



**ADDRESS BY MR PRAVEEN SINGHAVI, PRESIDENT, APRIL GROUP**

**CLEAN & GREEN SG50 MASS TREE PLANTING AT BISHAN-ANG MO KIO PARK**

**SATURDAY, 28 NOVEMBER 2015, 8.30AM**

Good morning ladies and gentlemen,

It is wonderful to see all of you gathered this morning to do our small part in greening Singapore. Many of you had signed up for today's event through various public channels; yet others are here because you're a friend of APRIL, or a student of Nanyang Polytechnic. Regardless your walk of life, we welcome and thank you for participating.

Although we live in what NParks calls 'City in a Garden', many of us city dwellers have probably never planted a tree in our lives. APRIL Group plants more than 150 million trees a year, but I am sure this will also be a first tree planting experience for many of my colleagues here today.

The 250 native tree species we plant this morning will be the largest number of trees planted at Bishan-Ang Mo Kio park this year, and the second largest number of trees sponsored by a private company for this year's SG50 mass tree planting. As a company headquartered in Singapore, APRIL is pleased to contribute to Singapore's golden jubilee celebrations in a way we know best-plant trees! Four months ago, we were also here at this same park to enhance a Butterfly Habitat. Next week in Jakarta, APRIL will contribute 3,000 bamboo trees that will be planted along rivers to prevent erosion and flooding, as well as in parks.

In cities like Singapore and Jakarta, trees beautify our surroundings, provide shade and oxygen, and become part of nature's ecosystem. But the trees APRIL plants do more than that. As a global pulp and paper company, APRIL plants and harvests acacia and eucalyptus trees and converts them into pulp and paper in our manufacturing facilities in Riau province, Indonesia. Our flagship paper brand is PaperOne which is popular in Singapore and the region. The pulp we sell is then turned into useful daily products like the carton packet you drink your milk from this morning, or the boxes that your online shopping are delivered in. So that's pulp that makes paper-related products. What many people do not realise is that the fibre from trees can also be made into an array of other things we use and consume- diet pills, baby wipes, rayon, Formula One tyres, sausage casing are some examples.



Trees are a gift from nature to mankind. At APRIL, we value trees for production as much as we value them for conservation. We are probably the only company in the world with a 1-for-1 commitment to conserve as much as we plant. This means that for every hectare of plantation we use for production purposes, we conserve a hectare of high conservation value forest. This is our way of developing resources responsibly and sustainably for better living. To date, we have conserved, protected and restored 320,000 hectares of forests – that’s about 4.5 times the size of Singapore.

Just as important as trees to us are the rural communities who depend on forests for a living. The founder of APRIL holds a firm belief of doing what is good for the Community, and what is good for the Country, then only will it be good for the Company. The order of what we know fondly as the ‘3Cs’ is significant - Community, Country, Company- Community comes first. A large plantation business like ours requires significant manpower. Where APRIL operates, 90,000 jobs are supported by the communities. In APRIL’s experience, providing alternative livelihood opportunities that alleviate the pressure for communities to, for example illegally log forests, is critical in sustainable forest management. The same approach applies with APRIL’s Fire Free Village Programme where we collaborate with villagers and other stakeholders to prevent and suppress fires.

In the same 3Cs spirit then... today’s tree planting by the Community to improve surroundings for the community, in honour of the Country’s remarkable 50 years of independence, is good for a Company like APRIL seeking to give back as a responsible corporate citizen.

Thank you, and I hope the tree you plant today grows strong and beautiful for many generations to enjoy.

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