

	POLICY	Revision: 00 June 2014
	KLABIN REPUTATIONAL CAPITAL	Sheet 1/6

CONTENT

1.	Purpose.....	1
2.	Scope	2
3.	Definition.....	2
4.	Context	2
5.	Guidelines.....	3

	POLICY	Revision: 00 June 2014
	KLABIN REPUTATIONAL CAPITAL	Sheet 2/6

1. Purpose

To establish guidelines for orientating the management of Klabin's reputational capital, deemed an important intangible asset of the company.

2. Scope

All Klabin's employees, outsourced personnel, and other business partners at all managerial units of the company shall comply with the guidelines in this Policy, the areas relating directly with the above mentioned stakeholders being directly responsible for compliance while the Communication and Sustainability Management area is responsible for its promotion.

3. Definition

Reputational capital is the sum of factors such as quality of the products and services offered by the company, financial equilibrium, organizational climate, consistency between ethical practices and conformity indicators, stage of implementation of corporate policies and voluntary commitments, consistency between discourse, marketing and corporate practices, among others.

4. Context

Klabin's operations are based on principles of sustainability for all activities related to its products and services, operating in an economically viable, socially just and environmentally correct manner.

The company's products are intrinsic to people's daily lives. The paper and coated boards for packaging and also paper packaging provide both protection and safety to food products, beverages, hygiene and cleaning products, electrical-electronic goods, cement, seeds, flour chemical products and others.

In order to continue supplying its products, grow and create value along the production chain, Klabin invests in the constant improvement of its processes of management and operations in line with the strategic guidelines developed by the company. Themes such as innovation and sustainability are present in the planning, actions, development of the company's businesses and in the striving to reach a good reputation in the eyes of the company's stakeholders.

In this context, the company endeavors to manage not only tangible but also intangible assets, that is to say, assets where there is no physical representation, where capitalization and amortization do not reflect the potential for creation of value for the company. Some intangible assets are susceptible to accounting requirements for registration (for example patents, public concessions, and licenses), while others are not despite their contribution to the company's market value (examples: client portfolio, company reputation).

Thus, the management of the company's reputational capital represents an important competitive differential for Klabin, covering guidelines for all stakeholders such as employees and their families, investors and shareholders, clients, community, suppliers, government, teaching and research institutions, labor unions, class entities, the press, and NGOs, as can be seen as follows.

	POLICY	Revision: 00 June 2014
	KLABIN REPUTATIONAL CAPITAL	Sheet 3/6

5. Guidelines

In order to achieve the purpose above, Klabin should adhere to the following guidelines:

1. To comply with Klabin's Code of Conduct for strengthening the principles and values already established such as respect for the underlying values based on morality, dignity, freedom, integrity, loyalty, transparency and justice; intolerance of offensive language, moral or sexual harassment, discrimination on the grounds of religious beliefs, color, race, gender, age, marital status, sexual orientation and disability of any nature with a view also to the preservation of the moral assets of the Company.
2. To comply with Klabin Sustainability Policy in order to strengthen the principles already expressed such as the pursuit of competitive quality, with a view to the sustained improvement in the company's results, improvements of processes, products and services to meet the expectations of the clients, employees, shareholders, community and suppliers; the fostering of personal and professional growth of Klabin's employees; and the practice of social responsibility with a focus on communities in which the company operates.
3. To comply with the current legislation, both from the environmental, social, labor, as well as the economic point of view since the guarantee of conformity helps directly reduce financial risks from fines or indirectly from the impacts on the reputation of the organization.
4. To prevent all and any type of corruption. Corruption undermines the efficacy and reputation of an organization, exposing it to criminal processes as well as civil and administrative sanctions.
5. To prioritize transparency in all processes and activities in accordance with best Corporate Governance practices.
6. Not to practice unfair competition with the potential of placing the organization's reputation at risk with the stakeholders and creating legal difficulties.
7. To adopt practices which guarantee the health and safety of Klabin's products.
8. To reconcile conflicts of interest between Klabin and its stakeholders, considering the expectation involved with the different contexts and situations.
9. To respect the principles of responsible communication and marketing established in the Corporate Marketing Policy, with transparency in providing information on the products and socio-economic and environmental impacts of Klabin's operations and along the value chain.

	POLICY	Revision: 00 June 2014
	KLABIN REPUTATIONAL CAPITAL	Sheet 4/6

10. To adopt procedures for crisis management. At Klabin, a crisis is all and any fact which deviates from the company's operational and business normality, disrupting or interrupting the functioning of the company and/or with the potential to generate losses or risks to its employees and outsourced personnel and the communities in which it carries on its business. This in turn may translate into negative publicity, harming the relationship with one or more of its stakeholders and principally harming the company's reputation itself.
11. To monitor areas of permanent preservation and forest plantations pertaining to the company and by guaranteeing the integrity of natural habitats, having the potential to underscore the organization's reputation, the stability of the environment and the contiguous natural resources as well as bringing socio-economic benefits to the neighboring communities.
12. Whenever possible, to adopt the best environmental practices with the purpose of progressively minimizing the impacts of the environment and the community in which operations are performed.
13. To foster constant dialog with stakeholders to identify levels of satisfaction and potential demands for improving the relations and reputation of Klabin with its various audiences.
14. To guarantee the appropriate access to communities in their dialog with the company, maintaining adequate relationship instruments and initiatives suitable for the different needs such as 0800 call centers and suggestion boxes in each location, visiting programs to the units and continual participation of Klabin in events organized by local players.
15. To monitor systematically the company's indirect economic impacts, since improper management may result in harm being done to the reputation of the organization, delays in the issue of licenses and loss of the social license to operate.
16. To undertake the management of the organizational climate and satisfaction climate surveys every two years with employees at all of Klabin's units for identifying positive points and the need for attention to and creation of action plans for maximizing opportunities for improvement.
17. To support and promote volunteer practices such as Klabin's Terra Viva Volunteer Association, a not-for-profits entity set up to collaborate in the improvement of the quality of life in the communities where the company has its operations.
18. To foster programs for counselling, prevention, and risk control programs for assisting employees, their families, or members of the community in relation to serious illness, such as the Inhouse Occupational Accident Prevention Week.

	POLICY	Revision: 00 June 2014
	KLABIN REPUTATIONAL CAPITAL	Sheet 5/6

19. To hold periodic events with the company's clients to engage them and expand their knowledge of Klabin's products, more especially when there are changes and/or the launch of new products as well as in matters relating to the pulp and paper market.
20. To maintain a permanent and transparent relationship with the press, contributing to the preservation of the interests and image of the company and at the same time, to help propagate information to the other stakeholders.
21. To ensure the maintenance of the socio-environmental criteria set out in the Social Responsibility Policy – Engagement of Suppliers for the qualification, contracting and monitoring of suppliers. Record of problems with suppliers involving Human Rights which can reflect in reputational risks for Klabin itself and for other links in the value chain.
22. To promote supplier engagement on environmental issues.
23. Maintain a channel of contact with investees for feedback, doubts, suggestions, and accountability.
24. To participate in meetings with NGOs, such as the National Forestry Dialog and in regional forums for discussion on matters which lead to environmental conservation and which reinforce Klabin's reputation with them.
25. To maintain projects with the Forestry Police such as the Young Environmental Protector and Nature's Guardians to reaffirm the company's commitment to environmental protection and conservation.
26. To offer programs to rural property owners in regions where the company carries on its operations with a view to the environmental regularizing of the properties as well as improving the quality of life and the planning of the properties.

 Klabin	POLICY	Revision: 00 June 2014
	KLABIN REPUTATIONAL CAPITAL	Sheet 6/6

APPROVAL SHEET

 Klabin	POLICY	Revision: 00 June 2014
	KLABIN REPUTATIONAL CAPITAL	Sheet 7/6

Prepared by: Revised by: Approved by:

Elaborado por:



Carime Kanbour Zaccaria
Gerente de Sustentabilidade e Comunicação

Revisado por:



José Aparecido Calsavara
Gerente de Auditoria

Aprovado por:



Sergio Luiz de Toledo Piza
Diretor de Gente e Gestão

17/06/2014