

In this infographic you will find information about Fibria's strategy, operations, and value chain, and the main highlights of **2014**. This publication is part of the 2014 Report and takes into consideration the principles of the **GRI G4** and the **Framework** of the IIRC (International Integrated Reporting Council). For more information, visit:

#### WWW.FIBRIA.COM.BR/R2014

should follow through 2025.

improvement of

Conventional genetic

improvement of eucalyptus

environmental management

and increased productivity

for shareholders

Valuation of waste, producing forestry

inputs, and optimizing the energy matrix by replacing fossil fuels with waste. In 2014,

reduced the volume of waste disposed in

with 23.2% in the previous year.

Fibria expanded the reuse of solid waste and

landfills. The Três Lagoas unit began reusing

62.6% of its industrial solid waste, compared

disposal and replacement of inputs.

GJ

**1** Reduce by one third the amount of land needed for pulp production.

- Less land concentration - Increased availability of land for

other uses. - Increased competitiveness and greater return

4 Reduce by 91% the volume of solid industrial solid waste disposed in landfills.

- Reduction of impacts and risks caused by industrial landfills.

- Increased eco-efficiency. - Reduction of cost of waste

← Targets 2025

Targets 2014

Baseline (2011)

← Targets 2025

► Targets 2014

▲ 2014 ▲ Baseline (2011)

**—** 2014

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Fibria is an important link on a long value chain which begins at the forest and extends all the way to global consumers of various types of paper used in education, hygiene, and health. Along the production chain, we interact with various stakeholders: communities, suppliers, governments, NGOs, among others, generating and sharing value based on sustainability.

Brazilian company and **world leader** in eucalyptus pulp production, today **Fibria** has the production capacity of approximately **5.3 million** tons of pulp per year.

We operate four mills in Brazil and have a 50% interest in Veracel, in Bahia. We ended the year 2014 with net revenue of R\$7.084 billion, a total of **17,068** workers. Of these, **4,004** are our own and **13,064** are outsourced workers.

#### MISSION

Develop the renewable forestry business as a sustainable source of life.

#### VISION

Consolidate the planted forest as a producer of economic value, generating admirable profit, associated with environmental conservation, social inclusion, and the improvement of quality of life.

# **A NEW LOOK TO THE**

## MATERIAL THEMES -----

Completed at the end of 2013, the materiality matrix prioritizes important topics for Fibria's strategy, reflecting its challenges and opportunities.

- A Certifications, industry voluntary commitments, and regulations
- B Local development and impact on communities
- **G** Business expansion
- **D** Value generation through innovation
- **E** Financial management
- **G** Social and environmental management of the supply chain
- G Forest management: biodiversity, land use
- H Government relations
- Transparency and stakeholder engagement

U Water use

#### GOVERNMENT RELATIONS GOGOOOGO

Through participation in several entities from the forestry, pulp, and paper industries, Fibria seeks to contribute to a stable political-institutional environment with a clear and well designed regulatory framework. Donations made in 2014 (federal and state) totaled R\$4.4 million and were made in compliance with current electoral legislation and according to criteria established in the Electoral Donations Policy. They may be verified in detail on the Electoral Superior Court website (www.tse.gov.br).

# STAKEHOLDER ENGAGEMENT

STAKEHOLDERS Engagement channels	<b>EMPLOYEES</b> Code of Conduct, (Vital newspaper, Informese, EcoCiente), online communication, (Fibria Net, electronic communication), Meet the President, survey of organizational climate	<b>SUPPLIERS</b> Code of Conduct, Participation in the CDP Supply Chain, local supplier development programs (Prodfor and PQF-Avançado), approval questionnaire, publication- On the Road with Safety (for truckers).	<b>CLIENTS</b> Sales contact and technical assistance at sales offices, joint development of technology, satisfaction survey	<b>INVESTORS AND</b> <b>SHAREHOLDERS</b> Quarterly disclosure of results, website for investors, service by Investor Relations team, Fibria Day, Investor Tours	<b>GOVERNMENT/</b> <b>PUBLIC AUTHORITIES</b> Contribute to the development of public policy through representation in entities within the industry and joint development of projects (example: Costa da Baleia Development Plan)	NGOS AND DISCUSSION FORUMS Participation in forums and associations (examples: Forestry Dialogue, TFD and WBCSD), joint development of projects (example: NGP)	
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Main material themes	0	<b>GO</b>		GBO	0	ABGO	(

Fibria relates to various audiences and communicates with these audiences through publications and open channels (Ombudsman's Office and Talk to Fibria) available on the website, and also through Operational Dialogue carried out with communities surrounding its operations. atmosphere

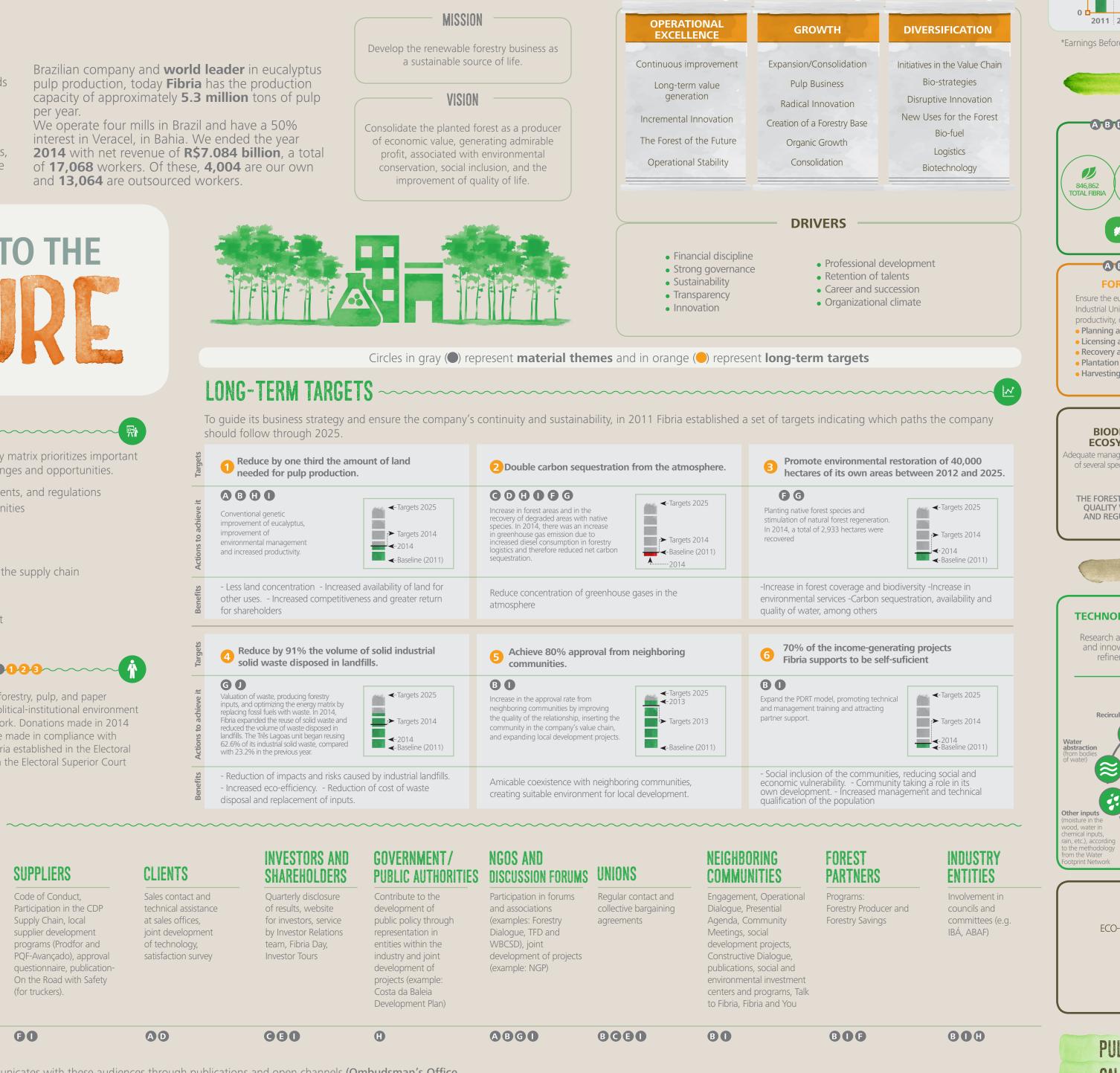
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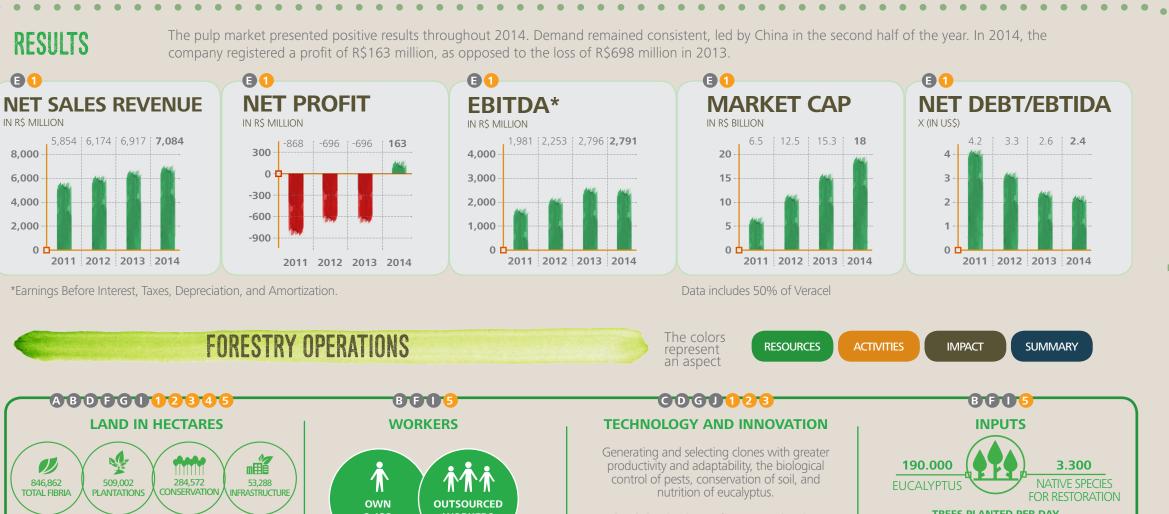
communities.

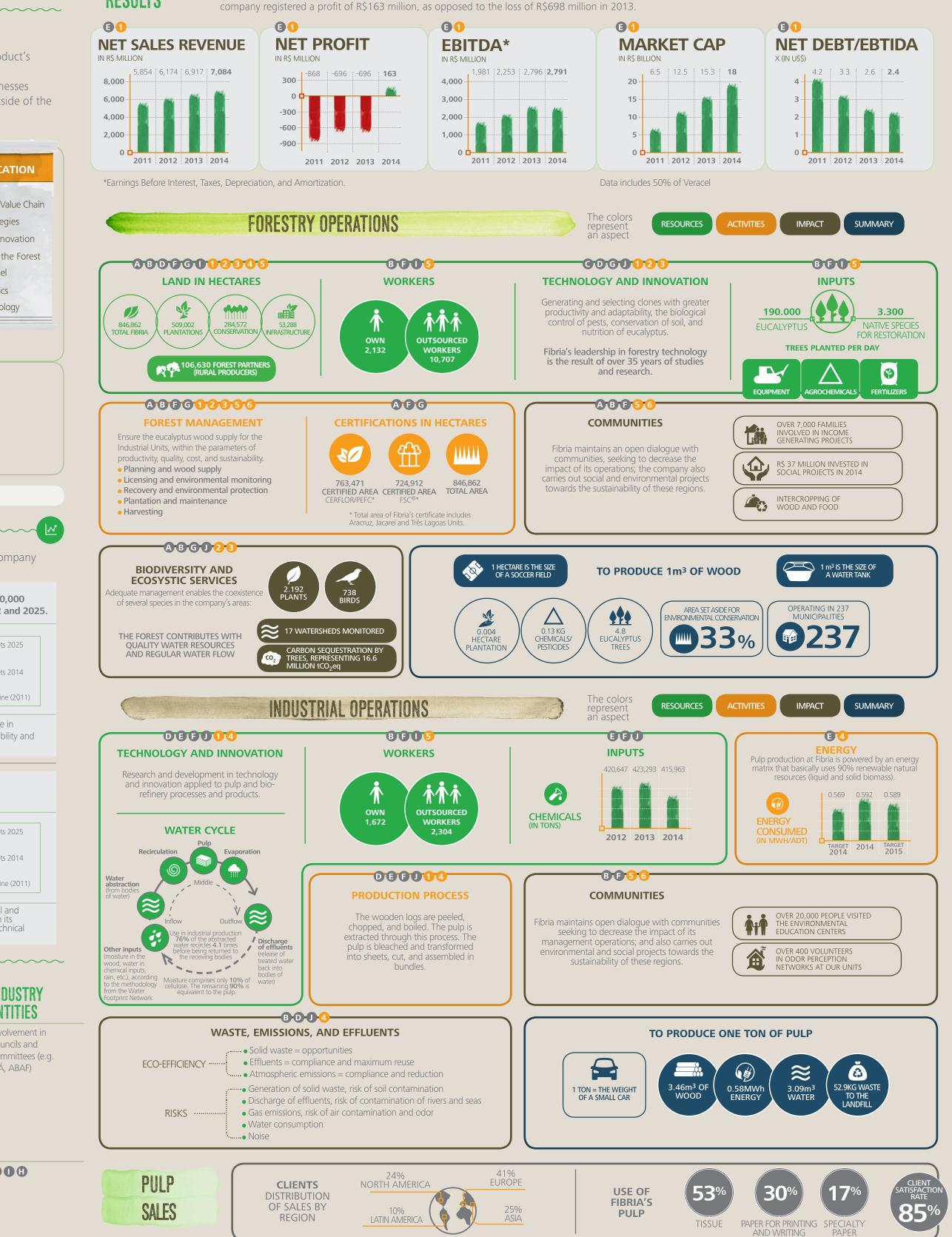
### ------ STRATEGIC PILLARS ------

As a forestry company, Fibria structured its strategy in three pillars: **Operational Excellence** – keeping costs low and maintaining the product's competitiveness

**Growth** – grow and consolidate, creating opportunities for new businesses **Diversification** – innovate and seek new opportunities to expand outside of the concept of commodity.







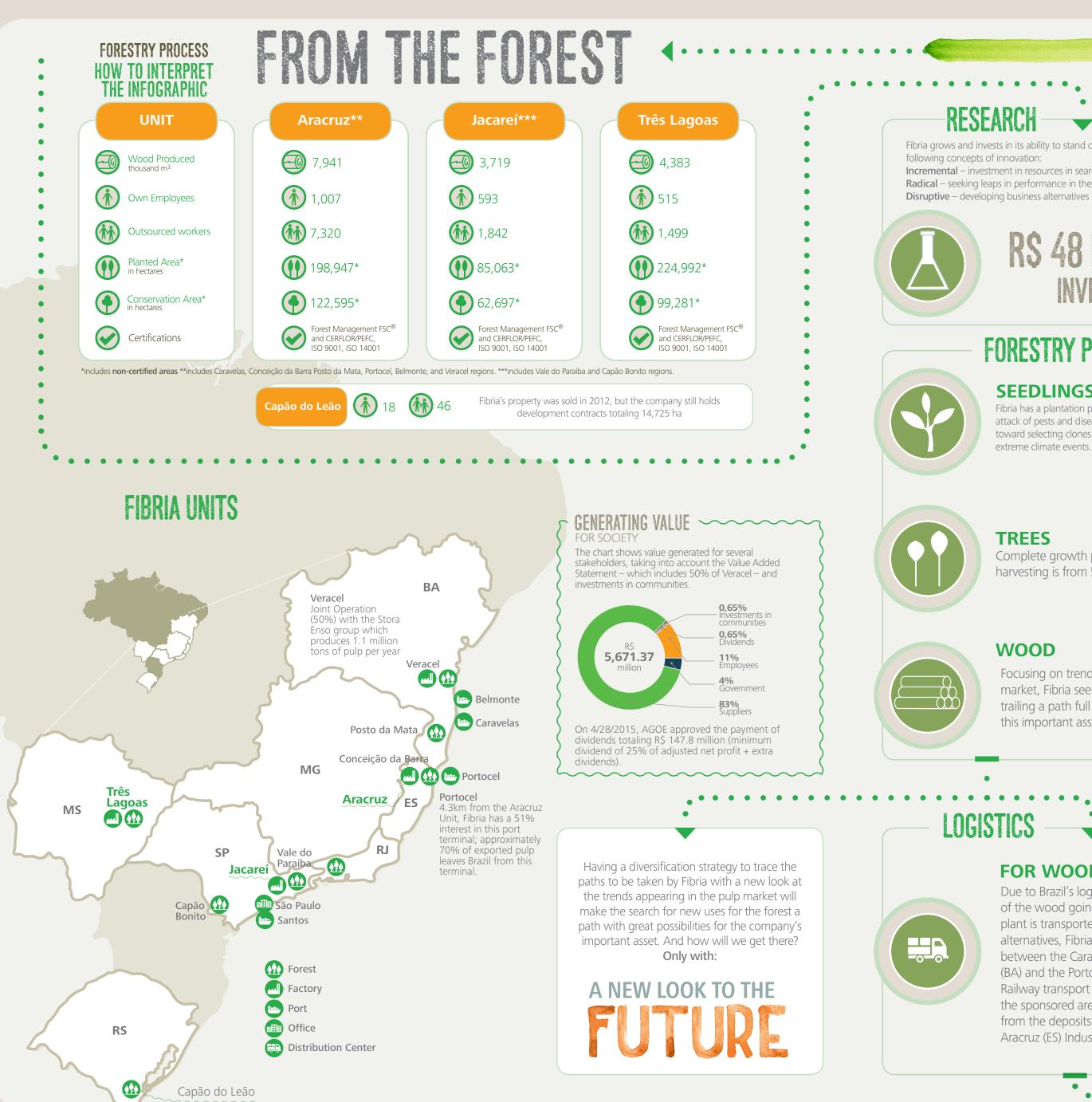






# OUR BUSINESS: From the Forest to Consumers

It is part of Fibria's business strategy to reduce its social and environmental impact while improving product quality and increasing client-perceived value. Integrating Forestry, Industrial, Logistics, and Commercial activities sets the company apart in the market.





#### EUCALYPTUS

Eucalyptus uses water and consumes carbon dioxide like all trees, and through photosynthesis, produces biomass, returning water and oxygen to the atmosphere and storing carbon in its trunk. Eucalyptus is a very efficient species that produces more wood with fewer environmental resources.



