Press release

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

International Paper presents new design of SvetoCopy paper brand

Moscow – 29 October 2018 – International Paper Russia is pleased to present a revamped design of SvetoCopy’s packaging that will hit the Russian market in November 2018.

The word “Classic” will be added to the brand name to highlight that SvetoCopy paper is a time-tested classic of the office paper market. It is also a way for the company to remind consumers about the brand’s 20-year history in the Russian market. Updated design of the packaging features a familiar green color scheme together with newly added interesting facts about SvetoCopy paper brand:

- SvetoCopy is the #1 brand in the “Office paper” category\(^1\)
- SvetoCopy is the first office paper brand produced in Russia. Before 1996, all office paper in Russia was imported from abroad
- SvetoCopy was recognized with Russia’s 100 Best Products Gold Seal of Quality in 2017
- SvetoCopy is the most well-known brand in its market segment in Russia – 99% of office paper buyers are familiar with SvetoCopy\(^1\)
- In 20 years, SvetoCopy’s export footprint has expanded to 33 countries
- SvetoCopy supports charitable initiatives and has been a long-term partner of Gift of Life charity fund.

In addition to that, all information about technical characteristics of SvetoCopy paper will now be available on the side of the packaging to make it easier for consumers to access the information and make their choice.

Tatyana Konakova, Supply Chain & Marketing Director at International Paper Russia, commented:
“Svetocopy is a national treasure and we are proud to offer it to our customers for more than two decades. Our new informative SvetoCopy “Classic” design and conveys to our consumers

\(^1\) Source: IPSOS research “Brand Equity Study”, 2017
the tremendous success story which is proved by Svetocopy’s quality and brand reputation of reliable partner at any business tasks’ solution”.

###

**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 and Russia. We produce corrugated 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 and papers that facilitate education and communication. We are headquartered in Memphis, Tenn., and employ approximately 52,000 colleagues located in more than 24 countries. Net sales for 2017 were $22 billion. For more information about International Paper, our products and global citizenship efforts, please visit internationalpaper.com.*

**About International Paper Russia**

*In 2018, International Paper is celebrating 20 years of its operations in Russia. 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 mill. 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 SvetoCopy and Ballet. International Paper is a responsible investor aimed at 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)*