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## Foreword

Comprehensively promoting rural revitalization can provide a solid support for the Chinese path to modernization and is an intrinsic need for building a modern socialist country in an all-round manner. Facing the fundamental challenge between a large population and relatively small amount of arable land in China, implementing the rural revitalization strategy is a long-term task that requires the whole society to persistently explore and put into practice, so as to steadily achieve the medium- and long-term goals of rural revitalization: "By 2035, decisive progress will have been made, with the basic modernization of agriculture and rural areas achieved." and "By 2050, rural revitalization will be achieved. Rural areas should have robust agriculture, beautiful landscapes and prosperous farmers."

Since the proposal to implement a rural revitalization strategy in 2017, the government has successively formulated and implemented a series of institutional framework and policy documents on rural revitalization, such as the *Rural Revitalization Strategy (2018-2022)*, the *Law of the People's Republic of China on Promoting Rural Revitalization*, and the *14th Five-Year Plan for Agricultural and Rural Modernization*. Centering around revitalizing industries, talents, culture, ecology and organizations, tremendous efforts have been made on promoting rural revitalization with significant achievements.

APP China has been supporting rural development for decades. Through both the Huang Yicong Foundation and our mills across the nation, we put assistance to underdeveloped areas as top priority on the list of our public welfare undertakings. Over the years, we have been deeply engaged in providing long-term educational support for children in underdeveloped remote areas, such as the Sunshine Preschool project, the One Plus One Matching Fund project, and the High School Scholarship program.

Since Chairman Teguh Ganda Widjaja proposed "improving the lives of millions" as a sustainable development goal of the Sinar Mas Group, the Huang Yicong Foundation and APP China Forestry have conducted significant field research and experience sharing focusing on promoting rural revitalization with the development of agroforestry solutions. In 2023, we officially launched the Golden Orchard program, empowering rural residents to develop through the specialty agricultural business of growing navel oranges, and cultivating rural talent during project implementation. Meanwhile, APP China has also been working on many other rural revitalization programs, rolling out projects in stages and focusing on key topics, continuously contributing our capabilities to the achievement of the strategic goals of rural revitalization.

# Gathering Wisdom in Village, and Promoting Rural Industrial and Education Revitalization

As President Xi Jinping emphasized, the comprehensive implementation of the rural revitalization strategy "must strengthen top-level design and be promoted with more powerful measures and stronger forces". In 2020, Sinar Mas Group incorporated the goal of "improving the lives of millions" into its Sustainability Roadmap Vision 2030. APP China actively initiated relevant workplans focusing on this goal, and implemented various rural revitalization programs in Ganzhou, Jiangxi Province and Lancang, Yunnan Province in 2023, conducting rural revitalization practices from multiple aspects such as industrial development, talent cultivation, and mechanism construction. By developing local industries, cultivating new agricultural operators, and improving the efficiency of the agro-industry chain, the programs significantly benefited local residents, playing an active role in support of the national rural revitalization strategy.

## The Golden Orchard Program

Huang Yicong Foundation funded and jointly supported the local farmers cooperative to launch the Xinfeng Golden Orchard program in collaboration with APP China Forestry in Ganzhou, Jiangxi Province. The program focuses on various activities related to the growing of a local specialty cash crop—navel orange, including fruit picking, deep

### Project Goals

After nearly a year of research and studies to fully understand local resource endowment, needs of local residents, and the key government rural revitalization initiatives, APP China formulated its first targeted rural revitalization project around the goal of "improving the lives of millions", focusing on the revitalization of industry, while also taking into account the revitalization of talents. The project revolves around the forest economy and is carried out in the mode of in-depth cooperation among APP China, government agencies, experts, and rural cooperatives. Focusing on cultivating a famous specialty agricultural product as a local hallmark, the project built orchards, empowered local industrial chains to upgrade, and boosted industrial value, forming a replicable and scalable model "teach people to fish" instead of "give people fish".

In the short-term, the project mainly focuses on the local specialty navel orange industry, building both a demonstration orchard with standardized operations to ensure the production of premium navel orange in southern Jiangxi and a strong brand re

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Facilities. The Sunshine Preschool provided beds, desks, chairs, toys, corner cabinets, and teaching supplies and textbooks for the project. Project workers worked together with preschool staff to decorate walls, adjust the overall floor design, and create specific functional "corners", creating a comfortable and naturalizing environment for children's learning and daily play. The project has also attracted participation from other non-profit organizations, who have provided the project with support for classroom and nap room renovation and decoration, outdoor playground construction, indoor and outdoor toys, and children's nutrition, etc.

Your Body ,  
"Use Your Brain", effectively  
children.

### Parent Communication

During the project, the project team regularly assisted the teachers in conducting parents' meetings to communicate with parents about issues that children might encounter in their daily lives and learning, conveying a comprehensive educational philosophy to parents.

**Children's Growth.** Compared with children who had never received preschool education, children who had spent 1 to 3 years in preschools show significant improvements in language communication, cultural identity, social-emotional development, and adaptability after entering primary school, with some indicators even better than their peers attending other rural kindergartens.

**Sense of Achievement for Teachers.** The teachers in the preschools are all locally selected. Through comprehensive training and practice during the project, these young people have felt a sense of achievement and fulfillment in contributing to the development of their hometown.

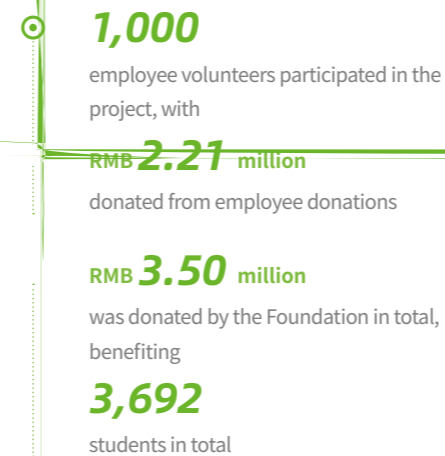
**Changes in Parents.** Parents have been increasingly realizing the importance of early childhood education. By participating in the construction and activities of the preschool, they had greater communication with their children, which contributed to closer and more intimate parent-child relationship. Meanwhile, the preschool had also freed some time for the parents, which they could use to work for more income.

## One Plus One Matching Fund Project

The One Plus One Matching Fund project started from an employee proposal from APP China's headquarters. The proposal calls on making charitable donations for children in remote areas through the Foundation's channels. The Foundation launched the One Plus One Matching Fund project in 2012. The Foundation partnered with employees from APP China Shanghai Office, pairing up with schools in Huining County, Gansu Province, Xunhua County, Qinghai Province, and Hongsibu Region, Ningxia Autonomous Region.

As of the end of 2023, over 1,000 employee volunteers had participated in the project, donating a total of RMB3.50 million, including RMB2.21 million from employee donations, and RMB1.30 million from the Foundation's matching fund, benefiting 3,692 students in total. In August 2023, the Foundation signed agreements with the education bureaus of Hongsibu in Ningxia and Huining in Gansu, planning to carry out more assistance with the One Plus One Matching Fund project in support of rural revitalization.

### As of the end of 2023

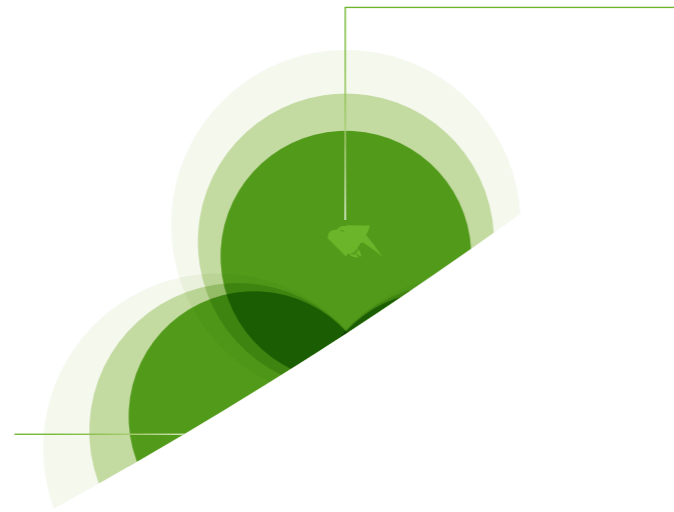


We sign donation agreements with employee volunteers who actively express their willingness to give. Each month, a fixed amount is deducted from their salaries, and transferred on their behalf by the Foundation to elementary and middle school students with financial difficulties. The Foundation has a matching project fund to help schools improve their facilities. The matching fund is also used to help other schools in remote areas improve their facilities and purchase learning and sports supplies.

The Foundation conducts follow-up visits to the assisted children every year. During festivals and holidays, employee donors also send gifts and letters to the children supported. Letters from the children are a source of love and good vibe in our office.

Letters from children supported by the One Plus One Matching Fund project

Employee volunteers preparing gift packages for children





## Outlook

market to effectively support rural infrastructure construction and industrial upgrading, and promote the sustainable development of the local economy.

Incorporating rural revitalization into our sustainable development strategic goals is an indication of our determination and dedication to deeply engaging in the field of rural revitalization. APP China will focus on the development needs as well as resource endowment of rural areas, work together with various stakeholders to jointly explore and implement an increasing number of rural revitalization demonstration projects, which can be replicated in more areas to scale up income generation operations in rural areas, making positive contribution to the construction of the Chinese path to modernization.

## About APP China

Sinar Mas Group was founded by the prominent Indonesian Chinese Mr. Eka Tjipta Widjaja in 1938, with investments today spanning continents including Asia, North and South America, Europe, and Oceania. The Group operates in seven business sectors: pulp & paper, financial services, agri-business & food, real estate, energy & infrastructure, telecommunications, and healthcare.

Asia Pulp & Paper Co., Ltd. (APP), a pulp and paper subsidiary of Sinar Mas Group, was established in 1972 and has grown into a world leader in papermaking industry. APP has dozens of pulp and paper companies and over one million hectares of fast-growing plantations in Indonesia, China, etc. APP's products and business spread to more than 160 countries, with operations ranging from plantations and pulp to industrial paper, cultural paper, tissues, and various types of paper products.

APP's regional headquarters in China - Sinar Mas Paper (China) Investment Co., Ltd. - and its subsidiaries and affiliates are collectively referred to as "APP China", which is the leader of pulp and paper industry in China.

APP's investment in China dates back to 1992. For more than 30 years, the Company has been committed to a sustainable development strategy and a green and circular economy by practicing an integrated "Plantation-Pulp-Paper" approach, focusing on the Yangtze River Delta and South China. The Company has invested enormously in building world-class pulp and paper mills including Ningbo Asia, Gold East Paper, Hainan Jinhai Pulp & Paper, Guangxi Jingui Pulp & Paper and Bohui Paper, as well as 292,963 hectares of modern fast-growing plantations.

Currently, APP China boasts multiple business units such as Forestry Business Unit, Pulp Business Unit, Paper Business Unit, and Tissue Business Unit, and is actively present in industries such as chemical, real estate, paper equipment, etc. In 2023, APP China's domestic revenues were about RMB92.6 billion.

In terms of brands, APP China possesses a variety of well-known trademarks, such as tissue brands "Breeze" and "VIRJOY", cultural paper brands "Space Shuttle" and "Whale King", industrial paper brands "Jinli" and "Siji Gui", office paper brands "Gold Flagship" and "TOPGUN", etc.

APP China is actively engaged in developing sustainable urban real estate

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Printing paper for body pages: CFCC/PEFC-certified Gold East Paper *Space Shuttle* 128g/m<sup>2</sup> double coated matte paper



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