



From Nature to Fashion

Eastman Naia™ cellulosic fiber

Approved for External Use

10/18 v11

Agenda



- Introducing Naia™ staple fiber
- A catalyst for sustainable change
- The Naia™ advantage
- About Eastman



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Introducing Naia™ staple fiber

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Click image to link video



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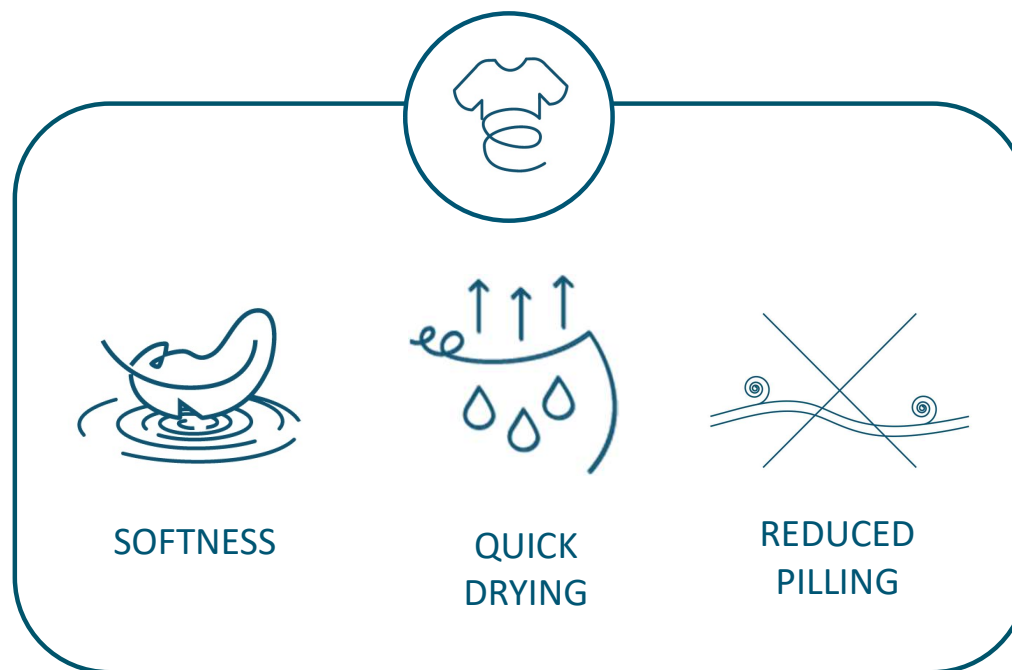
The Naia™ sustainable fibers portfolio offers:



Naia™ cellulosic filament yarn



Naia™ cellulosic staple fiber



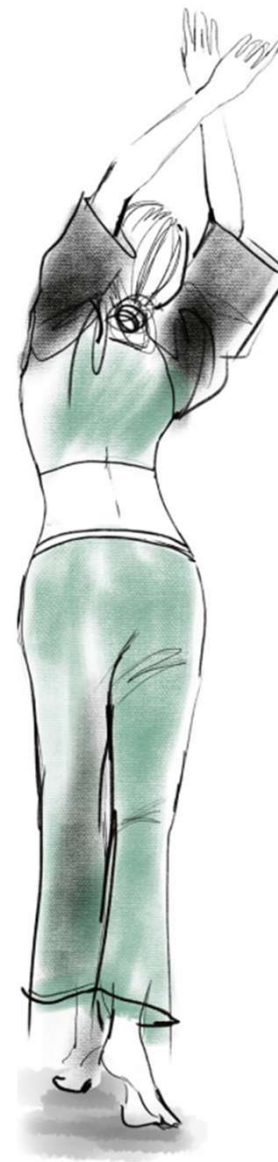
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Naia™ staple fiber is exceptionally VERSATILE.

- Inherently soft and quick-drying with the ability to reduce pilling when perfectly blended with other fibers
- Blends well with other eco-friendly materials such as lyocell, modal and recycled polyester
- Creates sustainable fabrics and garments ideal for everyday casual wear

Let your ideas flow!



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Naia™

A catalyst for sustainable change

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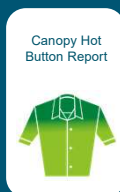
To meet the future needs of a more sustainable fashion industry, NaiaTM cellulosic fiber brings nature to fashion with a low environmental impact.

Eastman Naia™ offers a sustainable yarn and fiber...



SUSTAINABLE ORIGIN

Naia™ is responsibly sourced from sustainably managed pine and eucalyptus forests and plantations. Eastman holds FSC® and PEFC™ Chain of Custody certifications and all suppliers hold internationally recognized forestry certifications as well.



SAFE AND ENVIRONMENTALLY SOUND CHEMICAL USE

Naia™ is produced in a safe, closed-loop process where solvents are recycled back into the system for reuse. It is OEKO-TEX® 100 Product Class I certified and made with no hazardous chemicals listed on the ZDHC Manufacturing Restricted Substances List.



A LOW-IMPACT MANUFACTURING PROCESS

Naia™ is made through an optimized, low-impact manufacturing process with a low tree-to-fiber carbon and water footprint and a third-party reviewed life cycle assessment compliant with ISO 14044.

Naia™ is favorably ranked on the Higg Materials Sustainability Index.



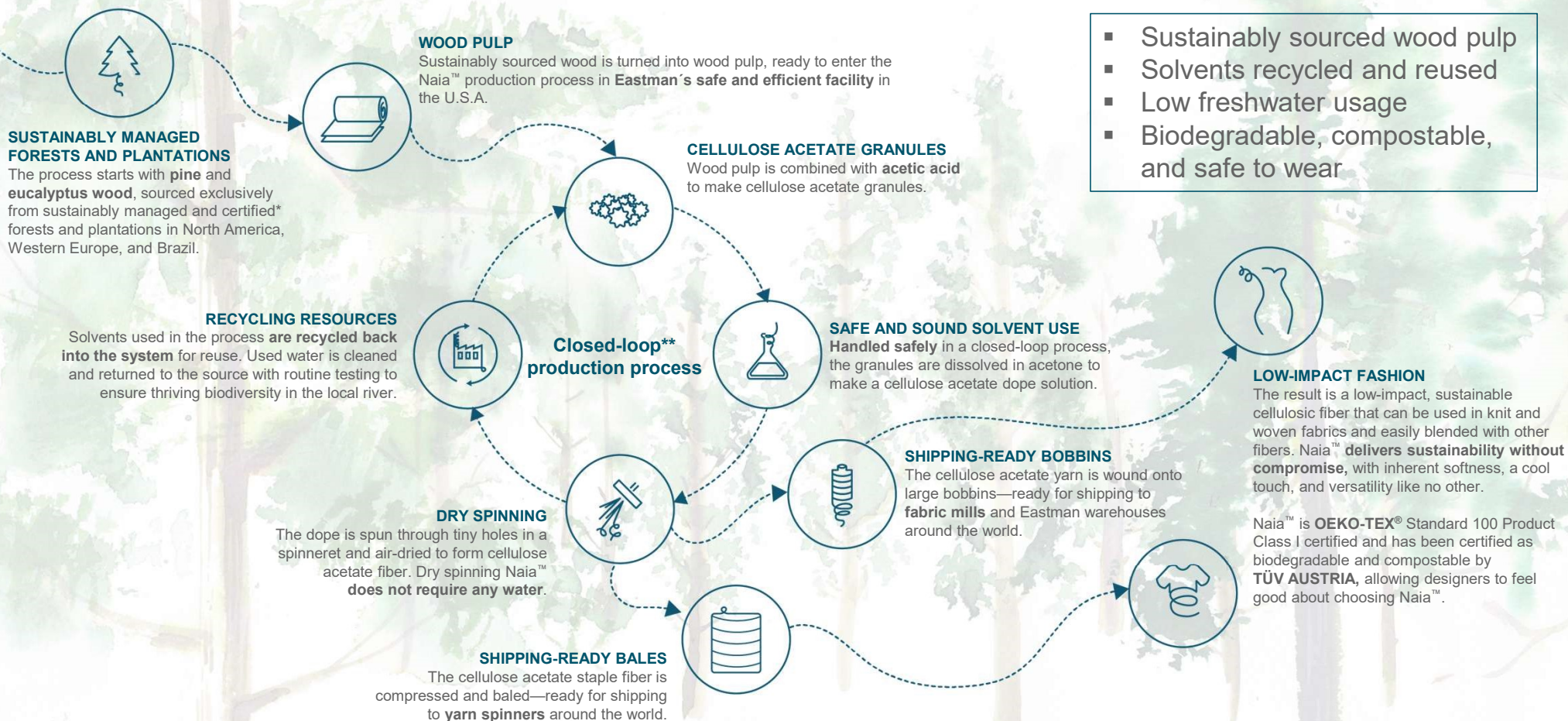
RETURN TO NATURE

Naia™ received the TÜV AUSTRIA 'OK Biodegradable' certification for fresh water and soil environments and the 'OK Compost' certification for home* and industrial settings.



*Naia™ staple fiber is 'OK Compost' certified in home settings.

The Naia™ production process



* Suppliers hold FSC and/or PEFC Chain of Custody certification. Eastman has FSC-C140711 and PEFC/29-31-359.

**With a solvent recovery rate of approximately 97%.

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How sustainable are the fibers you source?

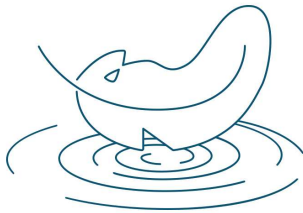


FIBER CATEGORIES & EXAMPLES		ANIMAL BASED	PLANT BASED	MAN-MADE CELLULOSIC			SYNTHETIC
		Silk	Cotton	Viscose filament	Modal*	Naia™ cellulosic fiber (acetate)	Polyester
ORIGIN	Biobased	caterpillar secretions	cotton plant	wood pulp cotton linter	wood pulp	wood pulp	no (oil based)
	Impact on natural resources	resource and energy-intensive cultivation; animal welfare issues	high water use in cultivation; high use of pesticides in nonorganic cotton	may be sourced from endangered or ancient forests	may be sourced from endangered or ancient forests	sourced from sustainably managed** plantations	sourced from a nonrenewable resource
	Biodegradable	yes	yes	yes	yes	yes	no
PROCESS	Chemical usage	pesticides used in cultivation	pesticides used in cultivation	made with carbon disulfide	made with carbon disulfide	made with acetic acid and acetone	terephthalic acid blended with ethylene glycol
	Closed-loop production	not applicable	not applicable	depends on manufacturer	depends on manufacturer	yes	depends on manufacturer
	Water usage	high (cultivation)	high (cultivation)	medium (wet spinning)	medium (wet spinning)	low (dry spinning)	low (melt spinning)

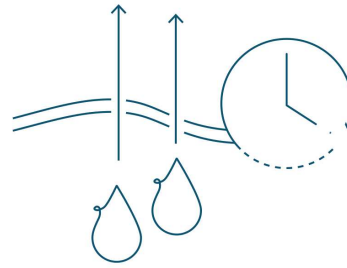
*The manufacturing process of modal can be considered similar to viscose staple.

**Suppliers hold FSC and/or PEFC Chain of Custody certification. Eastman has FSC-C140711 and PEFC/29-31-359.

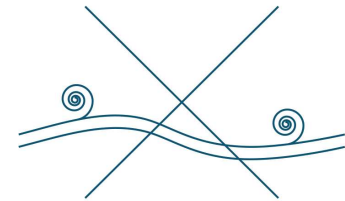
Naia™ cellulosic staple fiber means...



Softness

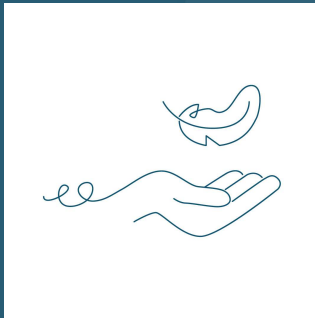


Quick Dry



Reduced Pilling

With Naia™ cellulosic staple fiber, you can experience comfort...



- ✓ Smooth, lasting softness against the skin
- ✓ Skin friendly and quick-drying
- ✓ Reduced pilling for lasting quality
- ✓ Cool, breathable garments

Naia™ cellulosic fiber means **softness** and **quick-dry**.



Naia™ cellulosic fibers are **supremely soft, smooth, and cool next to skin.**

Naia™ ranked superior in softness versus viscose and cupro.*

*Survey of 100+ fashion experts at Interfilière Paris



Naia™ delivers **enduring softness** in fabrics for longer lasting comfort.



Naia™ **consistently improves dry rate**, providing versatile blending options.**



Naia™ blends with lyocell and modal improve dry rates up to 30%.

**Test method: Intertek, AATCC 201

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Naia™ cellulosic fiber means reduced pilling.



Naia™ cellulosic fibers **consistently reduce pilling** on fabrics when perfectly blended with other fibers.



Naia™ cellulosic fiber blended **yarns safeguard fabrics against fuzz appearance** after repeated wash and wear.



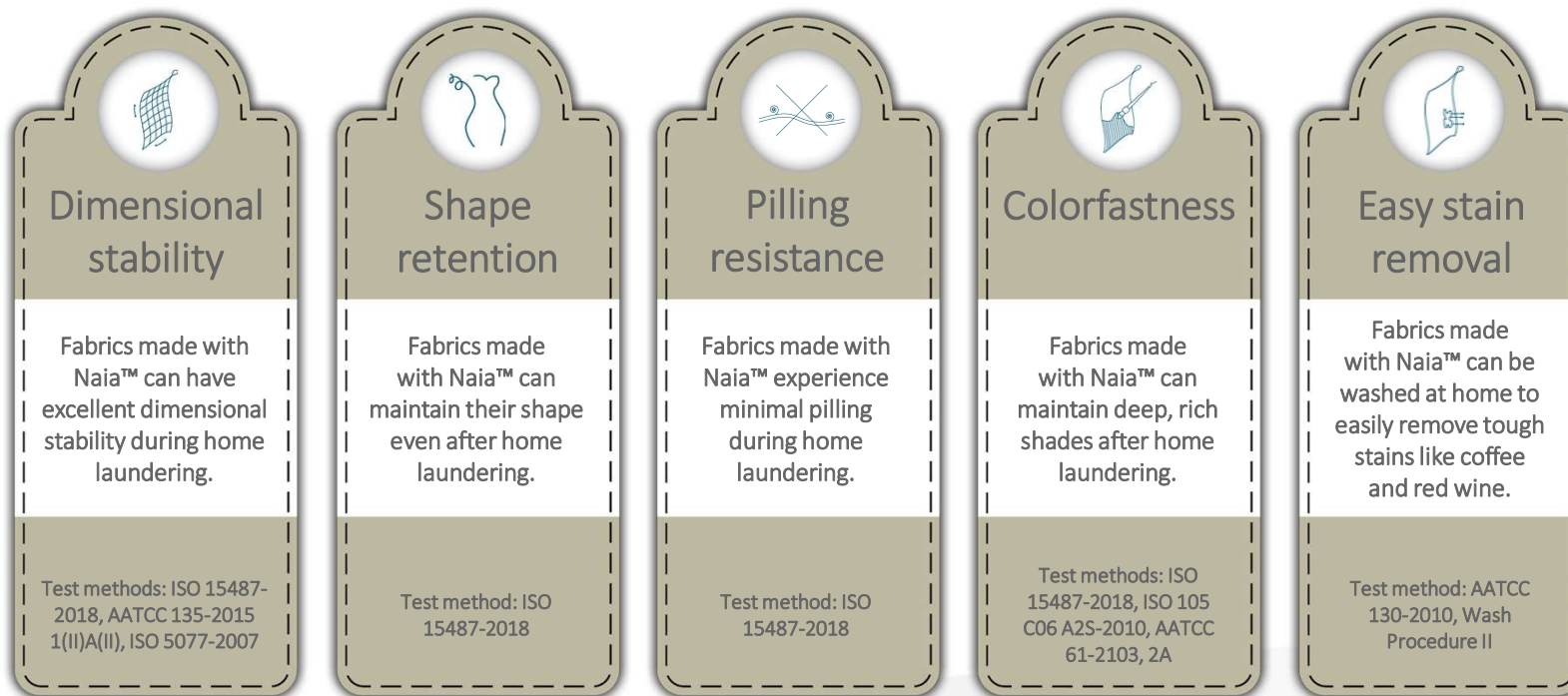
Naia™ blends with lyocell, modal, and polyester can improve the pilling grade **up to 1** on a scale of 1–5 points.*

*Test method: Intertek, ISO 12945-2; 2000 at 2000 and 7000 rubs

Laundry performance with Eastman Naia™ cellulosic fiber



Knit and woven fabrics made with 100% Naia™ cellulosic fiber content can maintain their appearance after washing at home with no need for dry cleaning.*



*Conditions: cold wash normal (30°C), tumble dry delicate (60°C)

All statements are based on results from applicable test methods; fabric composition, construction, finishing, and garment design can vary results.

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Laundry performance with Eastman Naia™ cellulosic fiber



The following washing procedures (outlined by test method) provide insight into proper care instructions for home laundering of garments made of Naia™ cellulosic filament fibers.

	Washing procedure by test method			
	Appearance after wash and dimensional stability	Dimensional stability	Colorfastness to laundering	Soil release
Laundering/wash procedure	ISO 6330.2012	AATCC Lab Procedure 1-2018	AATCC 61-2013, 2A	AATCC 130-2018, Wash Procedure II
Washing machine type	Front loading/HE	Top loading	Accelerated laundering machine	Top loading
Washing temperature	Cold/30°C/86°F	Cold/27°C/80°F	Hot/49°C/120°F	Cold/27°C/80°F
Detergent amount	20 g	66 g	0.225 g—powder 0.345 g—liquid	100 g
Water amount	NA	68.14 L	150 g (~0.15 L)	68.14 L
Load size	2 kg total	1.8 kg total	2 x 6 in. specimen	1.8 kg total
Dryer settings	Tumble dry delicate	Tumble dry delicate	NA	Tumble dry cotton/sturdy
Max. dryer temperature	60°C	60°C	71°C	65°C
Number of cycles	3	3	5*	1

*AATCC colorfastness to laundering uses a single, continuous process that is designed to simulate five home laundering cycles.

All statements are based on results from applicable test methods; fabric composition, construction, finishing, and garment design can vary results.

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About Eastman

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A global industry leader



- Fortune **500** specialty materials company with 2020 revenue of ~\$8.5 **billion**
- Global manufacturer and marketer of **advanced materials** and specialty additives
- Operates four business segments
- Global team of **14,500**
- Serving customers in **>100 countries**

Broad global presence



North America

Global HQ: Kingsport, TN

Employees: ~10,100

R&D and technology centers: 5

Manufacturing sites: 23

2020 sales revenue: \$3.6B

42%

6%

Latin America

Employees: ~400

Manufacturing sites: 4

2020 sales revenue: \$484M

Europe, Middle East and Africa

Regional HQ: Rotterdam, The Netherlands

Employees: ~2,300

R&D and technology centers: 5

Manufacturing sites: 12

2020 sales revenue: \$2.3B

27%

25%

Asia Pacific

Regional HQ: Singapore

China HQ: Shanghai

Employees: ~1,500

R&D and technology centers: 1

Manufacturing sites, including joint ventures: 11

2020 sales revenue: \$2.1B



Percent of total 2020 sales revenue

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A diverse and attractive portfolio of businesses

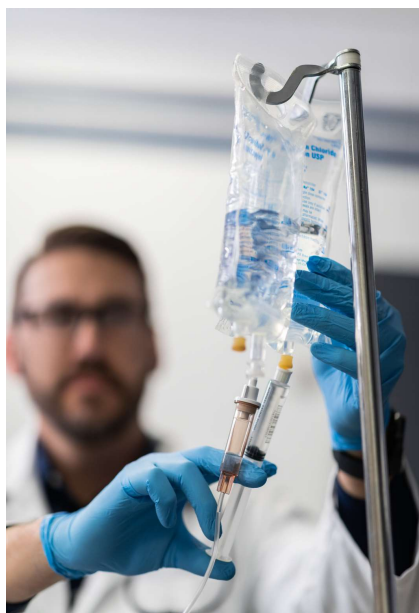


Additives & Functional Products



2020 sales revenue: \$3.0B
36% of total Eastman sales

Advanced Materials



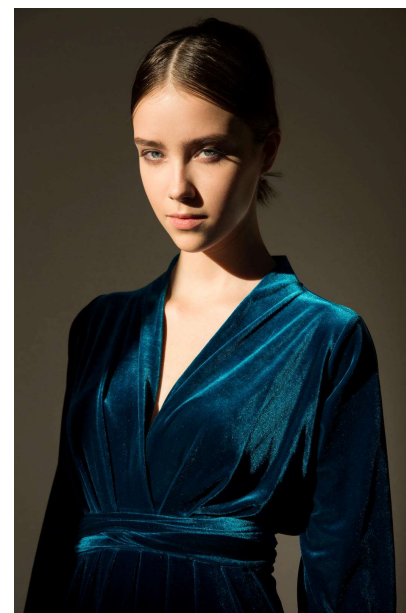
2020 sales revenue: \$2.5B
30% of total Eastman sales

Chemical Intermediates



2020 sales revenue: \$2.1B
25% of total Eastman sales

Fibers



2020 sales revenue: \$837M
9% of total Eastman sales

With a heritage of innovation and design



- Founded in 1920, Eastman began as the iconic Eastman Kodak.
- From photographic chemicals, we expanded our **world-class technology** to become a Fortune 500 company serving a variety of global markets, including the textiles industry!



Our mission is to enhance the quality of life in a material way . . .

Vanceva®
from Eastman
for architectural
interlayers



Eastman Amphora™
3D polymer



Eastman Tenite™
cellulose esters
for eyewear and
accessories



Eastman Color Lab
since 1934



Eastman Naia™
cellulosic fiber



. . . and so much more!

. . . by working with designers, engineers, and technologists to develop innovative and sustainable products for everyday life.

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Dedicated to environmental stewardship,
social responsibility, and economic growth



AWARDS



ASSOCIATIONS AND COMMITMENTS



Eastman strives to work collectively with partners and customers to **continually improve processes and create sustainable value**. These awards and association memberships are proof of Eastman's strong commitment to leave a positive impact on the world.

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Questions?



Eastman Naia™



Eastman_naia™



EastmanNaia

Thank you!



Although the information and recommendations set forth herein are presented in good faith, Eastman Chemical Company and its subsidiaries make no representations or warranties as to the completeness or accuracy thereof. You must make your own determination of its suitability and completeness for your own use, for the protection of the environment, and for the health and safety of your employees and purchasers of your products. Nothing contained herein is to be construed as a recommendation to use any product, process, equipment, or formulation in conflict with any patent, and we make no representations or warranties, express or implied, that the use thereof will not infringe any patent. NO REPRESENTATIONS OR WARRANTIES, EITHER EXPRESS OR IMPLIED, OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR OF ANY OTHER NATURE ARE MADE HEREUNDER WITH RESPECT TO INFORMATION OR THE PRODUCT TO WHICH INFORMATION REFERS AND NOTHING HEREIN WAIVES ANY OF THE SELLER'S CONDITIONS OF SALE.

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APPENDIX



Sustainable sourcing

We are committed to sustainable forestry management.

naia™
FROM NATURE TO FASHION



“We are integrating sustainability across Eastman’s supply chain, meeting customer and consumer demand while ensuring sustainable sourcing and production. Partnering with organizations like Canopy supports our continued efforts to deepen that integration.”

— Mark Costa, CEO and chairman of the board

“With a portfolio of biobased products derived from wood pulp, it is critical that we help ensure sustainable forestry and the conservation of ancient and endangered forests. Eastman takes a holistic and systems-based approach to sustainable forest management as outlined in our updated Sustainable Dissolving Wood Pulp Sourcing Policy. We are proud to collaborate with Canopy to enable a more sustainable supply chain in the markets we serve.”

— Brad Lich, EVP and chief commercial officer



Eastman awarded FSC® / PEFC™ Chain of Custody



SCS Global Services does hereby certify that an independent audit has been completed and conformity to the applicable standard(s) has been confirmed for:

Eastman Chemical Company

301 S. Wilcox Dr., Kingsport, TN 37660, United States
Eastman Chemical International GmbH - Hertizentrum 6, Zug, Switzerland 6303
Eastman Chemical B.V., The Hague, Zug Branch - Hertizentrum 6, Zug, Switzerland 6303
Eastman Italia S.r.l. - Via Ippolito Rosellini 12, Milano, Italy 20124

This multi-site certificate covers the production of cellulose acetate using the transfer and credit system. The certificate also covers the sourcing of controlled wood from Brazil.

The facility(s) are hereby Chain of Custody certified to sell products as:

FSC Mix

The assessment has been conducted by SCS Global Services in accordance with the protocols of the Forest Stewardship Council® A.C. (FSC®).

FSC Standard: FSC-STD-40-003 V2-1; FSC-STD-40-004 V3-0; FSC-STD-40-005 V3-1; FSC-STD-50-001 V2-0

Certificate Code: SCS-COC-006296 Trademark License Code: FSC-C140711

CW Code: SCS-CW-006296

Valid from: 18 April 2018 Expiry date: 17 April 2023

This certificate itself does not constitute evidence that a particular product supplied by the certificate holder is FSC-certified or FSC Controlled Wood where applicable. Products offered, shipped or sold by the certificate holder can only be considered covered by the scope of this certificate when the required FSC claim is clearly stated on sales and delivery documents. The scope of this certificate is controlled according to the date of issuance. The current validity and scope, including the full list of products, shall be verified on <http://info.fsc.org>. This certificate shall remain the property of SCS, and the certificate and all copies or reproductions of this certificate shall be returned to SCS immediately upon request. Where a certificate covers more than one site, the covered products and processes activities are performed by the network of Participating Sites, and not necessarily by each of them.



The mark of responsible forestry



Sarah B. Harris

Sarah Harris, Managing Director
SCS Global Services
2000 Powell Street, Ste. 600, Emeryville, CA 94608 USA



Revised 1 Jul 2017

SCS Global Services does hereby certify that an independent audit has been completed and conformity to the applicable standard(s) has been confirmed for:

Eastman Chemical Company

301 S. Wilcox Dr., Kingsport, TN 37660, United States

This certificate covers the production of cellulose ester polymers and fibers using the physical separation method.

The facility(s) and product(s) listed above have been certified as

PEFC Chain of Custody Certified

This certificate cannot be presented as evidence that certified wood products have been supplied. In all cases, such evidence must be conveyed on the corresponding sales documentation.

Certified against PEFC ST 2002-2013 (Chain of Custody, 2nd Ed), PEFC ST 2001-2008 (Logo Usage, 2nd Ed)

SCS Certification Registration Number: SCS-PEFC/COC-006296

Valid from: 18 April 2018 Expiry date: 17 April 2023

It is an obligation of the producer or processor that are included in the scope of this certificate to be certified by SCS or a recognized and approved certification body. This certificate and where the property of SCS, and it is distributed with all copies or reproductions of this certificate shall be returned to SCS immediately upon request. The PEFC logo on the certificate only refers to the certificate holder's compliance with the PEFC certification scheme and does not provide the certification with the right to use the PEFC logo.



Sarah B. Harris

Sarah Harris, Managing Director
SCS Global Services
2000 Powell Street, Ste. 600, Emeryville, CA 94608 USA



CoC certifications cover Naia™ cellulosic yarn

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Button up to protect forests

Hot Button report offers a detailed ranking of the largest global producers of viscose and cellulosic fibers based on the following criteria:



Producers' level of risk of sourcing from key areas of Ancient and Endangered Forests and other controversial sources



Producers' work to realize the commercial-scale production of fibers using innovative and alternative feedstocks, such as leftover straw, microbial cellulose, or post-consumer recycled clothing



Producers' leadership on advancing and advocating for, and helping to secure conservation legacies;



Naia™ Hot Button Ranking

The Eastman Naia™ team is thrilled to announce our ranking in the 2021 Canopy Hot Button Report . . .



TOTAL:

 × 27

Canopy applauds Eastman for investing in next-generation fiber solutions with a public target of launching a product with Next Gen content. Eastman's Naia™ Sustainable Dissolving Wood Pulp Sourcing Policy is aligned to CanopyStyle standards, with a commitment to the conservation of ancient and endangered forests through direct engagement of decision makers, as well as in public forums.

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Eastman Naia™ cellulosic fiber ranking



Progress Criteria

Hot Button Assessment	Completion of CanopyStyle third party verification audits (WORTH 6 BUTTONS)	Contribution to Conservation Legacies (WORTH 6 BUTTONS)	Innovation via New Alternative Fibers (WORTH 8 BUTTONS)	Adoption of Robust Forest Sourcing Policy (WORTH 4 BUTTONS)	Traceability & Transparency (WORTH 8 BUTTONS)	Leaders in Supply Chain Shifts and Sustainable Sourcing (WORTH 4 BUTTONS)	Associated With High Risk of Sourcing from Ancient and Endangered Forests and Other Controversial Sources (DEDUCTS UP TO 7 BUTTONS)	TOTAL BUTTONS
	 x 5	 x 4.5	 x 4.5	 x 4	 x 5	 x 4	 x 0	 x 27
	Completed first CanopyStyle audit in 2019, and published their second audit in 2021. First U.S.-based cellulosics producer to join the CanopyStyle initiative.	Eastman is committed to promoting our efforts and support of forest conservation. In March of 2021, Eastman partnered with GP Cellulose and Long Leaf Alliance in a conservation effort that planted 60,000 longleaf pine seedlings in Torreya State Park in Florida, USA	Eastman is investing in next-generation fiber solutions, as well as recycling technologies. In 2020, we launched Naia™ Renew cellulosic fiber, produced from 40% certified* recycled waste material.	Eastman has a robust sourcing policy prohibiting sourcing from ancient and endangered forests. We are actively engaged in ensuring our pulp suppliers comply with our sustainable sourcing policy, reviewed by Canopy.	Eastman shares a complete list of suppliers and their locations with our customers. SUPPLIER LIST Naia™ has also implemented a fabric verification program to ensure traceability and confidence in our fibers.	Eastman demonstrates leadership in supply chain shifts and sourcing. The Naia™ wood pulp sourcing policy is fully aligned to Canopy standards and consistently uses ForestMapper to access risk level of our fiber supply.	The audit found no direct risk of sourcing from Ancient and Endangered Forests, and it recognizes Eastman's engagement of suppliers.	TOTAL:  x 27

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Eastman is committed to sourcing sustainable wood pulp



**Eastman Naia™
cellulosic yarn**
wood pulp supplier source

Eastman Naia™ cellulosic yarn is produced from trees harvested from sustainably managed forests and plantations in accordance with our wood pulp sourcing policy. It is made from dissolving-grade wood pulp sourced from qualified suppliers who comply with the standards of internationally recognized forest certification programs. These certifications can be found online.

Eastman qualified suppliers of pulp include:

- Bracell
- Georgia-Pacific Cellulose
- Rayonier Advanced Materials

If you have any questions, please contact your Eastman Naia™ cellulosic yarn representative.

Contact us:
naiafromeastman.com
naiateam@eastman.com

Eastman Naia™

As seen on www.naiafromeastman.com

Policy updated in 2019 – available at www.eastman.com

Eastman Naia™ Cellulosic Yarn Sustainable Dissolving Wood Pulp Sourcing Policy

At Eastman, sustainability is about creating value. We believe a truly sustainable company is one that creates significantly more value in the world than the resources it uses.

Eastman is steering a sustainable portfolio by identifying and assessing global macro trends and disruptions, while engaging in impactful partnerships to help Eastman create a pipeline of sustainable innovation that enhances the quality of life in a material way.

Sustainability includes how and where we source raw materials for our products, including sources reliant upon forestry. Eastman is concerned that forestry practices in certain regions may threaten or growth forests and may contribute to deforestation with potential negative impact on the biodiversity and ecosystem integrity contained within these forests. Eastman takes a holistic and systems-based approach to sustainable forest management. Such an approach includes our commitment to the protection and conservation of Ancient and Endangered Forests which are intact forest landscape mosaics, naturally rare forest types, forest types that have been made rare due to human activity, and/or other forests that are ecologically critical for the protection of biological diversity.

Eastman's policy:

- Prohibits the sourcing of dissolving wood pulp from controversial sources which includes wood harvested from forests of high conservation value and Ancient and Endangered Forests such as the Canadian and Russian Boreal Forests; Coastal Temperate Rainforests; tropical forests and peatlands of Indonesia, the Amazon and West Africa.
- Prohibits the sourcing of dissolving wood pulp from endangered species habitats, illegal forestry and forestry in violation of traditional, community and/or civil rights.
- Promotes sustainable forest management practices.
- Reduces ecological and environmental impacts in the supply chain.

Eastman is committed to conducting business in accordance with legal and ethical standards. This commitment is reflected in our [Code of Business Conduct](#). We are committed to sourcing materials from suppliers that share our values, and we expect our suppliers to comply with our [Third-Party Code of Conduct - Doing Business with Eastman](#).

All Eastman dissolving wood pulp suppliers must demonstrate: (a) commitment to complying with Eastman's Sustainable Dissolving Wood Pulp Sourcing Policy, (b) conformance to the forestry standards of either the Forest Stewardship Council® (FSC®) or Programme for the Endorsements of Forest Certification (PEFC™) and (c) compliance with our Third-Party Code of Conduct. Eastman commits to only sourcing dissolving wood pulp from suppliers who meet this standard. Our dissolving wood pulp suppliers who are not in compliance with this policy are expected to implement corrective actions or face the prospect of not being considered by Eastman for future business.

Concerns regarding this policy or any potential violations of this policy may be reported through Eastman's Business Conduct Helpline: 1-800-455-5622

• Selects collaborative suppliers committed to continual improvement through management of the sustainable forests from which they source and their associated supply chain; Eastman has a preference for sourcing wood pulp from suppliers which conform to the Forest Stewardship Council® (FSC®) forestry management program. Alternatively, an internationally-recognized forestry management program, such as the Programme for the Endorsements of Forest Certification (PEFC™), may be accepted.

• Ensures transparency and traceability in our dissolving wood pulp supply chain by sourcing exclusively from suppliers committed to harvesting or sourcing wood from non-controversial sources.

• Invests in innovative circular economy solutions including Eastman's Advanced Circular Recycling and Carbon Renewal Technologies, among others.

• Prohibits the sourcing of dissolving wood pulp from suppliers who do not support the [United Nations Free, Prior and Informed Consent policy](#).

Key partnerships and collaborations



Ellen MacArthur Foundation

Eastman joined the Ellen MacArthur Foundation's Circular Economy 100 (CE100) to create solutions to enable a more circular economy.



The mark of responsible forestry



FSC® and PEFC™

Eastman and its wood pulp suppliers hold FSC® and/or PEFC™ Chain of Custody certifications. Additionally, Eastman has partnered directly with FSC® to promote FSC Mix for Eastman Naia™ cellulosic fiber.



C.L.A.S.S.

Naia™ recently joined C.L.A.S.S. to support the fashion industry's shift toward the circular economy, empowering businesses to be competitive and socially responsible.



Quantis

Eastman participates in the Plastic Leak Project, an initiative led by Quantis to contribute to the global effort to fight plastic pollution.

EASTMAN