



OUR APPROACH TO SUSTAINABILITY



Our business

Creating shared value through responsible recycling paper and packaging.



Our environment

Minimising our impact, from design to production and supply to recycling.



Our people

Ensuring the safety, wellbeing and development of colleagues and contributing to our communities.

OUR PEOPLE

A key strategic priority is to realise the potential of our people.

32,000
employees

Hola!
Salut!
Merhaba!

28
languages spoken

XAIPETE!
Ciao!
Guten Tag!
OLÀ!



Purpose

with a shared purpose for **all employees**

We are **Redefining Packaging for a Changing World**, by:

- Developing the Right Strategies
- Thinking differently
- Innovating together
- Putting sustainability at the heart

WHAT WE DO

DS Smith is a leading provider of corrugated packaging in Europe and of specialist plastic packaging worldwide, supported by paper and recycling operations.



WHAT WE DO FOR OUR CUSTOMERS

We bring insight and innovation, use this to design the optimum packaging for our customers' supply chains, then manufacture it to the highest standard.



OUR VALUE PROPOSITION

Our model helps customers achieve more sales, lower costs and manage risk.



More Sales



Lower Cost



Managed Risk

OUR STRATEGIC GOALS

To lead the way in sustainability:

by championing sustainable supply cycle solutions and using materials responsibly through our production processes and beyond.

To realise the potential of our people:

by creating a safe environment where every colleague can use and develop their skills and ideas.



To delight our customers:

by delivering outstanding results to them as we increase their sales, reduce their costs and manage their risk.

To double our size and profitability:

by driving operational excellence, growing our market share and expanding into new markets.

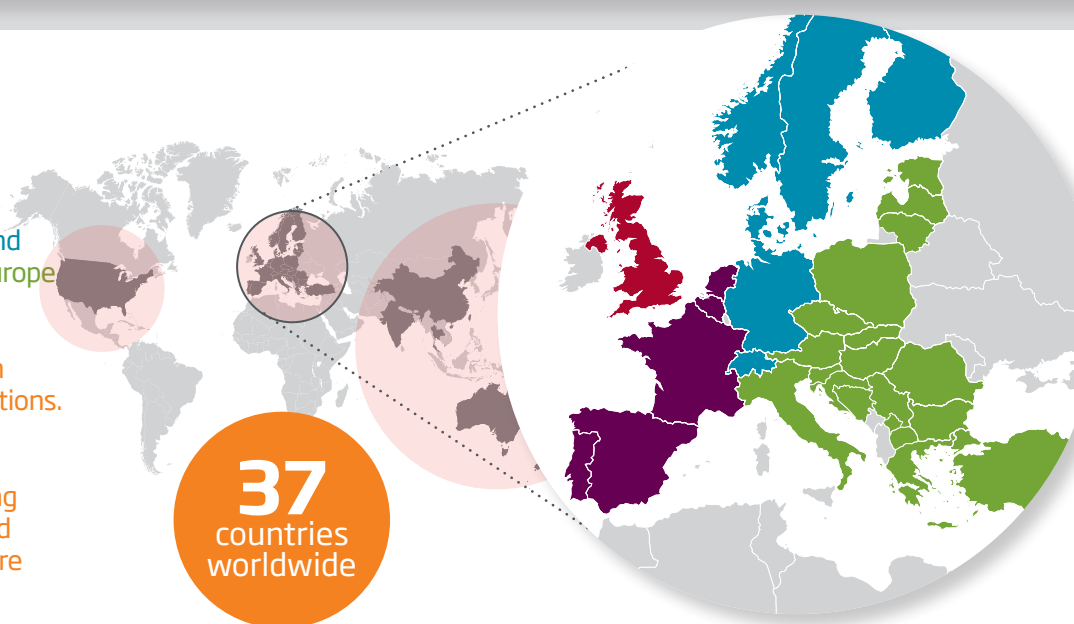
Our vision is to be the leading supplier of sustainable packaging solutions

WHERE WE OPERATE

Our corrugated packaging business operates in five geographic segments: UK, Western Europe, DCH and Northern Europe, Central Europe & Italy and USA.

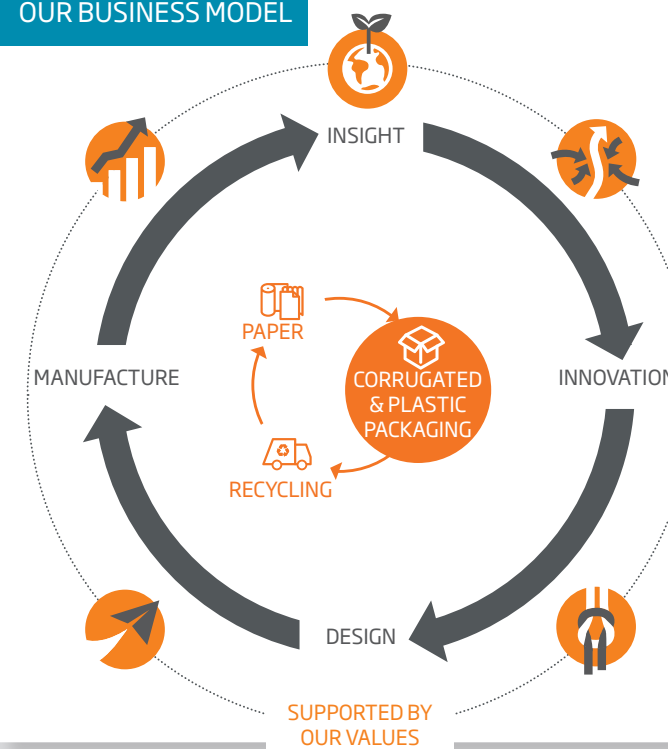
Recycling and paper form an integrated part of our operations.

Plastic packaging is a global business with manufacturing sites in the US, in Europe and in Asia Pacific. Its products are sold globally.



37
countries worldwide

OUR BUSINESS MODEL



IN NUMBERS

£5.7 billion
revenue

16 billion
boxes per year

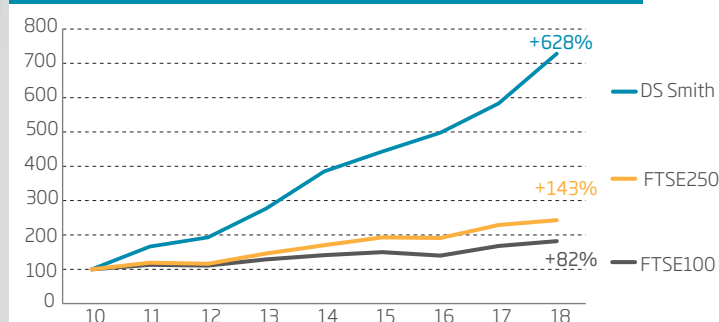
c.700 million
plastic taps and fitments

3.7 million
tonnes of paper for packaging

5.5 million
tonnes of recycled fibre

over 270
sites globally

TOTAL SHAREHOLDER RETURN FROM MAY 2010



OUR VALUES



Be caring

We take pride in what we do and care about our customers, our people and the world around us.



Be challenging

We are not afraid to constructively challenge each other and ourselves to find a better way forward.



Be trusted

We can always be trusted to deliver on our promises.



Be responsive

We seek new ideas and understanding and are quick to react to opportunities.



Be tenacious

We get things done.

CONTACT

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Find out more at dssmith.com