

# Issues & Answers

## Market Survey Finds Arauco Environmentally Responsible, Socially Responsible & Trusted by Customers

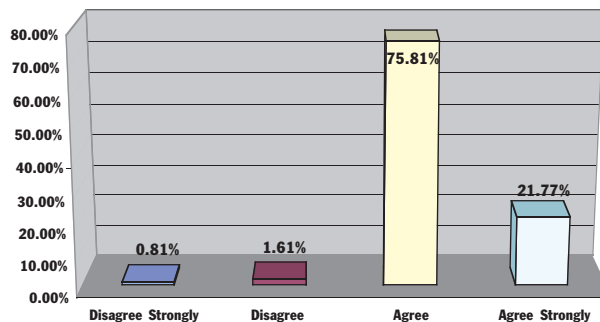
Celulosa Arauco y Constitución, SA (Arauco) is strongly regarded as an environmentally and socially responsible company by its pulp and wood-products customers, according to the results of a market survey conducted in January, 2009.

The global survey, conducted for Arauco by Nowack-Beer Consulting, a US-based marketing, communications, and business development firm, probed customer perceptions on a number of issues, including Arauco's environmental practices and social performance. The survey also looked into customer awareness of selected sustainable forest management certification schemes, and perceptions of the relative credibility and robustness of these certification systems. The majority of survey respondents were located in the United States, with the bulk of the remainder located in the European Union.

Arauco was considered "environmentally responsible" by more than 97% of the survey respondents and "socially responsible" by 99% of respondents. In addition, nearly 97% of wood customers and more than 93% of pulp customers who responded to the survey rated Arauco's products as "environmentally friendly."

Perhaps more significant is the high level of customer trust Arauco has earned for its environmental and social practices. More than 99% of surveyed customers trust Arauco to supply environmentally and socially responsible products.

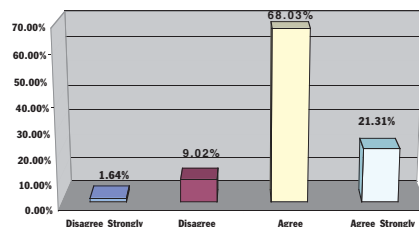
### Arauco is an Environmentally Responsible Company (All Respondents)



While more than 89% of survey respondents expressed the (correct) perception that Arauco's products come from certified forests, more than 73% of respondents expressed little or no familiarity with CERTFOR, the Chilean sustainable forest management standard to which Arauco's planta-

More than 98% of respondents expressed the correct belief that Arauco's products come from forest plantations, yet some 34% also believed that Arauco's products come from natural forests, and more than 16% of respondents believed that Arauco's products come from old-growth forests.

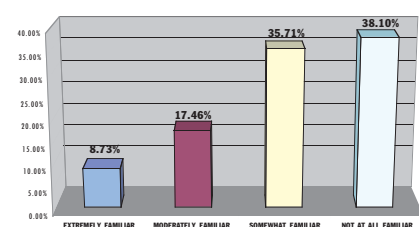
### Arauco Products Come From Certified Forests (All Respondents)



tion forests are certified. More than 58% of respondents expressed a similar lack of familiarity with PEFC (Programme for the Endorsement of Forest Certification Schemes), the international system under which the CERTFOR standard is endorsed.

Survey respondents appeared to be somewhat confused about the nature of Arauco's fiber supply.

### Familiarity with CERTFOR Forest Certification Scheme (All Respondents)



In fact, Arauco does not harvest or use natural forests, nor does its fiber supply include old-growth trees or genetically modified organisms.

Additional information and copies of the complete report on the results of Arauco's 2009 Market Survey are available from Arauco sales representatives or by email to [info@arauco.cl](mailto:info@arauco.cl).