

Q & ^{Double} A

From
local
to
Global
brand





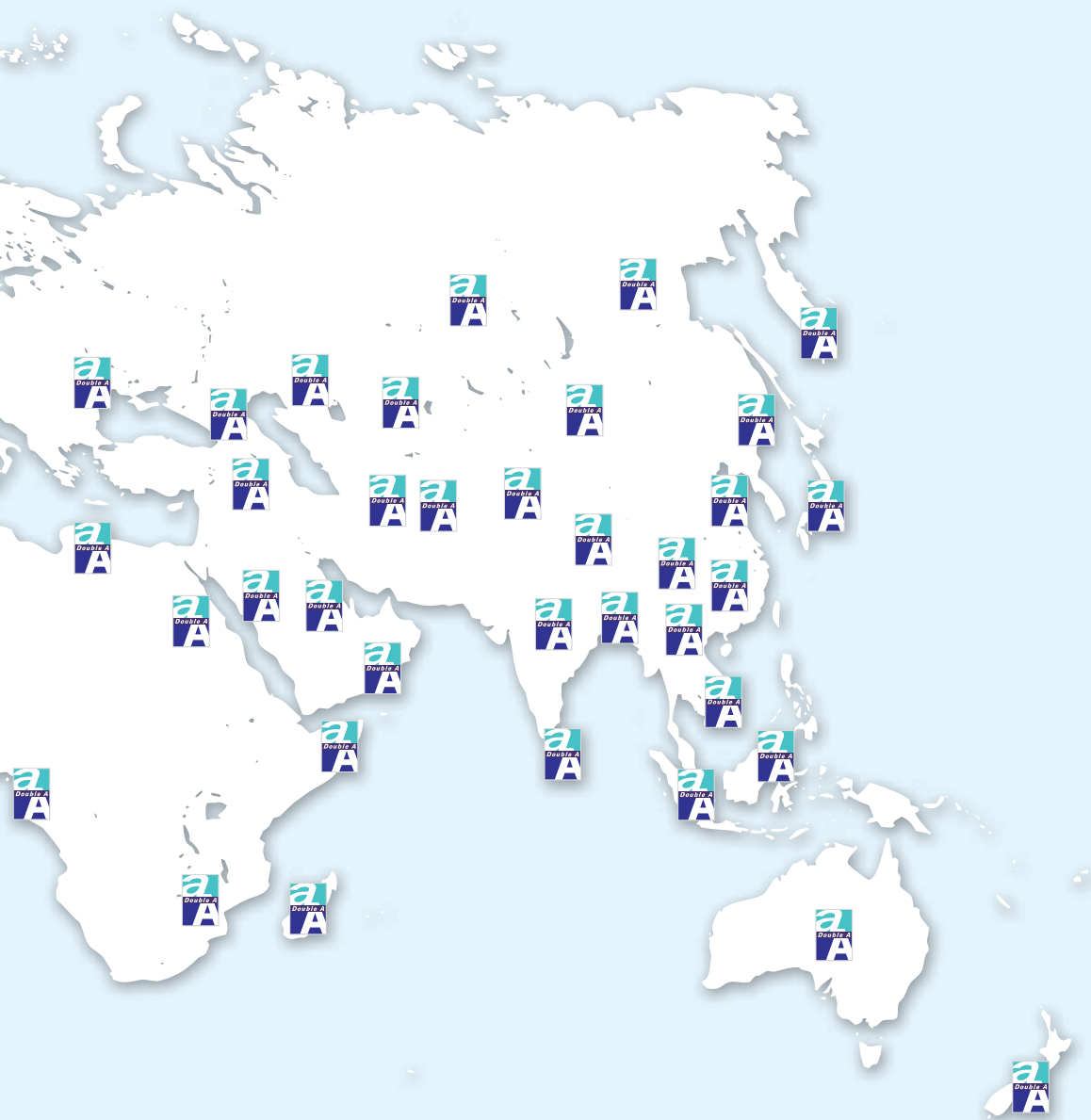
Where is Double A today?



Double A



Double A is a global brand with presence in 6 continents and 120 countries.



A photograph of a paper mill interior. In the foreground, a blue and white Double A paper box is moving along a green conveyor belt. The box features the 'Double A' logo and the text 'Double A' in large white letters. In the background, other similar boxes are visible on the conveyor, and the industrial structure of the mill with overhead lights and metal beams is seen. A large, faint, stylized 'Q & Double A' watermark is overlaid on the right side of the image.

How do we ensure the premium quality
of *Double A* paper?



**By using high quality raw material
from sustainable Farmed Trees.**

Double A Paper-Tree, the secret to **Double A Quality**



Double A Paper Tree delivers consistent, high fiber content for the pulp used in **Double A** paper. This high fiber content delivers better paper formation, opacity, low ash content and smoothness that has been the hall mark of **Double A** quality.

Double A paper trees are grown by farmers in the empty spaces between their rice paddies, or KHAN-NA.

Double A Paper-Tree Nursery,
The saplings are nurtured for 4 weeks before distribution to rice farmers.





The nurseries where “**Double A** Farmed Trees” are initially grown.

Special Characteristics of **Double A** Paper-Tree

Double A Paper-Tree matures in 4 years. The tree grows straight with leaves concentrated at the top of the tree; which allows sunlight to flow through for rice cultivation.





**Where do we source the wood
we use for paper making?**

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Sustainable fiber from mature “farmed” trees planted on vacant strips of “KHAN-NA” land.

What is KHAN-NA?

Thai word for the vacant strips of land between rice fields traditionally used as pathways to other rice paddies.

Paper from KHAN-NA Approach

Unique Asian solution to fiber sourcing, Paper from KHAN-NA has proven that paper making can be environmentally sustainable, socially responsible and economically viable. This agro forestry approach encourages community participation, currently 1.5 million Thai farm families supplement their rice income with income from Double A paper trees.





How do we ensure that the products delivered to customers are of superior standard?





By employing state of the art technology and skilled multinational workforce in the manufacture.



Cutting Edge Technology

All of **Double A** products are manufactured with advance technology with ISO 9001 management system, which is subject to rigorous quality check to ensure consistent high quality **Double A** paper.



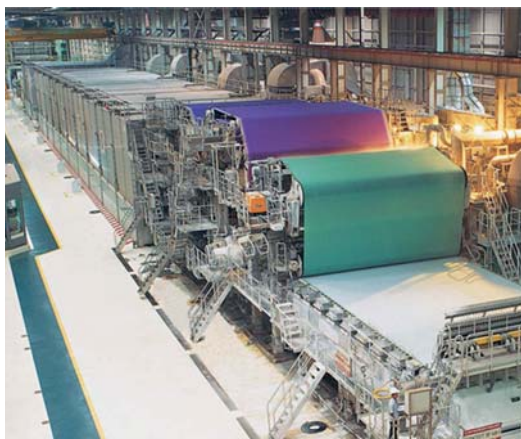
Double A's well equipped laboratory where the product is tested at each stage of production



Web scanner at work.

With the information relayed to a control room and monitored by experienced operators irregularities or defects can be rapidly corrected.





Paper production line.



***Double A's** packing line.*

Mill of Tomorrow

The spirit of Thai industrial enterprise flourishes here.

At **Double A's** pulp and paper mill, key management positions are filled by Thai nationals, while a number of international experts infuse the local staff with technical and production know-how.



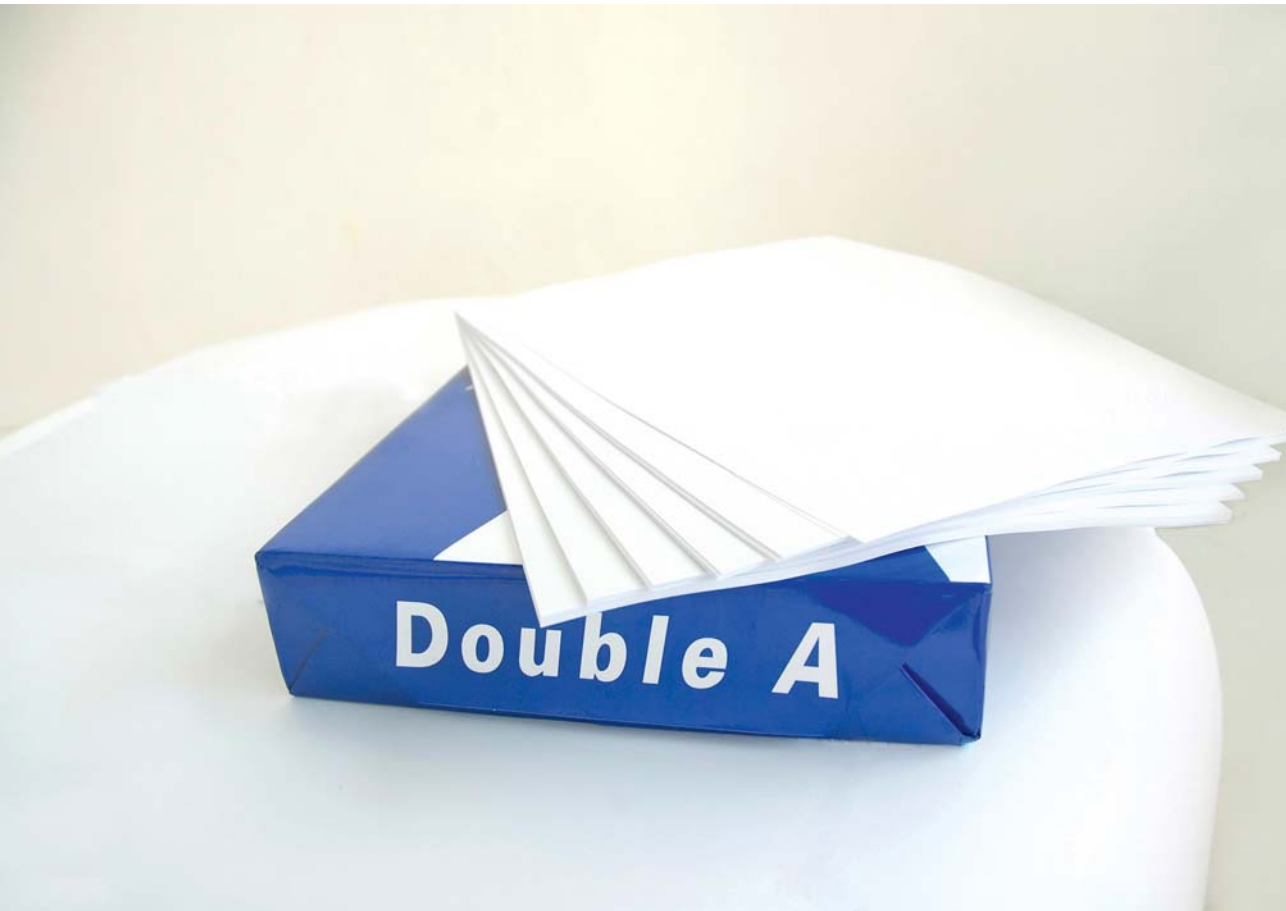


How do we maintain a super smooth surface and high quality known today around the world?





By controlling the quality and consistency
fiber from *Double A* Paper-Tree.





How do we respond to the increasing global demand for high quality paper?



GLOBAL BRAND



By investing in paper capacity enhancement.

Paper Making Capacity

As one of the key players in the paper industry, **Double A** currently operates 3 paper mills with a combined annual capacity of 600,000 tons. The paper mills produce high quality coated and uncoated papers with excellent performance and distinct quality.



Investing in Paper Capacity to Sustain Global Demand

Paper Mill 3

To sustain the growing global demand for **Double A** paper especially in new markets in Africa and Eastern Europe, a new paper mill has been added to **Double A's** Prachinburi mill. The 250,000 ton Paper Mill 3 is the first in Asia to run in 100% short fiber from Paper from KHAN-NA.

Dafeng Port Agreement

Double A has signed a joint venture agreement to set up a pulp and paper mill in Dafeng China. The agreement is between **Double A** Holding Limited and Dafeng Port Authority. The mill will be situated in the northern Jiangsu province and will produce 500,000 tons of paper per year using sustainable fiber from **Double A** farmed trees.



What is *Double A*'s sustainable business model?



SUSTAINABILITY



A business model that revolves around the environment, economic and social responsibilities.

Creating a Better World for Future Generations

Trees absorb carbon dioxide to grow. 400 million **Double A** trees absorb 6.7 million tonnes of CO2 per year.

No Tree Plantations

Paper from KHAN-NA helps in the prevention of monoculture tree farming or large scale tree plantations which poses negative impacts to the environment such as loss of biodiversity.

Compliance with international standards

Double A mill is certified with ISO 14001 Environmental Management standards.



ECF Bleaching

Double A's pulp production facilities use Elementary Chlorine Free (ECF) bleaching which reduces toxic by product and minimizes health risks.



How does *Double A* helps reduce global warming?

ENVIRONMENT

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By using self-generated biomass power from tree waste and by-products.



Renewing and Optimising Production Waste

At **Double A** residual wastes from production never go to waste. Wood debris, oversize woodchips, tree barks and black liquor, the usual wastes from wood processing are used as fuel for generating 100 MW of electricity and steam power that supports our production. Biomass power is sent to the local grid for use of community of 400,000 households. Furthermore, the use of renewable biomass power saves 340 million liters of diesel oil annually.

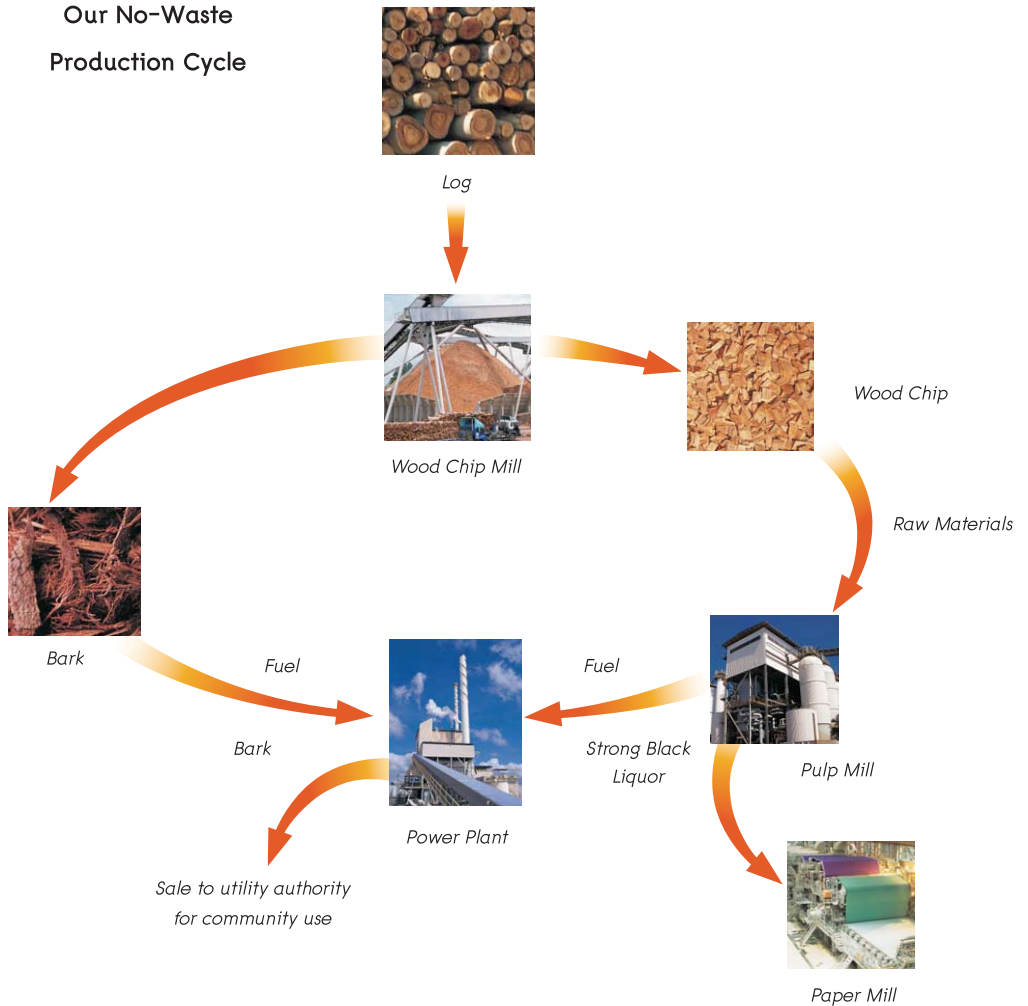
Factory wastes and rice husks comprise the bio-mass fuel used for electricity generation at our own power plant.



Evaporator used for cooking liquor from pulp production. The concentrated strong black liquor is used as fuel for biomass power generation.



Our No-Waste Production Cycle



Plentiful and Renewable Resources

Land, water, sun and fast growing **Double A** Paper Trees, together provide us with supplies of raw materials and factory fuel. The trees we plant today will become a valuable resource pulp and paper production tomorrow.



How do we manage water conservation?





Wash Presses for Conserving Water

Wash presses for conserving water work in much the same way as squeezing water from a wet towel, the pulp washing plant uses wash presses with pressure as high as 12- bar to squeeze out water from the wet pulp. This technology helps to reduce water consumption.

Own Rainwater Reservoir

In 1995, **Double A** constructed a 36 million cubic meter rainwater reservoir, for mill use and to supply water to surrounding industrial park.



Efficient Water Consumption

A number of wash-presses are used for separating the dissolved material and chemicals in the process from the pulp. Water is efficiently used in order to reduce water consumption. With the applied technology, only 7-8 cubic meter of water or 10% of the industry standard is needed to wash one tonne of pulp.





**How do we ensure the constant supply
of sustainable wood for production?**



ECONOMIC

A woman with short dark hair, wearing a wide-brimmed hat with a colorful floral pattern and a blue and white plaid button-down shirt, stands outdoors next to a tree. She is smiling and has her hands resting on the tree trunk. The background is a soft-focus green field with trees.

A

By offering incremental income to Thai farmers who grow Double A Paper Tree, in *Double A's* Paper From KHAN-NA program.

Constant Supply of Wood

Sustainable paper-making requires a constant supply of sustainable fiber from Paper from KHAN-NA. **Double A** engages Thai farmers to this sustainable agro-forestry for an incremental income from unused agricultural lands.

Giving Back to Rural Communities

Over 1.5 million farm families are involved in growing **Double A** Paper-Tree. These families earn up to THB 5 billion in additional income from selling matured trees to **Double A** mill. The extra income is mainly used for the education of their children. For this business initiative, **Double A** received the Asian Award for Poverty Alleviation.



Educational improvement is an example.

Double A Donates Paper Tree Saplings to Rural Schools

*A joint cooperation with the Office of Basic Education and the Thailand Environmental Institute, the project provides tree saplings to over 6,600 provincial schools throughout Thailand to grow and resell to **Double A** after 3-5 years. The proceeds are used to buy basic school materials, support school activities, school building renovation and educational fund.*



The number of participating schools is growing. More rural schools now have access to educational resources which improve their quality of education.

Sustainable Growth for Stakeholders and Economy

Double A will grow sustainably to deliver economic wealth for its shareholders, employees and the community.



What's the positive impact of Paper from KHAN-NA to Thai farming community?



It reinforces family structure and community values.

Reinforces Family Structure and Community Values.

Paper from KHAN-NA allows the farmers to be in charge of their own farm lands. Farmers grow **Double A** paper trees along the KHAN-NA, with rice growing in their paddies.

This way, they have two secure sources of income: traditional cash crops and **Double A** Paper-Tree.



Stop CO2 Petition

Double A in cooperation with Korea Green Foundation collected 100,000 signatures to pledge carbon dioxide reduction in Seoul and Busan.

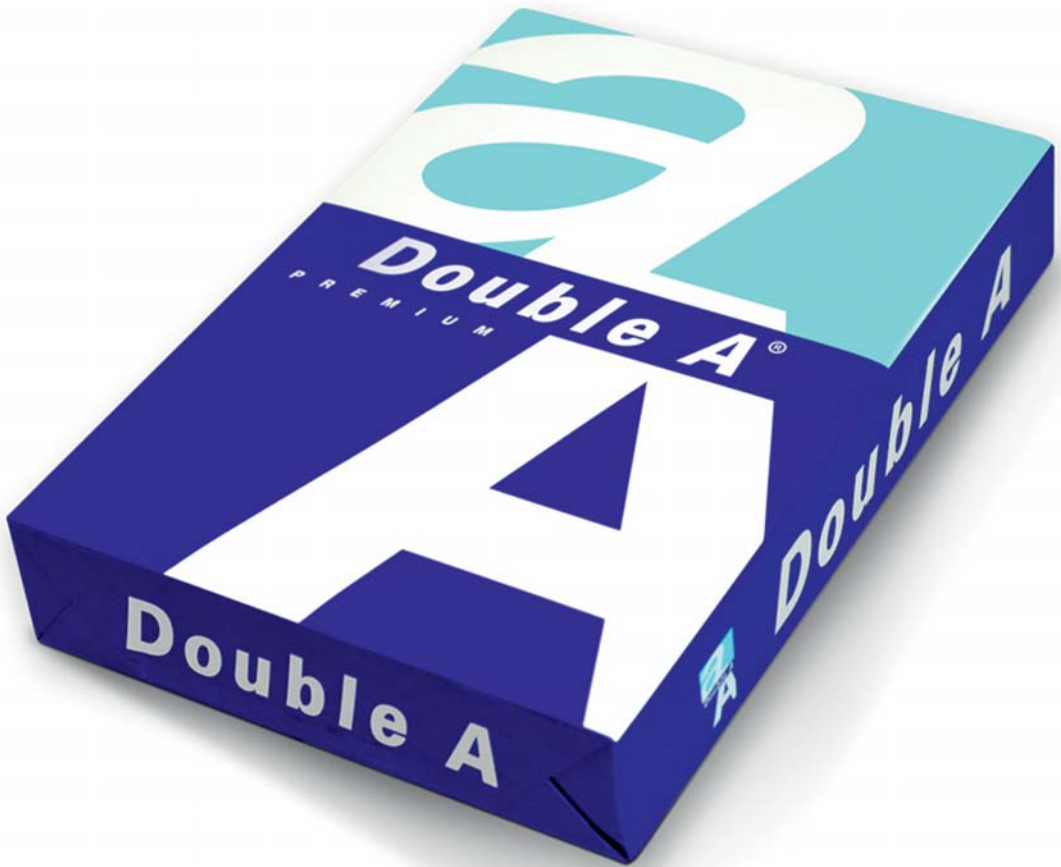


Double A Green Promise Campaign

Double A launched "Green Promise Campaign" with Korea Green Foundation, an environmental awareness campaign that calls for an immediate action to bring stop to climate change. Green Promise Campaign encourages people to do their part in reducing their own carbon footprint to stop global warming which can be done by making small changes in their everyday activities. The campaign has featured '8 ways to reduce CO2 emission' and more than 2,000 individuals have promised to reduce CO2 through Green Promise.



**How did we establish ourselves as
a distinguished brand across Asia and the world?**



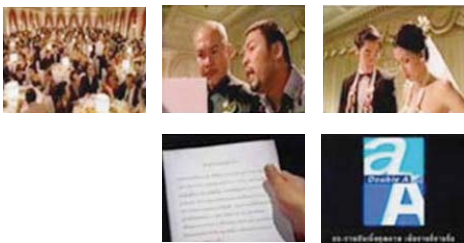


By inviting customers to experience product trials.



Once the brand recognition was established, **Double A** attracted a large number of product trials, which led to market acceptance

Television commercials for Thailand.



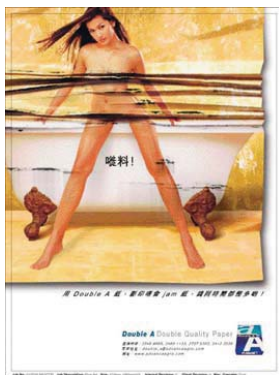
Online campaign in Thailand.



Television commercials for Australia.



Ad for Hong Kong.



Ad for the Netherlands



Flyer for France.



Outdoor Ad in Malaysia.



Banner for Lithuania



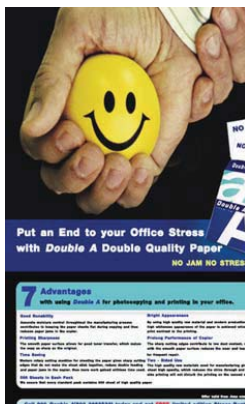
Flyer for Korea.



Flyer for the Netherlands

INKJET LASER COPY FAX
**Topmerken vallen voor
Double A Paper**

Ad for the United Arab Emirates



Branded Distribution Channels Through to End Users

Special outlets such as **Double A** Copy Centers and **Double A** Stationery Shops ensure our products are even more accessible to the customers, resulting in higher retail sales.



Double A Copy Center
Chain of eye-catching stores.



Double A Stationery
Stylish **Double A** retail outlet.



Line Extensions under **Double A** Brand

After the successful acceptance of our copy paper, new products are launched in the market using the same distinctive **Double A** style to reinforce recognition of the brand.



Double A Folio

Paper for bulk commercial printing with coated and plain finishing.

Unique Fiber Characteristics

Smooth surface, high density, opacity, low ash content and paper with good formation. These remarkable qualities of **Double A** are derived from its high fiber content of 30 million fiber per gram. This unique fiber characteristic that can only be sourced from **Double A** Paper-Tree.





7 Advantages of using **Double A**

Double A's modern production facilities equipped with state of the art technology ensure that all raw materials turn into the best quality paper. Under independent high speed laboratory testing, **Double A** was confirmed "No Jam" paper.

- **Good Runnability:**

Double A's unique high fiber content and modern technology give **Double A** paper consistent "good runnability".

- **Printing Sharpness:**

Double A's smooth surface allows for good toner transfer, making copies as sharp as the original.

- **Excellent Smoothness:**

Double A's smooth surface gives it a high quality touch and makes for effortless copying, especially in high-speed machines.

- **Bright Appearance:**

Double A's whiteness provides high print contrast and resistance to fading.

- **Enhanced Copier Performance:**

Low dust content when printing and copying lessens machine downtime and prolongs the life of the copier.

- **Two-Sided Use:**

The high opacity and excellent formation resulting from **Double A**'s high quality fiber allows double-sided use.

- **Longer Storage Period for Documents:**

Acid free paper has longer shelf life, making it perfect for storing documents.

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