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Press Release – 7<sup>th</sup> June 2016

## Navigator offers 333 Apple Watch in a worldwide campaign

Navigator, the world's best-selling premium office paper brand, is offering its consumers the chance to win one of 333 Apple Watch in a worldwide promotion set to run simultaneously this year in more than 110 countries where Navigator is sold.

The promotion will run from June 15<sup>th</sup> to December 31<sup>st</sup>, and consumers wishing to take part just need to buy a ream of Navigator paper, go to the website at [www.navigator-paper.com](http://www.navigator-paper.com) and enter the code printed on the back of each package, together with some personal data, in order to find out whether their code is one of the 333 winning codes entitling them to a fabulous Apple Watch.

This campaign has been designed to reward the loyalty of Navigator consumers around the world, who can win one of 333 Apple Watch, one of the most highly coveted and sought after gadgets of the moment. Thanks to the worldwide scale of the Navigator brand, the campaign will be launched simultaneously in all the markets where the brand is sold over five continents, seeking to boost Navigator's image and awareness rating as a global brand, and also its association with cutting-edge technology, by giving away a prize with significant added value.

"Navigator is today recognized around the world as the leading premium brand in its segment. Every year we surprise the market with fresh technological innovations that respond to our consumers' needs, adding to the distinctive features that set Navigator apart from its competitors. The global dimension of this year's campaign and the value of the prize will further boost the brand's image and its benefits for consumers: Performance, Innovation and Leadership", explained Ricardo Ferreira, the Navigator Brand Manager.

"For several years, all Navigator reams have had a unique code printed on the back of the package, and consumers can use this code from the 15<sup>th</sup> of June onwards to win one of the 333 Apple Watch we have to give away. Not only our Facebook page but also other social networks such as Twitter and Instagram will be



central platforms used to publicize the campaign, along with the brand's contact details data base, developed in previous campaigns, which will be used to send marketing e-mails to tens of thousands of consumers registered with us", added Ricardo Ferreira.

We should recall that since 2004 Navigator has rewarded its customers by running global campaigns, attracting extraordinary levels of consumer involvement. Last campaign, offering 500 iPad Mini, attracted more than 1 million entries from around 200 thousand consumers in more than 110 countries around the world. This was a record number of participants, and this year's campaign aims to do even better, offering fresh surprises for Navigator consumers around the world with another tantalizing prize.

### **About The Navigator Company**

The Navigator Company is the new face of the former Portucel Soporcel group, after its rebranding in February 2016.

The Navigator Company is Portugal's third leading exporter, and the exporter generating the highest level of national value added. The Group accounts for approximately 1% of Portugal's GDP, around 3% of the country's total exports of goods, close to 8% of all containerized cargo and 7% of all containerized and conventional cargo exported through Portuguese ports.

In 2015, the Group set a new all-time record for paper output, and increased its turnover by 5.6% to more than € 1.6 billion.

Having consolidated its position as the leading European manufacturer, and the sixth largest in the world, of uncoated woodfree (UWF) printing and writing paper, The Navigator Company is also Europe's top producer of BEKP (Bleached Eucalyptus Kraft Pulp), the fifth largest in the world, and has entered the tissue market, where it expects to become one of the key players in the continent.

The Group has successfully pursued a strategy of innovation and development of its own brands, which today account for 62% of sales of manufactured products. Special mention should be made of the Navigator brand, the world's best-selling product in the premium office paper segment.





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The Navigator Company sells its products to 130 countries over five continents, with a special focus on Europe and the US, giving it the broadest export base of any Portuguese company.

As a vertically integrated forestry group with its own forestry research institute, it leads the world in the genetic improvement of the *Eucalyptus globulus*. It manages vast tracts of forest in Portugal certified under the FSC® and PEFC™ systems (FSC license C010852 and PEFC license 13-23-001), and boasts annual production capacity for 1.6 million tons of paper, 1.4 million tons of pulp (of which 1.1 million is integrated into paper) and power generation of 2.5 TWh, adding up to annual turnover of approximately 1.6 billion euros. The Navigator Company operates one of Europe's largest nurseries for forestry plants, with annual production capacity of approximately 12 million certified plants of various species, destined for use in renewing Portugal's woodlands.

As part of its strategy for expansion, the Group recently acquired a tissue paper mill and is implementing a major vertically integrated forestry project in Mozambique, as well as building a new pellets factory in the US.

[www.thenavigatorcompany.com](http://www.thenavigatorcompany.com)

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