



# SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

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Stuwix Resources Joint Venture

July 6, 2015

Dear SFI Communications Committee Members,

Thanks again for everyone's participation and input in our June 16 discussion around our work with TreeHugger. It seemed clear that everyone shared our excitement for this innovative new program focused on consumer communications and the results to date. More importantly, I think the presentation given by Joel Babbitt and Travis Bright gave you all a better understanding of the great potential that it offers going forward. I wanted to follow up with you on a few items prior to our communications committee call tomorrow.

As discussed in the meeting, SFI's agreement for 2015 initiative consists of 20 original content text articles, 5 produced videos and 5 original infographics at the non-profit rate of US\$250K. It also includes 18.5% of the total promotional units on the website. Due to our budget restrictions, we have not been able to fully realize all that could be done on the site with a greater investment. Based on this, we are coming to you with a chance to be part of a promotional opportunity in which SFI could greatly increase the impact through the program, while at the same time allows each of you to utilize the site as a communications platform for your own company's promotion.

The concept is to establish a new consumer-awareness initiative dedicated exclusively to the TreeHugger program. For discussion purposes tomorrow, let's assume 4 companies participate at a level of US\$250K each (total \$1 million across four companies), each company would get in return 16 unique content text articles, 4 produced videos, and 4 produced infographics, in addition to 10% of the total number of promotional units and content marketing spaces. (Promotional units are premium sponsorship space on the TreeHugger landing page.) You could either have a promo unit linking back to a TreeHugger article OR you could have it link to your corporate website, a YouTube video or other promotion of your choosing. Treehugger is prepared to produce the content with you, or you can use existing content, as you wish.

Each of you already have excellent content on your corporate sites. Through this arrangement you would be able to expand the audience for that content tremendously. The spaces can be used for any new or existing content you may have -

- to promote your products, CSR programs, new initiatives, and can include links to your corporate website.

Please know that SFI does not seek to review your content or have any editorial oversight of your content or promotional units. This arrangement would be worked out between your company and Treehugger. We would simply request that your content not be used to promote partnerships or initiatives that are in competition with SFI. We would be very pleased to offer you this opportunity through the SFI relationship. A similar contract directly with Treehugger but independent of your relationship with SFI would cost you in excess of \$350-\$400K. In effect, you are saving about \$100-\$150K/year if you choose to pursue this option through the SFI relationship and for doing so we would simply ask that the bottom of your content discretely state something to the effect of "Proud SFI Program Participant" or ""(Company name) is proud to be certified to the SFI XX Standard(s)." The exact words or phrase is open to discussion but we'd like you to find a way to mention your affiliation with SFI, i.e. a "passing mention."

Prior to the call tomorrow, I wanted to ensure you had this information in hand, as I think it will help you follow the discussion on this topic. Travis Bright will be joining the call at 11am to answer any questions, so we timed this agenda item accordingly.

Thanks and I look forward to our discussion tomorrow.

Best wishes,

Liz