

## **THE PRESIDENT & CHIEF EXECUTIVE OFFICER**

### **1. Purpose**

The President and Chief Executive Officer ("CEO") is responsible for providing strategic, financial and operational leadership for Western Forest Products Inc. (the "Corporation"). Working closely with the Board of Directors ("Board") and Senior Executive team, they are responsible for developing and executing strategic business plans in order to meet the goals and objectives of the Corporation. The CEO will foster a company culture that promotes health, safety and environmental stewardship while setting the tone for the Corporation to ensure it is able to attract, retain and develop the talent necessary to execute on its long-term strategic and operational goals.

### **2. Key Responsibilities**

The CEO will:

- Provide vision and leadership for the Corporation.
- Together with the Board, develop, implement, and monitor a strategic plan for the Corporation with a goal of maximizing long-term shareholder value, taking into consideration stakeholder interests.
- Actively manage financial performance to ensure business is achieving targeted returns.
- Lead the critical growth initiatives for the business including the evaluation and execution of targeted product line growth, mergers, acquisitions and strategic partnerships.
- Foster a culture that prioritizes and strives for continuous improvements in health, safety, environmental, social, governance and operational performance.
- Ensure compliance with the Corporation's Code of Business Conduct and Ethics and exhibit a leadership style in keeping with the Corporation's Values.
- Deliver an organizational structure that enables the Corporation to achieve annual and long-term operational and strategic goals.
- Deliver robust succession plans for senior management; coach, lead, and guide executives and high potential employees to foster growth and development and delivery of Corporation objectives.
- Recommend to the Management and Resource Compensation Committee (MRCC) a compensation strategy and plan(s) that appropriately rewards and incentivizes management against approved corporate objectives to ensure attraction and retention of staff.
- Establish goals for the Senior Executive team and assess the performance of each Senior

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Executive team members against such goals and make recommendation to the MRCC with respect to the Senior Executive's total compensation in relation thereto.

- Work closely with the Chief Financial Officer and Board to prepare annual budgets aligned with the strategic plan.
- Oversee the development and execution of business and financial plans that are aligned with the Corporation's strategic plan.
- Together with the Board, identify and monitor key business risks and ensure the Corporation implements strategies to mitigate such risks.
- Ensure that the Board is kept appropriately informed of the overall business operations of the Corporation and major developments and issues facing the Corporation.
- Challenge and support the Corporation's management to set and achieve quarterly, annual and long-term operational and strategic goals.
- Represent the Corporation on various provincial, national and international associations related to business policy, trade and markets.
- Oversee communications and other liaisons with stakeholders, including shareholders, industry groups, business partners, government agencies and the public.