



The Transformation of RGM to RGE - from 9 September 2009

FAQS

1. Why is there a need to change the Company name at all ?

- To better reflect the Group's aspirations to be a global, world-class enterprise, and to signify the transformation of the Group for future sustainability and growth, the Company has decided to change the name to "RGE", which refers to "Royal Golden Eagle"
- "RGE" also stands for "Raja Garuda Emas" in Bahasa. This was a deliberate attempt to retain and leverage the brand equity that RGM had already built up
- It has been more than 35 years since the inception of "RGM International" or "Raja Garuda Mas", and the Group has since grown into a multinational company and an employer of choice of over 50,000 people worldwide
- It is timely that the RGM Group transforms its brand identity to reflect the globalisation of its Business Groups, and diversity of industries spanning pulp and paper, specialty cellulose, agro industry and energy resource development
- The Chairman was also keen to mark a new phase of his life as he celebrates his 60th birthday this year.

2. Is there any significance to the logo ?

- **The Gold Eagle** represents the Garuda – a mythical bird which reflects our Indonesian heritage. It symbolises power and strength, combined with agility and precision. Gold is indicative of prosperity
- **The Red Circle** implies global leadership, deriving its symbolism from the Chinese royal association with the sun
- **Dark blue (outline)** is an indication of corporate solidity and stability

3. Why did you pick 09.09.09 to do this – why now ?

- In the Chinese language, the Chinese character for "nine" (ie "jiu" 九) sounds similar to that for "longevity" 久, which is meaningful and auspicious for the Group
- The date 09.09.09 also facilitates easy recall
- It is more than 35 years since Raja Garuda Mas was established in 1973. The Group has now expanded its footprint globally
- It is timely that the Company name now reflects the Group's aspirations to be a global, world-class enterprise, and to signify the transformation of the Group for future sustainability and growth
- The Chairman was also keen to mark a new phase of his life as he celebrates his 60th birthday this year.