

News Release

International Paper launches a mobile app for customers and distributors

- **Unique customer engagement initiative to help customers make informed purchase decisions**

New Delhi, November 1, 2015 – International Paper announced the launch of its new mobile app - **IP India**, for customers and distributors in India.

The Mobile App is one of its kind in the Indian Printing Paper industry. It provides access to the most up-to-date information on all products of IP covering Writing, Printing and Imaging Papers, with real time updates on new products and specification changes each time the app is accessed. The objective of the mobile app is to keep the distributors, printers, etc updated on IP products who can further recommend the best suited product to the end customer.

The app offers a user friendly paper selector and paper calculator. The tool enables the user to know the best suited paper for their desired requirement.

Paper calculator enables the user to calculate the weight and quantity of paper required for different needs. The app also offers comprehensive search functionality among other cutting edge features. The signature paper lines featured on this app include multiple brands such as Reflection, Hammermill, HP, TruPrint Ultra etc. These brands are known for their high performance and ability to hold remarkable color with incredible consistency.

Upon launching the mobile App, **Mr. Rampraveen Swaminathan, President of International Paper - India and Chairman and Managing Director of IP-APPM** said, *“Customers are increasingly adopting online channels to seek information and make purchasing decisions. As part of our continued focus on Customer Service, we have now launched this mobile app to provide users with convenient access to information on our products, updates from the company and paper terms to customers in real*

Key points - IP India App

Compatible with Android and iOS devices, this one-of-its-kind app provides:

- IP brand and product information
- Quick saves of favorites
- View by product category, brand, etc
 - Over 30 products
- Detailed specification information
- Dynamic paper calculators
- Access to multiple paper terms

time and information on the go. This app provides an additional channel to empower customers to procure the exact products best suited for their requirement from the retailers.”

The **IP India App** is available for download at no cost to the user. To download the IP India App, visit the Apple App Store and Google Play stores. You can also learn more about the full line of IP APPM paper products from International Paper at www.ipappm.com.

About International Paper APPM Limited

International Paper APPM Limited (IPAPPM), a group company of International Paper in India, is a leading manufacturer of pulp and paper products and caters to both domestic and foreign markets with sales of INR 113,494.91 lakhs for the year ended March 31, 2015. IPAPPM produces writing, printing and copier papers at its two manufacturing units in Andhra Pradesh, which have a total paper production capacity of 240,000 metric tons per year. The company is becoming a driving force in sustainability in the paper manufacturing arena in the world economy with focus on social and community programs including its own pioneering work in raw material generation through social farm forestry and a very strong strategic growth focus. International Paper owns a majority shareholding interest in IPAPPM and the remaining shares are publicly traded on the Bombay Stock Exchange and National Stock Exchange in India. For more information on IPAPPM, please visit www.ipappm.com.

About International Paper

International Paper (NYSE: IP) is a global leader in packaging and paper with manufacturing operations in North America, Europe, Latin America, Russia, Asia and North Africa. Its businesses include industrial and consumer packaging along with uncoated papers and pulp. Headquartered in Memphis, Tennessee (US), the company employs approximately 58,000 people and is strategically located in more than 24 countries serving customers worldwide. International Paper net sales for 2014 were \$24 billion. For more information about International Paper, its products and stewardship efforts, visit internationalpaper.com.

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