# MORE THAN TOPOS

















"Twenty years ago, I came to work for Rayonier because of its people. I had never seen an organization where people were working together to achieve the same goals without a hint of egos or personal agendas.

That is still true today."

- Phillip Smith Alabama Resource Unit Leader, Andalusia, AL



Rayonier trees are a sustainable resource in the very fabric of our daily lives, from the paper in our books to the wood frames of our homes, the tires on our cars to the LCD screens of our phones.

Our forests serve as a protective home for wildlife, a filter for groundwater, and nature's perfect "factory" for replenishing our air. They're where families go hunting, where landscapers gather pine straw. They're the perfect spot for a quiet hike or a lively school field trip.







# WE ARE MORE THAN TREES.















As we care for our forests, we empower our employees to see *More than trees* and discover not so much *what is*, but instead *what could be*. We are scientists, professionals, experts, and – above all – problem solvers. We see dozens of opportunities within a single tree stand and pursue the best combination of ideas. That unique combination of innovation and strategic thinking is second nature at Rayonier.

Our tagline *More than trees* is a reminder of how we are continuously evolving a traditional timber company to be something *more* every day.



### **OUR BRAND**

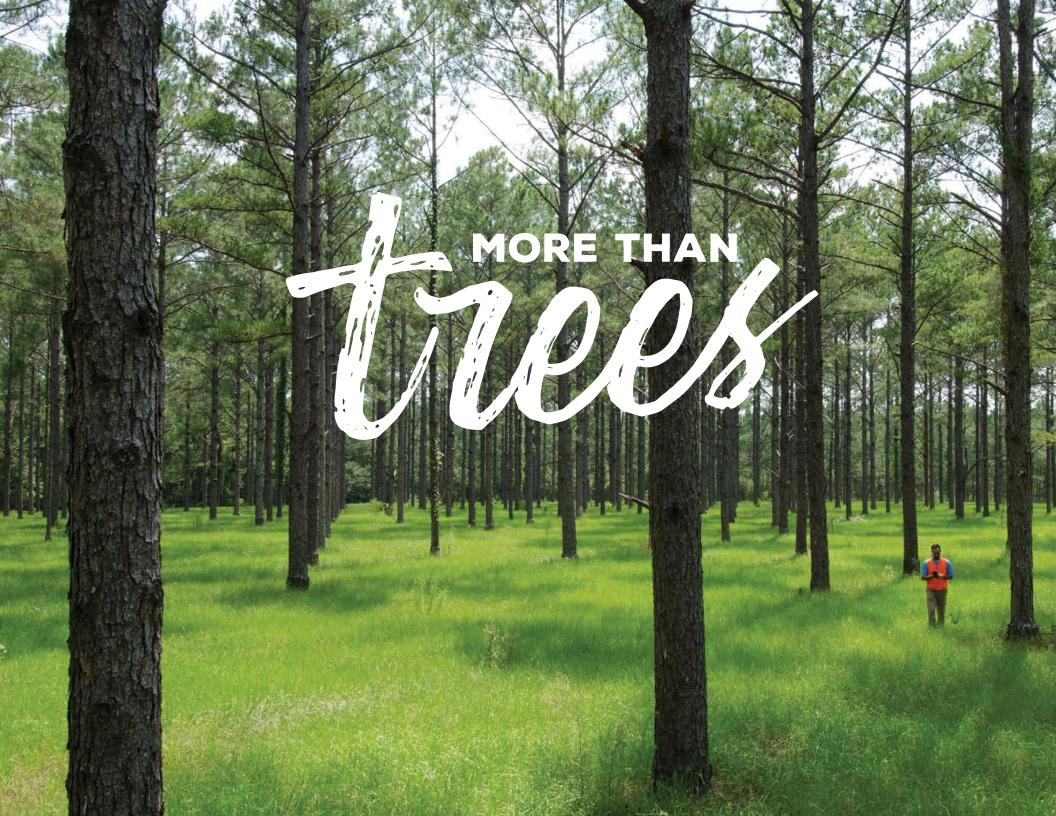


### "Without the help of my coworkers,

I wouldn't have known where to begin. They have helped me grow not only as a forester, but as a person.

That's what teamwork is all about."

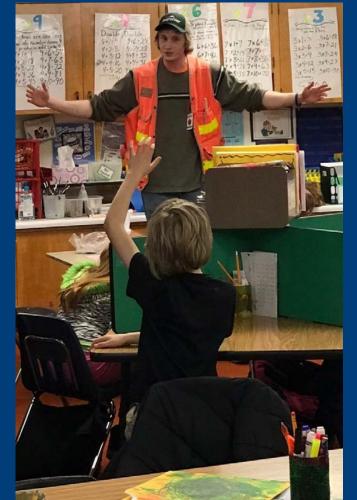
— **Tyler Baxter,** Timber Resource Forester, Andalusia, AL



















Our brand promise is to see *More than trees* in everything we do.

We continuously seek out **more** ways to meet the world's needs with our resources. Multiple teams view the same forests through different lenses, on a quest to not only sustainably manage land and timber, but to manage — and maximize — opportunity.

We are never satisfied with the status quo simply because "it's the way it has always been done," but rather we continue to look for **more** ways to do the best with what we have. The growth of a tree from seedling to harvest can span an entire career. So we approach decisions with the perspective of a long-term owner, seeking the strategy that will bring the best outcome for our communities, investors, customers, employees and the future employees who will follow us.



















Through *More than trees*, we invite everyone to reconsider the traditional perceptions of a timber company and see the rich diversity of Rayonier.

After more than 90 years, we're still uncovering new ways to make lives better with our trees, our land and — our most important resource — our people.







## "I'm proud to work for a company

that is so interested in helping and being a part of the communities they are in."

- Kelli Norstrem, GIS Manager, Wildlight, FL



### **OUR ELEVATOR**



You meet someone on an elevator and literally have one minute to explain what Rayonier is.

How do you do it?





# THIS IS THE ROUGH BROWN ELEVATOR PITCH

Please note: This is a general idea of how to explain our business, not a script to follow. Authenticity is a key part of our brand, so when we talk about Rayonier, we should sound like us. The key concepts that represent our brand are our culture as the catalyst of our success, our diversity of businesses, and our ability to see More than trees.

I work for Rayonier, a timber company that owns millions of acres of land in the United States and New Zealand. We are proud of our heritage spanning nearly a century, but what really sets us apart is our people and the many ways we use our land. We take pride in being More than trees every day.

Of course we are foresters first, with everything from researchers doing breeding to make stronger trees, to a seedling nursery that grows millions of trees every year, to foresters who harvest the final product and plant new forests behind them. We also have a land resources team that comes up with all kinds of other ways to put our land to work: allowing hunting clubs to use it, selling pine straw, even contracting with solar farms, setting up fill dirt sites and mining for minerals. Then we have a real estate team that steps in when our property is in growing markets that need the land for other uses, like homes or roads or businesses.

All of these different elements work together because of the amazing people here at Rayonier. We always find a way to come together and figure out the best path forward on every acre.

### "I chose Rayonier because of the people.

I was amazed at how many employees had 30+ years with the company.

That spoke volumes to me."

- Alexis Frank, Research Forester, Yulee, FL





