



Communication Policy

The Portucel Soporcel Group occupies a leading position in the Portuguese economic fabric and in the economy of the regions where it operates. It is an important group in the paper and pulp sector at world level, and its activity is rooted in a natural and renewable resource - the Portuguese forest.

The Portucel Soporcel Group conducts its business from a perspective of sustainability. Economic strength, the guarantor of the Group's viability and future, relies on respect for the environment and the promotion of social wellbeing. Respect for the interest of our stakeholders, from the shareholders to the local community, the suppliers, the clients, non-governmental organisations and the central administration, is a key premise in the activity of the Portucel Soporcel Group, which conciliates this respect with the defence of its rights and obligations.

The exercise of this relationship is based on communication. Communicating in an open, transparent and interactive way, and promoting dialogue is part of the attitude assumed by the Portucel Soporcel Group in its relationship with all its stakeholders, i.e., all those that are within its sphere of influence and interact with the Group.

Trust, credibility and cooperation are also fundamental aspects of the Communication Policy which the Group implements at various levels:

Shareholders - regular and accurate information on the Group's business and results; clear and widely divulged corporate governance model.

Clients - emphasis on proximity, permanent response to needs, and construction of a bonded relationship.

Suppliers - commitment to partnership relationships that while meeting the Group's needs do not compromise the respect for the environment and the people.

Employees - supporting the professional development of the employees, based on dynamic systems of formal and informal communication; respect for the right to freedom of association and expression.

Local Community - support to the development of projects undertaken by the people in the areas where the Group operates, with a particular focus on educational, social and environmental projects, in close cooperation with social solidarity institutions and other civil society organisations.

Other Partners - attitude of permanent dialogue with local and national public administration bodies, the media, the professional associations of which the Group is part, trade union organisations representing the Group's employees and non governmental organisations (NGOs).

Developing the business in a responsible manner implies a large communication effort. The Group is aware that it still has some way to go before this policy is put into practice at all levels of the organisation.