



Press Release – 18th February 2016

For the fourth year running at Paperworld Middle East, in Dubai

The Navigator Company aims for further growth in the Middle East market

- **Premium products lead the way, with the spotlight on the launch of Navigator Advanced 75g/m².**
- **The company is Portugal's third largest exporter, generating the most National Value Added, selling products to 130 countries on five continents**

The Navigator Company, Europe's leading manufacturer of UWF printing and writing paper, is set to take part for the fourth year running in Paperworld Middle East, in Dubai, from 1 to 3 March. Navigator's aim is to build further on the business relationships it has been developing in the region, which have enjoyed a clear boost since it first took part in this trade fair, the uncontested leader in paper and office supplies events in the Middle East.

As Portugal's third largest exporter, generating the most value added for the Portuguese economy, The Navigator Company has proved increasingly successful in achieving growth in the Middle East region, especially in higher value added segments and with its own brands - accounting for approximately 30% of European exports of UWF printing and writing paper to the region.

"Our growing presence in emerging markets, such as the Middle East, has been extremely important, especially in view of the huge appetite shown by the region for premium products and mill brands, areas where the Group has its main focus", explained António Quirino Soares, Marketing Director at The Navigator Company, who told us that visitors to Paperworld Middle East in previous years have been extremely receptive to The Navigator Company own brands. "This shows that there are excellent prospects for penetration by our products and brands in high-potential markets, such as

the Middle East, Africa and Asia, thanks in part to the Group's steady presence in the region over the last two decades".

The fundamental aim in taking part in this event is to build stronger ties with local distributors and improve the Group's commercial performance, allowing us to build on the successes of 2015, when The Navigator Company recorded all-time record turnover of € 1.6 billion euros, up by 5.6%.

Whilst benefiting from rising pulp and paper prices, this performance also reflected the Group's strategy of business diversification, epitomised by its recent acquisition of a state-of-the-art tissue paper mill. The Navigator Company is preparing for a further crucial round of capital investments in the tissue segment, to boost even further its standing as one of Portugal's leading forces on the international market. This mill has in recent years been considered the most profitable and efficient unit producing tissue paper in the Iberian Peninsula. As from October 2015, the plant's production capacity has been increased to 60,000 tons and its workforce expanded to 150 employees. The long term aim is for the Group to gain in the tissue segment the same standing it enjoys in UWF, as a leading player in the European market.

Navigator Advanced

The Navigator Company's stand will display the Group's main office paper brands - Pioneer, Inacopia, Explorer, Target, Discovery, Multioffice and, of course, Navigator itself, the world's best-selling premium segment brand, which will take the opportunity to unveil a new addition to its extensive range, currently at the launch stage: Navigator Advanced 75g/m².

This new product combines the best raw material for premium office paper - Eucalyptus globulus - with top quality recycled fibres, resulting in a 75g/m² paper offering superb standards of performance. This mix of fibres makes it possible to maximise the environmental benefits of a low-grammage paper (using less resources) as well as reusing fibres, without sacrificing copy and printing quality, especially in daily high-volume copy and print jobs.

Sold to more than 110 countries, the Navigator brand presents values which continue to be fundamental in communicating its concept, such as excellent performance in all office equipment, thickness and opacity allowing for printing both sides, excellent printing quality in laser and inkjet printers and a guarantee of being 99.99% jam-free.

This performance has been certified by the Buyers Laboratory INC (BLI), the leading independent laboratory for testing office equipment and consumer protection body.

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), and the fifth largest in the world.

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.

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

For further press information, please contact:

Lift Consulting – 21 466 65 00

Joana Branquinho – joana.branquinho@lift.com.pt / 91 318 43 02

Sofia Lareiro – sofia.lareiro@lift.com.pt / 93 484 74 92