

**Press Release**

9/2004

**Stockholm**15<sup>th</sup> March 2004**New graphic profile and new website mark the start for new Boliden**

**Today, Monday, sees the launch of new Boliden's graphic profile, as well as a new website. This is part of the crucial, ongoing work taking place to integrate Boliden and Outokumpu's mining and smelter operations. The merger between the two companies means the start of an entirely new company – and a new era for the Nordic mining and smelting industry.**

New Boliden was created at the start of the year as a result of the merger between Boliden and Outokumpu. The new company has consolidated operations by concentrating on mining and smelters primarily for zinc and copper. The vision is to be a world-leading company in these fields.

New Boliden has a clear profile focusing on mines and smelters. Regarding zinc, the new company becomes Europe's largest mining operator and the fourth largest in the world. In smelting, new Boliden becomes the third largest zinc smelter operator in Europe and the fifth largest in the world. In copper, the company becomes the third largest copper smelter operator in Europe – and the eleventh largest in the world.

New Boliden now has 4 900 experienced employees and high-quality assets. Work is currently underway to quickly integrate know-how and operations with the aim of capitalising on synergies made possible by the merger. The aim is to attain synergies of around 225-270 million SEK (approx. \$30-36 million), 50 percent to be achieved during 2004 and the remainder in 2005.

In order to achieve these targets, the integration process must be implemented as rapidly as possible. Part of this process – and marking the beginning of the new company – is the new logotype and new graphic profile developed for new Boliden. Another part is the new, common website [www.boliden.com](http://www.boliden.com)

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*Boliden is one of the leading mining and smelting companies in the world with operations in Sweden, Finland, Norway, Ireland and Canada. Boliden's main products are copper, zinc, lead, gold and silver. Exploration and Recycling of Base Metals are also important within the company. The number of employees is approximately 4 900 and the turnover amounts to approximately EUR 1.6 billion annually. The Boliden share is quoted on the Stockholm Stock Exchange in Sweden as well as on the Toronto Stock Exchange in Canada.*