

Press Release – 19 November 2012

One of Italy's top trade fairs

## **Portucel Soporcel group on show at 17th Big Buyer fair**

- Groups repeated appearance at Big Buyer reflects importance of the Italian market
- Navigator, the top-selling brand in this segment worldwide, celebrates its 20th year of success.
- Discovery ranks second amongst best selling paper brands in Italy.
- All the Portucel Soporcel group's mill brands recorded growing sales in 2011, strengthening their leadership position.

The Portucel Soporcel group, Europe's leading producer of UWF printing and writing paper, will once again show its wares at the 17<sup>th</sup> Big Buyer trade fair, one of the leading events for the office supplies and stationery market, held in the Italian city of Bologna from 21 to 23 November.

The Group will have its own stand in pavilion 18 at BolognaFiere, which will be used to advertise its position as a leading player in the pulp and paper sector and to consolidate the image of its own brands.

Over the three days of the event, the Portucel Soporcel group will promote its premium brands - Navigator, Pioneer, Inacopia, Explorer and Target - whose reputation for quality reflects the Group's heavy investment in this segment. The stand will also showcase the Start brand, as well as Discovery, the second best selling office paper brand in Italy.

Pride of place will go to the Navigator brand, the world leader in the premium office paper segment, which this year celebrates its 20th year of success. Marketed to more than 90 countries, this international best-seller was identified as the most valuable mill brand of office paper in Europe, in the Brand Equity Tracking Survey conducted by Opticom International Research.

The Portucel Group regards the development of its own brands as a key factor in its business strategy. Sales of mill brands increased significantly in 2011, with double-digit growth in all regions of the world (Europe, US and other markets). Navigator recorded a

6% increase in quantities sold during the year.

Special attention should be drawn to the fact that, as well as meeting all the top quality standards, the Group's premium brands are now marketed in Italy with the FSC® (Forest Stewardship Council) seal of approval, reflecting the Group's commitment to the environment and responsible forest management, in keeping with international standards designed to assure that the social, economic and environmental needs of both present and future generations can be met. FSC certification is widely recognized around the world and offers a key advantage in markets where increasingly stringent demands are made as to the source of raw materials.

### **About the Portucel Soporcel group**

The Portucel Group is one of Portugal's strongest players on the international stage.

The new paper mill has had a significant impact on the Portuguese economy, positioning the Group as the leading European manufacturer of uncoated woodfree (UWF) printing and writing paper and the 6th largest producer in the world. This has placed Portugal at the top of the European ranking of countries manufacturing this type of paper. The Group is also Europe's leading manufacturer, and one of the largest in the world, of bleached eucalyptus kraft pulp (BEKP).

The Portucel group is one of Portugal's three leading exporters, generating an extremely high level of national value added. The Group accounts for 0.7% of Portugal's GDP, approximately 3% of the country's exports and 10% of containerized and conventional cargo exported through Portuguese ports.

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, 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 approximately of approximately 1.5 billion euros.

Thanks to recent investment in doubling the production capacity of its nurseries, the Group now operates one of Europe's largest nurseries for forestry plants, with annual production capacity of approximately 12 million certified plants of various species, ready for use in renewing Portugal's woodlands.

The Group has successfully pursued a strategy of innovation and development of its own brands, which today account for 64% 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. The Group's sales are made to 120 countries over five continents, with Europe and the United States as the two main destinations.

The Group works hard to improve and protect Portugal's woodlands, running its own research programme and managing forestry holdings of approximately 120 thousand hectares. The Group's responsible management practices have been certified under the international FSC ® and PEFC™ schemes (license nos. FSC C010852 and PEFC/13-23-001).

The Group is also a leading operator in the energy sector, as Portugal's chief producer of "green energy" from biomass, a renewable source.

## *grupo Portucel Soporcel*

In keeping with its strategy of international expansion, the Group is currently investing in a major vertically integrated forestry project in Mozambique, set to culminate in the construction of a cellulose pulp mill with annual capacity of 1.3 million tons.

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