

# Harnessing Two Strategic Alliances to Drive Our Vision

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Nippon Paper Group, Inc.

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# **I. Nippon Paper Group's Vision**



# [1] Group Vision 2015

Drive to become a top-five player in all aspects in the global pulp and paper sector

< Financial Goals>
Consolidated net sales of ¥1.5 to ¥2 trillion
Consolidated operating margin of 8%-10%



## **Current Position of Paper Industry**

### Paper industry has global growth potential

#### 2000-2005 Average paper and paperboard consumption growth

Asia North America Europe World total +5.9% (-0.3% in Japan and +9.8% in China) -0.7% +1.1% +2.4%

Solid domestic demand has driven the expansion of Japan's paper industry over the years. But now that market is mature, so entering fast-growth areas around Asia will be the key to growth.



# [2] The importance of a Global Top 5 ranking

Scale, regional consolidation, and structural changes are transforming the global pulp and paper industry

Region	Business Climate	Corporate Developments	Market Size (million metric tons)
Europe	Market maturation and EU integration	Consolidation into two large Northern European manufacturers	100
North America	Market quickly maturing	International Paper, Weyerhauser, and other large companies restructuring	100
Asia (including Japan)	Japanese market maturing, international market consolidating, and Asian market booming	Reorganizations and consolidation accelerating	140



## Drive to become a top-five player in the global pulp and paper sector

Judging by the experience of other industries, we expect consolidation into a few major players in each market

Group Vision 2015 seeks to make the Nippon Paper Group a major Asian presence in the global market

Drive to become one of the world's top-five pulp and paper groups



# II. Addressing the Challenges Facing Japan's Paper Industry



# Addressing the Challenges Facing Japan's Paper Industry

#### Japan

- World's third-biggest paper producer
- Market is beginning to plateau
- Declining exports and rising imports

#### **Overseas**

- Demand surging in Asia, particularly in China
- Market globalization intensifying price competition

Japanese paper industry must further stabilize domestic market and maintain profitably while overcoming intensifying competition in international marketplace to survive and grow

# Nippon Paper Group's Current Position





# **Current Initiatives**

#### Paper

Maintain domestic lead and strengthen international competitiveness

Deploy large scale production facilities
 Bolster fundamentals through alliances

# Paperboard and packaging products

Eliminate weaknesses and reinforce fundamentals

Restructure through alliances, acquisitions, and mergers

#### **Fuel and raw materials strategies**

Purchase plantations to secure wood chip supply
 Switch to alternative fuels from heavy oil
 Conserve energy and resources



# **Industry Outlook**

Industry-wide reorganization will enhance competitiveness and stabilize operations, providing the strength and scale companies need to do business internationally

Companies will need to be reorganized through various means

Alliances Mergers

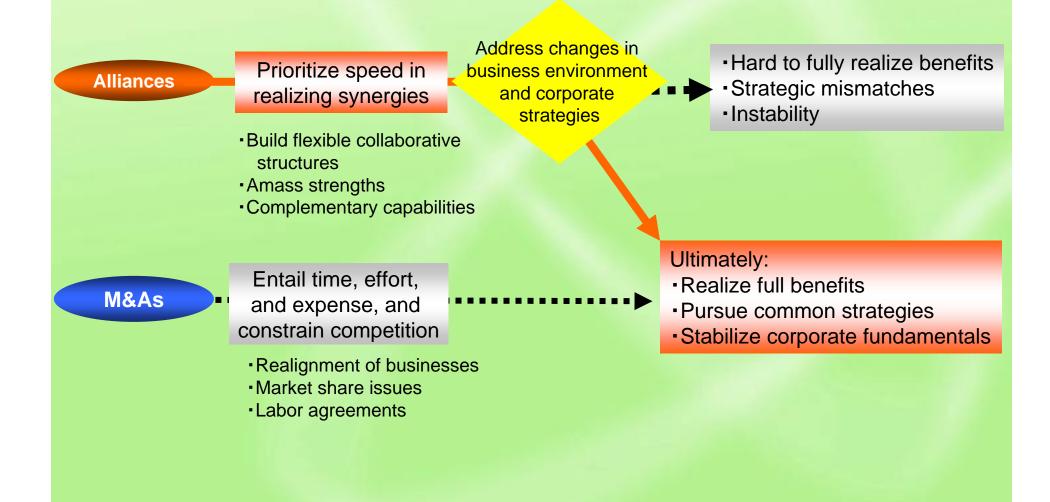
Acquisitions

Integrations

Nippon Paper Group will be a key driver in consolidations



# **Why Form Alliances?**





# **III. Two Strategic Alliances**



# **Two Strategic Alliances**

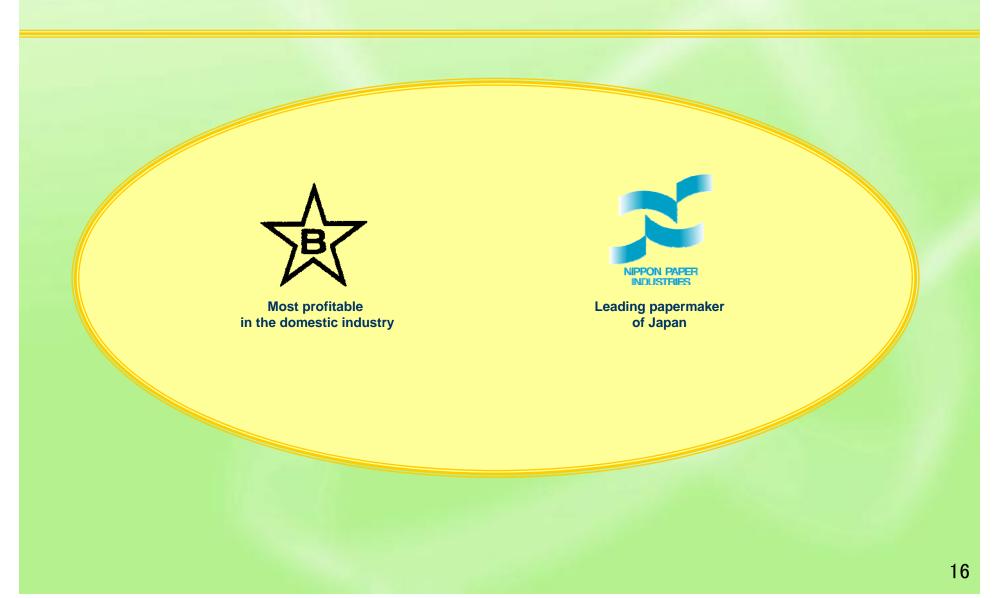
Alliance between Hokuetsu Paper Secure world-class domestic production network and strengthen competitiveness of international product lineup

Alliance between Rengo and Sumitomo Corporation

Complement strengths in paperboard and corrugated product areas (Reinforce areas of weakness)



### [1] Strategic Alliance between Hokuetsu Paper Mills and Nippon Paper Industries





# Significance of the alliance

Swiftly realize synergies, while respecting management autonomy

Strengthen world-class network of large seaboard mills (Ishinomaki, Iwakuni,and Niigata)

Strategic focus on LWC to target overseas markets

Cultivate healthy domestic market

Improve customer service

Strengthen international competitiveness

Share expertise in core competence of coated paper products



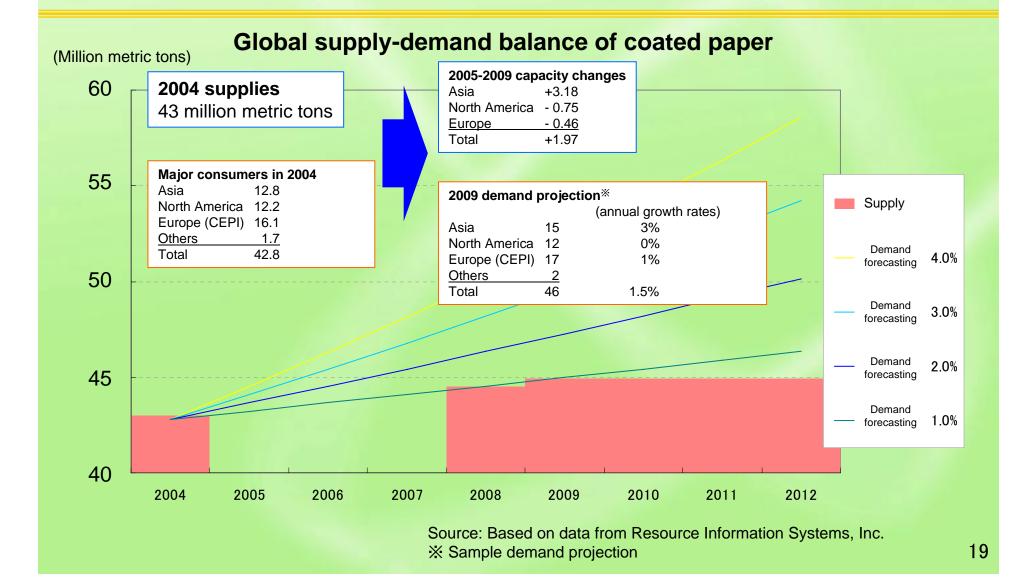
## Major on-machine coaters for A3 and lightweight coated products

Company	Mill	Machine No.	Daily production (metric tons)	Main products		
	Asahikawa	1	352	LWC		
	Tala in a na alui	N5	570	LWC		
Nippon Paper	Ishinomaki	N6	1,000	A3, LWC		
Гарег	Iwakuni	9	706	A3, LWC		
	Subtotal	4	2,628			
	Niigata su	6	358	A3		
		7	448	A2, A3		
Hokuetsu		8	695	A2, A3		
		N9	1,000	A2, A3		
	Subtotal	4	2,500			
Total		8	5,128			
Create the strongest production network and						

#### Create the strongest production network and bolster export competitiveness



### **Focus on Growth Potential of Coated Paper**





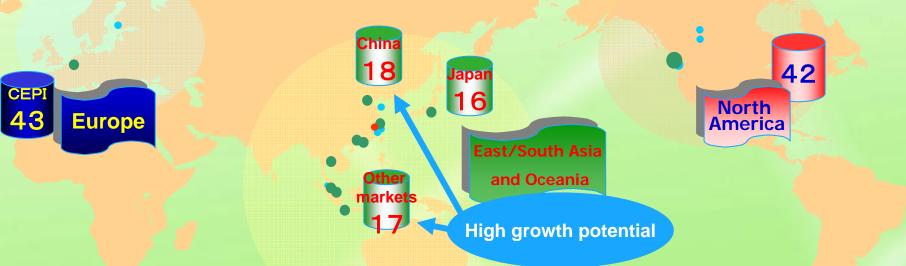
## **Platform for Expanding Overseas Sales**

Nippon Paper Group's sales network Nippon Paper, NP Trading, and San-Mic Trading

> Overseas market

Trading houses' sales networks

### Strengthening Overseas Paper Sales through Group Network



Printing paper market size	Region	Staff	Company	Office	Location	No of Staff
(including for	Asia	55		Asian Business Div.	Tokyo	16
newsprint)	•		Nippon Paper Industries	China Office	Shanghai	6
(Million metric	Oceania			China Office(Guangzhou Branch Office)	Guangzhou	3
tons)			Nippon Paper Industries		Shanghai	13
Sales sites			Trading (Shanghai)	Beijing Office	Beijing	5
				Jakarta Office	Jakarta	3
			NP Trading	Kuala Lumpur Office	Kuala Lumpur	2
			San-Mic Trading (Hong Kong)			4
Production			San-Mic Trading (S)		Singapore	2
sites			San-Mic Trading (Thailand)	(3 staff from Singapore Office)	Bangkok	3
Sites under	North America	2	Nippon Paper Industries USA		Port Angeles	2
establishment	Europe	2	Nippon Paper	Europe Office	Amsterdam	2
	General	20	Nippon Paper Industries	Export Group, Mktg&Sales Mgmt Dept. Paper Sales Div.	Tokyo	10
			NP Trading	Paper Trading Dept., Overseas Div.	Tokyo	10



# **Synergies** An aggregate of ¥30 billion accruing to both partners from FY2007 through FY2011 Initial Ongoing **Synergies** ¥3.5 billion ¥26.5 billion Initial Ongoing **Benefits for** ¥15.7 billion ¥1.9 billion Nippon Paper Group



## **Production and Logistics**

**Synergies** 

**¥13.7 billion cost benefit over 5 years** (FY07~FY11) (Initial cost benefit of ¥3.5 billion plus ¥10.2 billion of ongoing benefits)

Benefits for Nippon Paper Group

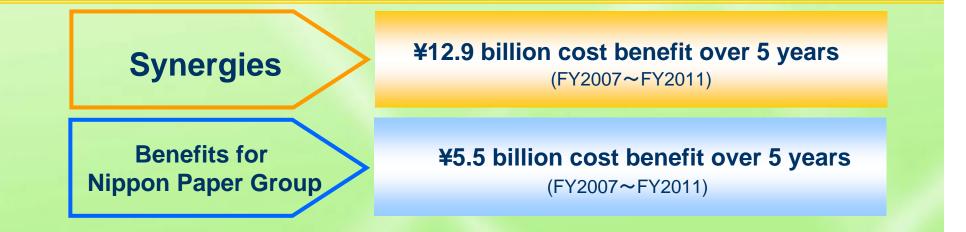
**¥9.6 billion cost benefit over 5 years** (FY07~FY11)

(Initial cost benefit of ¥1.9 billion plus ¥7.7billion of ongoing benefits)

- (1) Facilitate the smooth launch of operations at new state-of-the-art manufacturing facilities (N6 on-machine coater at Nippon Paper's Ishinomaki Mill and the N9 facility at Hokuetsu's Niigata Mill)
- (2) Consign production between the two partners on an original equipment manufacturer basis
- **③ Work together to cultivate international markets**
- **④** Share shipping and distribution networks



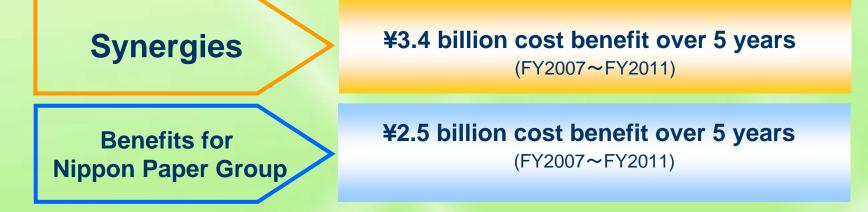
## **Raw Materials Procurement**



- 1 Secure stable supply of raw materials through co-development and joint procurement
- ② Cut procurement expenses by working together to strengthen logistics networks and boost operational efficiency while sharing technological expertise to switch to lower-cost raw materials

## Technology

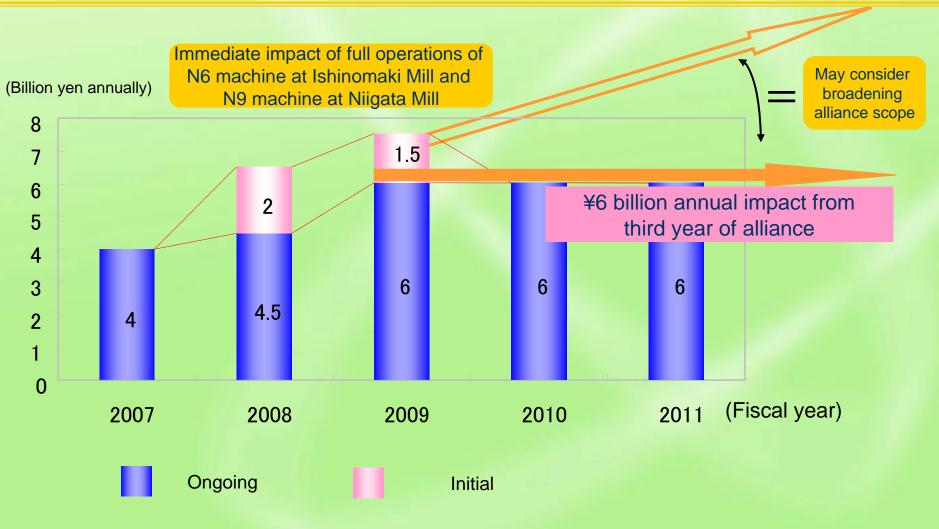




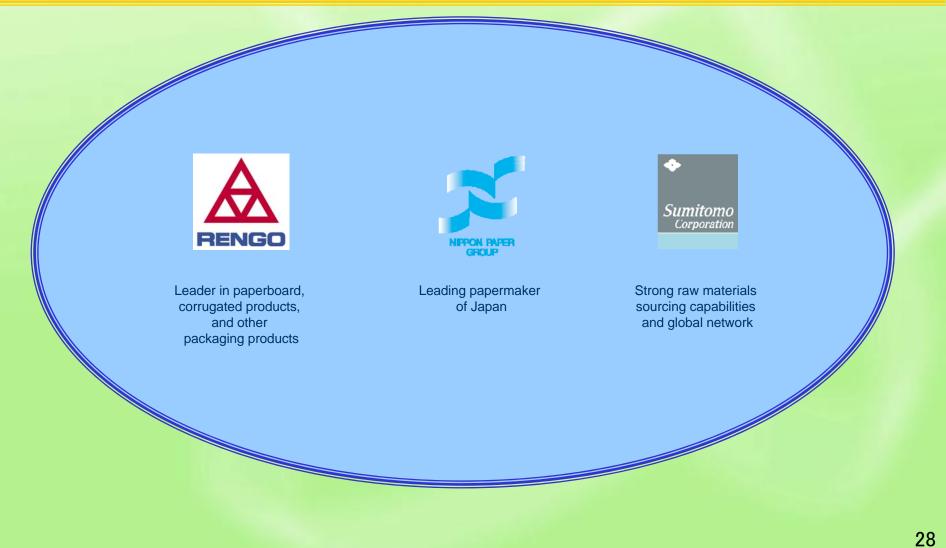
- (1) Improve efficiency by sharing manufacturing and operations technology
- ② Consider launching joint initiatives to address common technological issues in areas such as quality control, maintenance, and the environment



### Synergies over Five Years (FY2007~FY2011)



### [2] The three-company strategic alliance of Rengo, Nippon Paper Group, and Sumitomo Corporation





## **Strategic Alliance Goals**





## **Optimal Combination of Synergies**



- Paperboard leader
- (No. 2 in 2005 in domestic production volume)
- Upstream through downstream capabilities
- Focused on corrugated products
- No. 1 in corrugated products
- No. 2 in containerboard
- Corrugating medium accounts for high proportion of containerboard
- No. 4 in liners
- No. 1 in corrugating medium



- Operations centered on Nippon Daishowa Paperboard
- (No. 3 in domestic paperboard production in 2005)
- Integrated materials sourcing with paper business
- Only containerboard included in consolidation
- No. 4 in corrugated products (through Nippon Tokan Package)
- No. 3 in containerboard
- Liners account for high proportion of containerboard
- No. 2 in liners
- No. 4 in corrugating medium

Creates the strongest alliance in Japan's paperboard sector No. 1 in containerboard No. 1 in corrugated products



## Scope of the strategic alliance

### **Paperboard business**

### **Packaging business**

## **Joint Sourcing of Raw Materials**



## **Specific areas for joint consideration**

①Formulate comprehensive strategy to restructure and strengthen Nippon Paper Group's packaging business

②Expand the scope of the Firms' joint supply network and work together to cut logistics costs

③ Leverage Sumitomo's domestic and overseas networks

(4) Jointly scrap and build containerboard facilities

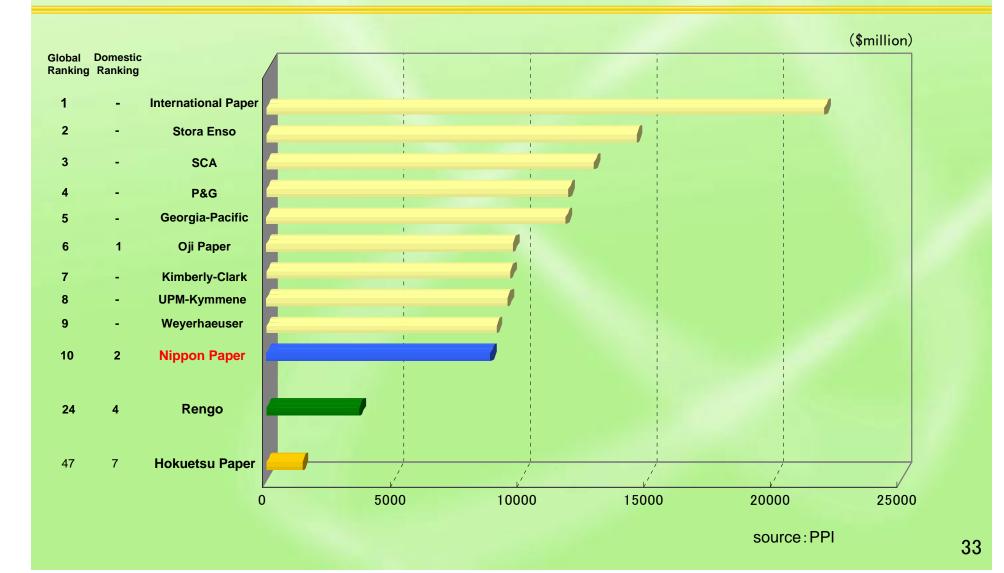
(5)Share technological and human resources in paperboard and packaging businesses

6 Identify and cultivate new growth areas in packaging

⑦ Other mutually agreed initiatives



### **Global Paper Company Rankings in 2005**



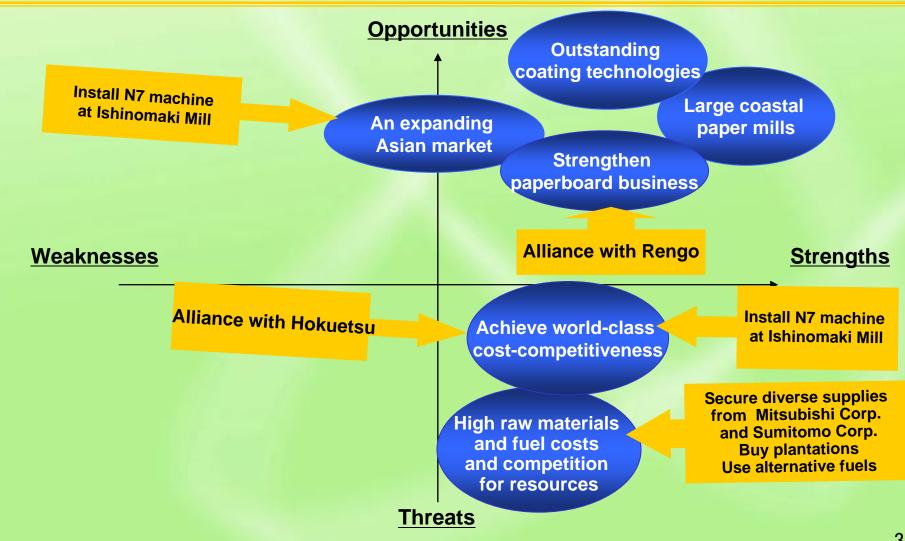


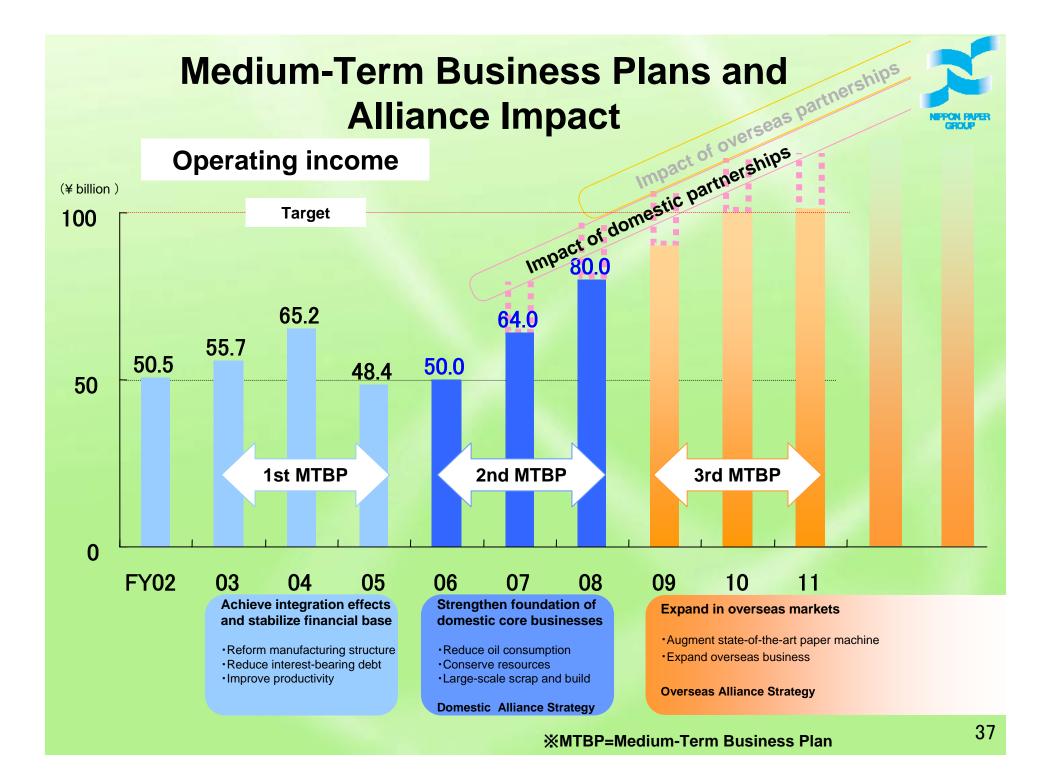
# **IV. Toward the Group Vision 2015**

### **Current situation and strategies**



## **Nippon Paper Group's Goals**







# **V. Reference Materials**



#### **Business Segment Sales in 2005**



## Paper and Paperboard Production Volume in 2005

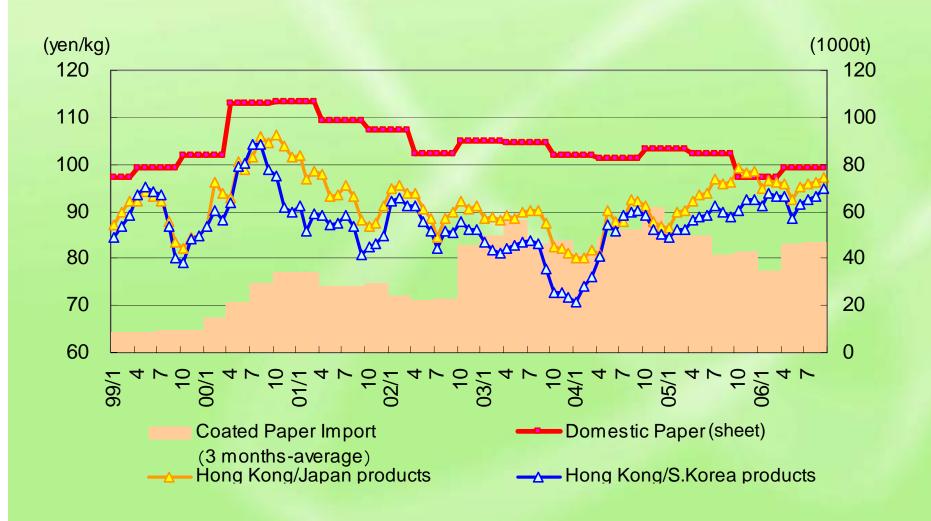


(Companies with annual production exceeding 1 million metric tons)

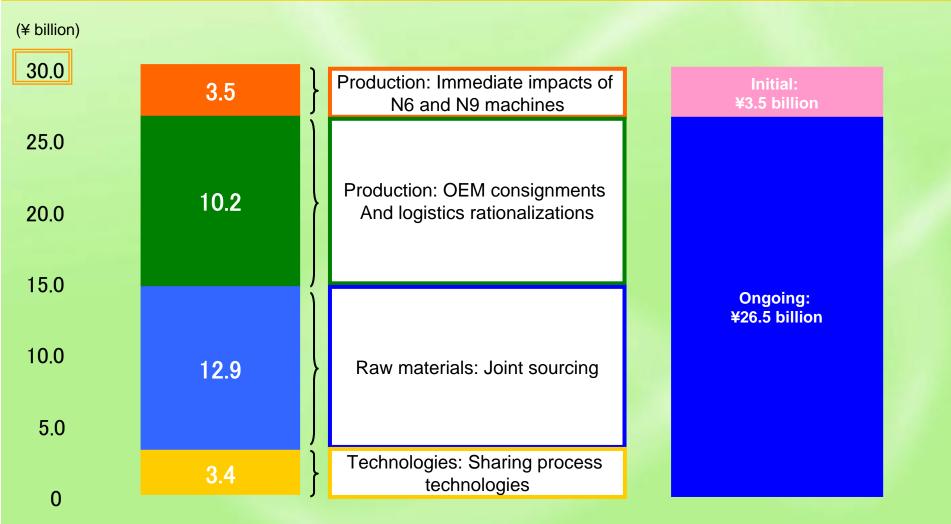


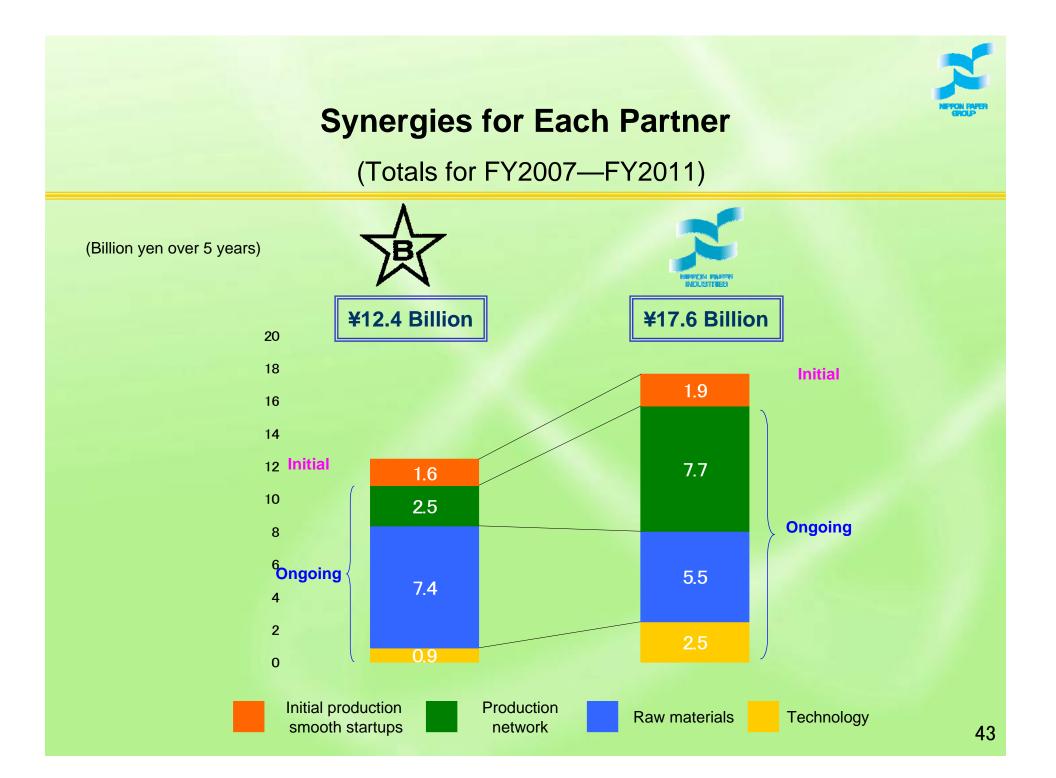


# Price Convergence between Japan & International Markets

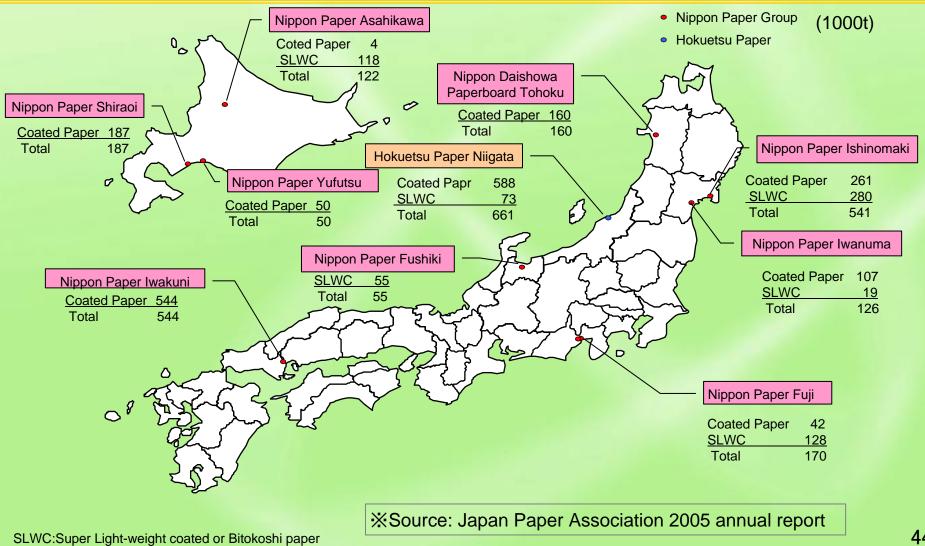


#### Strategic Alliance between Hokuetsu Paper Mills and Nippon Paper Industries **Total Synergies over 5 Years**(FY2007~FY2011)



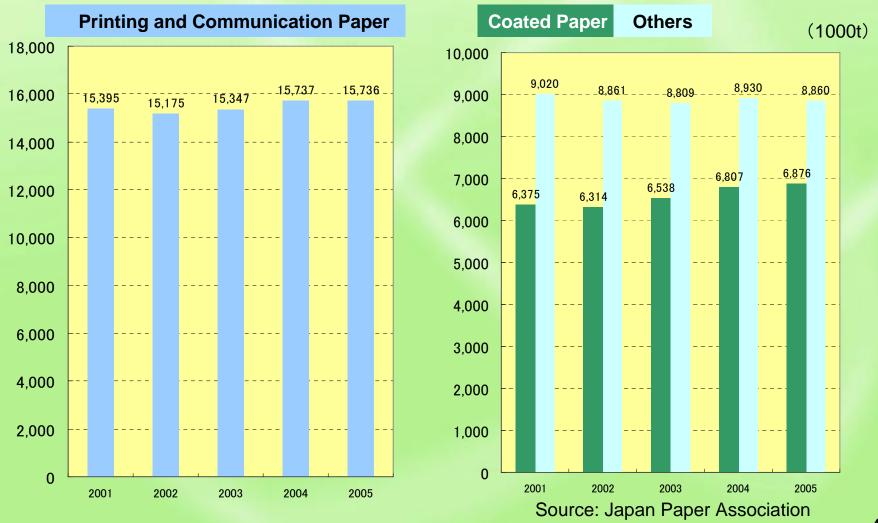


#### **Nippon Paper and Hokuetsu Paper Coated Paper Production Bases**



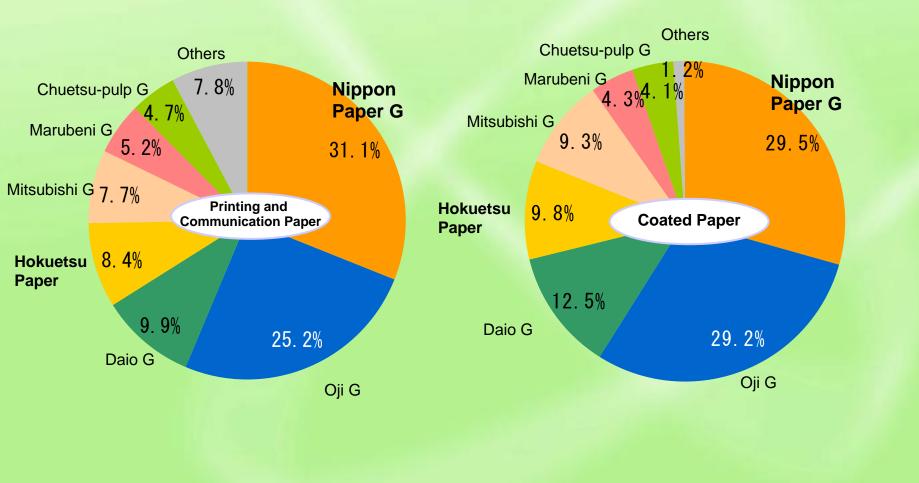


#### Domestic demand for Printing and Communication Paper in Past Five Years



45

#### Market Share Printing and Communication Paper, Coated Paper (2005)

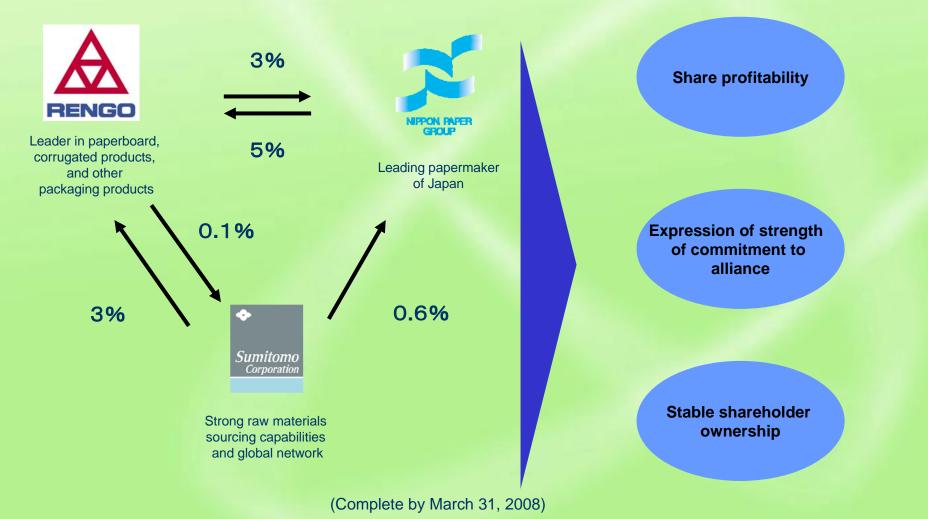


Source: Japan Paper Association

The three-company strategic alliance of Rengo, Nippon Paper Group, and Sumitomo Corporation

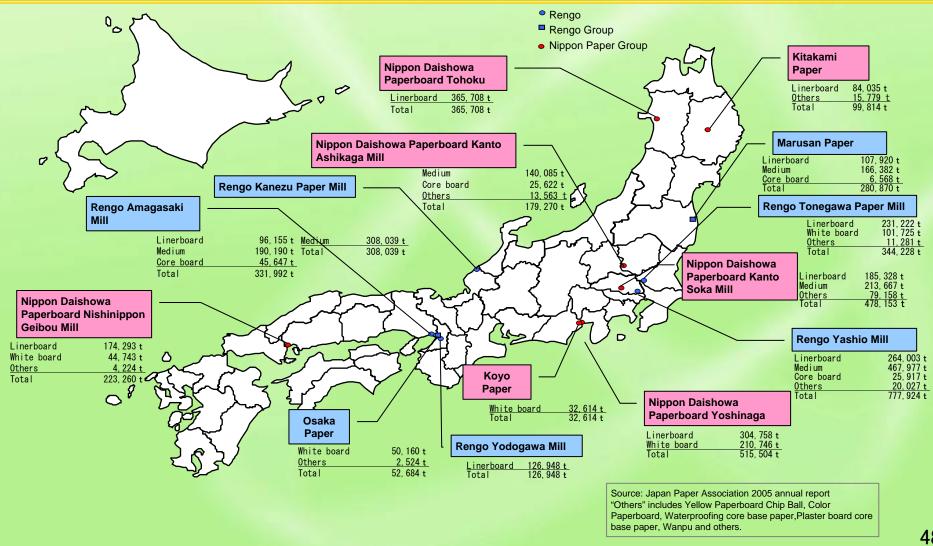


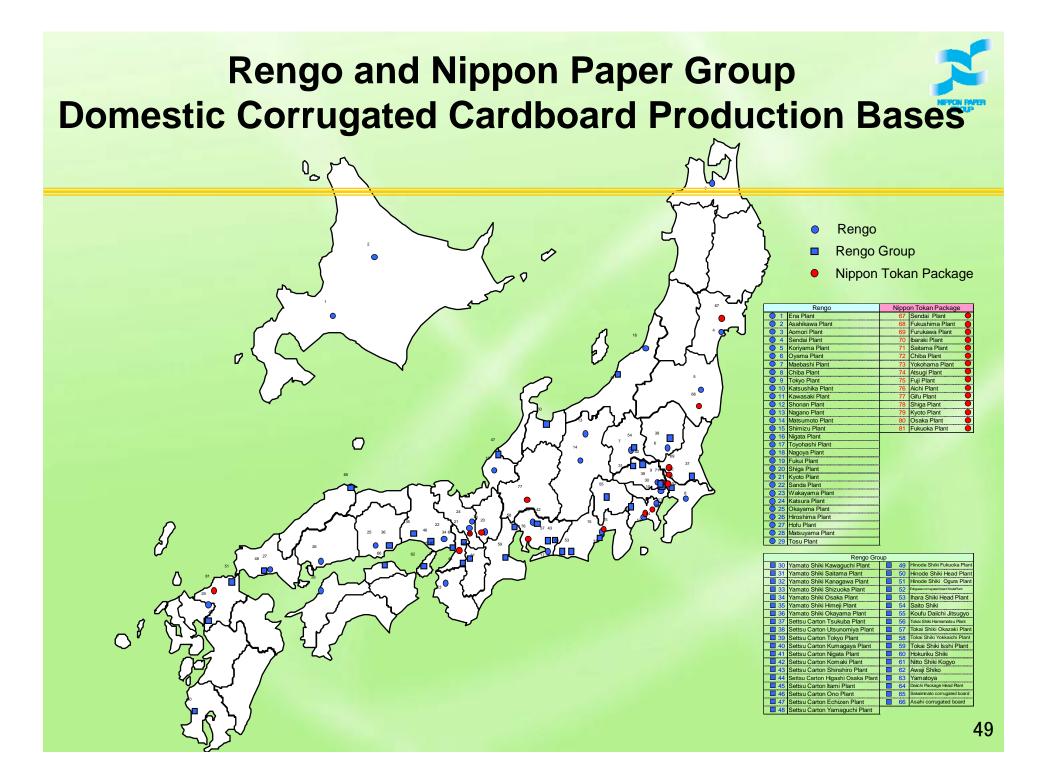
#### **Cement Alliance through Share Ownership**



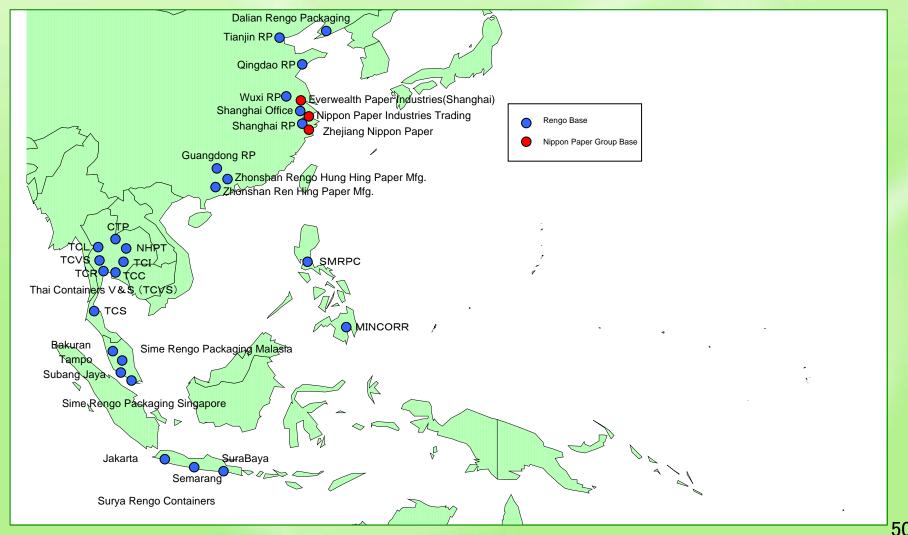


#### **Rengo and Nippon Paper Group Domestic Paperboard Production Bases**





## **Rengo and Nippon Paper Group Overseas Paperboard and Corrugated Cardboard Production Bases**





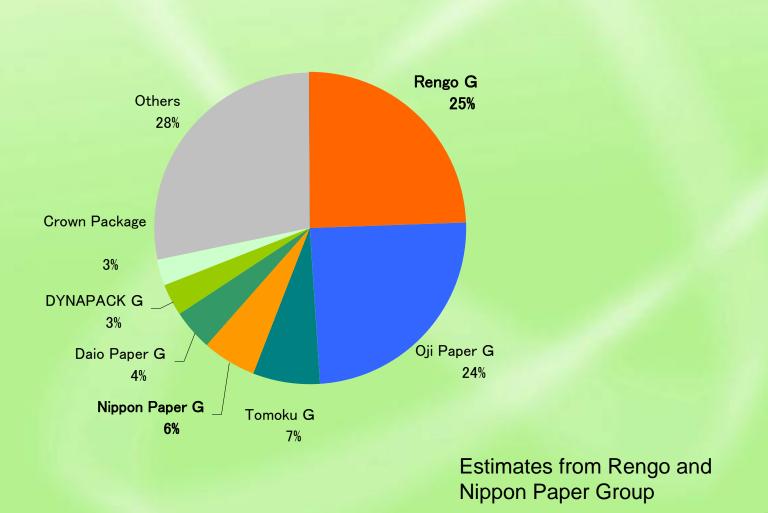
## Domestic Paperboard and Corrugated Cardboard Production Volumes 2001 to 2005





From Paper and Pulp Statistics 2005 of Japan Paper Association

## Market Share Corrugated Cardboard (2005)



## **Management indices**



#### **Group Vision 2015 targets**

	Fiscal 2005	Fiscal 2008		Group Vision 2015
Operating income	¥ 48.4 billion	¥ 80.0 billion	-	Domestic ¥100 billion + overseas
Operating income to net sales	4.2 %	6.4 %		8~10%
Operating cash flow ※	¥ 95 billion	+ 120 billion		¥ 150 billion

**%**Real cash flow, excluding year-end adjustments

#### **Other targets**

ROE	3.9 %	8.0 %
ROIC	5.0 %	7.0 %
Equity ratio	29.5 %	31.2 %
Interest-bearing debt	¥ 692.1 billion	¥ 700 billion
Debt-equity ratio	1.5 times	1.4 times
Number of employees	12,798	12,000



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