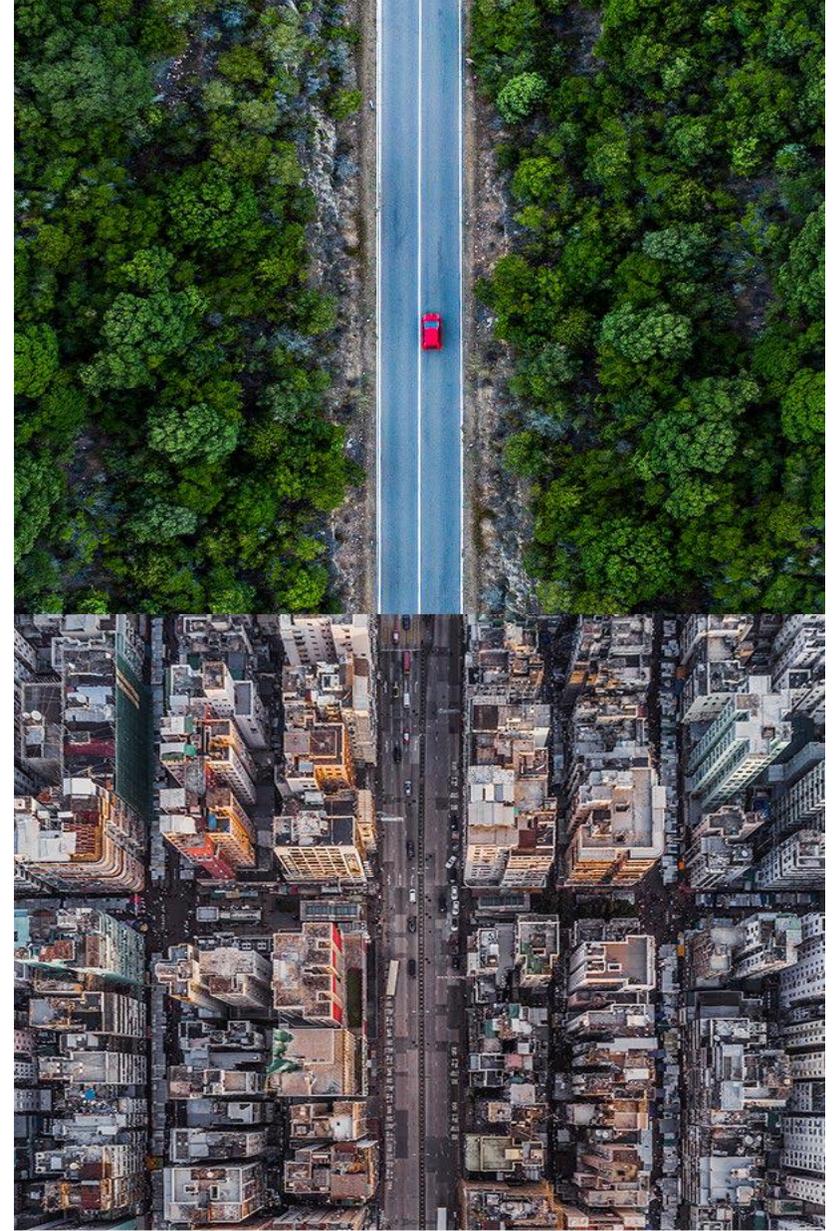


IMAGINE...

**a more
sustainable future where
forests supply most of the
basic materials for life.**



THE CASE FOR CHANGE

The number 80% is rendered in a 3D style, where the digits and the percentage symbol are filled with a dense texture of green leaves and branches, giving it a natural, eco-friendly appearance. It is set against a plain white background with a soft shadow underneath.

80% of surveyed consumers said that they plan to buy more eco-friendly products over the next five years. About the same percentage believe it is important for companies to design products that are meant to be reused and recycled.

The number 55% is rendered in a 3D style, where the digits and the percentage symbol are filled with a dense texture of green leaves and branches, giving it a natural, eco-friendly appearance. It is set against a plain white background with a soft shadow underneath.

55% perceive paper-based packaging materials to be the most environmentally friendly, with glass far behind at 29 percent. Aluminum, steel/tin and plastics are significantly below that, ranking in the low single digits.

Source: Accenture Chemicals Global Consumer Sustainability Survey 2019.

HOW TO GET THERE

Ultimately, in the face of disruption, many believe it is better to think and act as a victor, rather than a victim. For forest products companies, there are three ways to make this happen:



Dominate the competition through innovation

Embrace waste and drive it to zero

Be generation forward