



Residential Development Nordic

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Skanska Residential Development Nordic

Agenda

Our business

The development process

Our residential markets

Competitors

Being a B2C unit in a B2B company

Land bank

Industrialization, platforms, concepts

This is what we do

- Turn crude land into attractive homes
- Lead the complete process from idea to sale
- Deliver what the private consumer demands



Jåttå, Stavanger



Havneholmen, Copenhagen



Lindhagensterassen



Snäckeberget



Frydenberg



Fjordspeilet



Kartanonkoski



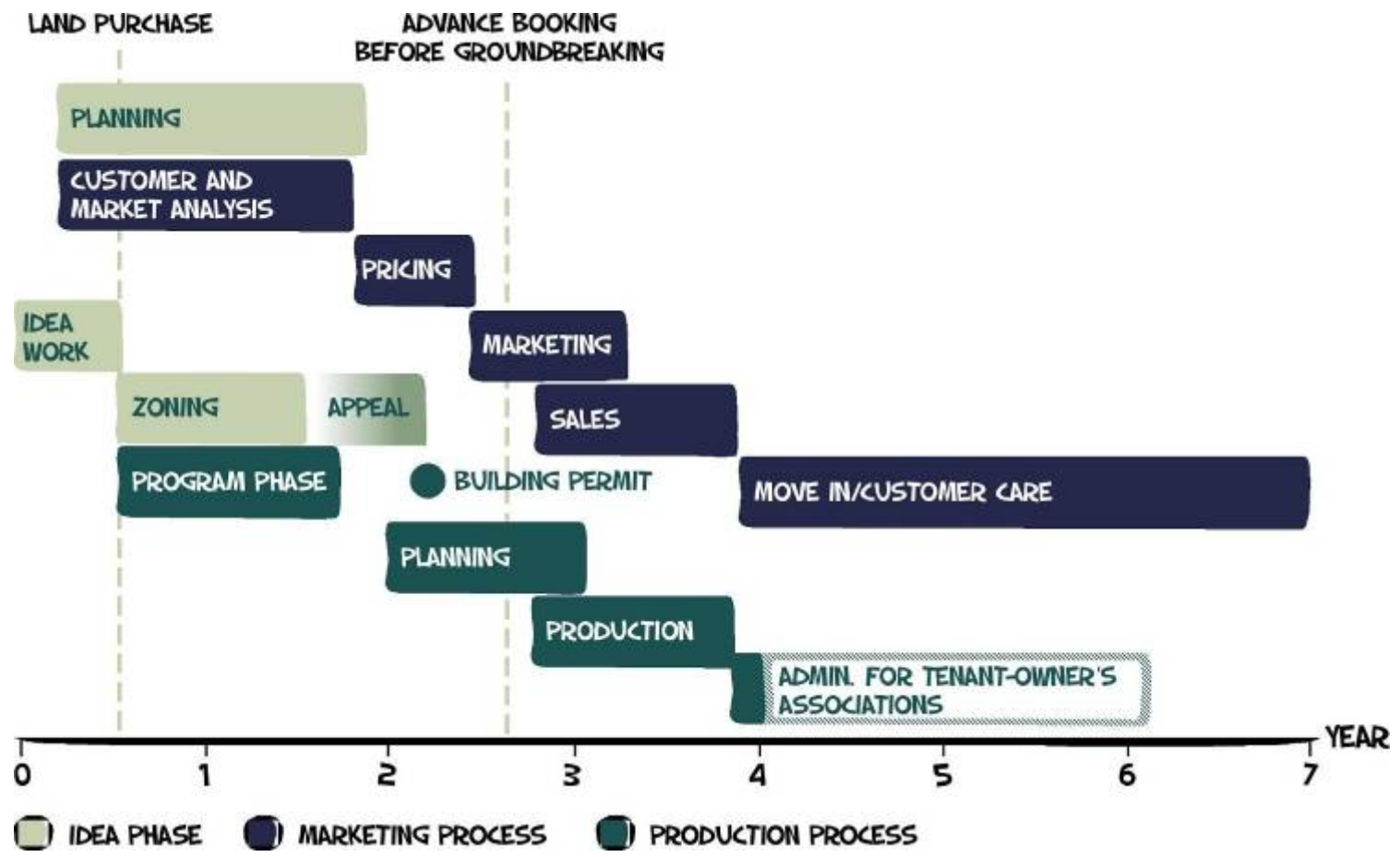
Lutakko



SophienborgBo

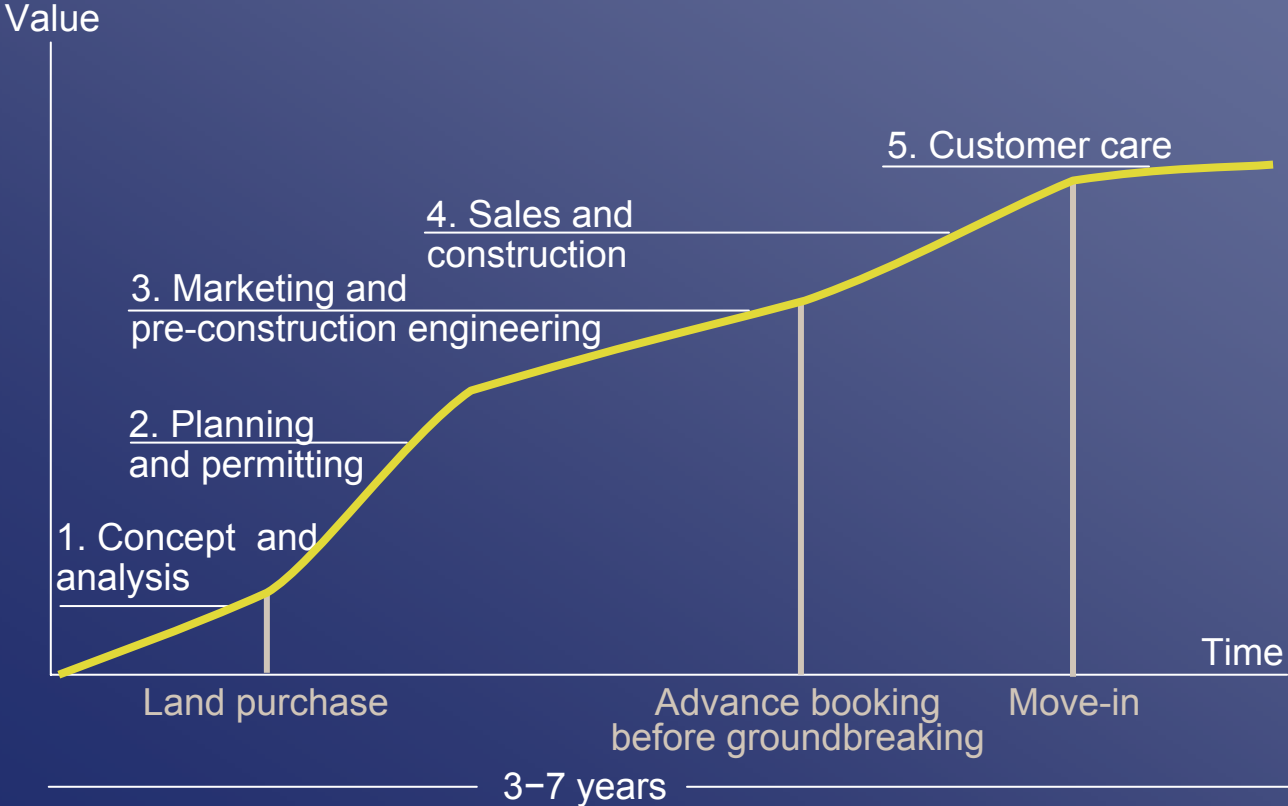


Öresunds Strandpark



Value creation

Value creation in Residential Development



Business in the Nordic region

Denmark is part of the RD Nordic unit since October 1, 2005



Risks

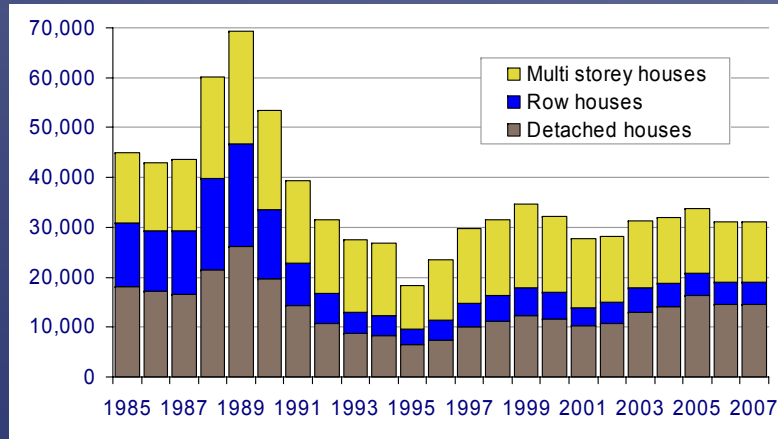
- Lack of land continues to be a problem in Metropolitan areas
- Increased land prices and construction costs
- Interest rates are expected to increase (slowly)
- Increased supply on the markets
- Consumer confidence

Possibilities

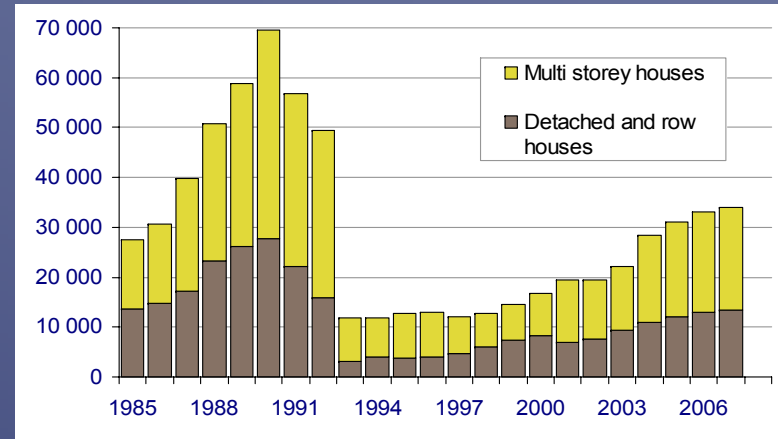
- The overall demand for residential units is still high in all Nordic countries
- Stable economies (macro)
- Low interest rates
- Price increase above 10 % in all countries last 12 months, strongest increase in Estonia and Denmark
- Undersupply of residential units in Sweden due to a long time of low production

Residential production

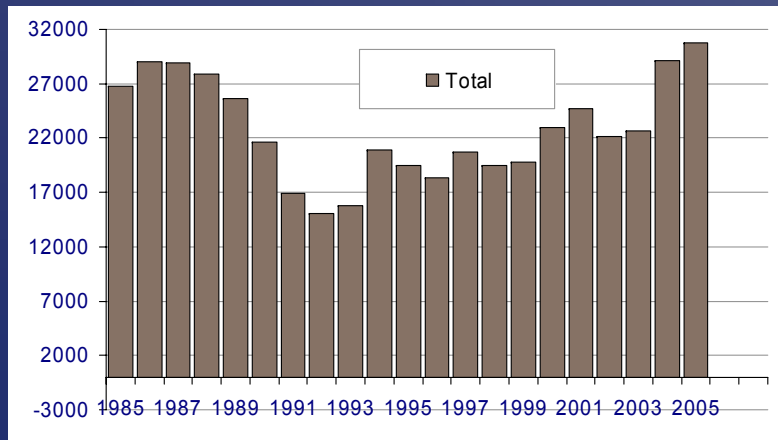
Finland



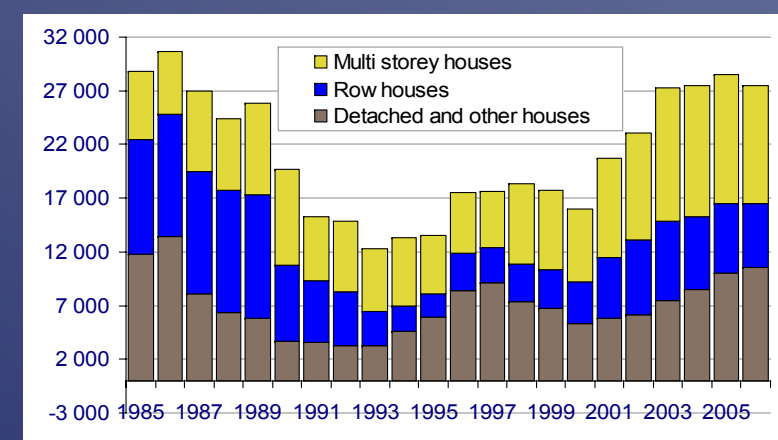
Sweden



Norway



Denmark



Sales and production starts

- We expect to increase new starts in the full year 2006
- Increase in projects under construction (from Q1 2005 to Q1 2006 affected revenues positively)

Competitors

- High activity among our competitors
- New players on the market
- The second hand market is our greatest competitor
- Other developers
 - NCC
 - JM
 - PEAB
 - Veidekke
 - YIT
- Sjaelsö, Palmberg, Selvaag

Our customer is the private consumer

- 400 persons focusing on B2C in a company of 54,000 focusing on B2B
- Our core competence is to understand how people want to live their lives...
- ...and to turn that information into attractive new homes that fits their demands



Market segmentation tools and research

- Strong focus on truly understanding, and delivering on, different lifestyles. The living of tomorrow is analyzed by continuous customer research and dialogue.
- Customer satisfaction is measured in every project



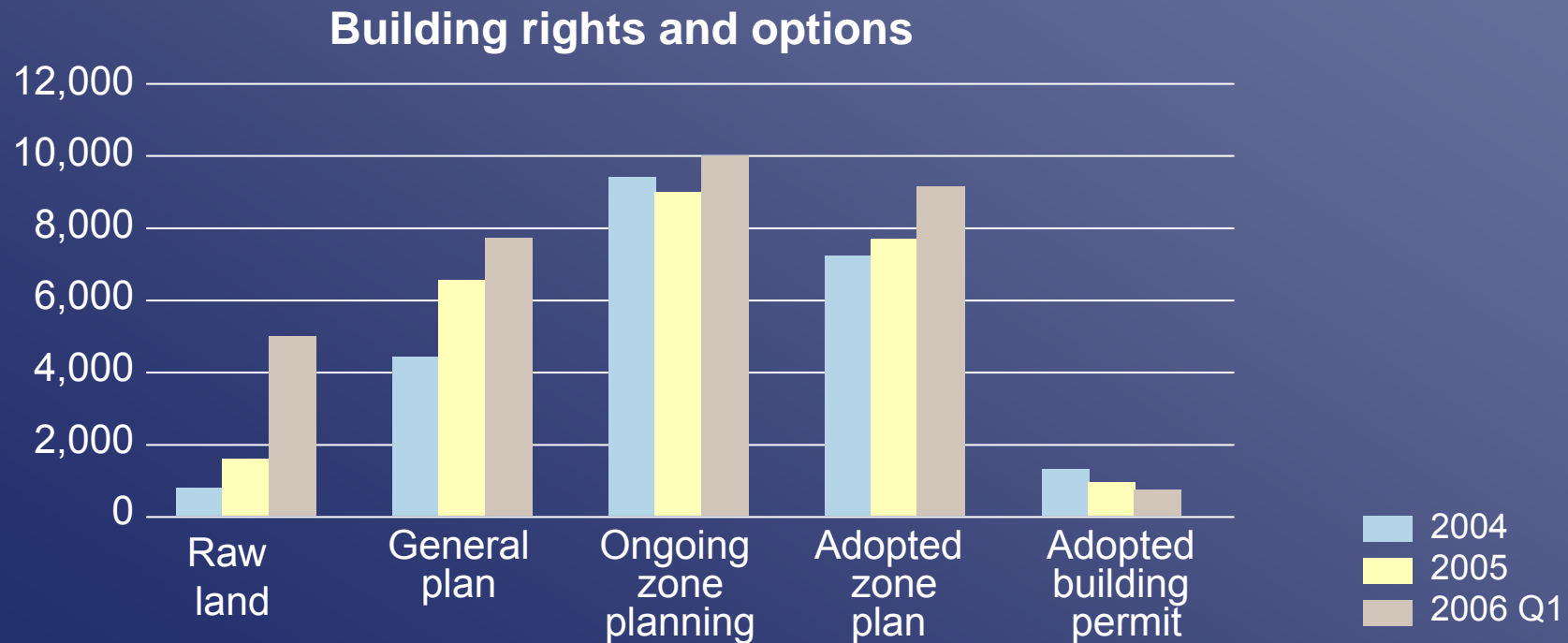
Our core values guide us

- Think living
- Listen carefully
- Share knowledge
- Spot opportunities



Land bank

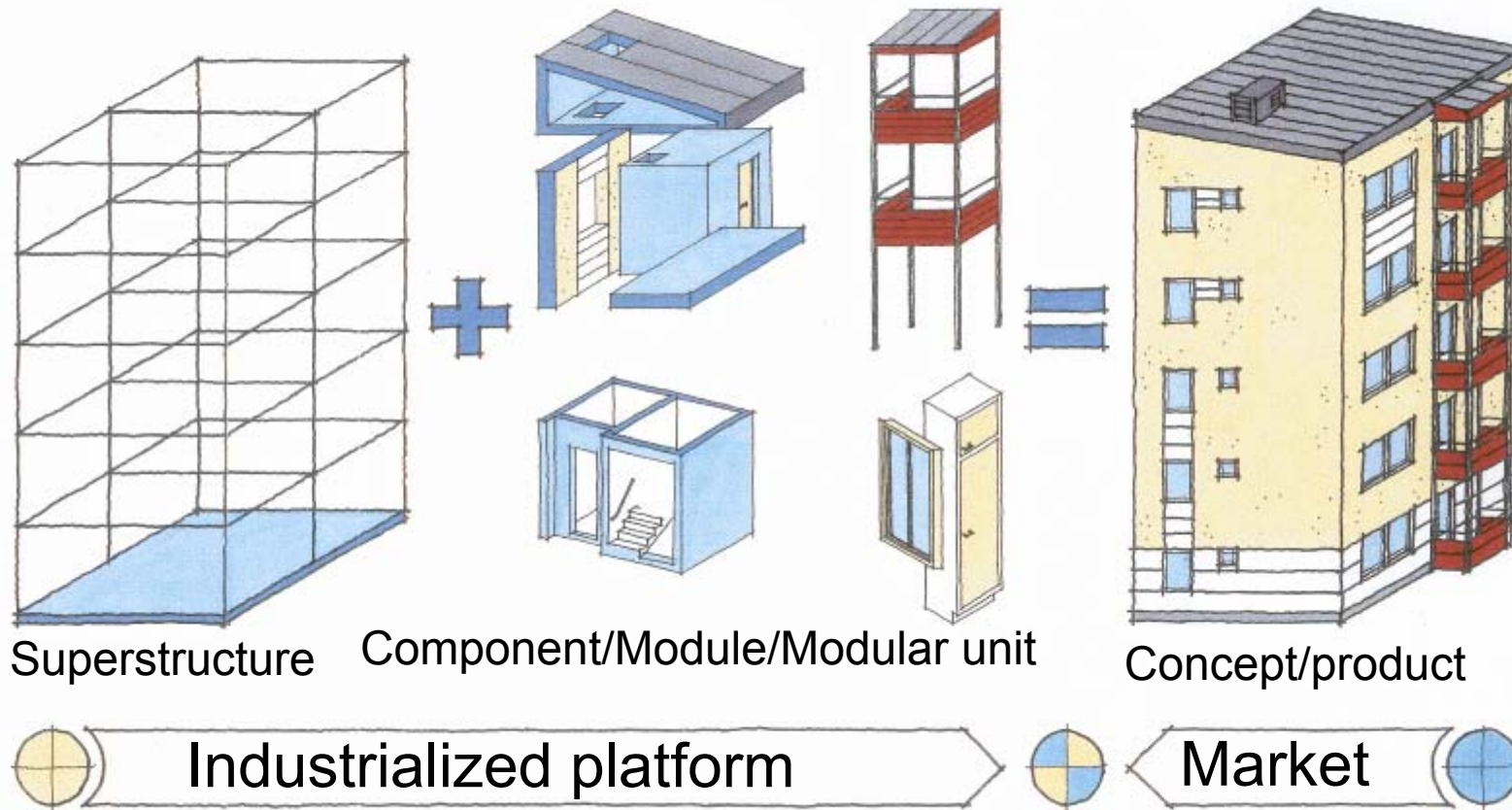
- Increased use of options
- Value creation by achieving adopted zone plan / building permits



Land bank

- 19% increase in building rights (incl. options), through acquisitions and development of existing land
- Control of 27,000 building rights and options excl. unzoned land
 - Options more common in Finland
 - New cooperation models

Skanska's lego



Platform thinking

- 80 % standardized and 20 % customized by Skanska to fit the project
- The customer gets a unique product with high value



Standardized and customized products



Uniqhus

- A brand for customized single-family houses made entirely of natural materials
- Established in 1989
- So far, 400 units have been completed in Sweden, now the concept is exported to Norway
- In 2005, the first Eco-labeled Uniqhus was built
- Very satisfied customers



BoKlok

- BoKlok offers good housing at a low cost
- A cooperation between Skanska and IKEA since 1996
- Prefab modules for a fast and cost efficient construction process
- So far 2,000 apartments completed, concept exported to other Nordic countries and UK
- Apartments, single-family houses, and soon terrace houses
- Very satisfied customers



Current projects

- Järvastaden
- Silverdal
- Filmstaden
- Havneholmen
- Frydenberg
- Kartanonkoski
- ...and many more



SKANSKA