

Novelis And World Wildlife Fund Partner To Reduce Greenhouse Gas Emissions

Company is World's First Metals Company Accepted into Exclusive Climate Savers Program

ATLANTA, Sept. 18, 2014 /PRNewswire/ -- Novelis, the world leader in aluminum rolling and recycling, today announced the company has been accepted into World Wildlife Fund's (WWF) Climate Savers program, an exclusive initiative of WWF to encourage companies to reduce their operational carbon footprint and act as agents of change within their sphere of influence. The only metals company to be accepted into the program, Novelis has made commitments to WWF to continue pursuing its aggressive sustainability targets designed to reduce Novelis' impact on climate and ensure the sustainability of Novelis' business efforts.

"Low-carbon is the future of our economy and a key part of our company's vision," said Phil Martens, Novelis President and Chief Executive Officer. "At Novelis, we believe that reducing greenhouse gas emissions, increasing the amount of recycled materials we use, decreasing water and energy use in operations and reducing landfill waste are not just important parts of a sustainability effort – they are an integral part of our overarching business strategy. By partnering with WWF, such a well-known and respected leader in sustainability, Novelis not only demonstrates its commitment to sustainability, but leads the future of an entire market category."

As part of its participation in the program, Novelis has established Climate Savers commitments that align with its established sustainability agenda. By 2020, the company will:

- Reduce the carbon emissions from its operations by 10 percent
- Reduce absolute carbon emissions by 50 percent
- Increase recycled content of its products to 80 percent

Since announcing its sustainability goals in 2011, Novelis has made significant progress including increasing the recycled content of its products from 33 percent to 46 percent. The company became the world's largest recycler of aluminum last year as it continues to expand its recycling capacity around the world and will open the world's largest aluminum recycling center next month in Nachterstedt, Germany. The company also reported a 14 percent reduction in greenhouse gas (GHG) emissions, representing significant progress towards reaching its total goal of cutting absolute GHGs in half by 2020.

As part of its commitment to decreasing its carbon footprint and that of its customers, Novelis recently introduced [evercan™](#), the world's first independently certified, high-recycled content aluminum sheet for beverage cans.

"To meet the challenges of resource scarcity and risks to the planet in the 21st century, we need bold leadership from all sectors," said Carter Roberts, president & CEO of WWF. "Novelis understands this and is making the kind of ambitious commitments that can not only change their company, but transform an entire industry."

Climate Savers members improve their carbon efficiency while cutting energy costs and are often inspired to develop innovative new products and services. This leaves member companies in a better position to avoid carbon-related risks while realizing opportunities within long-term business strategies. In order to be accepted into WWF's Climate Savers program, companies must set clear objectives to reduce greenhouse gas emissions and influence market or policy developments by promoting their vision, solutions and achievements. Novelis will report progress to WWF toward its goals as part of this partnership.

For more details about the company's commitment to sustainability, visit the [2013 Novelis Sustainability Report](#) online.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminum. The company operates in 10 countries, has approximately 11,200 employees and reported revenue of approximately \$10 billion for its 2014 fiscal year. Novelis supplies premium aluminum sheet and foil products to transportation, packaging, construction, industrial and consumer electronics markets throughout North America, Europe, Asia and South America. The company is part of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, visit [novelis.com](#) and follow us on Facebook at [facebook.com/NovelisInc](#) and Twitter at [twitter.com/Novelis](#).

Photo - <http://photos.prnewswire.com/prnh/20140918/147045>

SOURCE Novelis Inc.

For further information: Neil Hirsch, +1 404 760 4465, neil.hirsch@novelis.com; or Investor Contact: Megan Cochard, +1 404 760 4170, megan.cochard@novelis.com
