



Bracell Limited Completes Name Change

(26 February 2015 – Hong Kong) – Bracell Limited (“Bracell” or “the Company”; stock code: 1768), formerly known as Sateri Holdings Limited, a leading player in the global specialty cellulose market, announced today that it is taking on its new corporate name with immediate effect.

The renaming comes on the heels of a corporate rebranding initiative following the spin-off of the Company’s viscose staple fiber business in December last year. Concurrent with the name change, Bracell has also introduced a new corporate logo.

Bracell is a leading global producer of specialty cellulose. The Company’s main facility in Brazil, Bahia Specialty Cellulose, is currently the third largest dissolving wood pulp producer in the world with an annual production capacity of 485,000 metric tons. In addition to its state-of-the-art production facilities, the Company owns over 150,000 hectares of freehold timberland in Brazil, which fully meets the wood requirements of the Bahia Specialty Cellulose facility.

The Company’s new name of Bracell Limited allows it to emphasize its focus on dissolving wood pulp production from its mill in Brazil, which is integrated with its captive eucalyptus plantations there. With a simplified business model and a clearer proposition, Bracell is committed to expanding its footprint to become a leading global pure-play dissolving wood pulp producer, particularly in the specialty grade segment.

The first letter “b” in the new Bracell logo features a green upward stroke, which symbolizes the driving force and trend of growth of the Company while promoting environmental responsibility and sustainable development. The rounded corners of the logotype exemplify the natural and comfortable features of its end-products.

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About Bracell Limited

Listed on the Hong Kong Stock Exchange, Bracell Limited (“Bracell”; stock code: 1768) is one of the largest specialty cellulose producers in the world. Bracell’s operations in Brazil consist of a secure renewable plantation that grows eucalyptus trees on its 150,000 hectares of freehold land, and a state-of-the-art mill to produce both the specialty grade dissolving wood pulp and rayon grade dissolving wood pulp. They are natural raw materials and key ingredients to a diverse range of everyday items from textiles, baby wipes and eyeglass frames, to soft ice-cream, sausage casings and pharmaceuticals, as well as industrial products such as high-performance tire cords.

Bracell attaches high priority to its social and sustainability responsibilities and is committed to preserving and protecting the environment in every aspect of its operations.

For more information on Bracell, please visit: www.brazilcellulose.com

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