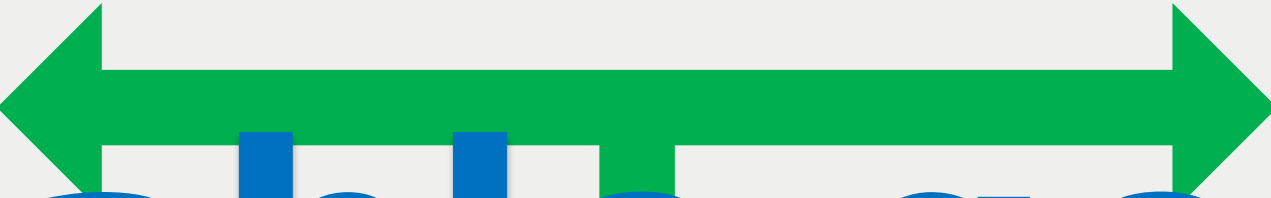


**CREATE A BETTER  
EVERYDAY LIFE  
FOR THE MANY  
PEOPLE**



**Enable good**

**business**



Not a  
function



CENTRALIZED

DECENTRALIZED

**DISTRIBUTED**



IKEA Southeast Asia



# Business and locally relevant



---

# THREE

---

# FOCUS

---

# AREAS

---

🎯 **HEALTHY & SUSTAINABLE  
LIVING**

🎯 **CIRCULAR & CLIMATE  
POSITIVE**

🎯 **FAIR & EQUAL**

## People, Planet and Profit Positive

# PLASTIC WASTE

Waste of time?

Waste Money!?

Waste Shared Value

**IKEA**  
**Single Use**  
**Plastic**  
**2020**  
**No Virgin**  
**Plastics**  
**2030**





A person wearing a bright orange protective suit and hood is working in a landfill. They are holding a tool, possibly a shovel or a specialized piece of equipment, and are surrounded by a vast expanse of discarded plastic waste and other debris. The background shows a hazy, overcast sky and distant hills.

**IKEA**

**75%**

**25%**

**0%**

**100%**

**500KTHB**

**Megabangna**

**20tonnes**

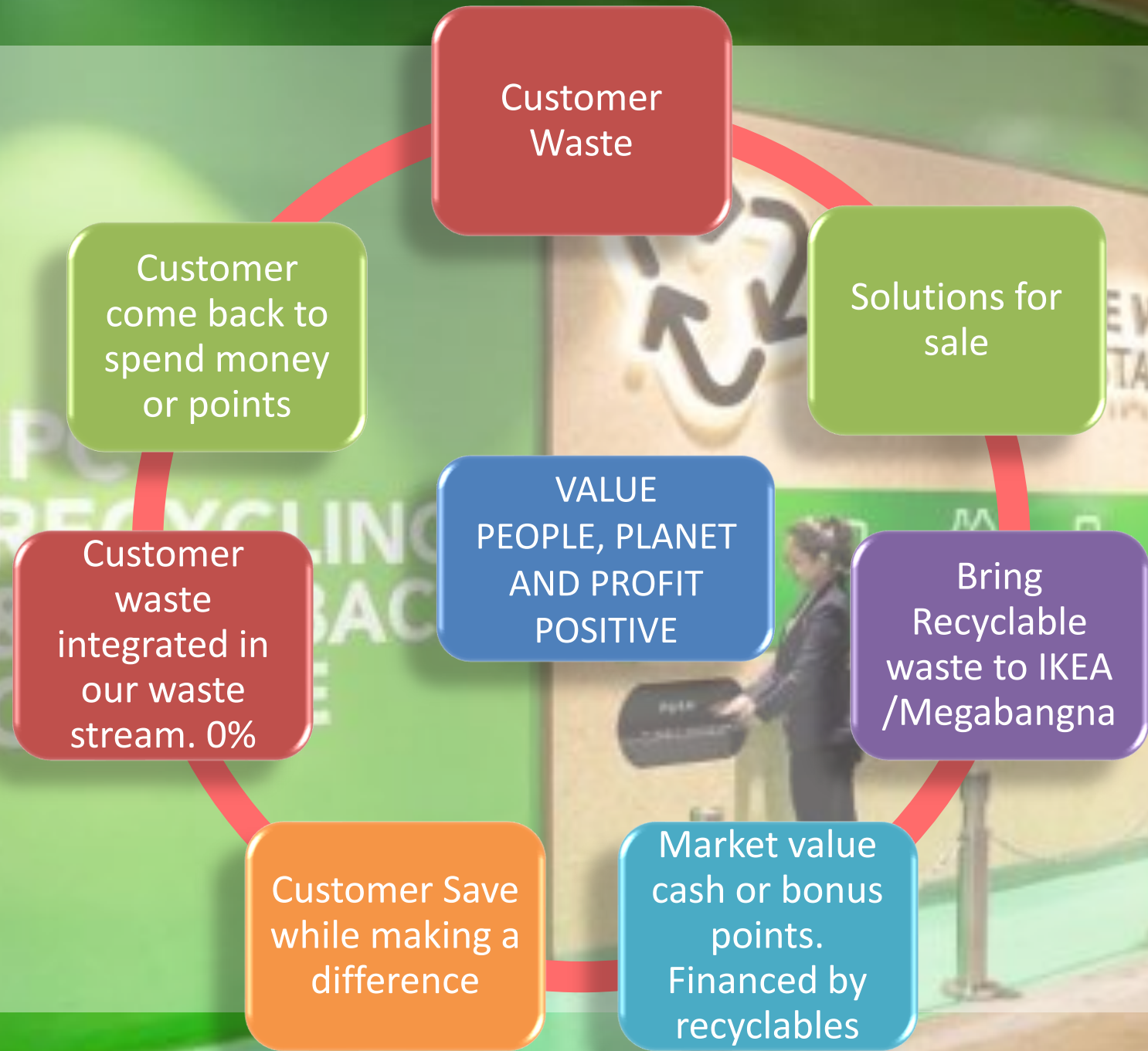
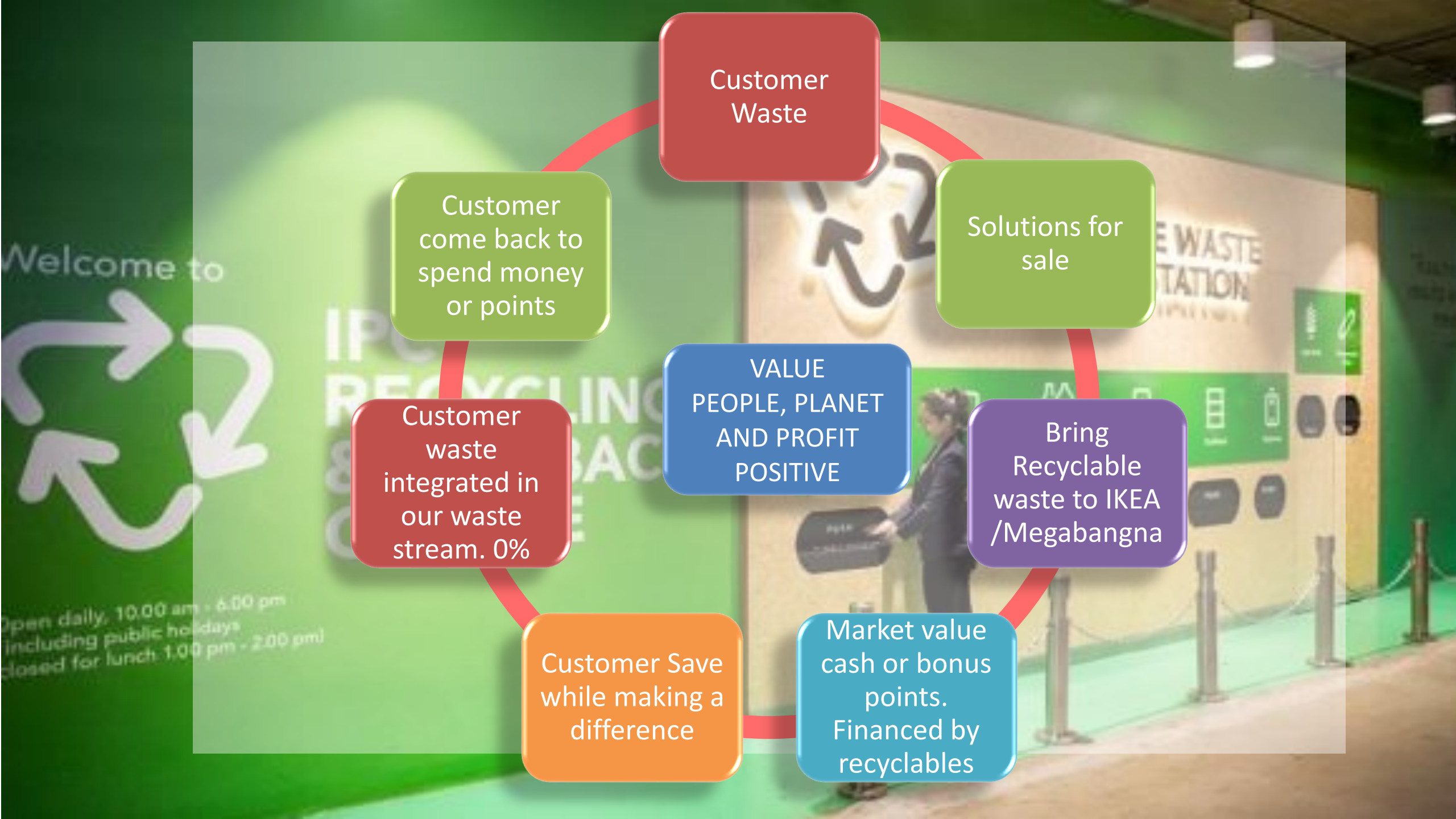
**97%**

**3%**

**Now 0%**

**Lower Cost**

***Will be bottom line***



**THANK  
YOU**