

Your Paper has a life

THE LIFE OF PAPER
STARTS WITH US

Press Release – November 2017

Environmental partner for major event

The Navigator Company offsets carbon emissions of 2017 Web Summit

- Company plants 95,000 new trees in Central Portugal

The Navigator Company, the leading operator in the pulp and paper sector, and the Web Summit, the world's largest digital technology event, have reached agreement on a partnership on Sustainability issues.

As the **Web Summit Carbon Offsetting Partner**, Navigator will offset the event's carbon dioxide emissions by planting 95,000 pine trees in central Portugal, enough to neutralise all the event's emissions, including air travel by more than 60,000 visitors, in addition to eliminating non-recyclable consumables during the summit, by using biodegradable paper cups and receptacles which are 100% recyclable.



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The Web Summit's Official Carbon Offsetting Partner

This year's it color is definitely green! The Navigator Company is glad to become the Web Summit's greenest partner, being responsible by the carbon offsetting footprint.

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According to António Quirino Soares, Marketing Director at The Navigator Company, "we approached the Web Summit with our idea for a partnership, which is something the event has never done before. Our aim is promote virgin fibre paper as a sustainable and environmentally friendly product, reaching out to a young, urban and technology-focused audience. It is important to bring home to these target groups that the more paper we produce, the more forests will be planted to serve the environment, and that the growing use of packaging to support our existing consumption model needs organisations like The Navigator Company which produce paper from virgin fibre, which can then feed the recycling cascade until it gets incorporated into the packaging that finds its way into all our homes."

Navigator has been facing up to the challenges of sustainability through its commitment to innovation, by investing in R&D, developing increasingly sustainable products and reusing by-products, in a constant quest for more efficient production methods.

This puts The Navigator Company in a class of its own: 50% of the biomass energy produced in Portugal is generated by Navigator, 84% of all industrial waste is reclaimed, 90% of the materials used are renewable and 70% of the primary energy used is from renewable sources.



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Based on the creative concept of **Your Paper has a Life** and using the signature **The Life of Paper starts with Us**, Navigator's involvement in the Web Summit is intended to show that paper is much more important to people's lives than we might imagine, and to create an emotional link between the paper life cycle (long, because paper is recyclable) and how it fits into our own lives.

The Navigator Company will have a stand at the event, in the form of a tree, designed to offer visitors a sensory experience of a greener environment inspired by Navigator's forests. Visitors will be able to calculate their own carbon footprint, using an app developed in partnership with Carbon Zero, which will result in more trees being planted. To set its Web Summit campaign in motion, Navigator organised a competition for young people, inviting them to write down on paper how each of us can do more to make our planet more sustainable and to take a photo in a natural setting. The four best entries win free admission to the Web Summit.

To get closer to the public at the Web Summit, Navigator will also have a stand in the Vasco da Gama Shopping Centre during the 4 days of the event, to help explain the reasons for this partnership.

Find us at The Navigator Company Stand: FIL2 - Stand 775
(in front of Planet Tech / Future Societies Stage)



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About The Navigator Company

The Navigator Company is the new face of the former Portucel Soporcel group, after its rebranding in 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 2016, the Company set a new all-time record for paper output, with an annual turnover of approximately 1.6 billion euros.

Having consolidated its position as the leading European manufacturer, and the fourth 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 key players in the continent.

The Navigator Company 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 Company with its own forestry research institute RAIZ, 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 Navigator Company acquired a tissue paper mill and is implementing a major vertically integrated forestry project in Mozambique, as well as a new pellets factory in the US.

www.thenavigatorcompany.com

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