

Atria Plc
1 January – 30 June 2008

President and CEO
Matti Tikkakoski
1 August, 2008

Group Structure

Atria Plc

- Net Sales € 1.272 m € (2007)
- Personnel 5.947 (average 2007)

Finland

Net Sales 750 m €
Personnel 2.394

- Atria Finland Ltd
- A-Farmers Ltd
- A-Rehu Oy

Scandinavia

Net Sales 458 m €
Personnel 1.768

- Atria Chark&Deli AB
- Atria Foodservice AB
- Atria Concept AB

Russia

Net Sales 66 m €
Personnel 1.278

- OOO Pit-Product

Baltic Countries

Net Sales 27 m €
Personnel 507

- AS Valga Lihatööstus

Atria Group Review Q2/2008

Million. €	Q2/2008	Q2/2007	H1/2008	H1/2007	2007
Net Sales	334,7	346,2	638,1	622,3	1.272,2
EBIT	10,6	50,6	17,4	62,0	94,5
Operative EBIT	11,1	16,4	17,9	27,8	61,4
Operative EBIT, %	3,3	4,7	2,8	4,5	4,8
Profit before taxes	7,7	45,6	11,2	53,3	80,6
Earnings per share	0,18	1,70	0,25	1,97	2,56

- The globally increasing cost of raw-material, other materials and supplies across the food chain continued to weaken the Group's performance.
- The first signs of the balance between supply of and demand for meat were observed in Q2.
- During the period Atria made acquisitions in Sweden and in Estonia
- Q2 in 2007 includes 38 million euros and H1-period 85,4 million euros of net sales of SSAB

ATRIA FINLAND Review Q2/2008



Million, €	Q2/2008	Q2/2007	H1/2008	H1/2007	2007
Net Sales	202,5	188,8	383,4	358,3	749,6
EBIT	6,6	10,2	8,8	20,3	43,2
Operative EBIT	7,1	10,2	9,3	20,3	43,2
Operative EBIT-%	3,5	5,4	2,4	5,7	5,8

- Market share maintained of meat products and convenience food; market share fell in meat sales to industry and in the consumer-packed meat as well as in poultry.
- Sales prices to retailers increased by about 6 % early 2008 but it did not fully cover the effect of cost-increases
- Employer-employee negotiations have proceeded as planned, bringing annual savings of about 4 million euros.
- The non-recurring cost is 0,5 million euros.

ATRIA SCANDINAVIA Review Q2/2008



Million, €	Q2/2008	Q2/2007	H1/2008	H1/2007	2007
Net Sales	113,2	140,9	218,3	233,2	457,8
EBIT	5,9	40,9	11,7	42,7	54,9
Operative EBIT	5,9	6,1	11,7	7,9	20,5
Operative EBIT, %	5,2	4,3	5,4	3,4	4,5

- Q2 period of 2007 includes 38 million euros and H1-period 85,4 million euros net sales of SSAB
- The comparative net sales developed positively and the market shares have remained stable
- Atria Scandinavia's strategy to focus on value-added products was followed by acquiring AB Ridderhiems Delikatesser company
- Ridderheims' operations are to be merged with the operations of the new Atria Deli –business unit.

ATRIA RUSSIA

Review Q2/2008



Million, €	Q2/2008	Q2/2007	H1/2008	H1/2007	2007
Net Sales	19,3	17,1	35,6	33,1	65,6
EBIT	-0,1	1,5	0,4	2,7	4,3
Operative EBIT	-0,1	1,5	0,4	2,7	4,3
Operative EBIT-%	-0,5	8,8	1,1	8,2	6,5

- Net sales of Atria Russia developed favourably in Q2, market share being 24,7 % (source: AC Nielsen).
- Raw material cost increases weakened the result of Q2.
- Further price-increases in customer prices expected by end of 2008
- The logistics centre of the new production plant will be opened during the summer. The opening of Gorelovo meat product plant is expected to be postponed to 2009.
- Just after the review period Atria announced of acquisition of OOO Campomos –meat processing company

ATRIA BALTIC

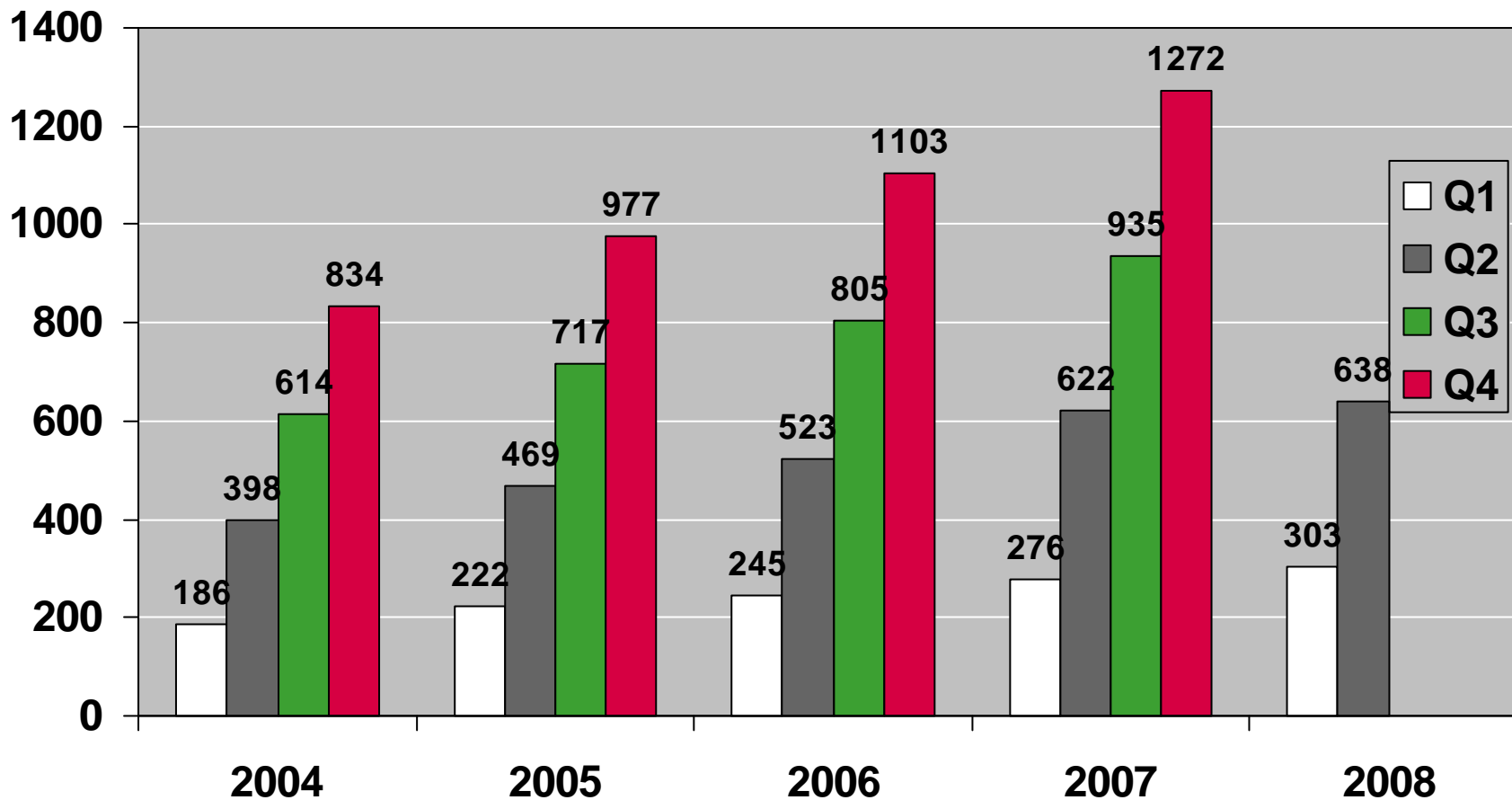
Review Q2/2008

Million, €	Q2/2008	Q2/2007	H1/2008	H1/2007	2007
Net Sales	6,4	7,5	11,9	14,2	26,7
EBIT	-1,2	-1,3	-2,2	-2,3	-4,4
Operative EBIT	-1,2	-0,7	-2,2	-1,7	-3,1
Operative EBIT ,%	-18,8	-9,3	-18,5	-12,0	-11,6

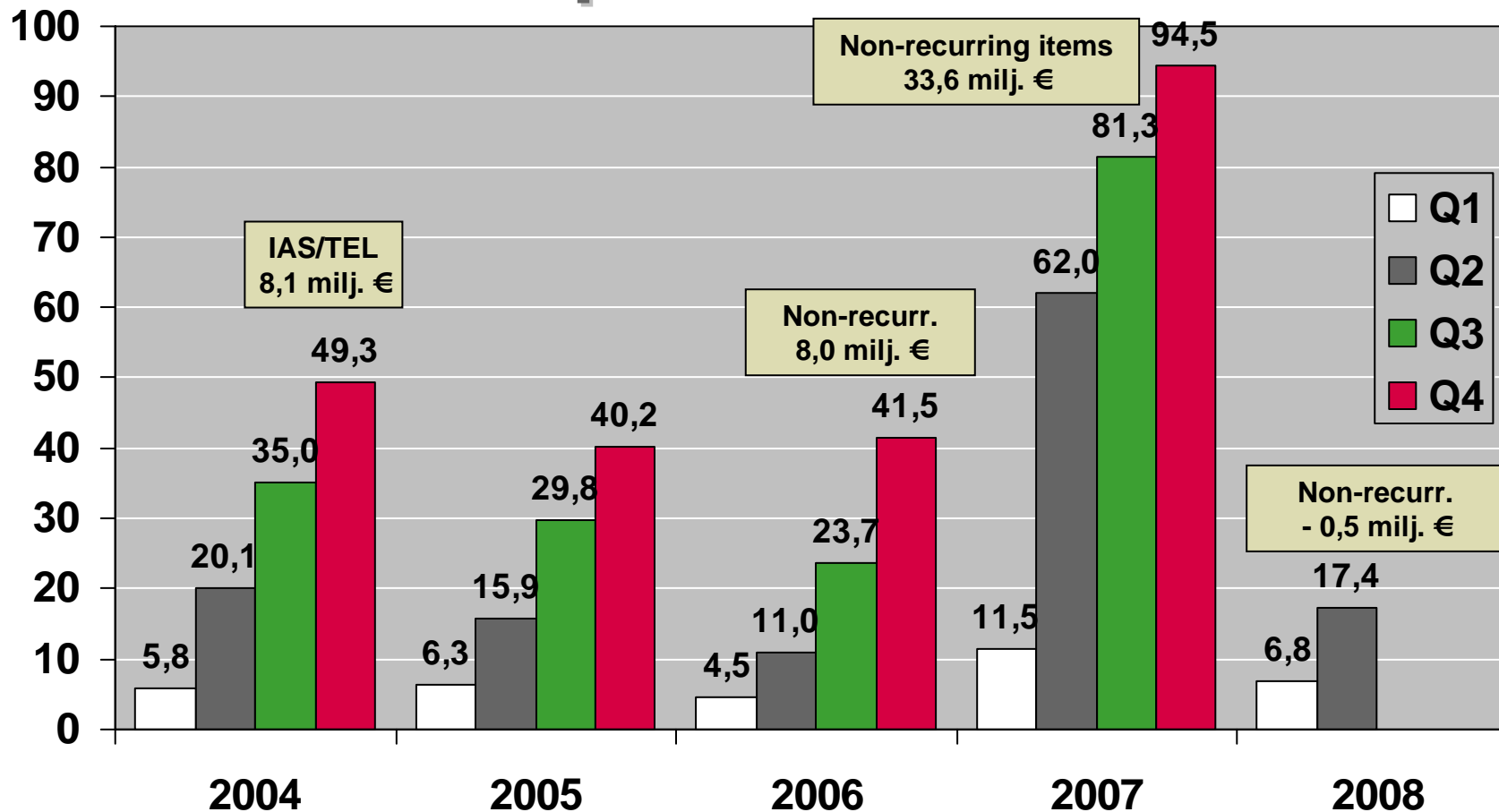
- Atria Baltic's net sales fell slightly year-on-year
- Atria Baltic's figures Q2/2007 and H1/2007 include UAB Vilniaus Mesa
- EBIT decreased due to rising primary production costs
- Atria acquired As Wõro Kommerts and AS Vastse-Kuuste Lihatööstus –meat processing companies

Financial development

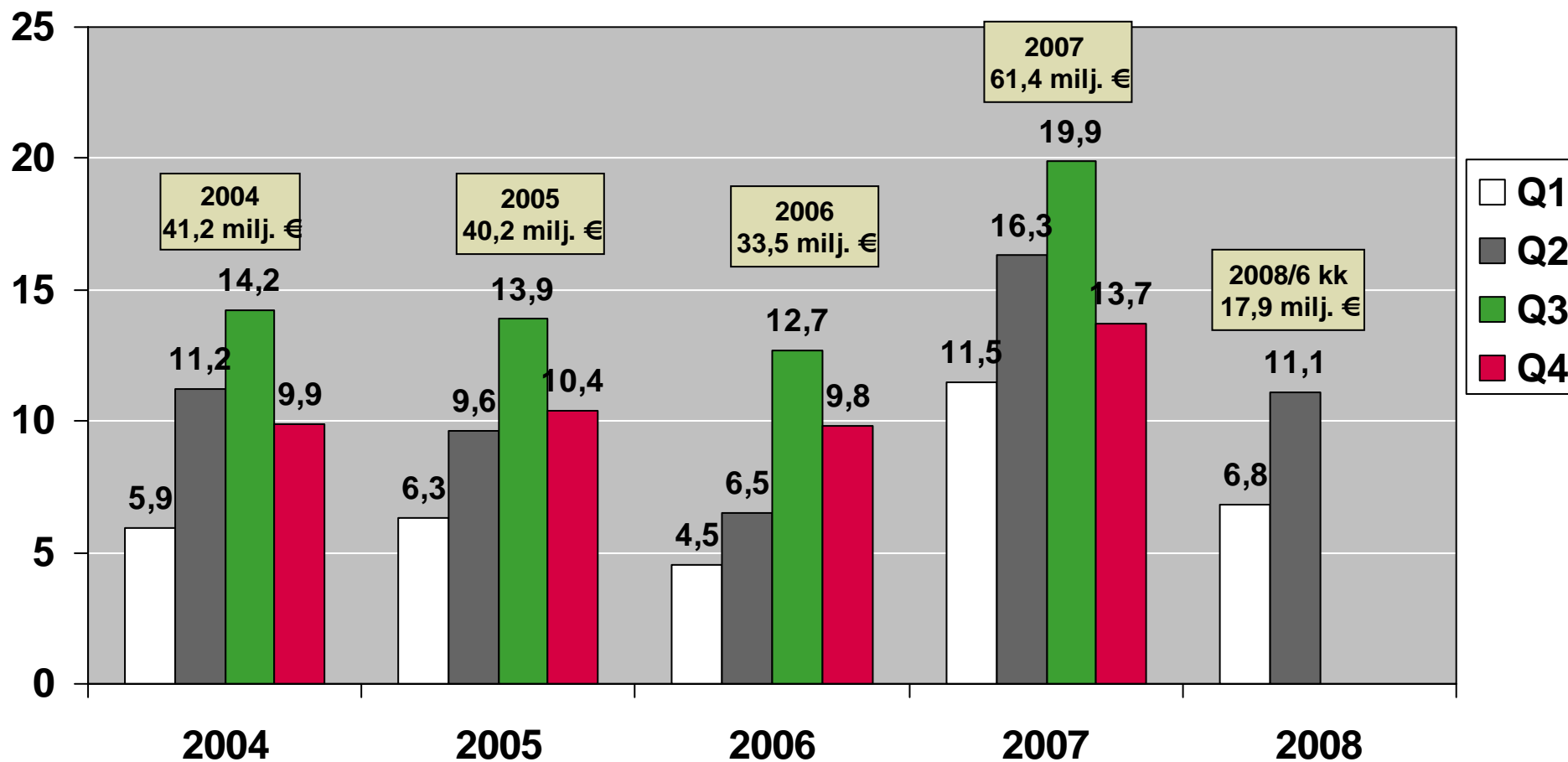
Development of Atria Group's Net Sales



Development of Atria Group's Operative EBIT

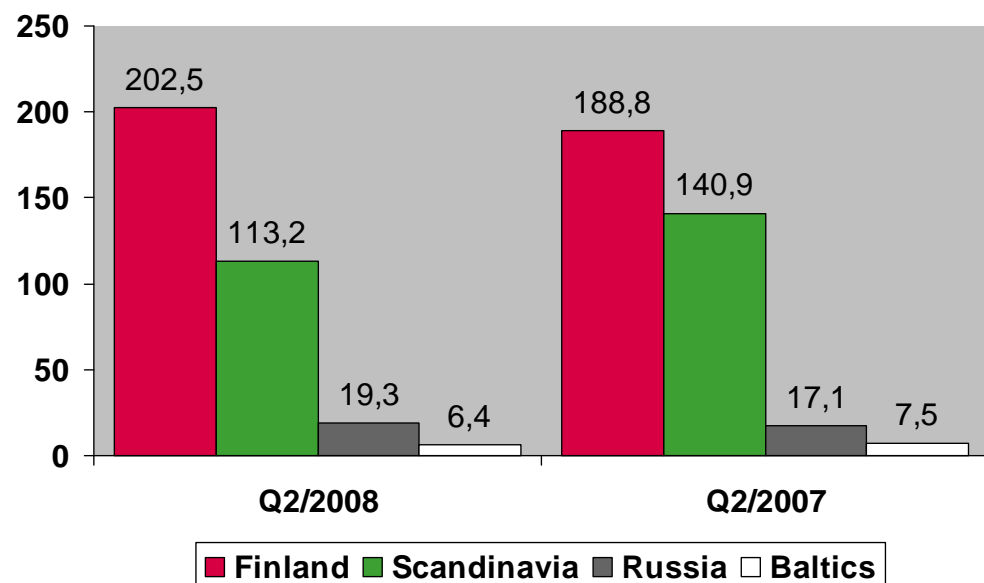


Development of Operative EBIT of Atria Group per quartal

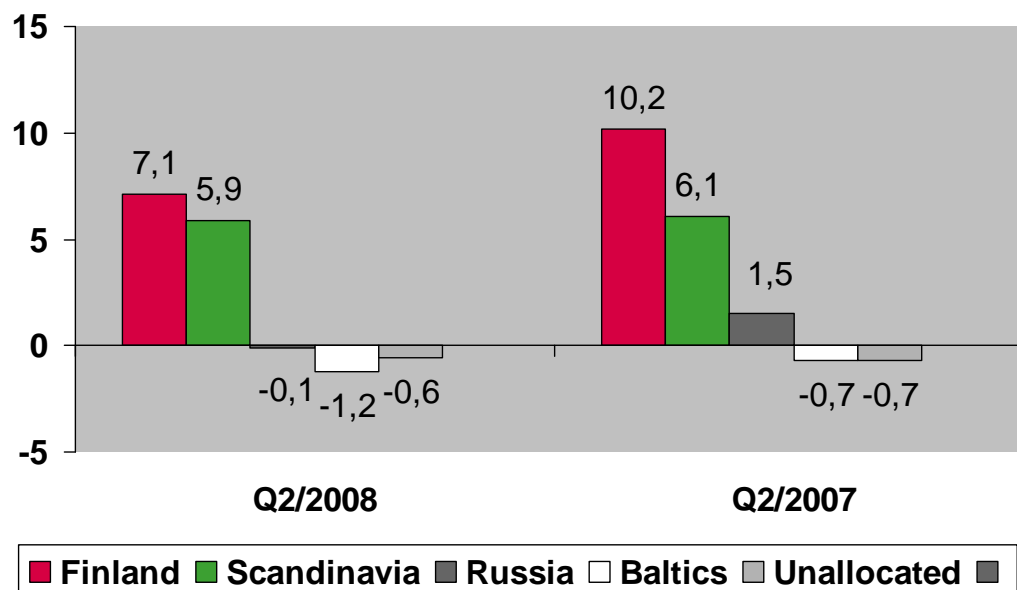


Atria Group's Net Sales and Profit per area Q2/2008-2007, milj. €

Net Sales



Operative profit



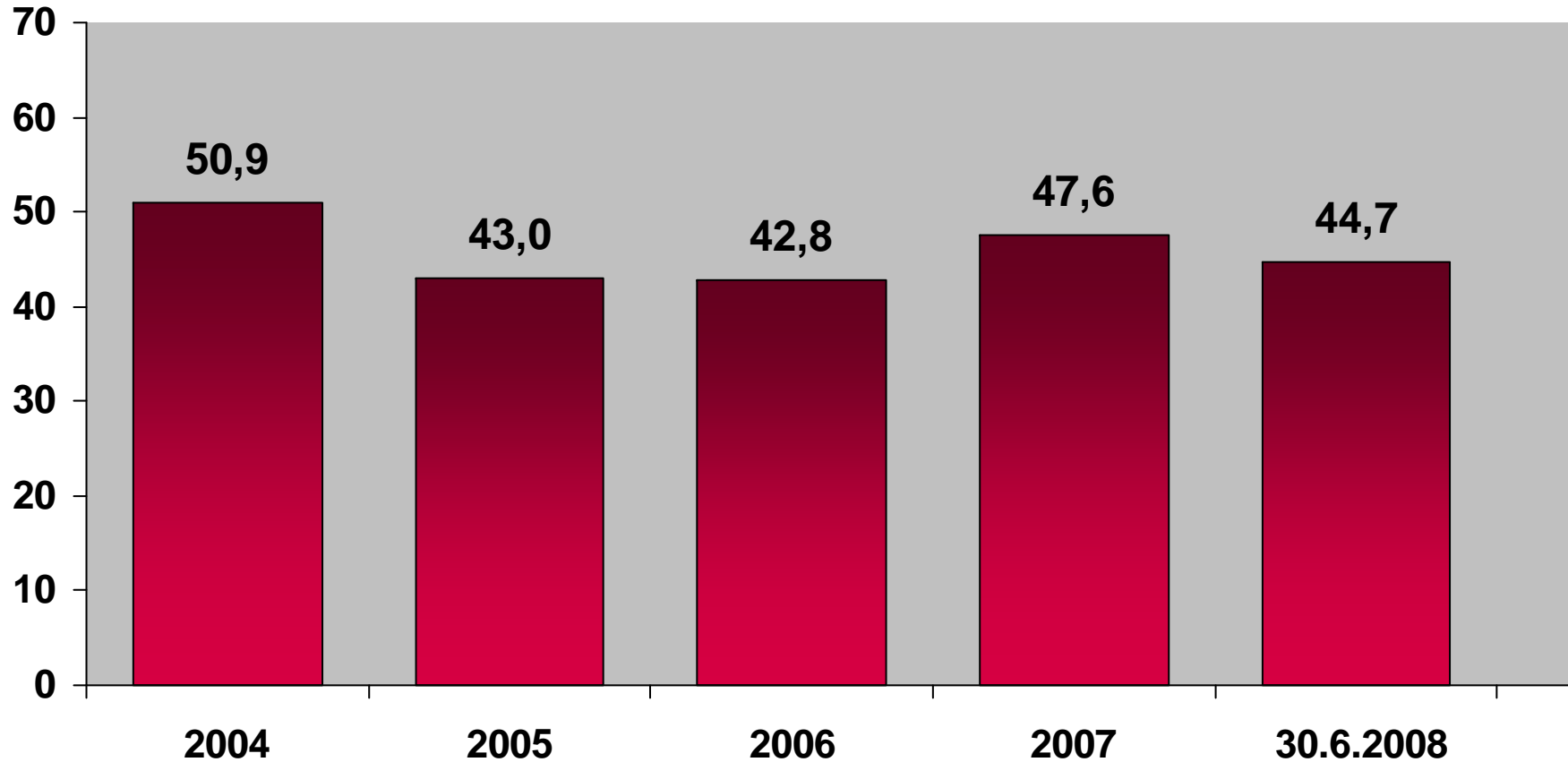
Atria Group's Profit and loss account, Q2/2008

Consolidated Profit and Loss Account (€m)	4-6/08	4-6/07	Change%
NET SALES	334,7	346,2	-3,3
Expenses	-311,9	-284,4	9,7
Depreciations	-12,2	-11,2	8,9
PROFIT	10,6	50,6	-79,1
Share of associated company earnings	0,2		
Financial income and taxes	-3,1	-5,0	-38,0
PROFIT BEFORE TAXES	7,7	45,6	-83,1

Atria Group's Profit and loss account, H1/2008

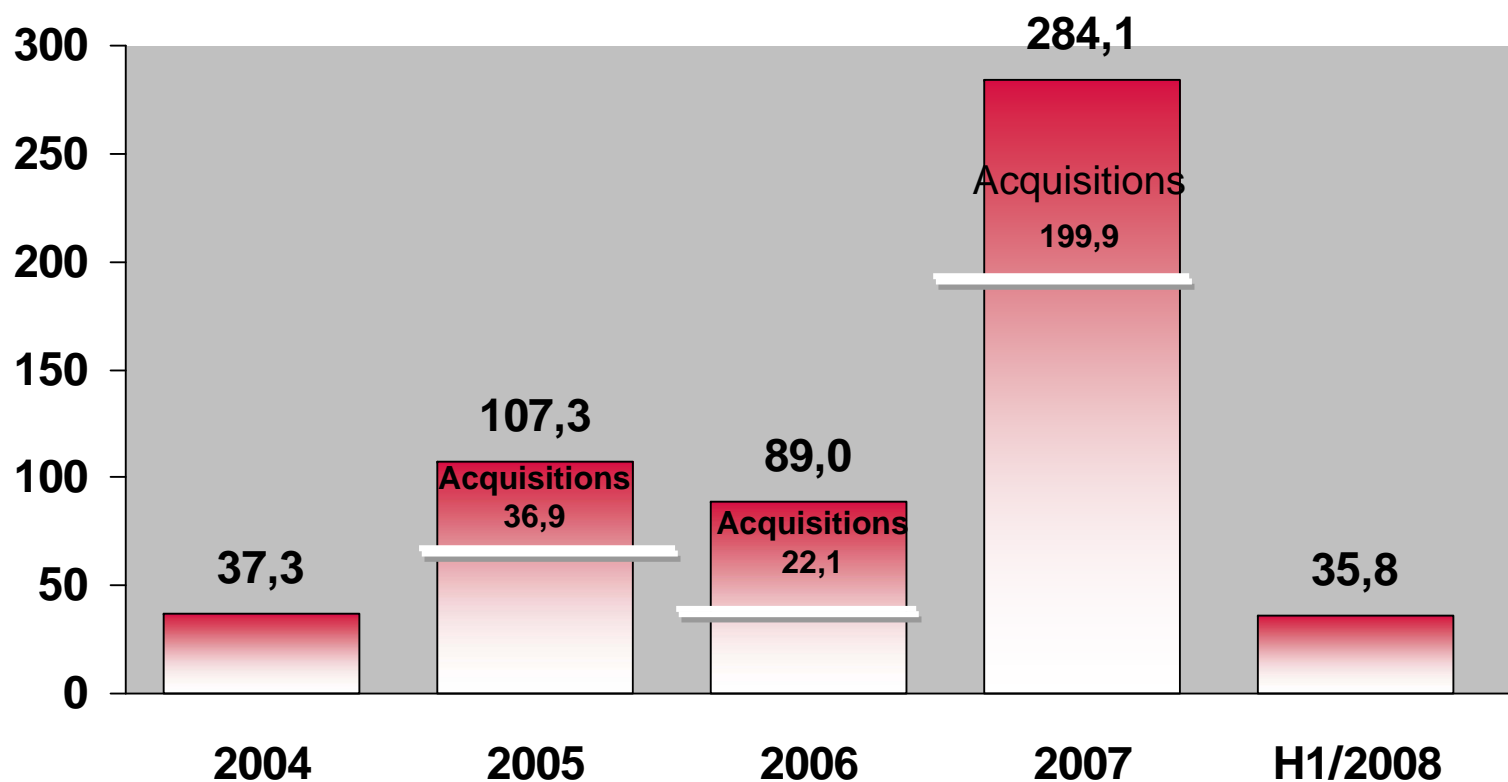
Consolidated Profit and Loss Account (€m)	H1/08	H1/07	Change %
NET SALES	638,1	622,3	2,5
Expenses	-596,6	-538,6	10,8
Depreciations	-24,1	-21,7	11,1
OPERATING EBIT	17,4	62,0	-71,9
Share of associated company earnings	0,2	0,1	100,0
Financial income and expenses	-6,4	-8,8	-27,3
PROFIT BEFORE TAXES	11,2	53,3	-79,0

Atria Group's equity ratio %



Atria Group's investments

milj. EUR



Events occurring after the review period

- **Atria expands its operations in Russia by acquiring the meat processing company OOO Campomos, operating in the Moscow and St Petersburg regions.**
- **Opening of Atria Russia's new meat production plant is expected to be postponed until 2009 (instead of 2008)**
- **Estonian Competition Authorities approved 17 July 2008 Atria's acquisitions in Estonia**

Outlook for the future

- Atria Group's net sales are expected to grow in 2008, but the operative EBIT is expected to decrease significantly from the result of 2007.
- The imbalance of the global pork market between Finland and Europe increases uncertainty towards the further results of 2007, especially those in Finland.
- Changes in the global meat market create uncertainty in all Atria's business areas.

Atria Plc

company acquisitions

- **AB Ridderheims Delikatesser**
- **AS Wõro Kommerts**
- **AS Vastse-Kuuste Lihatööstus**
- **OOO Campomos**

Ridderheims Delikatesser

- Established in 1987
- Production plant and office-premises in Gothenburg
- Net sales in 2007/2008 over 50 million euros, 110 employees
- 1/3 of products are own production, the rest purchased or submanufactured
- Ridderheims is the pioneer of delicatessen in Sweden
- Ridderheims is a well-known and strong brand
- Ridderheims acquisition corresponds to the Atria Scandinavia strategy
- Ridderheims concept has good positions to international expansion



Atria Deli business



AS Wõro Kommerts

- Est. In **1993**: specialized in manufacture of meat-products
- Production range includes smoked sausages and meat-products, cooked sausages, grill sausages, frankfurters as well as cold cuts.
- Total markets share in the retail trade in terms of value is **13 %** (source: AC Nielsen 2008) and it is the **second highest** in Estonia's meat processing industry.
- Active investments in enhancement of product quality and development of brands.
- Net sales in 2007 was **9,9 M€**, employees approx. **170**
- Production plant built at the turn of millennium, modern production machinery.



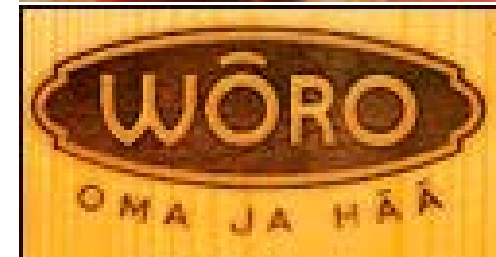
- Production range includes **cold cuts, cooking sausages, dried sausages and consumer-packed meat**
- Own **slaughter house and cutting plant**
- Net sales in 2007 was **8,8 M€**, established in **1994**, **140** employees.
- **Total market share** in terms of value in retail trade is **6 %** (source: AC Nielsen 2008.)
- Strong marketing position regionally. Especially with **cold cuts** strong position on the whole Estonian market.
- The production plant is located in Southern-Estonia in **Vastse-Kuuste**.





Atria Baltic

- Together, AS Valga Lihetööstus, Wõro and Vastse-Kuuste comprise the 2nd largest player in the Estonian meat market, with net sales of around **42 M€**
- Combination of activities brings significant benefits in synergy and a firmer foothold on the markets, especially for **meat-products**
- The new situation balances the economic fluctuations of slaughtering industry and meat product business in Estonia.
- Good possibilities to develop businesses, especially those of primary production.
- New **resources** and local **know-how of the branch**.
- Atria invested in 2007 about **7 million** euros in the capacity of Valga production plant and in the increase of cost-efficiency as well as in development of primary production.
- Atria has good chances for growth both in Estonia as well as on the entire area of the Baltics.



Market shares in Estonia

source: AC Nielsen YTD (12/07-5/2008)

	Market share in value %
Rakvere	
• Cold cuts	28,7
• Sausages	33,4
Valga Lihatööstus	
• Cold cuts	5,5
• Sausages	7,0
Wõro Kommerts	
• Cold cuts	11,3
• Sausages	14,6
Vastse-Kuuste	
• Cold cuts	6,2
• Sausages	6,9
Atria Baltic, total	
• Cold cuts	23,0
• Sausages	28,5

Campomos

- Est. in 1989 – the 1st Western meat-company established in Russia
- 100 % subsidiary of Campofrio Alimentacion S.A.
- Net sales: 75 M€ (2007)
- Approx. 1000 staff
- Main products: meat products and pizzas
- Main market area: Moscow 50%, St Petersburg 20%, other major cities under 30%
- Production plant and logistics centre in **Moscow**, warehouse in St Petersburg
- Own delivery to main customers in **Moscow** and **St Petersburg**
- Main brand well-known **KampoMos**



Marketing



- The brand is well-known due to long-term investments in marketing
- Brand and products re-positioned more to **premium-quality**
- **KampoMos frankfurters** are very well-known and a strong product
- New projects to come: **service-desk products, convenience food and consumer-packed products**

Logistics

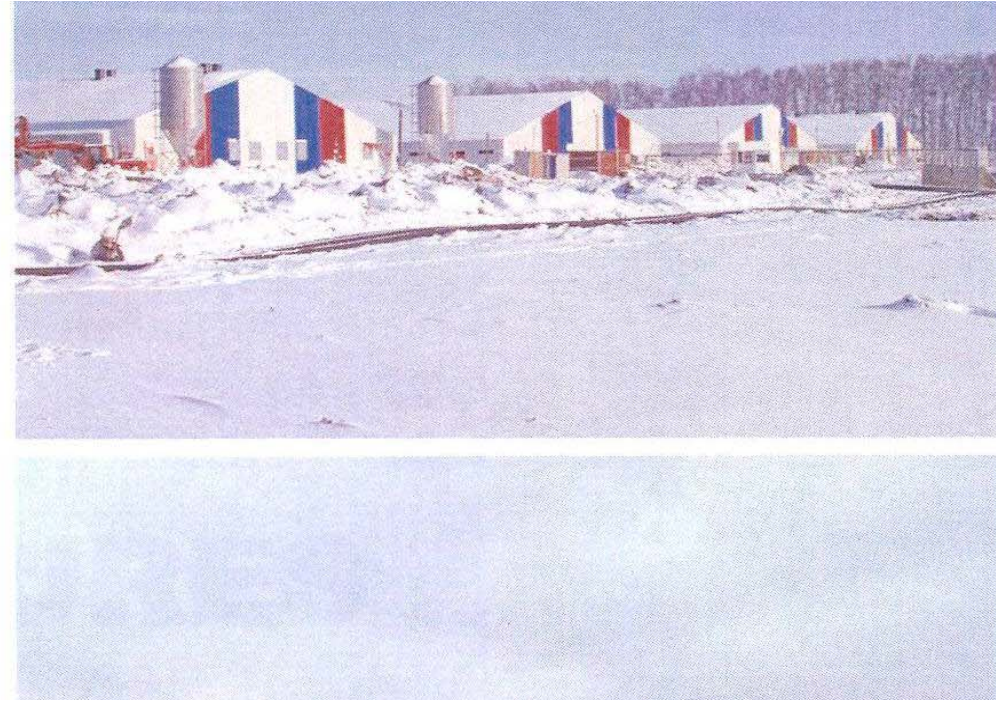


- Logistics warehouse in Moscow adjoining the plant
- 40 own delivery trucks
- Delivery trucks and a warehouse in St Petersburg
- Distribution network also in other major cities
- Possibility of increasing direct deliveries
- Location of the Moscow plant is excellent, in the vicinity of of a ring road

Primary production




- Pork breeding facility of 2500 sows / 50.000 slaughter pigs/year = approx. 3,5 milj.kg meat a year
- Production results at good European level and meat-material quality good
- Buildings and piggery-machinery new
- Computer-based production control



Atria Russia



- Acquisition of Campomos further strengthens Atria's foothold in **Moscow** and **St Petersburg** markets
- Strong **brand** good status with customers
- **Good logistic position** in relation to customers and raw-material
- **Significant increase in production capacity**
- **Atria now owns primary production in Russia**  flexible meat-material supply and better availability



- Campomos production plant
- Slaughtering subcontracting
- Primary production



Atria Russia



- Synergy benefits in **purchasing, logistics and marketing**
- Better rate of utilization of the new **production plant capacity** in St Petersburg
- Better rate of utilization of the **dried sausage plant capacity** in Sinyavino
- Better rate of utilization of **logistics activities**

Biggest meat-companies in Russia

	Net sales 2007 M€	Source
Prodo	367	Official RAS report 3Q 2007 (annualized, sum of revenue of each company in group, intergroup items not available)
Cherkizovo	357	Official GAAP company reports 1H 2007 (annualized) and 2006, meat processing only. FX rate – average 2007
Mikoyan	274	Official RAS company report 3Q 2007 (annualized)
Ostankino	279	Official RAS company report 3Q 2007 (annualized)
Tsaritsyno	173	Official RAS company report 3Q 2007 (annualized)
Atria Russia (Pit-Product + Campomos)	Approx. 150	



Good food, better mood.