# **Vattenfall Capital Markets Day 2007**

Presentation by

Lars G. Josefsson CEO

Stockholm, 24 September 2007



### Content

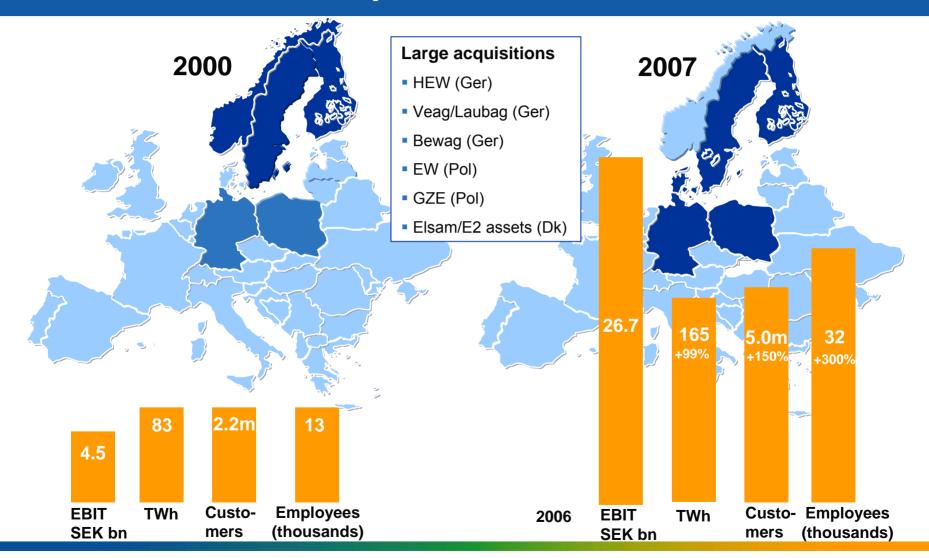
- 1. Overview & recent events
- 2. Industry trends
- 3. Strategic focus
- 4. Curbing climate change
- 5. Conclusions



### 1. Overview



### Vattenfall's development



### Strong market positions in our core markets

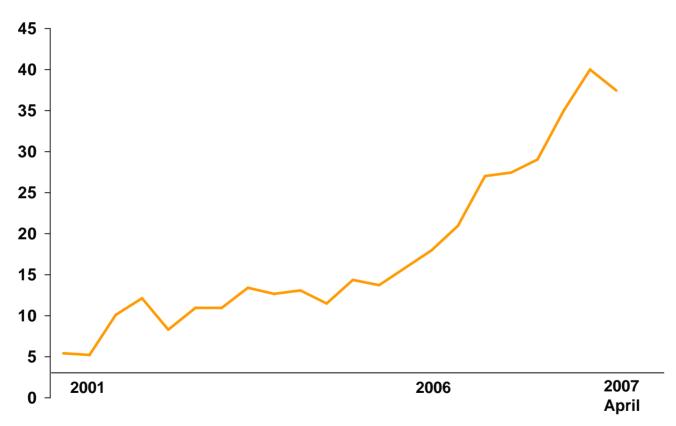
	Sweden	Finland	Denmark	Germany	Poland
Electricity Generation	1 4)			3	7
Electricity Trading	Top 3 <sub>4)</sub>			Тор 3	Тор 3
Electricity Distribution	2	2	n.a	4	6 2)
Electricity Sales	1	3	n.a	4	6 2)
District Heating	4		2 3)	1	1 3)

- 1) 4th market position if only privatised companies are included
- 2) 1st market position if only privatised companies are included
- 3) Only heat generation
- 4) In the Nordic countries



# Vattenfall's estimated equity value

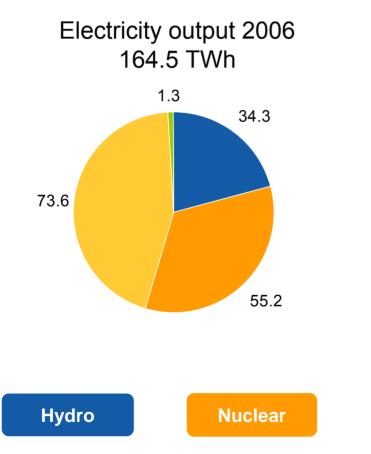
#### **EUR** billion



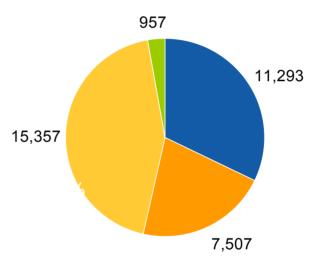
Source: Based on various investment bank estimates



### Well diversified electricity generation mix



Installed capacity Dec. 2006: 35,114 Megawatts



Fossil

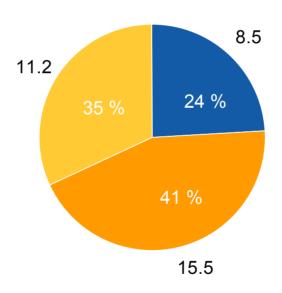
Other

Other = wind, biofuels, waste



### **Heat – evenly distributed between our markets**





Nordic

Germany

**Poland** 



### **Recent events**

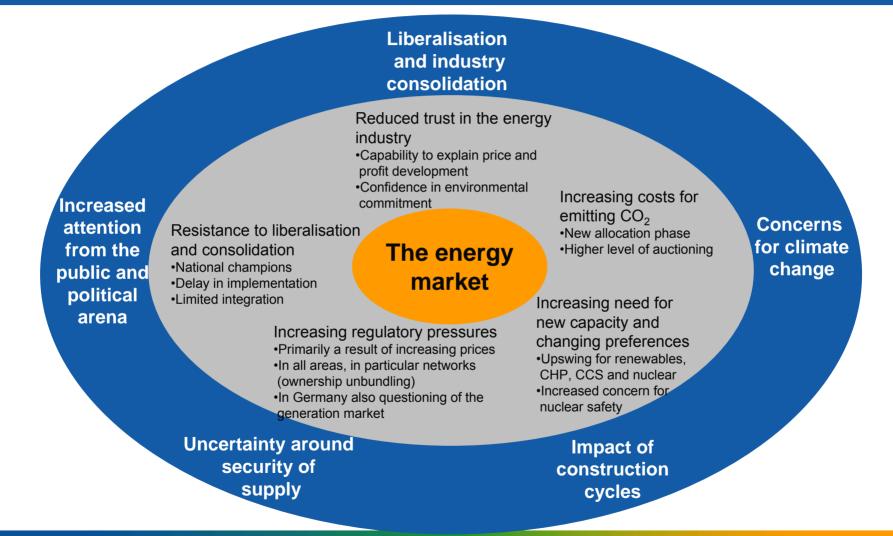
- Satisfactory earnings and strong cash flow in H1 2007 despite very low electricity spot prices
- Increased focus on nuclear safety
- Major efforts underway to regain trust in Germany
- Gaining market share in Sweden but increased retail customer churn in Germany
- Further increased tax on hydro and nuclear generation announced by Swedish government
- Vattenfall is largely unaffected by current turmoil in credit markets



# 2. Industry trends

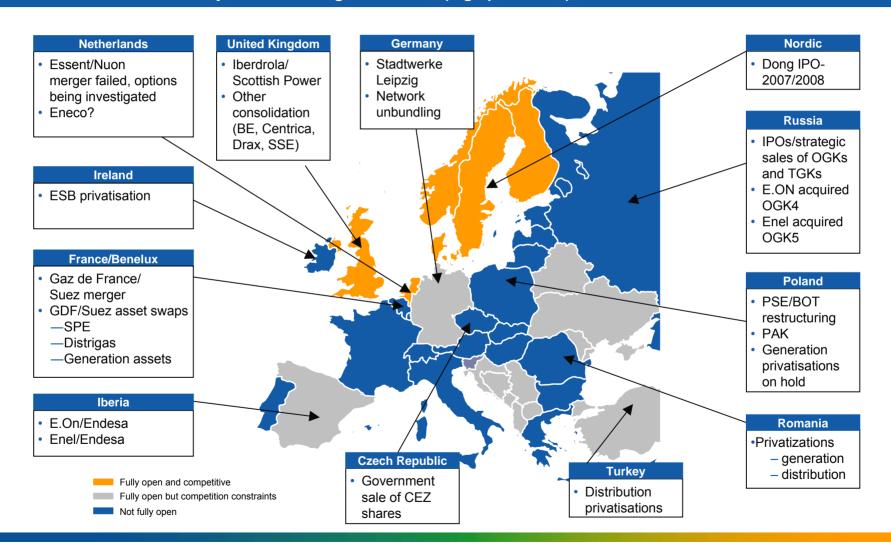


### Long-term trends and current main issues

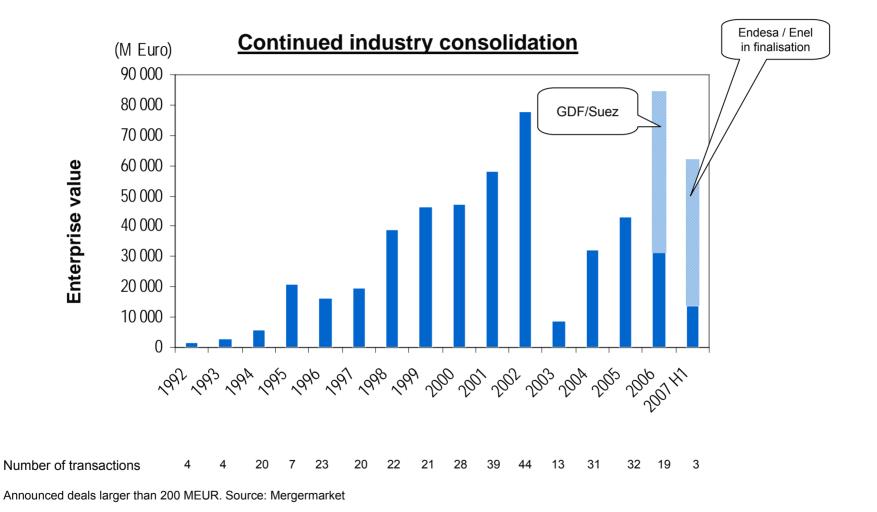


### Summary of M&A situation in Europe

Several cash rich buyers but few targets avaliable (high price level)



### Continued consolidation - fewer and larger players





# **5. Strategic Focus**



# Key arguments for Vattenfall's vision and growth strategy are still valid

#### **Main motives**

On a liberalized European energy market where companies are consolidating it is important to be leading in terms of

#### Having size

- Only long-term sustainable way to create value
- Providing a series of operational advantages such as
  - Economies of scale
  - Financial strength
  - Risk diversification
- Creating benefits in term of market position

#### Operational excellence

- Yielding more resources for growth
- Improves image and trust
- Increases competitive strength

#### **Vision**

To be a leading European energy company



- Profitable growth
- Benchmark of the industry
- Number One for the customer
- Number One for the environment
- Employer of choice



### Strategic focus for Vattenfall

2000 - 2002

Growth

2003 - 2006

Consolidation (with price increases)

#### **OPPORTUNITIES**

- Continued consolidation
- ↑ Convergence electricity, gas & heat
- Increased need for new capacity
- Possible consolidation of sales
- Major unexploited synergies and performance improvements
- ↑ Established CCC position

2007 -

Focus on vision to become a leading European energy company

#### **THREATS**

- ↓ Sellers' market in M&A
- ↓ Increased cost pressures in particular for CO₂
- ↓ Strengthened regulatory
- ↓ environment
- ↓ Intensified competition
- ↓ Continued low brand image and trust
- ↓ Failure with the CCS technology



# Vattenfall's five strategic ambitions – all of which contribute to value creation

### Profitable growth

#### Contribution to value creation

- Market position
- · Financial strength and risk capacity
- · Economies of scale, scope and skill
- · Expansion into new business areas

Benchmark of the Industry

- Improved performance
- Reduced costs
- Extraction of synergies

Number One for the Customer

- · Increased loyalty, lower churn and improved tendency for recommendation
- Better acceptance in the media and among the public for reasonable financial returns and reduced demands for tougher regulation
- Good customer contact, which is a basis for understanding the market development

**Number One for the Environment** 

- Enhanced competitiveness, as costs and requirements for climate are likely to increase in the future
- Positive brand and image impact
- Contribution to efficient utilisation of resources and development of low CO<sub>2</sub>emitting technologies (in particular through the CCS technology)

Employer of Choice

- · Excellent leadership
- · Access to the right competence
- Employee commitment

become a leading European energy company

5 strategic

ambitions to reach vision to

### **Profitable Growth – Strategies**

- Remain vertically integrated along the value chain and focus growth on generation and heat
- Build within our existing markets and expand in geographically close markets as and where value can be created
- Use both M&A and greenfield investments as tools for growth



# **Prioritisation of growth markets**

- Market attractiveness
  - Commercial conditions
  - Need for change
  - Market design
  - Regulatory situation
- Strategic fit with Vattenfall core business
- Perceived risk

Markets	Characteristics		
UK	<ul> <li>Stable well-functioning market</li> <li>Relatively high margins</li> <li>Major need for replacements</li> <li>Increasing interest in nuclear</li> </ul>		
Eastern Europe	<ul> <li>Major growth and price increases ahead</li> <li>Substantial replacement needs</li> <li>Attractive opportunities in Vattenfall's key plant technology areas</li> </ul>		
Benelux	<ul> <li>Strong well-functioning market</li> <li>Depending on imports resulting in higher prices</li> <li>Strong demand growth</li> <li>Major restructuring ahead (SUEZ, Electrabel, Nusent etc)</li> </ul>		
France	<ul> <li>One dominating player today but major restructuring ahead</li> <li>Emission-free nuclear and hydro</li> </ul>		



# **Benchmark of the Industry – Strategies**

- Clarify Vattenfall's performance position in relation to the competition
- Set improvement targets in order to reach upper quartile performance against the competition
- Continue to extract cross-border synergies
- Measure, monitor and reward performance improvement



### **Number One for the Customer – Strategies**

- Secure that we have the best products and services in relation to customers' requirements at the right prices
- Increase awareness among customers of our environmentally and socially responsible position across the whole energy field and value chain
- Develop consistency of our offerings and use best practices across borders
- Continue to grow the customer base
- Strengthen the customer perspective in all areas of our operations



### Number One for the Environment – Strategies

- Reduce CO<sub>2</sub> emissions
  - Increase share of investments in generation assets that emit little or no CO<sub>2</sub>
  - Increase efficiency in existing power and heat production as well as in networks
  - Reduce carbon intensity in non-generation areas
- Accelerate technology development to combat climate change, e.g. CCS (both CO<sub>2</sub> capture and storage) and renewables
- Measure and steer the environmental performance and systematically integrate environmental aspects in all business operations
- Work for global and market-oriented climate solutions



### **Employer of Choice – Strategies**

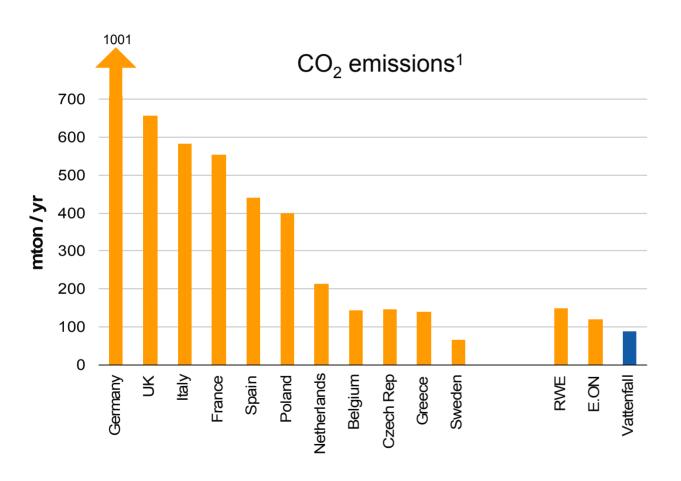
- Secure excellent leadership by first class management planning and development
- Ensure access to the competence that meets our long-term requirements, e.g. through competence planning
- Secure strong employee commitment, e.g. through the My Opinion Process

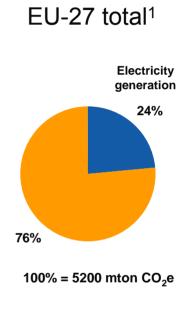






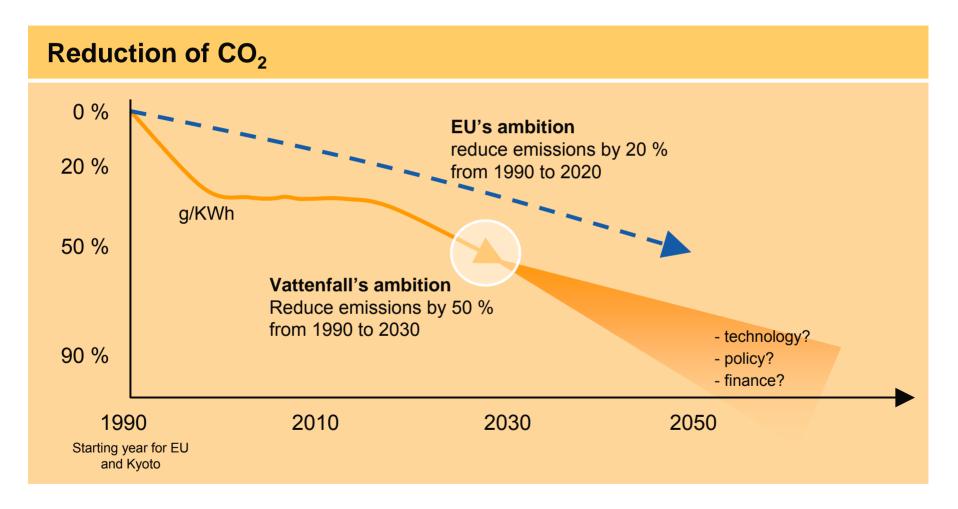
# EU's largest emitting countries and companies





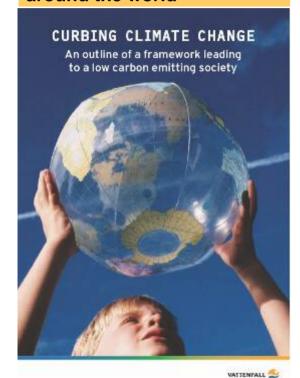


### We aim to reduce our emissions by 50% by 2030



## ... and we will meet the CO<sub>2</sub> challenge on broad front 27

By co-operating with other companies and industries, around the world



Global emission trading system

By increasing energy efficiency for our customers



By improving our own energy production



CCS - the pilot "CO2 free" power plant



### CO2 reduction - five focus areas

- Improvements of old power plants
- Enhance efficiency in new plants
- Power generation without fossil fuels
- CCS, carbon capture and storage
- R&D





### International engagements to raise awareness and propose solutions for combating climate change

### **Key engagements**

- Abatement Map
- The 3C initiative
- World Economic Forum
- Advisor to the German government on climate change and energy policy
- Member of the Swedish Commission on Sustainable Development
- GLOBE
- Tällberg Forum

**3C** – a global opinion group consisting of business leaders demanding integration of climate control measures in markets and trade

General Flectric **ABB** 

AIG Hitachi Alcan Iberdrola Alstom Lufthansa

Areva Munich Re Group **MVM** Group Baver

BP Norske Skog

British Sky Broadcasting **NRG** Energy Centrica Nuon

**CEZ Group** Otto Group

China National Offshore Oil Corp. PG & F Citigroup PNM Resources

Deutsche Bahn **RAO UESR** Deutsche Post Reuters **DONG Energy** SAP

**Duke Energy Corporation** 

SAS E.ON Siemens **FnBW** SUF7

Endesa The Tata Power Company Ltd.

Enel Vattenfall Eskom Veolia

Wallenius Lines **Fortum** 



# 7. Conclusions



### **Summary & conclusions (1)**

- Vattenfall has during the last 3-4 years strategically focused on the consolidation of its major acquisitions in Germany, Poland and Denmark
- Major change developments in the last year have primarily been related to the impacts of the climate change issue, increasing regulatory pressures, continued low trust and, for Vattenfall, a slowdown of profit growth. The trend towards an integrated European energy market and the consolidation of the industry remain unchanged
- The strategic focus for Vattenfall over the next 5-7 years will be to address its vision to be a leading European energy company



# **Summary & conclusions (2)**

- Given opportunities and threats Vattenfall will reiterate and refine our strategy based on the 5 strategic ambitions which it has defined in recent years
- Within the growth ambition, which represents Vattenfall's central strategic objective, Vattenfall will
  - continue to be an integrated company and focus on generation of electricity and heat
  - expand in core and geographically close markets as and where value can be created
  - use both M&A and greenfield investments as tools for growth
- In terms of production-capacities there will be more focus on renewables, CCS, nuclear and CHP.
- Vattenfall will over the next years increase its attention to the benchmark ambition and in this context on operational performance

