



Orkla Highlights



EPS increased by 22%

- Progress for Branded Consumer Goods
- Reduced profits for Chemicals
- Substantial contribution from Financial Investments



Equity ratio up from 31.2% to 36.5%

Orkla acquires the remaining 55% of Pripps Ringnes



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Profit and loss account



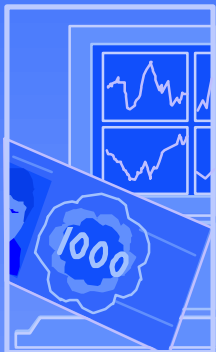
(NOK mill.)	Year		Sept. - Dec.	
	1996	1995	1996	1995
Operating revenues	25,998	21,977	8,970	8,557
Other revenues and costs	20	127	0	13
Operating profit	1,916	1,784	613	658
Financial items, net	-398	-451	-138	-253
Associated companies	97	76	16	10
Capital gains	816	481	236	123
Profit before tax	2,431	1,890	727	538
- Industry	1,332	1,392	413	473
- Financial investments	1,099	498	314	65
Taxes, minorities	-679	-458	-210	-135
Net profit	1,752	1,432	517	403
EPS (NOK)	36.5	29.8	10.8	8.4

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Profit trends last 4 months 1996



- Broadly-based improvements for Orkla Foods and Orkla Brands
- Strong results from Financial Investments
- Lower profits for Nordic beverages
- Lower pulp prices reduced profits in Chemicals
- Negative impact from head office and non-core business
 - Restructuring of Viking Fottøy (footwear)

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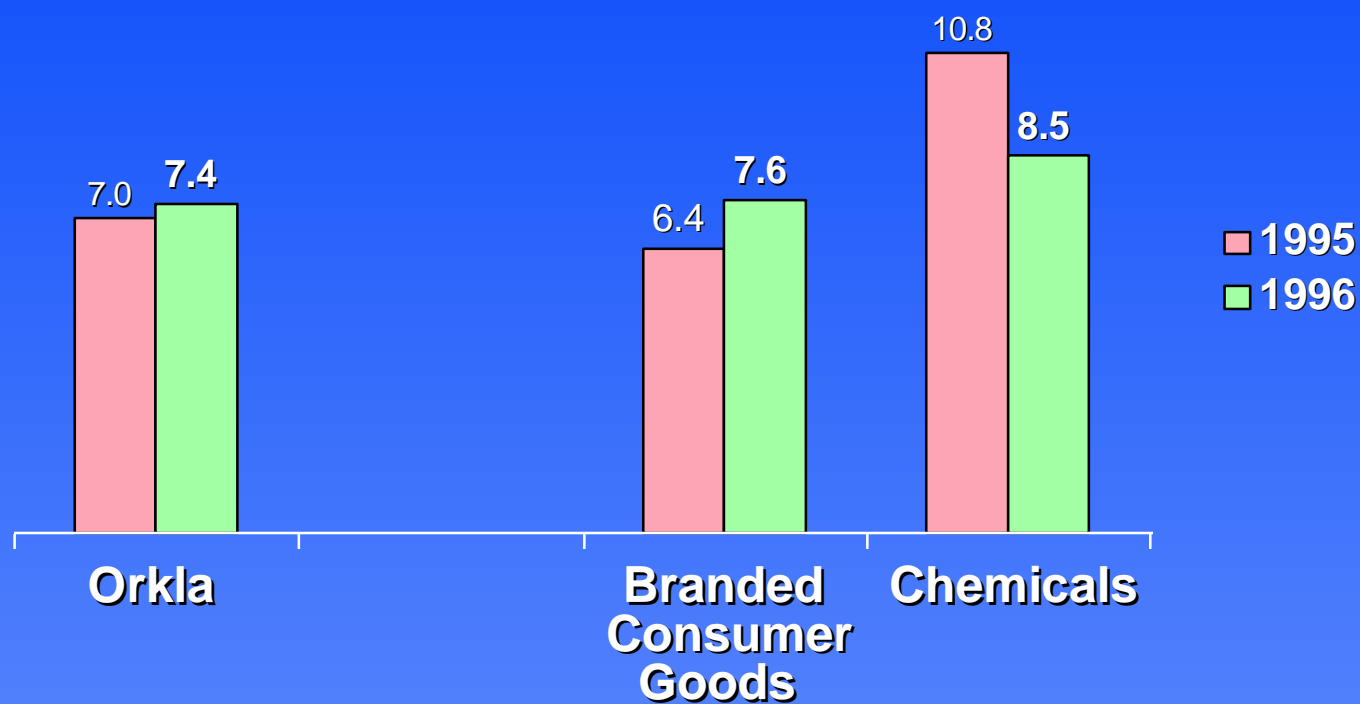


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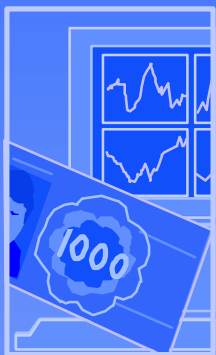
Continuing business

Operating margin 1996

%



Continuing business: business consolidated as of 31 December, 1996





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Cash flow statement



(NOK mill.)

Cash flow from operations

Net capital expenditure

Net financial items paid

Free cash flow Industry

Free cash flow Financial Investments

Taxes and dividends paid & miscellaneous

Self-financing capacity

Expenditure on industrial expansion

Net purchase/sale of financial assets

Net cash flow

	1996	1995
Cash flow from operations	3,590	2,468
Net capital expenditure	-967	-256
Net financial items paid	-613	-437
Free cash flow Industry	2,010	1,775
Free cash flow Financial Investments	312	-33
Taxes and dividends paid & miscellaneous	-558	-927
Self-financing capacity	1,764	815
Expenditure on industrial expansion	-664	-3,765
Net purchase/sale of financial assets	264	361
Net cash flow	1,364	-2,589



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Balance sheet extracts



(NOK mill.)

31.12.96 31.12.95

Portfolio investments 6,431 5,742
Other current assets 7,288 8,479

Long-term assets 12,777 12,475

Total assets 26,496 26,696

Equity to total assets (%)

Book 36.5 31.2

Including unrealised capital gains (pre-tax) 45.9 38.2

Net interest-bearing debt 8,778 10,142

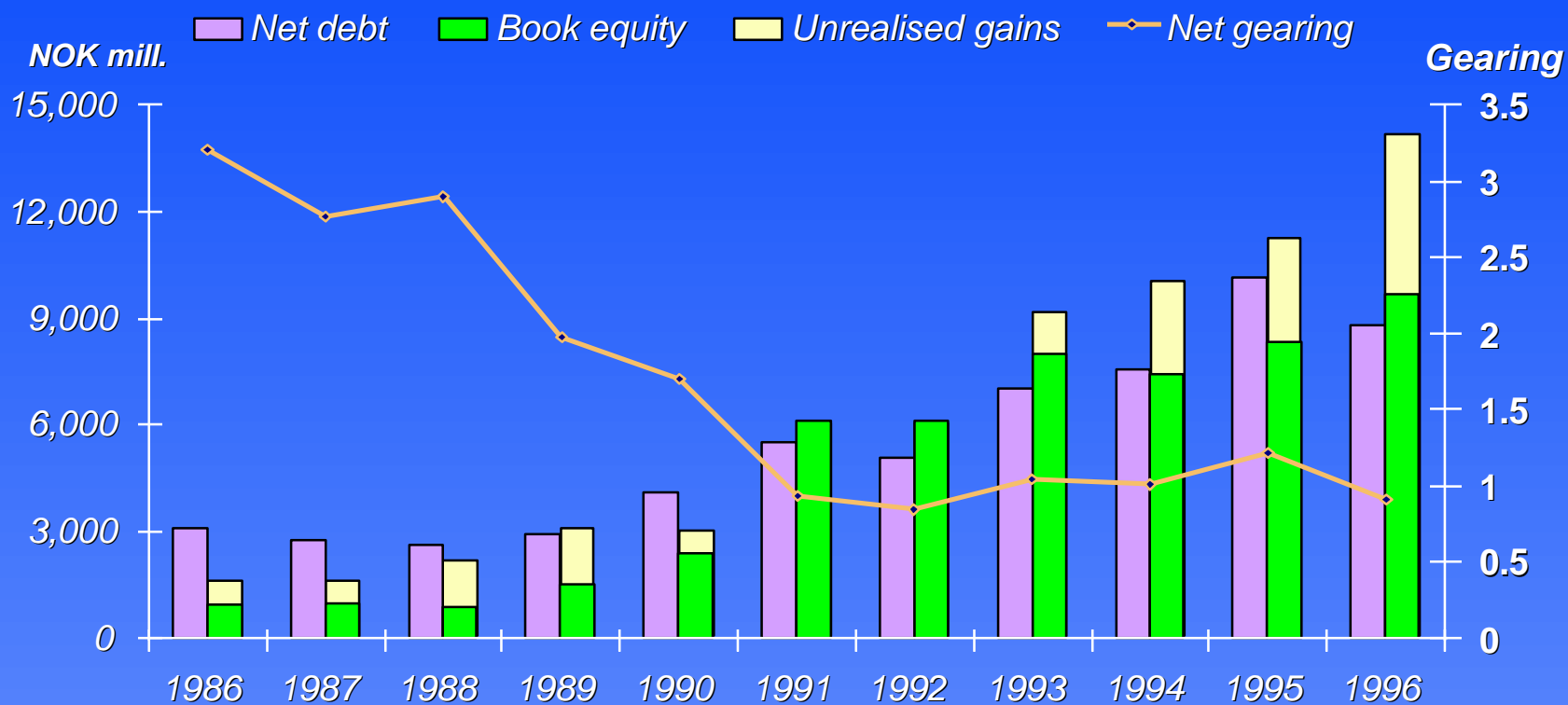
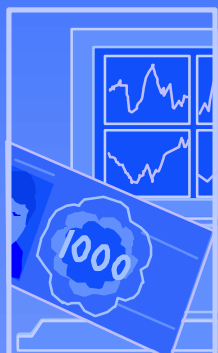


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Debt and equity



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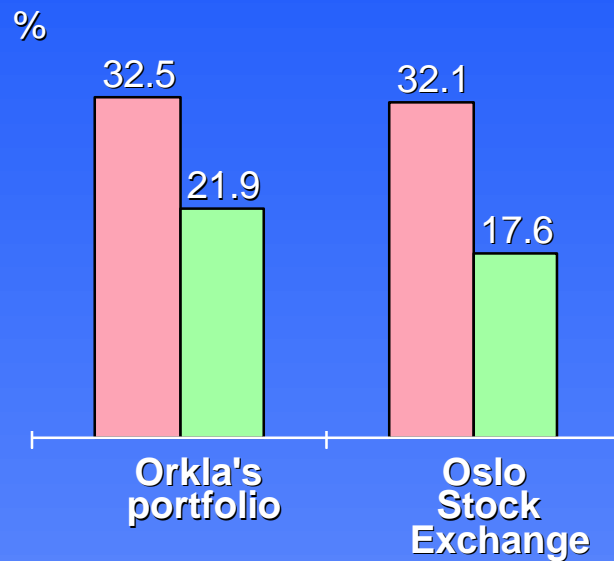
Financial Investments

Performance



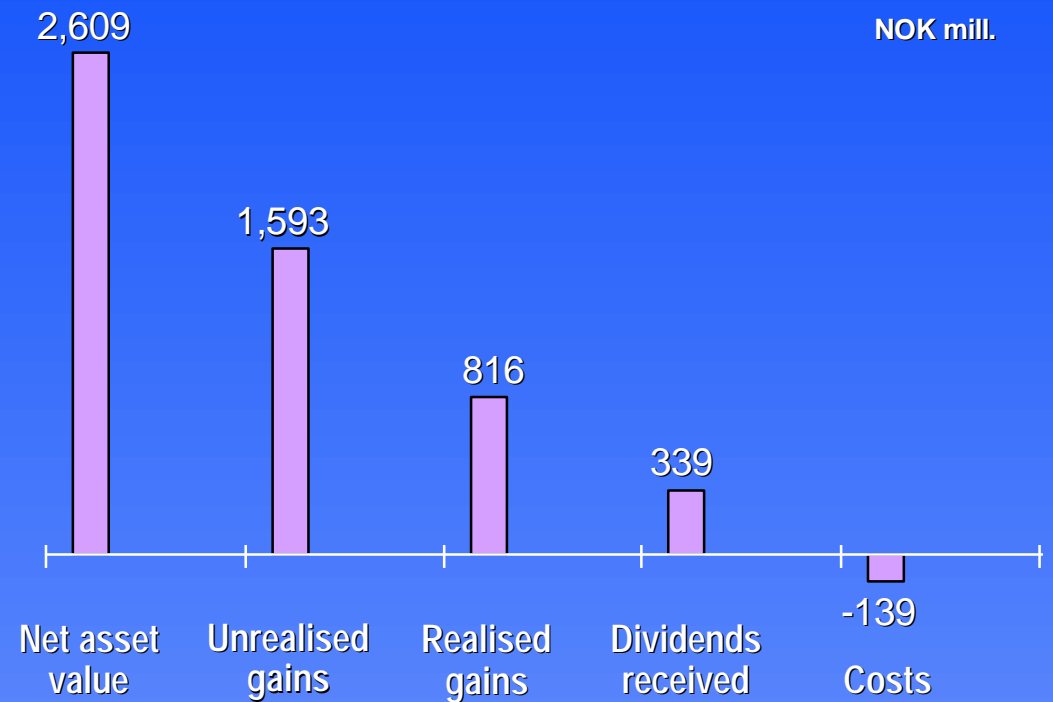
Annual Return

■ 1996 ■ Average 31.12.82 - 31.12.96



Value added 1.1.-31.12.1996

NOK mill.



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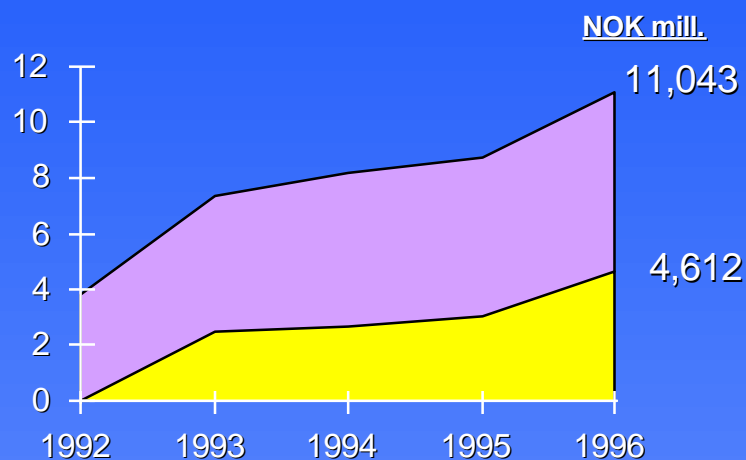
Financial Investments

Value and financial strength

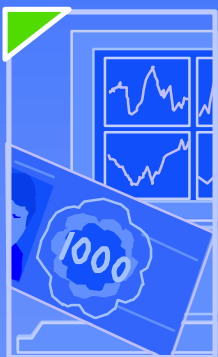
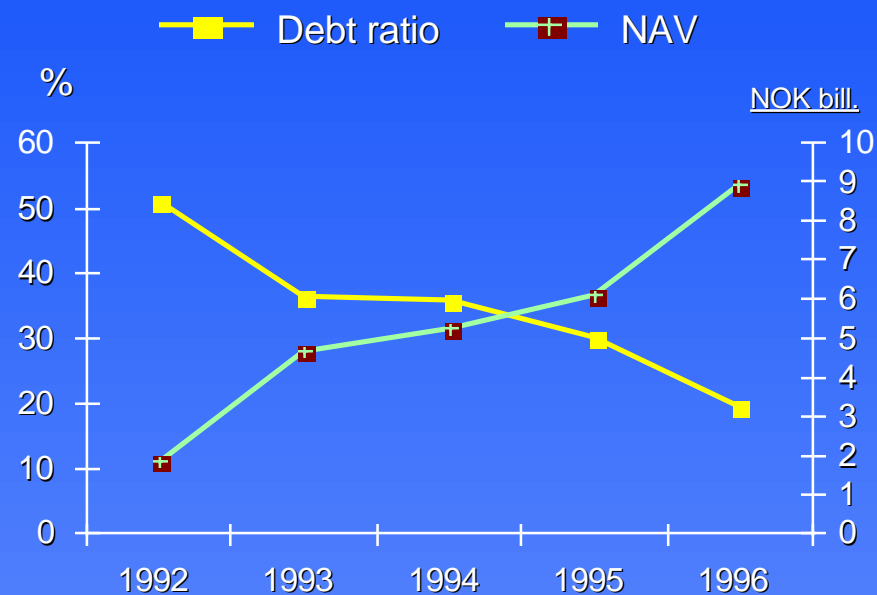


Total value

- Market value incl. unrealised gains
- Unrealised gains, pre-tax



Increased financial strength

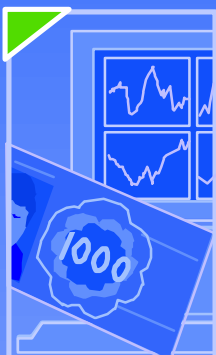


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Financial Investments

Portfolio 31 December 1996



Principal holdings	Industry	Share of capital (%)	Share of portfolio (%)	Market value (NOK mill.)
Elkem	Metals	25.4	12.0	1,322
Storebrand	Insurance	9.1	11.5	1,265
Kværner	Engineering	5.8	7.0	775
Dyno	Chemicals	18.1	6.8	750
Bergesen d.y.	Shipping	3.4	3.5	392
Schibsted	Media	4.4	3.2	358
Hafslund	Energy	6.4	3.1	344
Nycomed	Pharmaceuticals	3.3	3.1	337
NetCom	Telecommunications	11.0	2.9	323
Nera	Telecommunications	7.2	2.4	260
Norsk Hydro	Oil	0.3	2.2	247
Total principal holdings			57.7	6,373

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Branded Consumer Goods

Operating profit*



		Year		Sept. - Dec.	
	1996	1995	1996	1995	
Operating revenues (NOK mill.)	20,057	16,202	6,862	6,489	
Operating profit (NOK mill.)					
- Before GW depreciation	1,762	1,267	641	533	
- After GW depreciation	1,514	1,134	551	466	
Operating margin (%)					
- Before GW depreciation	8.8	7.8	9.3	8.2	
- After GW depreciation	7.5	7.0	8.0	7.2	

* Excluding other revenues and costs

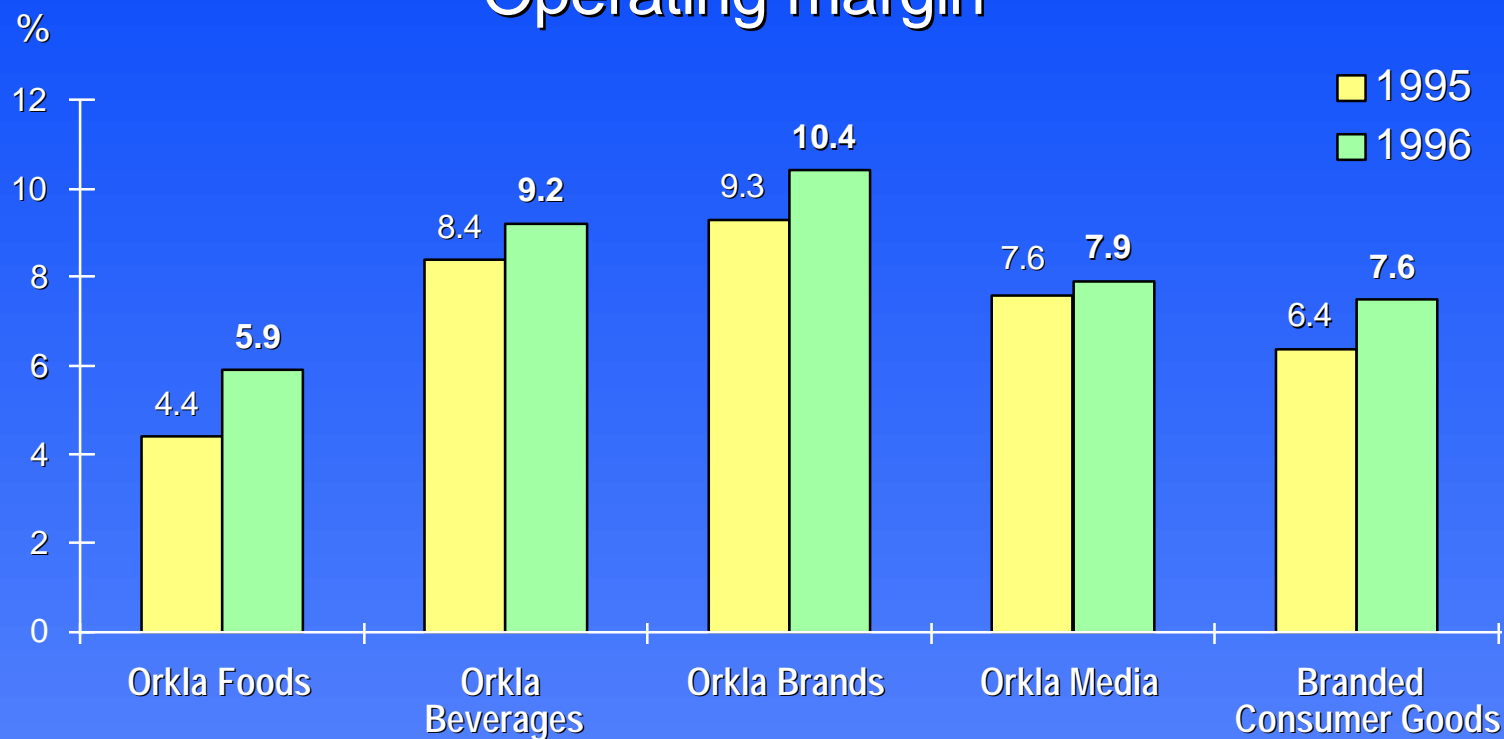


Branded Consumer Goods

Continuing business



Operating margin



Continuing business: business consolidated as of 31 December, 1996



Branded Consumer Goods

Orkla Foods



	Year	Sept. - Dec.		
	1996	1995	1996	1995
Operating revenues (NOK mill.)	10,527	7,003	3,563	3,383
Goodwill depreciations (NOK mill.)	-163	-74	-58	-45
Operating profit (NOK mill.)*	608	368	257	175
Operating margin (%)	5.8	5.3	7.2	5.2

* Excluding other revenues and costs

- Increased revenues and improved margin for continuing business
- Restructuring and increased focus on core business
- Synergy projects contribute to profits

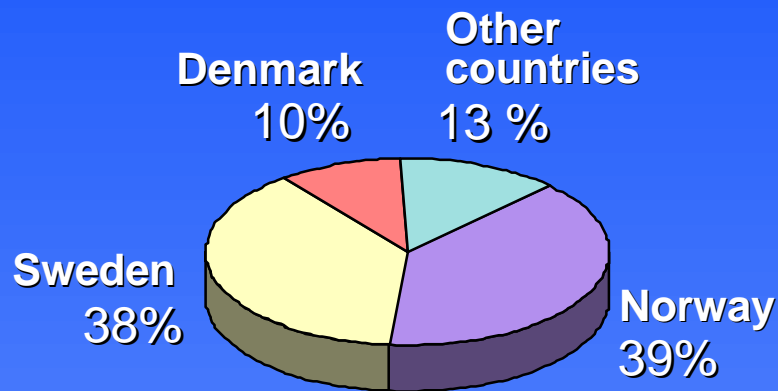


Branded Consumer Goods

Orkla Foods



Operating revenues



NOK 10,527 mill.

- Positive profit trends in all main markets
- Benefits from restructuring Abba Seafood
- Improved results for Procordia Food
 - successful integration of BOB
 - other synergies



Orkla Foods

Examples of synergy gains



Administration

Closure of:

- BCP head office in Malmö
- Proc. Foods' office in Norway
- BOB's head office



Purchasing

- Combined on best terms
- Volume discounts
- New solutions

Production/
logistics

- Benchmarking and increased productivity
 - Sauces
 - Fruit and berries
- Improved logistics efficiency, Norway
- Investments saved
 - Ready-made meals
 - Pizza
- Restructuring
 - 7 plants sold
 - Specialisation

Sales/
Marketing

- Coordination
- Reorganisation

Product
development

- Specialisation
- Transfer of know-how



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Branded Consumer Goods

Orkla Brands



	Year		Sept. - Dec.	
	1996	1995	1996	1995
Operating revenues (NOK mill.)	4,213	4,229	1,511	1,533
Operating profit (NOK mill.)	431	360	173	141
Operating margin (%)	10.2	8.5	11.4	9.2

- Broadly based profit improvement
- Growth in volumes and revenues for continuing business
- Improved cost-efficiency
- Increased advertising costs, market shares maintained or increased



Branded Consumer Goods

Orkla Media

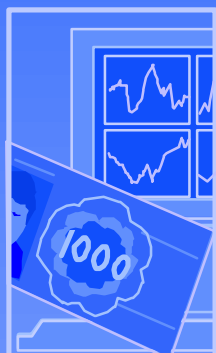


	Year		Sept. - Dec.	
	1996	1995	1996	1995
Operating revenues (NOK mill.)	2,220	1,791	831	654
Goodwill depreciation (NOK mill.)	51	28	21	10
Operating profit (NOK mill.)	175	161	87	79
Operating margin (%)	7.9	9.0	10.5	12.1

- Operating revenues
 - Consolidation of Polish media business
 - Improved circulation in Norway
 - Moderate growth advertising volume
- Operating profits
 - Cost cuts and improved productivity for Norwegian magazines
 - New businesses consolidated
 - Higher costs for some of the Norwegian newspapers
- Improved margin for continuing business



Chemicals



	Year		Sept. - Dec.	
	1996	1995	1996	1995
Operating revenues (NOK mill.)	5,161	5,033	1,852	1,841
Operating profit (NOK mill.)	441	543	115	210
Operating margin (%)	8.5	10.8	6.2	11.4

- Volume and profit growth for Specialty Chemicals
 - Increased sales of value-added products
- Improvements for Fine Chemicals
 - High volumes of intermediates to the pharmaceutical industry
- Lower profits due to reduced prices for Specialty Pulp

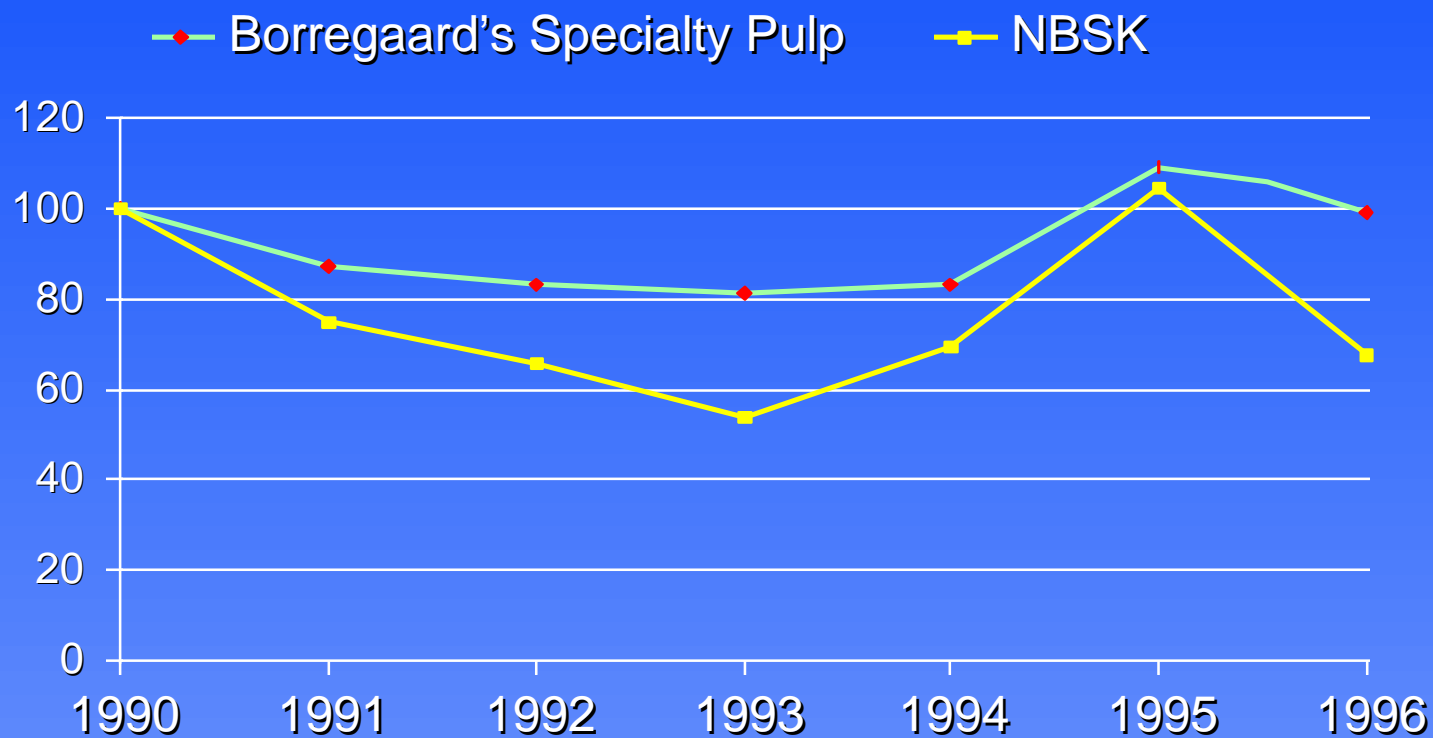


Chemicals

Reduced dependency on pulp pricing cycles



Annual Price index



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Branded Consumer Goods

Pripps Ringnes (45%)



	Year		. Sept. - Dec.	
	1996	1995*	1996	1995
Operating revenues (NOK mill.)	3,265	3,072	1,020	981
Operating profit (NOK mill.)**	300	274	34	71
Operating margin (%)	9.2	8.9	3.3	7.2

* Excluding revenues and operating losses from Polish business sold in August 1995

** Excluding other revenues and costs

- Sweden and Norway
 - Weaker profits during last four months
 - Final agreement with TCCC signed
 - Hansa Brewery sold effective from 1997
- Continued progress in BBH



Pripps Ringnes

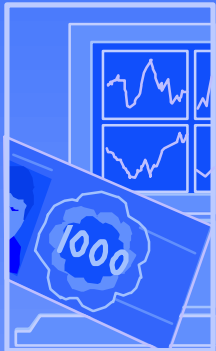
Final agreement with TCCC



- Sales and distribution to be terminated
 - Sweden 1 April 1997
 - Norway 1 October 1997



- Production to be terminated
 - Sweden 31 December 1997
 - Norway 1 September 1998
 - TCCC has an extension option until 31 December 1998



- Financial terms broadly as outlined in the Letter of Intent

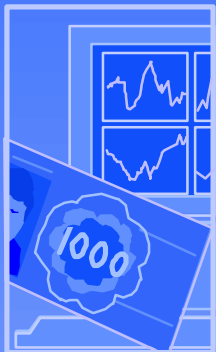
- Substantial reduction in employment

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Full ownership of Pripps Ringnes



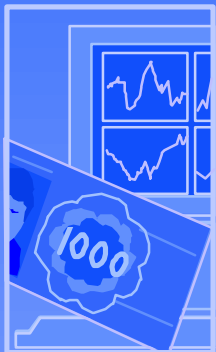
- Final agreement between Orkla and Volvo signed
- Orkla takes over Volvo's shares with immediate effect
- Orkla values the acquisition at approx. NOK 4 bill. on the transaction date
 - Bulk of payment due at the end of 1997
- Pripps Ringnes will be consolidated in 1997
- No equity issue as a consequence of the transaction

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Pripps Ringnes in a strategic context



- Full control of the largest Nordic beverages group
- Potential for further strong growth in Eastern Europe
- Access to substantial cash flow
- Will continue to build on strong local brands

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Prippts Ringnes

Business system 1996



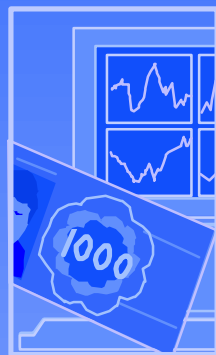
Hartwall is an associated company in which Prippts Ringnes owns 20.5%

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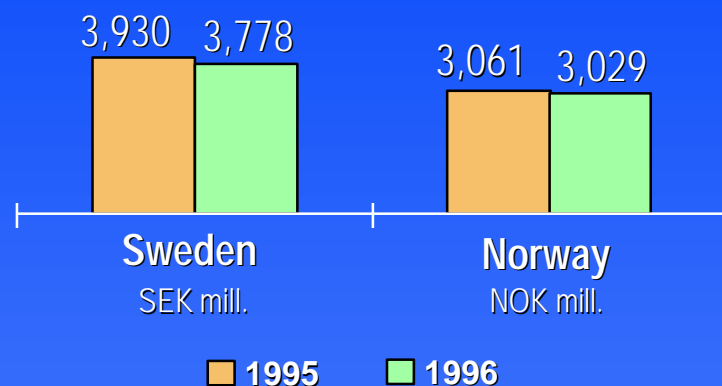


Pripps Ringnes

Nordic markets

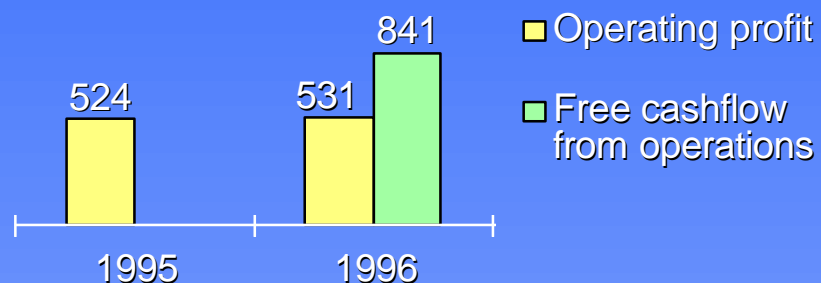


Operating revenues



Operating profit and free cashflow

(NOK mill.)



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Sweden

- Strengthened position for own soft drinks and beer
- Domestic brewers hit by private beer imports
- Reduced beer duties as of 1 January, 1997

Norway

- Market shares reduced for beer
- Temporary cost increase
- Potential for further cost reductions

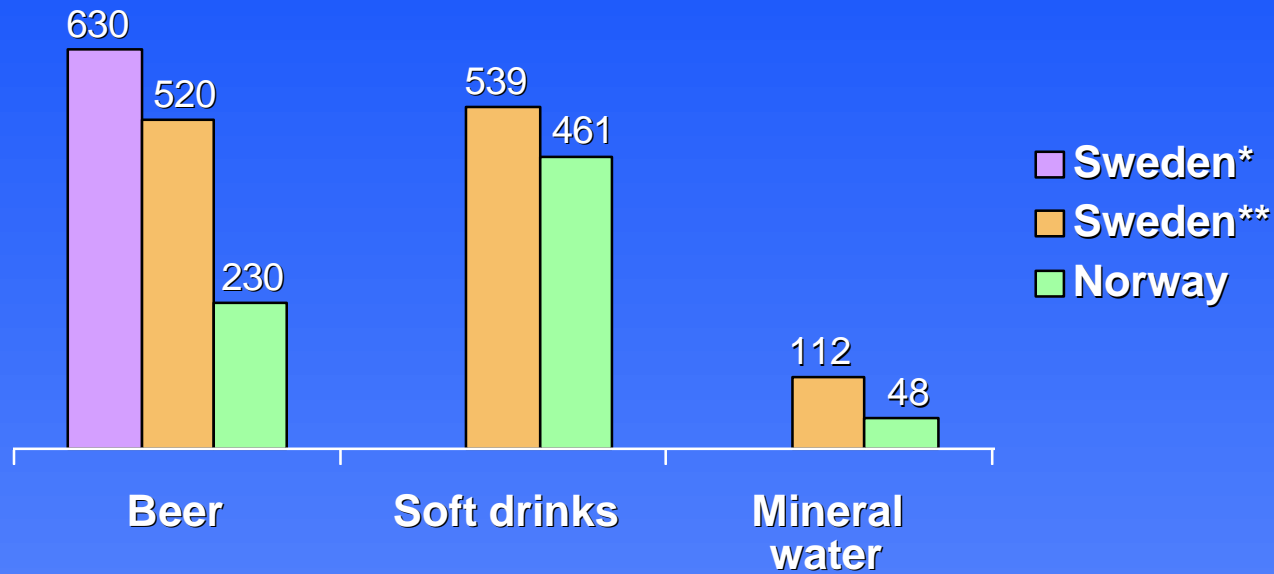


Pripps Ringnes

The Nordic market 1996



Volumes (mill. liters)



Sweden* Incl. private beer imports, approx. numbers
Sweden** Excl. private imports

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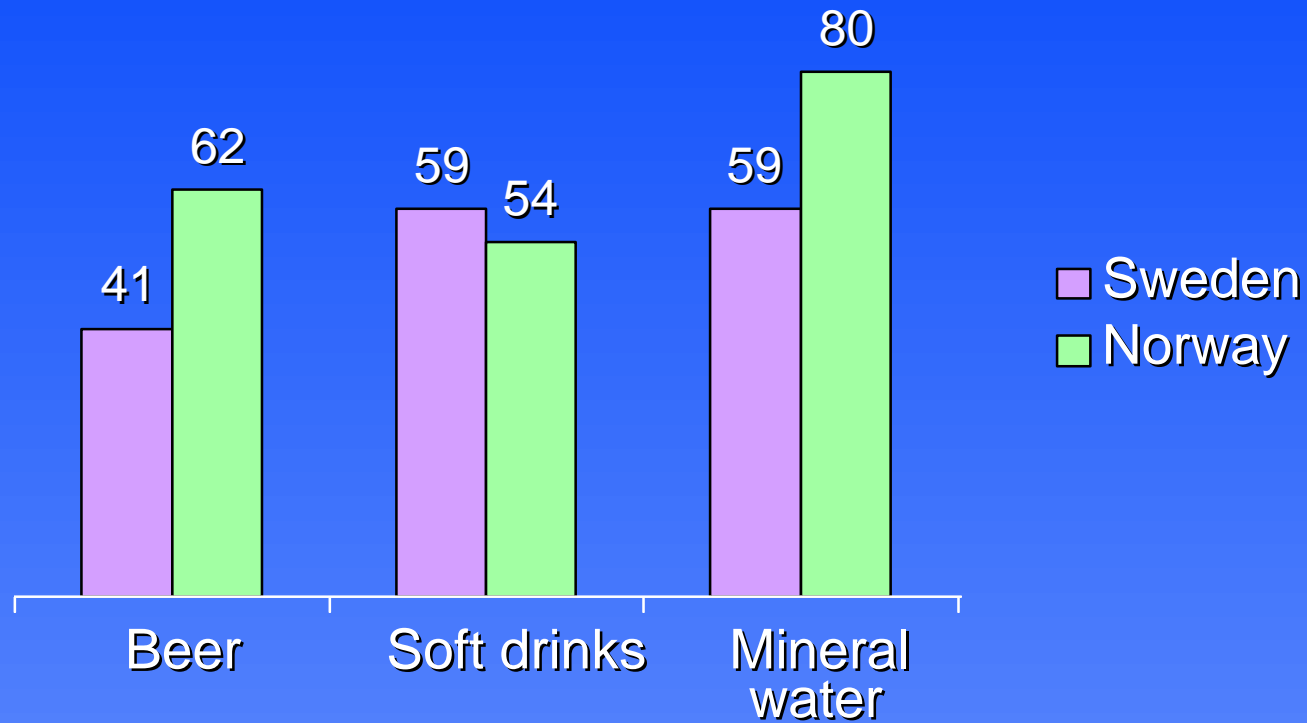


Pripps Ringnes

Nordic market shares* 1996



(%)



* Beer in Sweden excl. private imports

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Pripps Ringnes

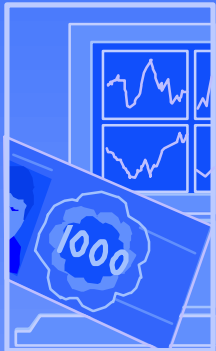
Baltic Beverages Holding (BBH) markets



- Focus on beer
 - Low consumption per capita
 - Beer is a low alcohol alternative
 - Strong growth potential



- BBH has strong, local brands and a good reputation
- Further acquisitions to be expected
- Relatively modest investments
- Know-how and technology from owners
- Local management





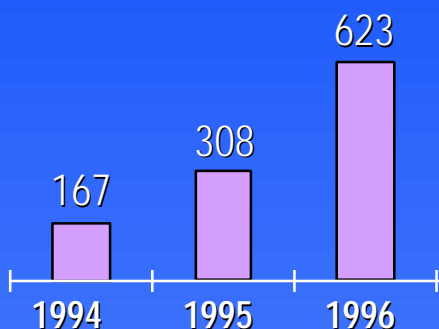
Pripps Ringnes

BBH - Baltic Beverages Holding



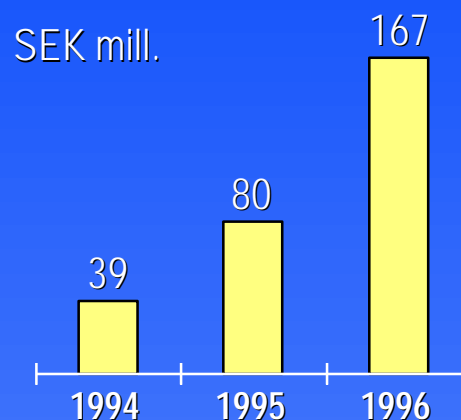
Operating revenues (50%)

SEK mill.



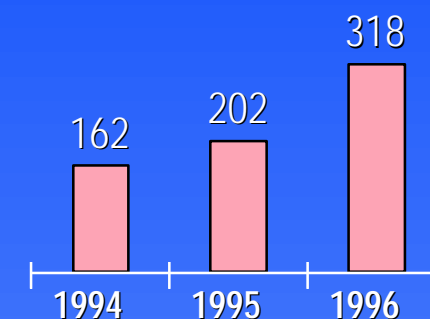
Operating profits (50%)

SEK mill.



Volume produced

Mill. litres



- Potential for continuing profits
- Improved market shares in all markets
- Marginal effects from three acquisitions in 1996

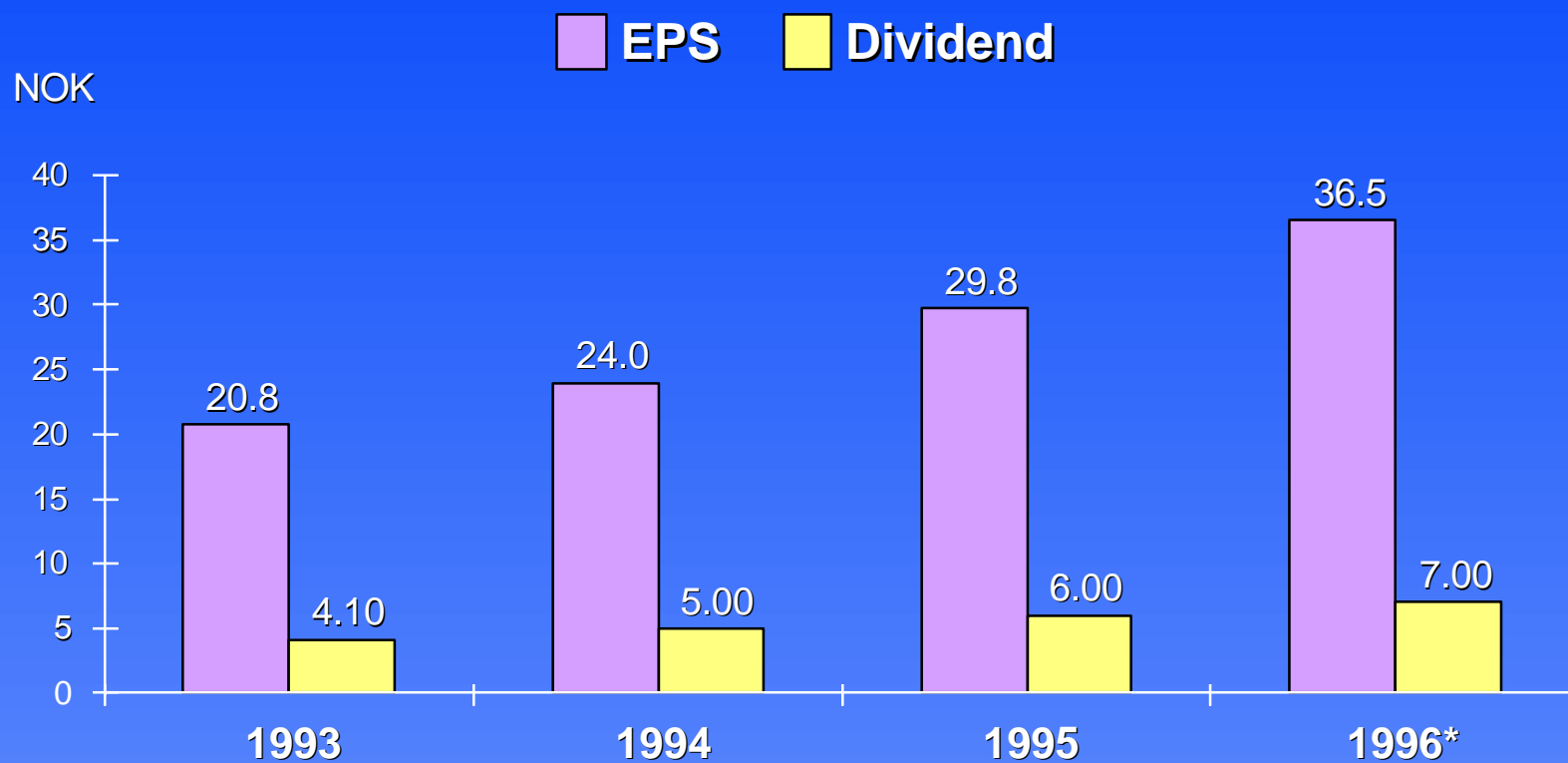
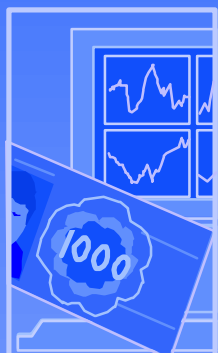
Pripps Ringnes consolidates 50% of BBH

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EPS and dividend

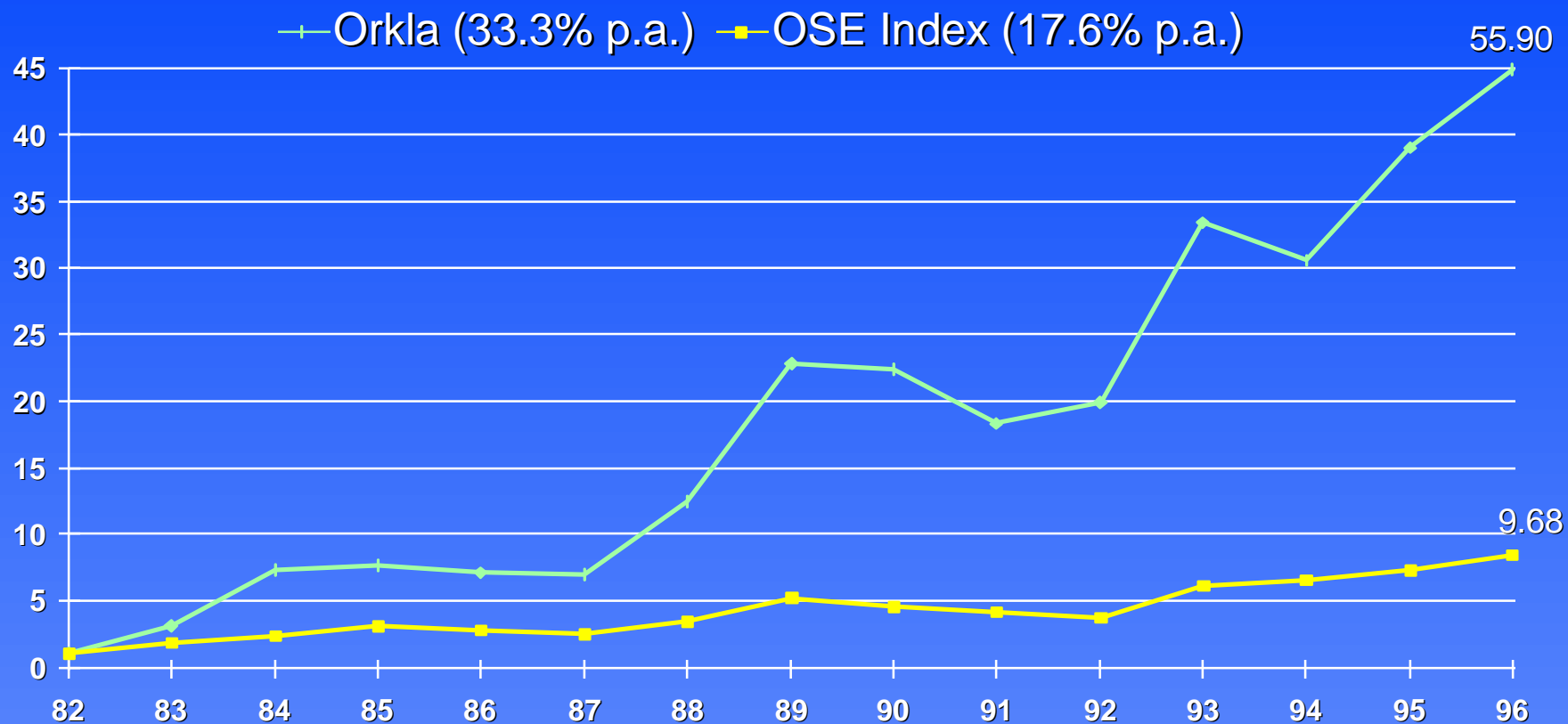


* Dividend suggested by the Board of Directors



Orkla

Performance relative to the OSE index



Growth of NOK 1.00 31.12.82 - 31.12.96