Press release

Media contacts:
Sergii Pershyn +7 968 849 7639
Irina Dvoryankina +7 925 080 9792

International Paper Russia launches “Helping children is a big deal” campaign with Gift of Life charity fund

Moscow – October 24, 2017 – International Paper Russia is proud to continue its partnership with Gift of Life charity fund and launch “Helping children is a big deal” charitable campaign. One ruble from each SvetoCopy paper promo pack will be donated to Gift of Life to support children and teenagers who receive medical treatment provided by the fund. The campaign will be carried out in Russia from October 2017 through April 2018.

During the campaign, unique SvetoCopy package design will be featured. Additional information about the children who are supported by the fund will be available on a promotional website. Customers will also be able to tell about their participation in the campaign using stickers and profile picture filters on social media.

Ekaterina Chistyakova, Director of Gift of Life, noted: “We greatly value the attention and care that International Paper has shown our patients – children who are fighting cancer. Two years ago, the company’s “Gathering Around to Help Children” initiative collected 18 million roubles, which went towards vital life-saving treatment for a great many children. We are confident that the new SvetoCopy event will be just as successful.”

Keith Townsend, President of IP Russia, said: “We are proud to participate in the campaign “Helping children is a big deal”. Supporting communities where we operate and improving the lives of others is part of the IP Way. We hope our efforts will allow others to also make a contribution to this meaningful cause.”

For more information about “Helping children is a big deal” promo campaign please visit:

- Promo website – http://dobrocopy-by-svetocopy.ru/
- Promo video – https://www.youtube.com/watch?v=i8zIWt4_JfI&

###

About International Paper
International Paper (NYSE: IP) is a leading global producer of renewable fiber-based packaging, pulp and paper products with manufacturing operations in North America, Latin America, Europe, North Africa, Asia and Russia. We produce packaging products that protect
and promote goods, and enable world-wide commerce; pulp for diapers, tissue and other personal hygiene products that promote health and wellness; papers that facilitate education and communication; paper bags, cups and food containers that provide convenience and portability. We are headquartered in Memphis, Tenn., and employ approximately 55,000 colleagues located in more than 24 countries. Net sales for 2016 were $21 billion. For more information about International Paper, our products and global citizenship efforts, please visit internationalpaper.com.

About International Paper Russia
International Paper started its operations in Russia in 1998. The company focuses on the production and marketing of office and offset papers, liquid packaging board and bleached chemical thermo-mechanical pulp at its Svetogorsk, which in 2017 celebrates the 130th anniversary of its launch. The company’s Russian footprint also includes a 50:50 joint venture with the Ilim Group, the largest integrated paper and pulp manufacturer in Russia. International Paper’s most well-known brands in Russia are Ballet and SvetoCopy. International Paper is a responsible investor focused on sustainable forest management, as well as other environmental and social projects benefitting the Russian community.

###

More news about International Paper in Russia: [http://www.internationalpaper.com/Russia](http://www.internationalpaper.com/Russia)