

CONTENTS

• Foreword 01

Outlook

12

13

About APP China

Gathering Wisdom in Village, and Promoting Rural Industrial and Education Revitalization

Deeply Engaging in Educational
Philanthropy, and Caring for
the Youth in Rural Areas

Supporting Rural
 Construction, and Jointly
 Building a Beautiful Home

____11



Foreword

Comprehensively promoting rural revitalization can provide a solid support for the Chinese path to modernization and is an intrinsic need for building a modern socialist country in an all-round manner. Facing the fundamental challenge between a large population and relatively small amount of arable land in China, implementing the rural revitalization strategy is a long-term task that requires the whole society to persistently explore and put into practice, so as to steadily achieve the medium- and long-term goals of rural revitalization: "By 2035, decisive progress will have been made, with the basic modernization of agriculture and rural areas achieved." and "By 2050, rural revitalization will be achieved. Rural areas should have robust agriculture, beautiful landscapes and prosperous farmers."

Since the proposal to implement a rural revitalization strategy in 2017, the government has successively formulated and implemented a series of institutional framework and policy documents on rural revitalization, such as the Rural Revitalization Strategy (2018-2022), the Law of the People's Republic of China on Promoting Rural Revitalization, and the 14th Five-Year Plan for Agricultural and Rural Modernization. Centering around revitalizing industries, talents, culture, ecology and organizations, tremendous efforts have been made on promoting rural revitalization with significant achievements.

APP China has been supporting rural development for decades. Through both the Huang Yicong Foundation and our mills across the nation, we put assistance to underdeveloped areas as top priority on the list of our public welfare undertakings. Over the years, we have been deeply engaged in providing long-term educational support for children in underdeveloped remote areas, such as the Sunshine Preschool project, the One Plus One Matching Fund project, and the High School Scholarship program.

Since Chairman Teguh Ganda Widjaja proposed "improving the lives of millions" as a sustainable development goal of the Sinar Mas Group, the Huang Yicong Foundation and APP China Forestry have conducted significant field research and experience sharing focusing on promoting rural revitalization with the development of agroforestry solutions. In 2023, we officially launched the Golden Orchard program, empowering rural residents to develop through the specialty agricultural business of growing navel oranges, and cultivating rural talent during project implementation. Meanwhile, APP China has also been working on many other rural revitalization programs, rolling out projects in stages and focusing on key topics, continuously contributing our capabilities to the achievement of the strategic goals of rural revitalization.

Gathering Wisdom in Village, and Promoting **Rural Industrial and Education Revitalization**

As President Xi Jinping emphasized, the comprehensive implementation of the rural revitalization strategy "must strengthen top-level design and be promoted with more powerful measures and stronger forces". In 2020, Sinar Mas Group incorporated the goal of "improving the lives of millions" into its Sustainability Roadmap Vision 2030. APP China actively initiated relevant workplans focusing on this goal, and implemented various rural revitalization programs in Ganzhou, Jiangxi Province and Lancang, Yunnan Province in 2023, conducting rural revitalization practices from multiple aspects such as industrial development, talent cultivation, and mechanism construction. By developing local industries, cultivating new agricultura operators, and improving the efficiency of the agro-industry chain, the programs significantly benefited local residents, playing an active role in support of the national rural revitalization strategy.



The Golden Orchard Program

Huang Yicong Foundation funded and jointly supported the local farmers cooperative to launch the Xinfeng Golden Orchard program in collaboration with APP China Forestry in Ganzhou, Jiangxi Province. The program focuses on various activities related to the growing of a local specialty cash crop—navel orange, including fruit picking, deep processing, sightseeing, leisure, and cultural tourism. The 1,000mu industrial park is located in Xingjin Village, Datangbu Township, Xinfeng County. Half of the park is orange groves, while the other half is planned for a comprehensive park integrating sightseeing, leisure, and study tour functions.

Project Goals

After nearly a year of research and studies to fully understand local resource endowment, needs of local residents, and the key government rural revitalization initiatives, APP China formulated its first targeted rural revitalization project around the goal of "improving the lives of millions", focusing on the revitalization of industry, while also taking into account the revitalization of talents. The project revolves around the forest economy and is carried out in the mode of in-depth cooperation among APP China, government agencies, experts, and rural cooperatives. Focusing on cultivating a famous specialty agricultural product as a local hallmark, the project built orchards, empowered local industrial chains to upgrade, and boosted industrial value, forming a replicable and scalable model "teach people to fish" instead of "give people fish".

In the short-term, the project mainly focuses on the local specialty navel orange industry, building both a demonstration orchard with standardized operations to ensure the production of premium navel orange in southern Jiangxi and a strong brand recognition. Other than the growing of navel orange, the project also explored the processed orange products to boost the added value of products. In the future, the project may also include other fruits, such as bayberry and pomelo, to build orchards with greater varieties. Furthermore, the project plans to gradually integrate local culture, such as the Hakka culture, into its operations to develop cultural tourism.

» Goals of the Golden Orchard Program

Short-term Goals (2022-2024)

Mainly develop the primary industry:

Focusing on growing and producing fruits and other agricultural and forestry operations, choosing businesses that meet the needs of local residents, and developing smart agriculture.

Mid-term Goals (2025-2027)

Gradually expand to the secondary industry: Developing processing and other related projects of agricultural products, including deep processing,

branding, and marketing.

Long-term Goals (2028-2030)

Develop the tertiary industry:

Developing services and technology services based on previous results, and accelerating the development of the service, technology, information, and leisure tourism industries.



Industrial Revitalization, Building a Thriving Navel Orange Orchard

Xingjin Village in Datangbu Township, where the orchard is located, is on the list of the villages for targeted assistance of Xinfeng County. The village has 560 households. With job creation as a primary goal, the industrial park project had already provided employment opportunities for nearly 200 villagers during its construction, benefiting a total of 2,959 people as of the end of 2023.

The industrial park has completed the planting of about 20,600 navel orange seedlings as well as the construction of infrastructure facilities, such as power grids, road construction, and integrated water and fertilizer application systems. The construction of the digital and intelligence systems is underway as scheduled. As a demonstration project, the project has compiled standardized operation manuals regarding its construction, which has a strong emphasis on ecological consideration. For example, areas for green belts are reserved at the top, the side, and the foot of the mountain.

Navel Orange Planting

20,600 navel orange seedlings have been

Road System

5.924 meters of main road and 5,500 meters auxiliary road have been completed.

Integrated Water and

the traditional approach.

of the integrated water

Fertilizer System

Completed the construction 2 sets of monitoring system have been installed, allowing and fertilizer management the real-time collection system covering the entire of orchard data such as orchard. The system uses sunshine, temperature, Israel made drip heads humidity, rainfall, wind speed, wind direction, etc. and can achieve water and fertilizer irrigation efficiency that 40 times higher than

Digital and Intelligent

Management System

APP China & Rural Revitalization Revitalization Revitalization Together

Talent Revitalization, Cultivating Talents for Rural Revitalization

Talent is key to implementing the rural revitalization strategy. President Xi Jinping pointed out that it is necessary to promote the revitalization of rural talents, put the development of human capital in the first place, and strengthen the talent support of rural revitalization. With the launch of Golden Orchard program, the Foundation has established the Huang Yicong Rural Talent Revitalization Scholarship at Jiangxi Environmental Engineering Vocational College for students with outstanding academic performance, strong skills, and comprehensive development of morality, intelligence, physical fitness, and exceptional characters in full-time public vocational schools. The scholarship aims to encourage the students to grow into experts in agriculture and forestry, who will pay back to society by supporting local development.

In 2023, 11 students from the Forestry School, Furniture School, and Garden School of the college won the first Huang Yicong Rural Talent

Revitalization Scholarship, each with a scholarship of RMB3,000. The scholarship recipients have great diversity, including a "forestry newbie", who comes with a family of three generations of forestry workers and is about to start a front-line forestry job of his own; a "green hand", a gardening enthusiastic who has won multiple gardening awards with a determination to make his hometown more beautiful; and a "skilled craftsman", who was just selected into the national furniture making training team for the Worldskills Competition.

In the future, the Foundation will use the Golden Orchard program as a testing ground to carry out more rural development pilot projects in agricultural technology research, agricultural practice, volunteer services, and other aspects with Jiangxi Environmental Engineering Vocational College. The scholarship will also give priorities to schools with higher educational standards, and students majoring in agriculture, forestry, advanced manufacturing, modern services, strategic emerging industries, and other related fields.



Rural Revitalization Projects in Preparation

In August 2023, APP China signed a strategic cooperation agreement with the Yunnan Forestry and Grassland Bureau. The cooperation aims to jointly build win-win cooperation projects to promote rural development, enterprise growth, and prosperity for farmers living in forestland. Both parties will adhere to the principles of compliance, complementary advantages, and focusing on ecological and social benefits, strive to tap vast forest resources in Yunnan, and scientifically lay out projects to develop a Yunnan model of "lucid waters and lush mountains are invaluable assets".

In October 2023, the Foundation signed a targeted assistance agreement with the government of Lancang County, Yunnan Province. The cooperation focuses on carrying out rural revitalization pilot projects to tap local resources, so as to improve the wellbeing of local residents and support the economic and social development of Lancang. The Foundation conducted an on-site investigation of the 10,000 mu bamboo in Xiangshuihe Village, Nuozhadu Township, and held discussions with local government and food processing companies, identifying the production of high-quality bamboo shoots as the focus on the initial stage of cooperation. The project has entered the industrial feasibility study stage, with a detailed industrial research in preparation by the Foundation and APP China Forestry.

In the future, the Foundation plans to expand its assistance projects to more remote areas. The Foundation follows a rigid project procedure that requires on-site visits and careful study first, so as to ensure that the project planning can meet the actual needs of local communities with tangible benefits.



Deeply Engaging in Educational Philanthropy, and Caring for the Youth in Rural Areas

APP China had years of experience in assisting development in rural areas before "improving the lives of missions" was made a sustainable development goal of the Company. Since its inception, the Foundation has always set "assisting in equilibrium of education" as a key focus of its public welfare projects, and has been carrying out a variety of projects targeting the growth needs of rural children in different age stages continuously, striving to grow together side-byside with rural children.



The Sunshine Preschool Project

The Foundation collaborated with non-profit organizations specializing in early childhood education and launched the Sunshine Preschool project in 2014. The project aims to support the growth of children aged 3-6 in remote rural areas of Yunnan, assisting the training of local early childhood educators, exploring better early childhood education models, and making contribution to the revitalization of rural education.

In September 2015, the first session of preschools in five villages in Ximeng County, Yunnan Province started subsequently. These preschools adopted a "3+1+X" model, which refers to three years of support from the project team, followed by a one-year transition period. During the transition period, the project team assisted the villages where the preschools were located to set up Management Committee, and started the transferring of human and material resources of the preschool. From the fifth year onwards, the preschools were able to independently operate and in the long-run with the guidance of the local community.

The Sunshine Preschool project attracted the attention of local government education regulators. In 2017 and 2019, at the invitation of the local education bureau, the Sunshine Preschool project was launched in Funing and Lancang, Yunnan. As a landing project of the state program of "One Village One Preschool", local education bureaus provided policy and hardware support for preschools, while the Foundation and its partner Shanghai Huji Foundation brought in resources and management for early childhood education and teacher training, further promoting the development of early childhood education in rural areas.

As of the end of January 2022, participating preschools in Ximeng County, Funing County and Lancang County completed the project cultivation stage and were handed over to local education authorities and village committee for independent operations. In August 2022, the Foundation initiated the project in Honghe County with 21 classes. As of the end of 2023, the Foundation had supported a total of 186 preschool classes in four counties in Yunnan, with 4,248 children enrolled and 1,797 graduated cumulatively, with a total funding of RMB7.29 million approximately.



04

Improving Educational Environment

Facility improvement is an important component of the Sunshine Preschool project. The project purchased teaching aids and toys, corner cabinets, picture books and other teaching supplies and textbooks for the preschools. The project workers worked together with preschool staff to decorate walls, adjust the overall floor design, and create specific functional "corners", creating a comfortable and naturing environment for children's learning and daily play. The project has also attracted participation from other non-profit organizations, who have provided the project with support for classroom and nap room renovation and decoration, outdoor playground construction, indoor and outdoor toys, and children's nutrition, etc.

Designing Learning Activities

In the Ximeng and Funing projects, the project team integrated the contents of the five development fields of health, language, society, science and art into the daily teaching curriculum design in accordance with the Early Learning and Development Guidelines for Children Aged 3 to 6 Years issued by the Ministry of Education. A variety of thematic learning activities were developed, such as "Shake Your Body", "Wonderful Language", "Use Your Hands", and "Use Your Brain", effectively enriching the curriculum for children.

Teacher Training

To help teachers better master basic teaching skills for early childhood education, the project provides regular training for the teachers, including guidelines for the development of children aged 3 to 6, kindergarten safety education and management, children's picture book education, kindergarten care, environmental creation in kindergarten classes, outdoor and sports games, home-school collaboration, kindergarten art activities, and gamification of handicraft activities courses.

Parent Communication

During the project, the project team regularly assisted the teachers in conducting parents' meetings to communicate with parents about issues that children might encounter in their daily lives and learning, conveying a comprehensive educational philosophy to parents.

Children's Growth. Compared with children who had never received preschool education, children who had spent 1 to 3 years in preschools show significant improvements in language communication, cultural identity, social-emotional development, and adaptability after entering primary school, with some indicators even better than their peers attending other rural kindergartens.

Sense of Achievement for Teachers. The teachers in the preschools are all locally selected. Through comprehensive training and practice during the project, these young people have felt a sense of achievement and fulfillment in contributing to the development of their hometown.

Changes in Parents. Parents have been increasingly realizing the importance of early childhood education. By participating in the construction and activities of the preschool, they had greater communication with their children, which contributed to closer and more intimate parent-child relationship. Meanwhile, the preschool had also freed some time for the parents, which they could use to work for more income.

One Plus One Matching Fund **Project**

The One Plus One Matching Fund project started from an employee proposal from APP China's headquarters. The proposal calls on making charitable donations for children in remote areas through the Foundation's channels. The Foundation launched the One Plus One Matching Fund project in 2012. The Foundation partnered with employees from APP China Shanghai Office, pairing up with schools in Huining County, Gansu Province, Xunhua County, Qinghai Province, and Hongsibu Region, Ningxia Autonomous Region.

As of the end of 2023, over 1,000 employee volunteers had participated in the project, donating a total of RMB3.50 million, including RMB2.21 million from employee donations, and RMB1.30 million from the Foundation's matching fund, benefiting 3,692 students in total. In August 2023, the Foundation signed agreements with the education bureaus of Hongsibu in Ningxia and Huining in Gansu, planning to carry out more assistance with the One Plus One Matching Fund project in support of rural revitalization.

As of the end of 2023

1,000

employee volunteers participated in the project, with

RMB 2.21 million donated from employee donations

RMB 3.50 million was donated by the Foundation in total, benefiting

3,692

students in total



und project











We sign donation agreements with employee volunteers who actively express their willingness to give. Each month, a fixed amount is deducted from their salaries, and transferred on their behalf by the Foundation to elementary and middle school students with financial difficulties. The Foundation has a matching project fund to help schools improve their facilities. The matching fund is also used to help other schools in remote areas improve their facilities and purchase learning and sports supplies.

The Foundation conducts follow-up visits to the assisted children every year. During festivals and holidays, employee doners also send gifts and letters to the children supported. Letters from the children are a source of love and good vibe in our office.



Employee volunteers preparing gift packages for children

- Foundation's public welfare undertakings, but also established a sustainable model for involving employees' participation in public
- 30% have supported the project for 10 or more years, 37% for 9 years, 39% for 8 years, 45% for 7 years, 50% for 6 years, and 65% for about 12% of the volunteers who had left the Company still participating in the project after 5 years since their departure.

APP China & Rural Revitalization

Revitalizing Industries, Cultivating Talent, Fulfilling the Dream of Rural Revitalization Together

The High School Scholarship Program

The High School Scholarship program (also known as the Yicong Scholarship program) is a joint program of both APP China and the Foundation. Launched in 2011, the program has set up scholarships in a number of high schools in Guangxi, Gansu and Guizhou provinces.

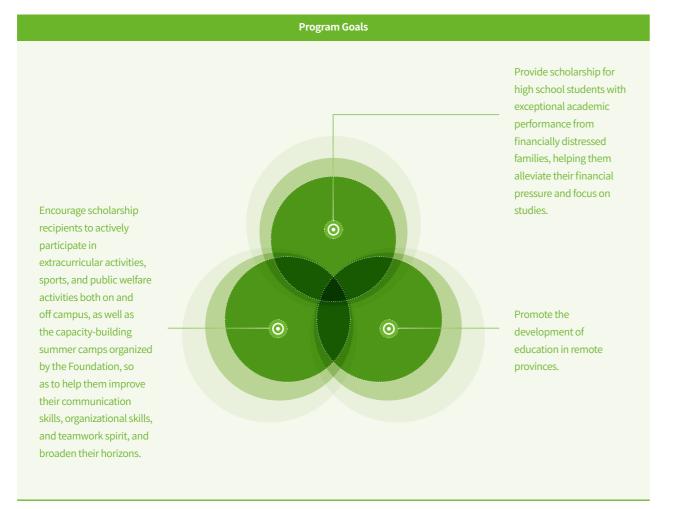
The Yicong Scholarship rewards outstanding high school students with a three-year scholarship based on the assessment of both the participating schools and student applicants. The Foundation also organizes activities for scholarship recipients to help them broaden their horizons and improve their capabilities more comprehensively, including the field visit of APP China Qinzhou Mill every summer since 2015, the Yicong Shanghai Study Camp every year since 2016, and the online workshop on career choices in cooperation with Tomoroe Education launched in 2019. As of the end of 2023, the program had funded 822 students with a total funding amount of nearly RMB13.4 million, and conducted 175 Tomoroe vocational training classes with a total participation of 66,550 person-times.

In the future, the Yicong Scholarship will continuously provide support for outstanding high school students, encourage them to participate in social and public welfare activities, and carry out more capacity-building programs to provide students with a broader platform to grow and thrive.

Origin and Goals of the Program

The Yicong Scholarship program was first launched in 2002, when APP China funded the APP Hope Star Class program in Nanning, Gugangxi Autonomous Region to support students from poverty households with outstanding academic performance to complete their studies. The Foundation took over the program in 2011, and expanded the

scope of the program to cover more regions. In 2013, the Foundation shifted the program from grant to merit-based scholarship students with outstanding academic performance, and encouraged scholarship recipients to actively participate in public welfare activities both on campus and in communities under the guidance of the school.



"Through discussions with teachers from various subjects and career counselors, I am more convinced that one's perspective should not be constrained in one particular fi Instead, there is a much bigger knowledge base for us to learn and evolve."

-Li Zongnan, student from Beibuwan High Scho

"In fact, students are very confused about what they want to do and what career direction they can pursue in the future. But they also quietly hold hopes and aspirations for their future. It wasn't until participating in 'Tomoroe' that I realized that ther are so many different career choices in front of us. It will be vehappy to find what we are good at and align our career choices with them."

-7hang Yunfei student from No 2 High School of Huinir

I often read in students' weekly journals about their houghts on the 'Tomoroe Classroom'. These career sharing ourses touch students' hearts, inspire them to think about areer planning, and fill the gap in career planning offered at he school."

-Liu Guangzu, teacher from No. 2 High School of Huining

Tomoroe Vocational Classroom Program

In 2019, the Foundation started offering the Tomoroe Vocational Classroom program for partner schools, aiming to help high school students gain a better understanding of their future career choices in society and better prepare themselves before entering college and society.

The Tomoroe Vocational Classroom program invites professionals in relevant fields to share their career experiences with students through live broadcasts, covering a rich collection of professions, including

journalists, lawyers, electrical engineers, software engineers, quality engineers, airline pilots, auditors, doctors, writers, museum workers, illustrators, strategic consultants, game designers, etc. Through this program, students have gained a better understanding of different professional fields and greater awareness of the diversity of career choices. In addition to career sharing, the program also introduces career planning courses to teach students how to write career development plans.



09

Yicong Shanghai Summer Workshop

With the support of APP China, the Foundation has been organizing the Yicong Shanghai Summer Workshop every summer since 2016, helping students broaden their horizons and enhance their abilities through a series of training courses, field visits, and practical training activities. Six workshops have been successfully held from 2016 to 2023 in total.

The workshop participants mainly came from the three provinces of Guangxi, Gansu, and Fujian, all of whom are recipients of various high school scholarships from the Foundation. The Summer Workshop was held in Shanghai, where the Foundation and the headquarters of APP China are located. The activities usually last for 2 to 3 weeks. Upon completing the lectures and activities, the student participants made presentations to share their growth and achievements during the workshop and showcase their learning outcomes.

The Summer Workshop not only brought an alternative experience to their normal life, but also inspired them with regard to their problem solving capabilities and their perceptions of the broader world. The Summer Workshop also helped the students get better prepared for the future with a clearer understanding of various university majors, career choices, and even overall life planning. In the future, the Summer Workshop will continue to optimize the quality of courses and activity experience, and strive to bring in more high school students from remote areas to the Summer Workshop program, to empower their growth with studies, visits, exchanges, and practices, and enable them to draw a richer and more exciting blueprint for their future.





Students participating in the Summer Workshop

"Paper for the Countryside"

To support rural education development, in June 2023, the Foundation, in collaboration with Gold Hongye Paper as well as the live broadcast team of Hao Shaowen, launched the "Paper for the Countryside" public welfare project, donating RMB100,000 worth of tissue products to 11 rural schools in Xinfeng County, Jiangxi Province and Liangshan Prefecture, Sichuan Province. In addition to donating products to create mor convenience and foster better hygiene habits among students, the project also has a Paper Knowledge Classroom component. APP China volunteers and community volunteers worked together to conduct popular science classes on paper culture and tissue hygiene, teaching knowledge to the students.

2023 Yicong Shanghai Summer Workshop



A total of 25 high school students from remote areas participated in the 2023 Yicong Shanghai Summer Workshop. Under the theme of "Skills and Practices", the Summer Workshop arranged a variety of courses, visits, and exchange activities, aiming to help the participants to enrich their knowledge, enhance their abilities, and improve their overall quality. The course content covers cutting-edge digital technology, as well as traditional culture and core skills, with courses such as outdoor teambuilding, introductory and collegelevel courses on artificial intelligence, comprehensive Chinese cultural learning, tool manufacturing, welding innovation, English, new media skills, and entrepreneurship, etc.



"I was deeply touched by cultural relics we saw during our visit to the Jinze Art Center. I hope that I can become one of those that contribute to the preservation of ancient handcrafts. Each piece contains a piece of history and the wisdom of craftmanship, which can be used as inspiration in our creative thinking."

- Bin Jingfei, student from Nanning No.3 Middle School

"In life, there are always some 'tough challenges'. I have never thought that I was able to deal with them on my own until the Creative Thinking class. The class changed my mindset. Now I think that it may be possible for me to try to design automatic devices to solve those challenges in life."

- Zhang Chiheng, student from Nanning No.2 High School



Supporting Rural Construction, and Jointly Building a Beautiful Home

Our mills have been focusing on the supporting the development of local communities, and actively participating in supporting rural revitalization initiatives of local communities through charitable donations and targeted assistance. In 2023, Guangxi Jingui Pulp & Paper donated RMB95,000 to Ma'an Village, Lingshan County, Qinzhou City, to improve village infrastructure, such as roads, cultural squares, drainage systems, power grid upgrade, and greening, to improve the living conditions of local residents. Hainan Jinhai Pulp & Paper donated RMB150,000 each to two villages, Yidong Village and Pai'an Village, in Changjiang Li Autonomous County, Hainan Province for improving village infrastructure and improving the living conditions for village residents.

In 2023

© RMB **95,000**





was donated each to two villages, Yidong Village and Pai'an Village, in Changjiang Li Autonomous County, Hainan Province by Hainan Jinhai Pulp & Paper





Outlook

Rural revitalization is one of the basic characteristics of the Chinese path to modernization. The key to achieving rural revitalization lies in addressing the imbalance in urban and rural development. The most arduous and challenging tasks in building a modern socialist country in all respects still lie in the development of rural areas, where the most extensive and profound foundations of the country remain.

As a sustainable development topic with Chinese characteristics and national strategic importance, rural revitalization cannot be achieved by a single force, but requires the coordinated efforts and collective resources from all aspects of society. Enterprises play a vital role in the real economy and are one of the important pillars to promote sustainable economic and social development. Through cross-sector cooperation and resource integration, enterprises can leverage their advantages in technology, talent, and market to effectively support rural infrastructure construction and industrial upgrading, and promote the sustainable development of the local economy.

Incorporating rural revitalization into our sustainable development strategic goals is an indication of our determination and dedication to deeply engaging in the field of rural revitalization. APP China will focus on the development needs as well as resource endowment of rural areas, work together with various stakeholders to jointly explore and implement an increasing number of rural revitalization demonstration projects, which can be replicated in more areas to scale up income generation operations in rural areas, making positive contribution to the construction of the Chinese path to modernization.



About APP China

Sinar Mas Group was founded by the prominent Indonesian Chinese Mr. Eka Tjipta Widjaja in 1938, with investments today spanning continents including Asia, North and South America, Europe, and Oceania. The Group operates in seven business sectors: pulp & paper, financial services, agri-business & food, real estate, energy & infrastructure, telecommunications, and healthcare.

Asia Pulp & Paper Co., Ltd. (APP), a pulp and paper subsidiary of Sinar Mas Group, was established in 1972 and has grown into a world leader in papermaking industry. APP has dozens of pulp and paper companies and over one million hectares of fast-growing plantations in Indonesia, China, etc. APP's products and business spread to more than 160 countries, with operations ranging from plantations and pulp to industrial paper, cultural paper, tissues, and various types of paper products.

APP's regional headquarters in China - Sinar Mas Paper (China) Investment Co., Ltd. - and its subsidiaries and affiliates are collectively referred to as "APP China", which is the leader of pulp and paper industry in China.

APP's investment in China dates back to 1992. For more than 30 years, the Company has been committed to a sustainable development strategy and a green and circular economy by practicing an integrated "Plantation-Pulp-Paper" approach, focusing on the Yangtze River Delta and South China. The Company has invested enormously in building world-class pulp and paper mills including Ningbo Asia, Gold East Paper, Hainan Jinhai Pulp & Paper, Guangxi Jingui Pulp & Paper and Bohui Paper, as well as 292,963 hectares of modern fast-growing plantations.

Currently, APP China boasts multiple business units such as Forestry Business Unit, Pulp Business Unit, Paper Business Unit, and Tissue Business Unit, and is actively present in industries such as chemical, real estate, paper equipment, etc. In 2023, APP China's domestic revenues were about RMB92.6 billion.

In terms of brands, APP China possesses a variety of well-known trademarks, such as tissue brands "Breeze" and "VIRJOY", cultural paper brands "Space Shuttle" and "Whale King", industrial paper brands "Jinli" and "Siji Gui", office paper brands "Gold Flagship" and "TOPGUN", etc.

APP China is actively engaged in developing sustainable urban real estate complexes and technology parks to diversify resource allocation. To date, the Company has built two large-scale urban complexes in Shanghai: the Sinar Mas Plaza and the Shanghai Arch.

As of the end of 2023, APP China had:

Products marketed in over 160

countries/regions across 6 continents

RMB **242.7** billion in total assets
RMB **92.6** billion in annual revenue





Sinar Mas Paper (China) Investment Co., Ltd.

Address: 501 East Daming Road, Hongkou District, Shanghai, 65F, Sinar Mas Plaza

Phone: +86-21-2283-8888 Fax: +86-21-2283-9063 Zip Code: 200080

Website: www.app.com.cn

Printing paper for cover pages: CFCC/PEFC-certified Ningbo Asia Caidie 250g/m² double coated copper plate

Printing paper for body pages: CFCC/PEFC-certified Gold East Paper Space Shuttle 128g/m² double coated matte paper



Scan the QR code to follow us