



INTERNATIONAL  PAPER

The IP Way



success

The key to our success

comes from aligned,
dedicated, highly motivated
people delivering superior
value to customers through
operational excellence.

Our Vision

What We Want to Become

International Paper will be one of the best and most respected companies in the world—as measured by our employees, our customers, our communities and our shareowners.

Our Mission

Why We Exist, What We Do, and How We Do It

International Paper is dedicated to making people's lives better.

- Our employees use renewable resources to make products people depend on every day.
- Our customers succeed because our innovative products and services make their businesses better.
- Our communities welcome us as neighbors, employers and environmental stewards.
- Our shareowners benefit from our superior financial performances.
- By keeping our promises, we deliver results.

The key to our success comes from aligned, dedicated, highly motivated people delivering superior value to customers through operational excellence.

Principles of Excellence

We uphold the highest ethical standards and are accountable for all we do.

We are good citizens, protect employee health and safety, and manage natural resources responsibly.

We are passionately focused on business results and customer success.

We treat each other with dignity and respect, and believe in diversity of thought, culture and background.

We insist on excellence and being the best. We win with great leadership, innovation and being brilliant at the basics.

We consider what is best for the entire company when making decisions. Everyone—teams and individuals—is responsible for meeting customer and business promises.

We believe helping people grow is everyone's responsibility.

We set stretch objectives and embrace change.

excellence

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