

News Release

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International Paper wins prestigious award for its Pink Ream campaign to support the fight against breast cancer

BRUSSELS, Belgium – Mar. 9, 2018 – International Paper, a global leader in fibre-based packaging, pulp, and paper, today announced that its HP Office Pink Ream campaign was selected as “Initiative of the Year”, one of the categories of the 17th European Office Products Awards (EOPA).

The EOPA awards were announced during OPI’s Partnership event at a gala presentation dinner at the Hotel Okura in Amsterdam on 6 March 2018. Hosted by OPI CEO Steve Hilleard and OPI Director Janet Bell, the event was attended by leading industry figures from across Europe.

International Paper’s HP Office Pink Ream campaign ran from May through December 2017. During this period International Paper set aside €0.10 from each specially-packaged HP Office Pink Ream sold to support an important cause.

The funds were given to Komen Europe Network, part of the world’s largest breast cancer organization. Its mission is to work collaboratively to reduce mortality from breast cancer and support women facing the disease. The Network focuses on breast health awareness and targeted education, projects that identify and reduce barriers to care and services, and mission programs supporting women with breast cancer.

At €198,000, the total amount that International Paper donated to the charity ended up nearly doubling the planned minimum of €100,000. The entire sum will stay in the region, supporting European programs focused on breast cancer research, awareness and prevention.

Gerald Demets, Sales & Marketing Director for International Paper’s European Papers business, accepted the award on behalf of International Paper. “The HP Office Pink Ream campaign is consistent with our mission of improving not only our company’s performance, but people’s lives as well. By supporting the Komen Europe Network, we are extremely proud to be part of an effort that will positively affect the health of people around the globe.”

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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, India 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; 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.

In Europe, Middle East, Africa & Russia (EMEA), International Paper focuses on the production and marketing of office papers and fiber-based packaging. We are a leading supplier of high-quality cutsize papers, coated and uncoated paperboard and corrugated containers for a wide range of applications, and employ approximately 9,900 people. Net sales for International Paper in EMEA were approximately \$3 billion in 2017.

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