



Sateri Launches Sustainability Vision for 2030; Pledges to Be World's Leading

Net-Positive Fibre Producer

2 November 2020, Shanghai – Sateri, the world's largest viscose producer, has launched its sustainability vision for 2030 to guide the company's strategic growth in the coming decade. The Vision is anchored around four key pillars in response to environmental and social challenges faced by the cellulosic fibre industry: Climate and Ecosystem Protection, Closed Loop Production, Innovation and Circularity, and Inclusive Growth.

The Vision comes with a time-bound roadmap and measurable targets. It encompasses notable targets including net-zero carbon emissions by 2050, achieving 98% Sulphur recovery rate at all its mills by 2025, utilising textile waste and produce viscose products with 50% recycled content by 2023 and 100% by 2030, and supporting more than 300,000 local families and smallholder farmers to develop sustainable livelihoods.

Highlighting the significance of the Vision to the company, Sateri's President Allen Zhang said, "As a raw material supplier, Sateri will do our part and respond to the urgent need to decouple growth from further resource impact. This is something that will underpin our growth, in addition to QPC (Quality, Productivity, Cost) and continuous improvement which are well-embedded in the company."

Sateri was set up in Shanghai in 2002 as China's first wholly foreign-owned cellulose enterprise a year after China joined the World Trade Organisation. Within two decades, it grew to become the world's largest viscose producer with five viscose mills and a yarn spinning mill in various parts of China. In more recent years, it has diversified from woven to non-woven and Lyocell fibres, and with more differentiated products including recycled fibres.

Zhang added, "As we enter a new decade, we will continue to grow and diversify our product offerings to customers, and remain a vital raw material supplier. But our growth strategy cannot be based on just volume and scale. We want to be a value and purpose-driven company, and there are compelling reasons for us to do so."



Sateri's 2030 Vision was conceived after months of discussions with management members and external stakeholders including customers, brands and NGOs. The process was facilitated by BSR, a sustainability consultancy, led by its Asia Pacific Vice President, Jeremy Prepscious.

"The challenges facing the garment industry require all value chain participants to invest, innovate and integrate sustainability into their business models. This requires leadership and alignment and will need determination to succeed, which is what Sateri is striving to do," said Prepscious.

LaRhea Pepper, CEO of Textile Exchange, said, "The continued growth of fashion consumption will have significant impacts on people and the planet. Sateri is a significant player in the cellulosic fibre industry and is very well-placed to support the change that is needed for a truly resilient and

sustainable fashion industry. As the apparel industry gears up for a decade of change, I am very encouraged to see Sateri swiftly responding and resetting their growth strategy with a vision that aligns with the aspiration of MMCF 2030 that was launched in June this year. ”

Duan Xiaoping, Deputy President of China National Textile and Apparel Council (CNTAC) and President of the China Chemical Fibers Association (CCFA), welcome this ambition: “I am very impressed with Sateri’s vision. It addresses the industry’s key sustainability issues relating to raw material sourcing, environmental emissions, labour and employment, as well as communities with quantifiable commitments and clear timelines. As the world’s largest cellulosic fibre producer, I am confident Sateri will accomplish the goals it has set for itself and be recognised for its bold sustainability leadership in the industry.”

In the coming months, Sateri will form workgroups to develop action plans to deliver on the identified targets. Progress towards realising Sateri 2030 Vision will be reported in the company’s annual sustainability report and online sustainability dashboard.

Read more about Sateri 2030 Vision: www.sateri.com/sustainability/vision2030/

About Sateri

Sateri is the world’s largest producer of viscose fibre, a natural and sustainable raw material found in everyday items like textiles, baby wipes and personal hygiene products. Our range of high quality viscose products is independently verified as safe and responsibly produced. Our five mills in China collectively produce about 1.5 million metric tonnes of viscose fibre yearly. We also operate a yarn spinning mill and 20,000-ton Lyocell facility. Headquartered in Shanghai, where we have a sales, marketing and customer service network covering Asia, Europe and the Americas, Sateri is strategically positioned to serve the China market which is the world’s largest and fastest growing market for viscose fibre.

www.sateri.com

Media Contact

Sharon Chong
sharon_chong@sateri.com