', and 'Financial reports'. Two images are shown: the Annual General Meeting and a historical portrait of Jacob Fredrik Sparre.



Snus and moist snuff >



Other tobacco products >



Lights >

3 saker ni kan göra redan idag

- 1 **Lägg till affärsmodellen från årsredovisningen**
- 2 **Presentera era affärsområden**
- 3 **Publicera affärsstrategin och hållbarhetsstrategin**

Frågor?



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