



Press Release –January 14, 2010

Navigator Limited Edition and New Paper Mill take centre stage

Portucel Soporcel group presents new products and mill at Paperworld in Frankfurt

The Portucel Soporcel group, one of the largest European producers of UWF printing and writing paper, is again set to make an impression at Paperworld, the world's largest trade fair for office materials, to be held in the German city of Frankfurt, from January 30 to February 2.

The Group will be showcasing its new products and mill at the event, which boasts thousands of visitors each year from all round the world, making it an authentic "shop window" for superior materials in this area. By participating in this event, the Group is also able to reaffirm its position as Europe's leading producer of UWF paper and to bolster the positioning of its office product brands.

Taking centre stage at the Portucel Soporcel group's stand will be the launch of the *Navigator Limited Edition 100 g/m²* and the start-up of the group's new paper mill at its industrial complex in Setúbal.

Navigator launches limited edition in Europe

Navigator Limited Edition 100 g/m² has recently been launched in Europe, designed to showcase some of the brand's distinctive values, such as innovation and quality.

This addition to the *Navigator* range, the Portucel Soporcel group's premium office paper brand, sets out to establish a special relationship with a new generation of highly sophisticated consumers, sharing a taste for exceptional prestige products, whilst still affordable for end users. In launching this limited edition, the *Navigator* brand is aiming to differentiate its range and to maximize its impact at points of sale, capitalizing on its recognition rating.



A sophisticated graphic design has been developed for this limited edition, along with special packaging which is stronger and easy to open, and also potentially reusable. These features will offer consumers convenient and safe storage of the paper, protected from damp and dust, which can cause problems in paper performance.

Office Paper Segment – a vast range of options

In terms of office paper, *Navigator* will be joined by a number of other brands represented at Paperworld 2010. The Pioneer, Discovery, Inacopia, Explorer, Target and Multioffice brands will once again take pride of place on the Portucel Soporcel group's stand.

Spotlight also on the New Paper Plant

Previewed at last year's Paperworld, the new paper mill at the Setúbal industrial complex will again be the centre of attention, having started production trials on 15 August 2009.

The paper machine at the new plant has been planned to reach its full capacity of 500 thousand tons a year in 2011, making it the largest and most sophisticated paper machine in the world for the production of UWF paper. The machine has several outstanding features, starting with a paper width of 10.4 metres and totally innovative equipment, adding to the plant's competitive advantages.

The Group's output of high quality printing and writing paper is set to reach 1.55 million tons/year, bolstering its presence in a sector in which it is already a global benchmark. The new plant will allow the Group to respond to growing international demand for its brands and products, strengthening its position in its existing markets and extending the range of countries to which it sells its products.

About the Portucel Soporcel group

The Portucel Soporcel Group is one of Portugal's strongest players on the international stage, operating in one of the country's core sectors and occupying a highly prominent position in the international paper and pulp market. The construction of the new



Setúbal Paper Mill will enable the Group to position itself as the European leader in the production of UWF paper, and allow Portugal to occupy the top spot in the European league table of producers of this type of paper.

The Portucel Soporcel Group is currently Portugal's 3rd largest exporter, and possibly the largest in terms of national value added.

With the new Paper Mill, the Group now has production capacity of 1.55 million tons of paper and 1.35 million tons of pulp (of which approximately 1.1 million tons is incorporated into paper), generating annual turnover in excess of € 1,100 million.

Once operating at full capacity, the new paper plant will boost the Group's annual exports by more than 400 million euros. This will be added to current annual exports of more than 950 million euros to more than 90 countries over five continents, corresponding to approximately 90% of its paper and pulp sales.

The commercial reputation and success of the Group's brands around the world is supported by an extensive sales network, backed by dedicated structures in its principal markets. Efforts are focused on maintaining a close relationship with clients and assuring a high quality of service. Special mention should be made of the *Navigator* brand, the world's best-selling product in the premium office paper segment. With a leading position in the eucalyptus forestry sector, the Portucel Soporcel Group is responsible for management of around 120 thousand hectares of woodlands. The Group recently obtained certification for the woodlands assets under its management under the prestigious PEFC - *Programme for the Endorsement of Forest Certification Schemes*, having obtained certification by the FSC (Forest Stewardship Council) in December 2007.

The Group is also a frontrunner in the energy sector and Portugal's leading producer of "green energy" from biomass. Generation of 977 GWh in 2008 represented approximately 60% of electricity obtained from biomass in Portugal, or 2.3% of all power generated in the country, four times the output of the Alqueva hydro plant in the same year.

The Setúbal Paper Mill is part of a wider plan being pursued by the Portucel Soporcel Group with a view to development, modernizing its technology, reduction of its environmental impact and increasing its power generation capacity. This plan is nearing completion and has involved total capital outlay of approximately €900 million, divided between its industrial units in Cacia, Figueira da Foz and Setúbal.