VERSO.

**CORE VALUES**
- People
- Customers
- Manufacturing Efficiency
- Citizenship and Stewardship
- Financial Responsibility
- Ethics and Integrity

**MISSION**
We create value for our stakeholders by providing business solutions and developing innovative products and services that exceed expectations.

**VISION**
A company with passion that is respected and trusted by all...
All as One!

**PRINCIPLES**
- Safe from the start.
- Accountability, truth and transparency.
- Engaged and enthusiastic people.
- Initiative and resourcefulness.
- Anticipate change.
- Understand customer needs.
- Use teamwork to execute and deliver superior results.
- Do the right things for the company as a whole.
- Respect a sustainable balance between economic, social and environmental needs.
- Act with speed, simplicity and decisiveness.
- Understand and mitigate business risks.

**STRATEGIES**
- Utilize our integrated business management process to optimize performance.
- Enhance our core business by improving margins.
- Develop new revenue streams outside of core coated paper markets to mitigate coated paper demand and price volatility.
- Gain manufacturing superiority by benchmarking and reducing operating gaps.
- Enhance cash flow by operating our business platforms to balance our stakeholders’ needs.
- Improve our organizational capability.

**KEY PERFORMANCE MEASURES**
- TIR/LWIR
- EBITDA
- Subtotal Ops target
- Margin management
- Cash flow management

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