



# ARCHROMA. LIFE ENHANCED.

## Corporate presentation



**Archroma. A global leader  
with a trusted heritage.**

“We touch and color  
people’s lives every  
day, everywhere.”



**Archroma. A brand,  
a promise.**

“We touch and color people’s  
lives every day, everywhere.”



An aerial, high-angle photograph of a large crowd of people walking on a checkered floor. The floor consists of large, light-colored square tiles arranged in a grid pattern. The people are scattered across the frame, some walking in groups, some alone, and some looking towards the camera. The lighting is bright, casting distinct shadows of the people onto the floor. The overall scene conveys a sense of a busy, public space.

**Archroma. Global footprint  
and technology.**

“We touch and color people’s  
lives every day, everywhere.”



**Archroma. Established businesses  
and products**

“We touch and color people’s lives  
every day, everywhere.”

A photograph of two scientists in a laboratory. They are wearing white lab coats and safety goggles. The scientist in the foreground is using a pipette to transfer liquid into a multi-well plate. The scientist in the background is looking at a clipboard. The scene is lit with a cool, blue light.

**Archroma. A proven  
innovation power.**

“We touch and color people’s lives  
every day, everywhere.”

A woman with long dark hair, wearing a black halter-neck top with a white pattern, stands in the rain. She is holding a white umbrella over her head. Rain is falling around her, and she is looking directly at the camera with a slight smile. The background is a blurred green landscape.

**Archroma. A recognized  
commitment to sustainability.**

“We touch and color people’s lives  
every day, everywhere.”

**Archroma. Looking towards  
the future.**

“We touch and color people’s  
lives every day, everywhere.”





## A GLOBAL LEADER WITH A TRUSTED HERITAGE





## Introducing

- A global leader providing colors and specialty chemicals to sectors such as fibers and fabrics, paper and packaging, as well as adhesives, coatings and construction
- A company with proven innovation power, strong core technologies and a global footprint
- Experts with a rich tradition of working side by side with customers as long-term partners, developing tailored solutions that help them deliver business success in their local markets
- Specialized performance and color solutions designed to help satisfy a global population hungry for novelty and innovation, for products that appeal to their senses and emotions, and for a greater life experience
- A company favorably positioned in multi-billion-dollar end markets with exciting challenges and opportunities

## A global leader in specialty chemicals across the textile, paper and emulsions sectors

### **Textile Specialties**

Global leader in textile chemicals and dyes

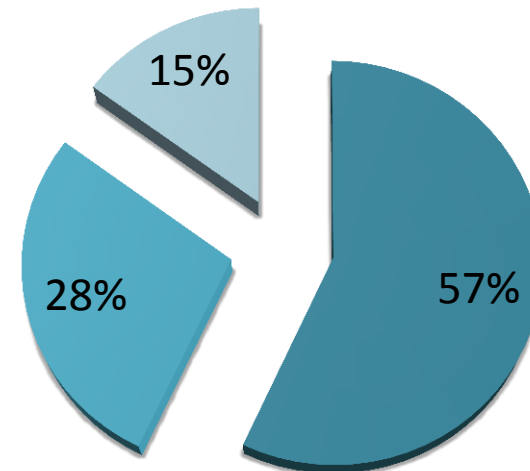
### **Paper Solutions**

Leading provider of colorants, optical brightening agents, process and surface chemicals

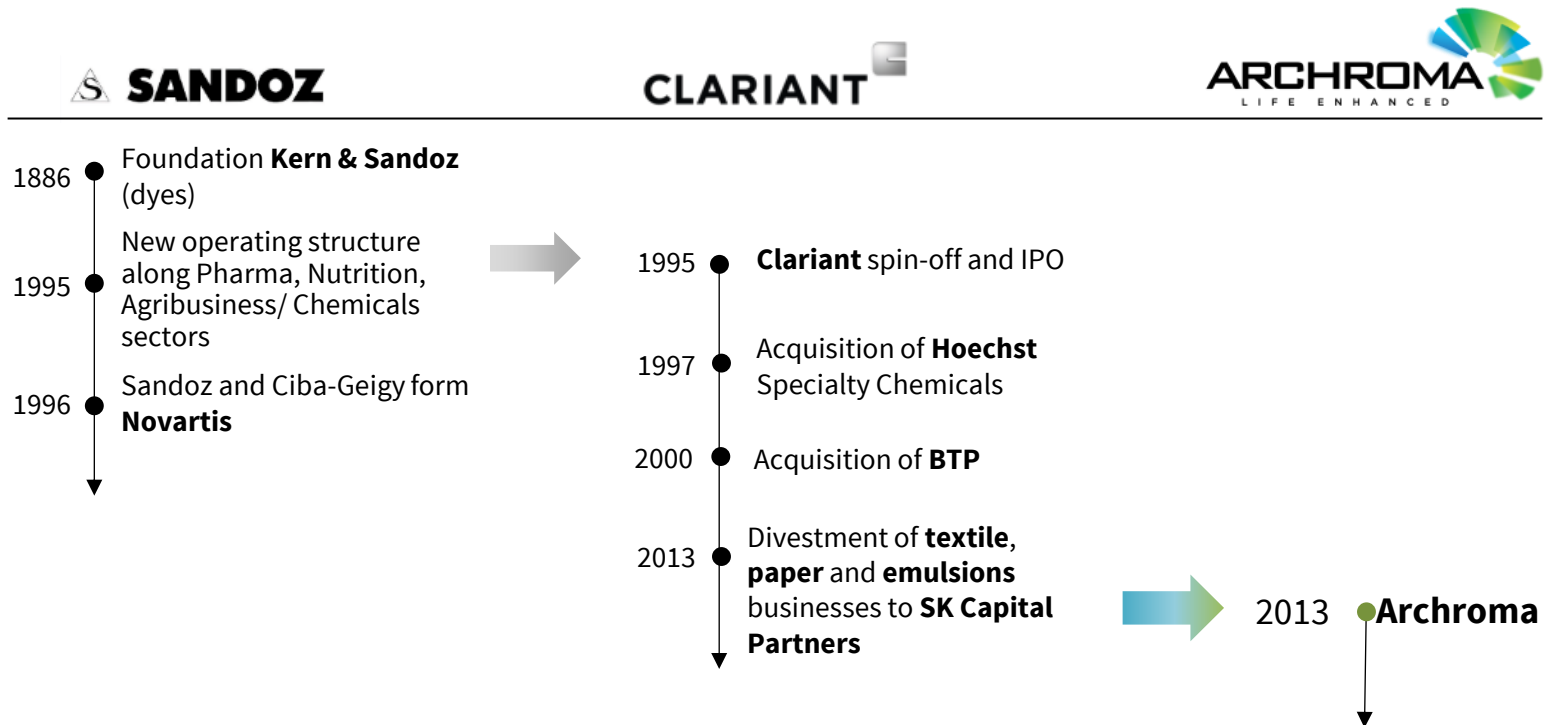
### **Emulsion Products**

Leading provider of specialty emulsions to paints, adhesives, construction and the textile, leather and paper sectors

Sales 2012 (1.2b CHF)



## A trusted heritage



## A new global player, part of the SK Capital team

### Archroma

- 3000 employees
- USD 1.3 (CHF 1.2) billion annual revenue

### SK Capital group (without Archroma)

- 5000 employees
- USD 6 (CHF 5.7) billion annual sales



Acrylic sheeting



Nylon 6,6 resin, fiber and intermediate chemicals



Sulfur dioxide and related derivatives



Radiopharmaceutical products



C4 and C3 hydrocarbons



Former Chemtura antioxidants and UV stabilizers

**A NEW NAME,  
A NEW BRAND,  
A NEW IDENTITY**



## Our name, our purpose



**Arch**

A commitment from 3,000 employees, 25 production sites, 35 countries and 3 businesses to come together in a new company to better meet customer needs in their local and global markets. A tribute to the engagement and passion that we share with our customers and partners, to the dedication we bring to every product and service innovation.



**Chroma**

A declaration of our firmly-established position as a leading expert in tailoring color and performance solutions.



**Archroma**

A symbol of a global color and specialty chemicals company that came to life on October 2013 with a strong heritage.

## Archroma. Life enhanced.

### Purpose

**We touch and color people's lives every day, everywhere.**

### Vision

We are passionate to deliver leading and innovative solutions, enhancing people's lives and respecting our planet.

### Mission

We are growing business by leveraging local entrepreneurship and our global organization in a collaborative way. We enable our customers to win in their market, we push limits to outperform and we never give up!

### Proposition

We deliver specialized performance and color solutions to meet customers' needs in their local markets and achieve a fair value for our shareholders and stakeholders in return.





## Our logo, our manifesto



### The word mark

- Tailor-made typeface: our status and stature
- Strong and capitalized typeface: our industrial and technical expertise
- Symmetrical lettering: our solidity, global footprint, reliability, history

### The symbol

- A fan of color swatches, of blue and green shades, of blurred and sharp shapes
- Expertise in performance and colors, know-how in developing tailor-made solutions, commitment to sustainability

### The tagline

- Expressing what we stand for as a brand and as a company
- Products enhanced, colors enhanced, performance enhanced - “Life enhanced”

# ESTABLISHED BUSINESSES & PRODUCTS



## Businesses



### **Textile Specialties**

From fiber to finish, Archroma's Textile Specialties Business plays a key role throughout the entire textile supply chain, with special chemicals for pretreatment, dyeing, printing and finishing of textiles. Our product packages enhance the properties of apparel and other textiles in applications as diverse as high fashion, home textiles and special technical textiles.



### **Paper Solutions**

Archroma's Paper Solutions Business provides expertise in the management of whiteness, coloration, special coatings and strength for all kind of papers. By combining our focused product range with the application services of our paper experts around the globe, we enhance both the optical and functional properties of paper.



### **Emulsion Products**

From paints, adhesives and construction to the textile and paper industries, Archroma's Emulsion Products Business provides solutions for a wide range of applications. Literally thousands of satisfied customers have been witness to the outstanding success of Archroma's Mowilith® emulsions since its first patent was obtained in 1912.

## Textile Specialties



### Key markets:

- Apparel – Includes clothing of all types and fashions
- Home textiles – Such as towels, drapes, linens, and furniture fabrics
- Technical textiles including nonwovens – for applications including medical, construction, industrial, carpet, automotive and sports
- Carpet – Includes indoor and outdoor floor coverings
- Transportation – Fabrics in hard-wearing transport applications (planes, buses and trains)

### Key products:

- ONE WAY – Sustainability service
- Advanced Denim - The innovative and sustainable solution for the denim market
- Drimaren® - Reactive dyes for cellulosic coloration
- Foron® - Disperse dyes for the highest wash and light fastness requirements
- NanoSphere® and coldblack® - Innovative finishes for functional effects
- Nuva® N - The next generation of soil and stain release
- Nylosan® - Acid dyes for polyamide coloration

## Paper Solutions



### **Key markets:**

- Printing and writing
- Coated paper
- Tissue and toweling
- Packaging and board
- Nonwovens and specialties
- Newsprint

### **Key products:**

- Coloration: Direct dyes, basic dyes, sulfur dyes, pigment preparations, security effects
- Whiteness: Optical brightening agents, shading dyes & pigments, quenching agents
- Surface & coating: Crosslinkers, fluorochemicals & barrier additives, rheology modifiers
- Process chemicals: Dye fixatives, deposit control, wet & dry strength resins, retention control, defoamers

## Emulsion Products



### Key markets:

- Paints - Decorative interior/exterior, primers, varnishes , industrial applications
- Construction - Concrete applications, roofing, tiling, sealants, primers, mortars admixtures
- Adhesives - Wood, paper, lamination, packaging and Pressure sensitive adhesives
- Specialties - High performance products, special market niches, nanotechnology, eco-advanced products (low emission concepts)
- Others - Emulsions for a wide range of functional effects and coatings in the textiles and paper industries

### Key products:

- Mowilith® used in paints, construction, adhesives and specialties
- Mowicoll® used in adhesives
- Appretan® Emucryl® and Printofix® binder used in textiles
- Cartaseal®, Cartacol® and Cartacoat® used in paper
- Major monomer systems include: vinyl acetate, acrylates, styrene and other specialties

# GLOBAL FOOTPRINT & TECHNOLOGY



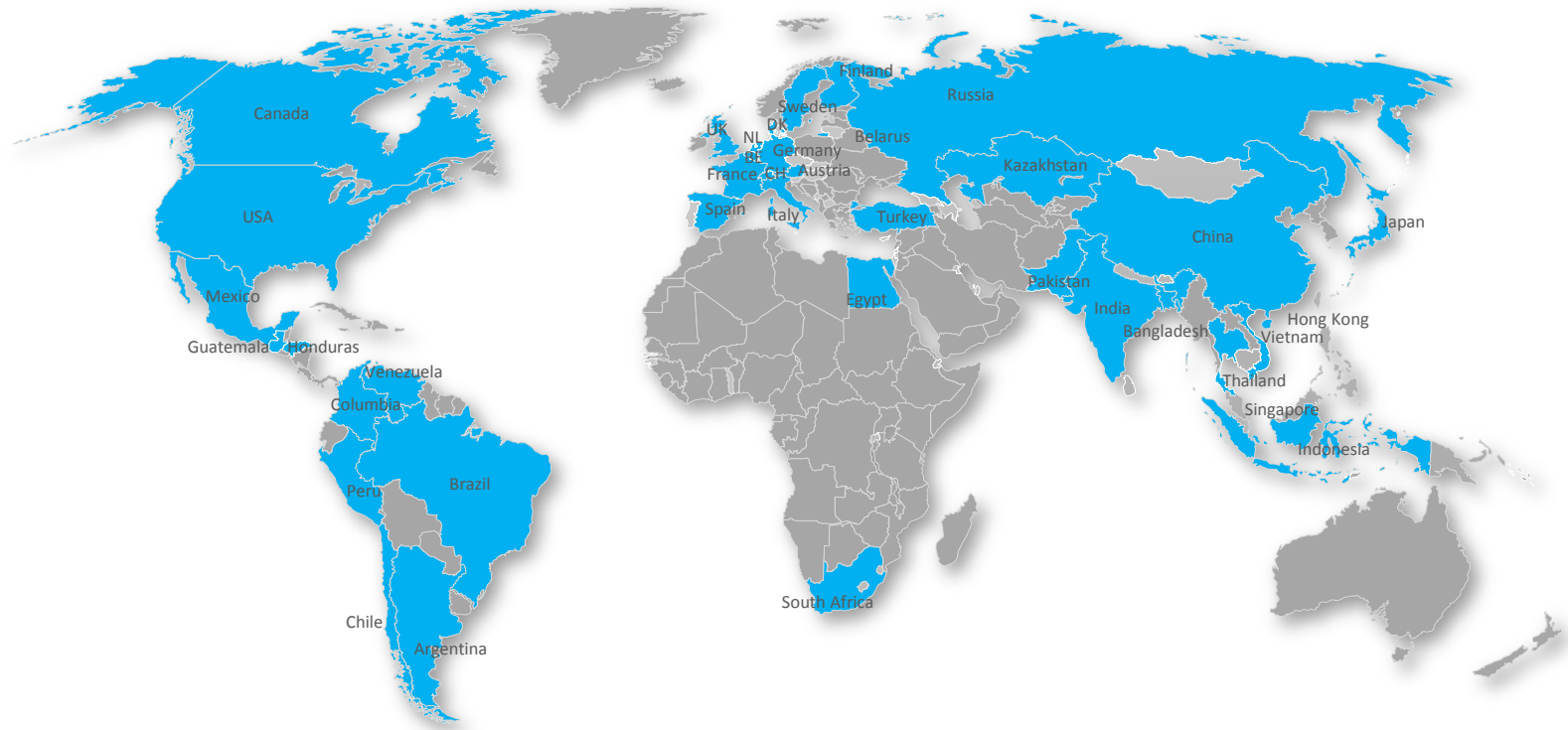


## **A company with a global footprint**

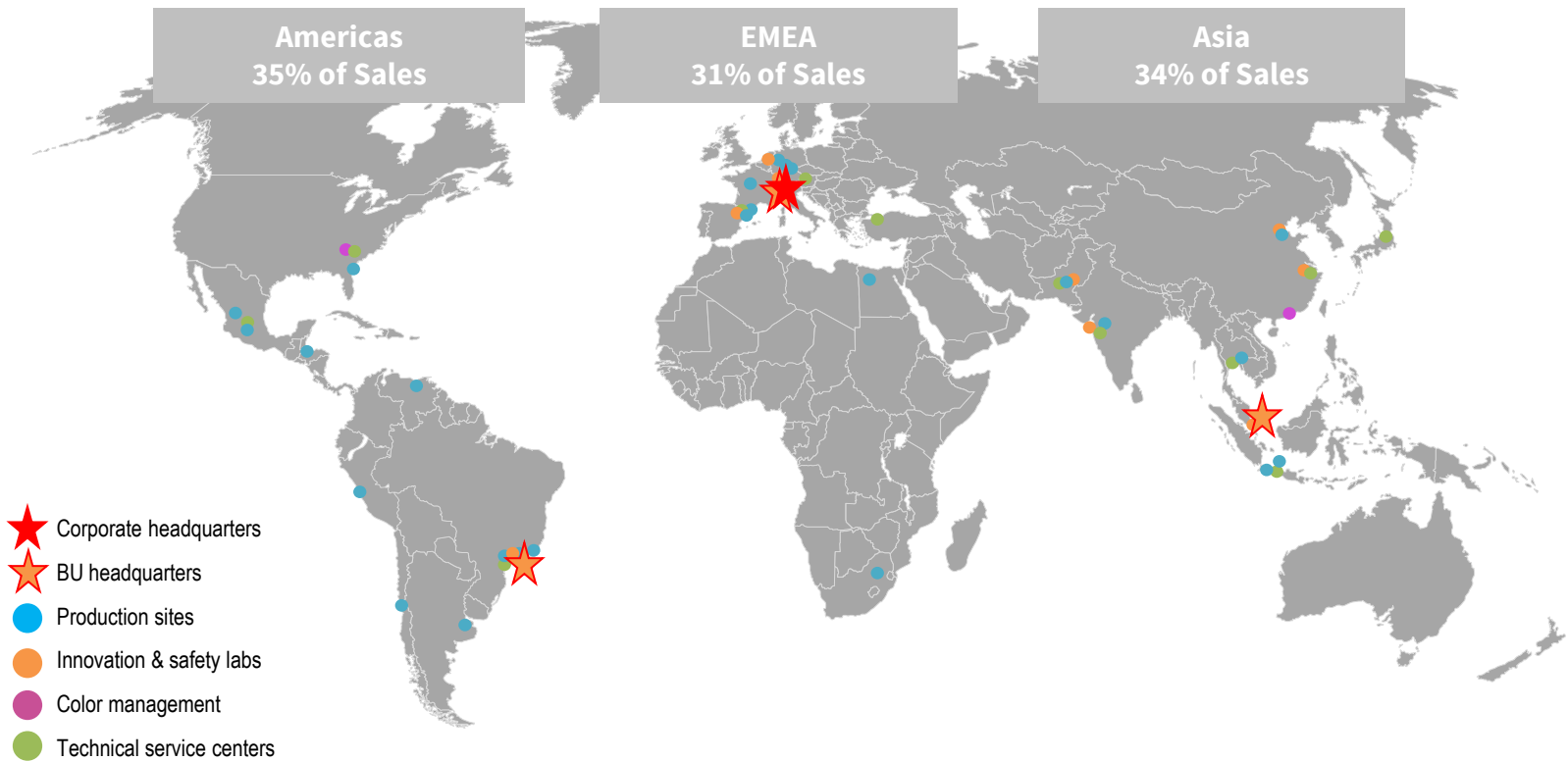
- Well-balanced manufacturing and sales footprint
- World-class facilities with specialized capabilities
- Aligned with market requirements and customer demand



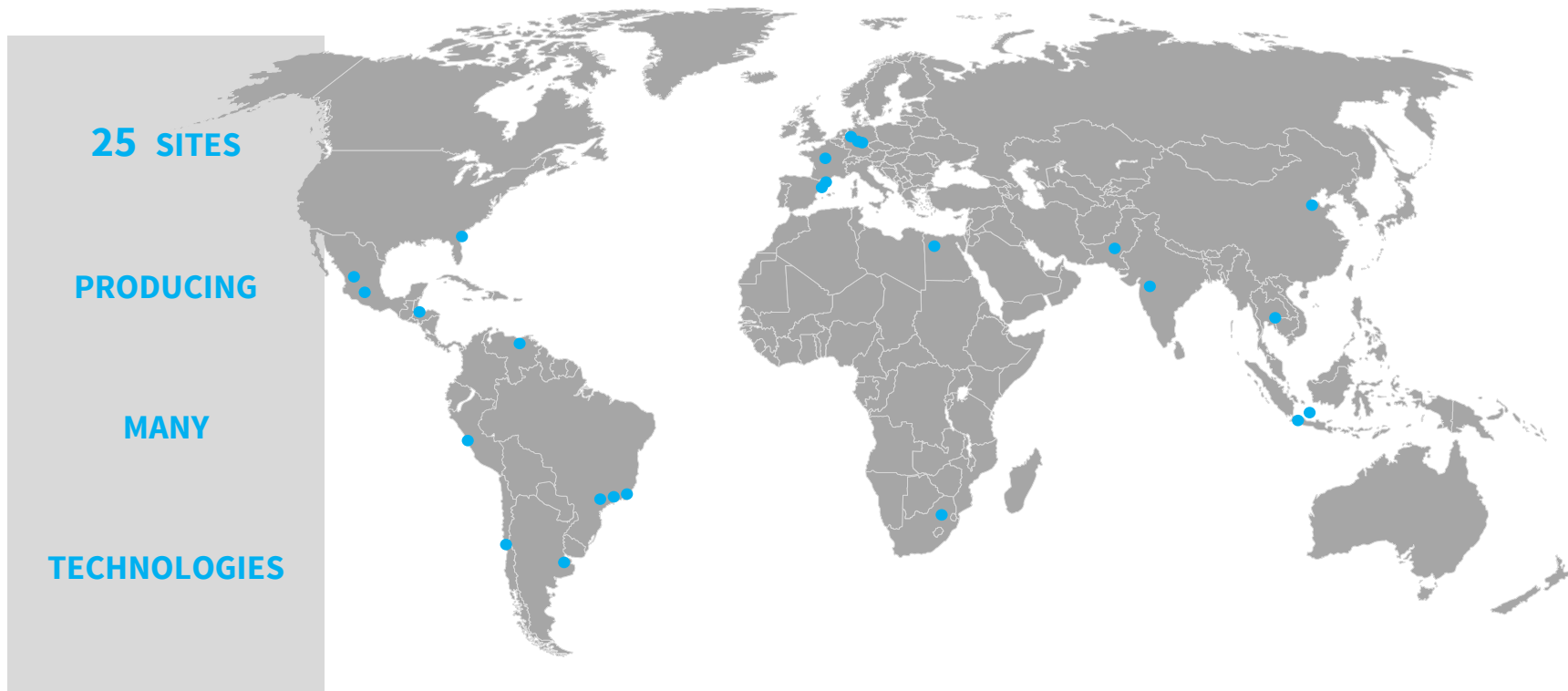
## Archroma presence worldwide



## Manufacturing locations and 2012 sales by region



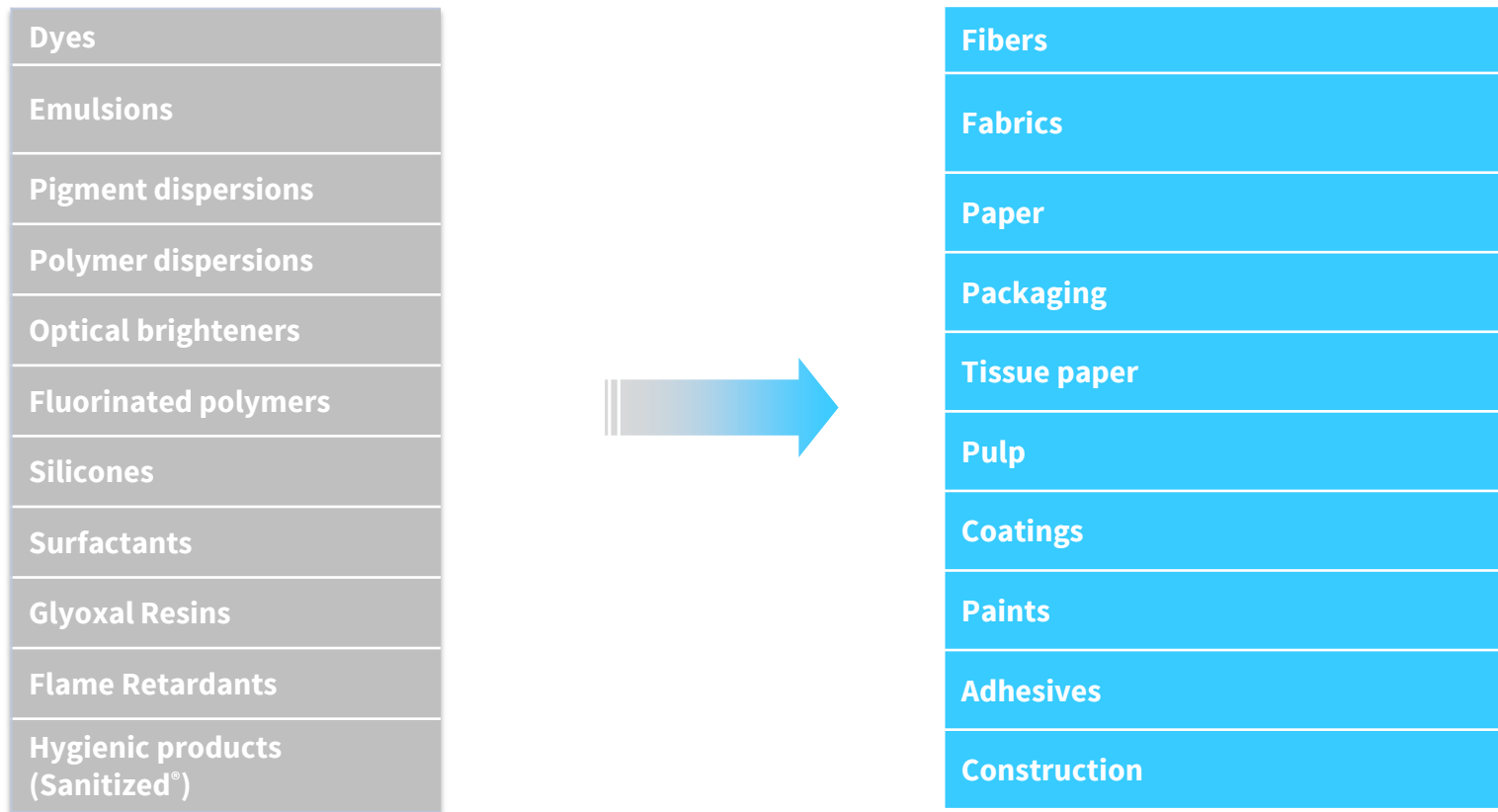
## ONE GLOBAL TECHNOLOGY PLATFORM / with 25 production sites



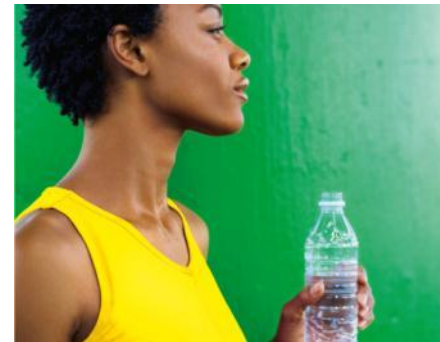
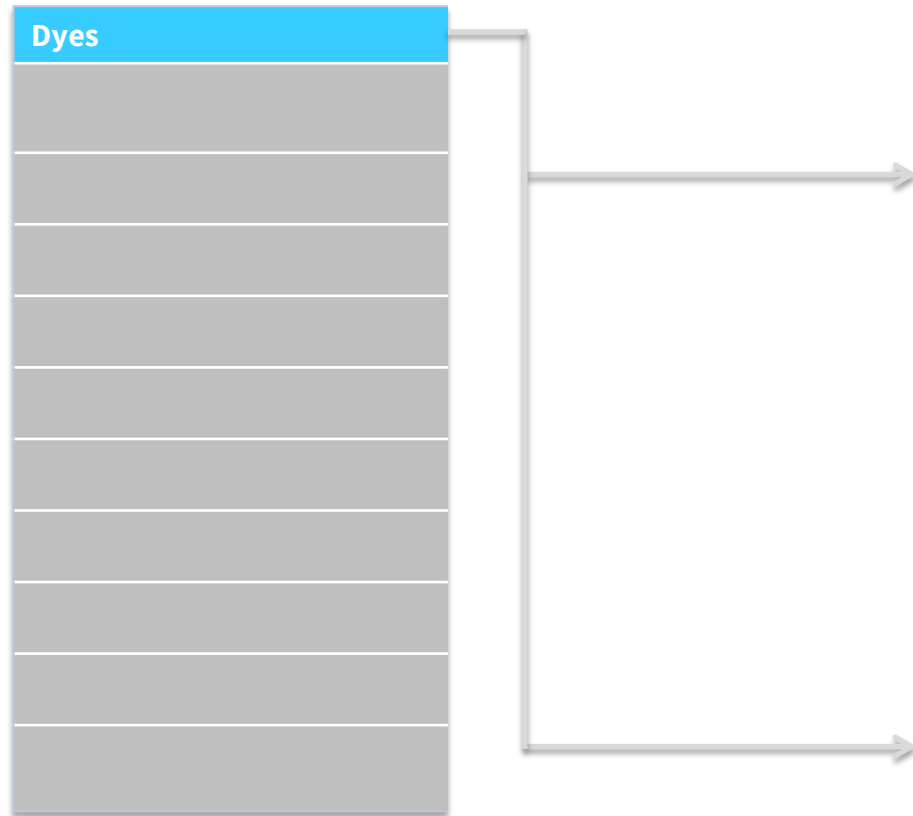
## ONE GLOBAL TECHNOLOGY PLATFORM / with specialist technologies



## ONE GLOBAL TECHNOLOGY PLATFORM / serving many applications



## Technology improving many end products - Ex: Dyes

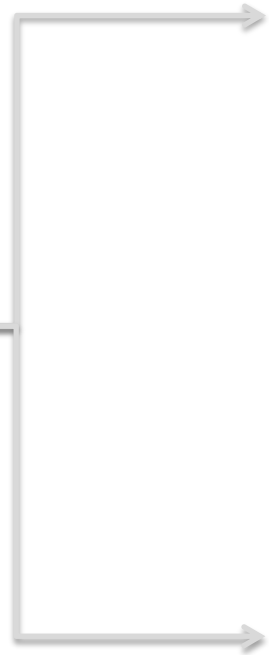
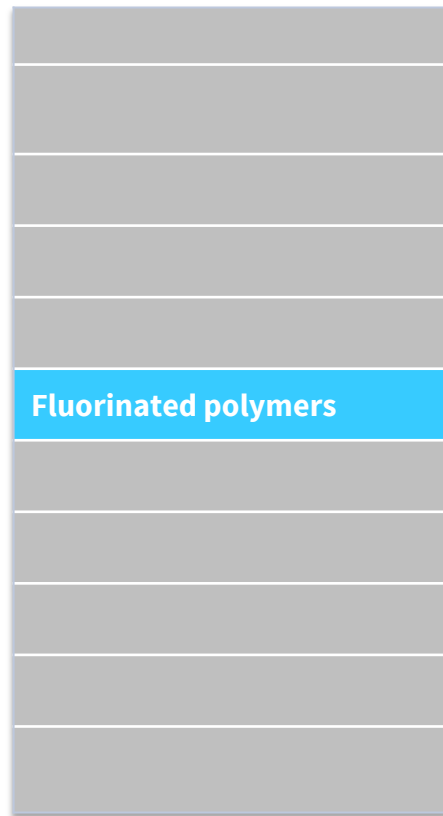


Foron®



Cartasol®

## Technology improving many end products - Ex: Fluorinated polymers

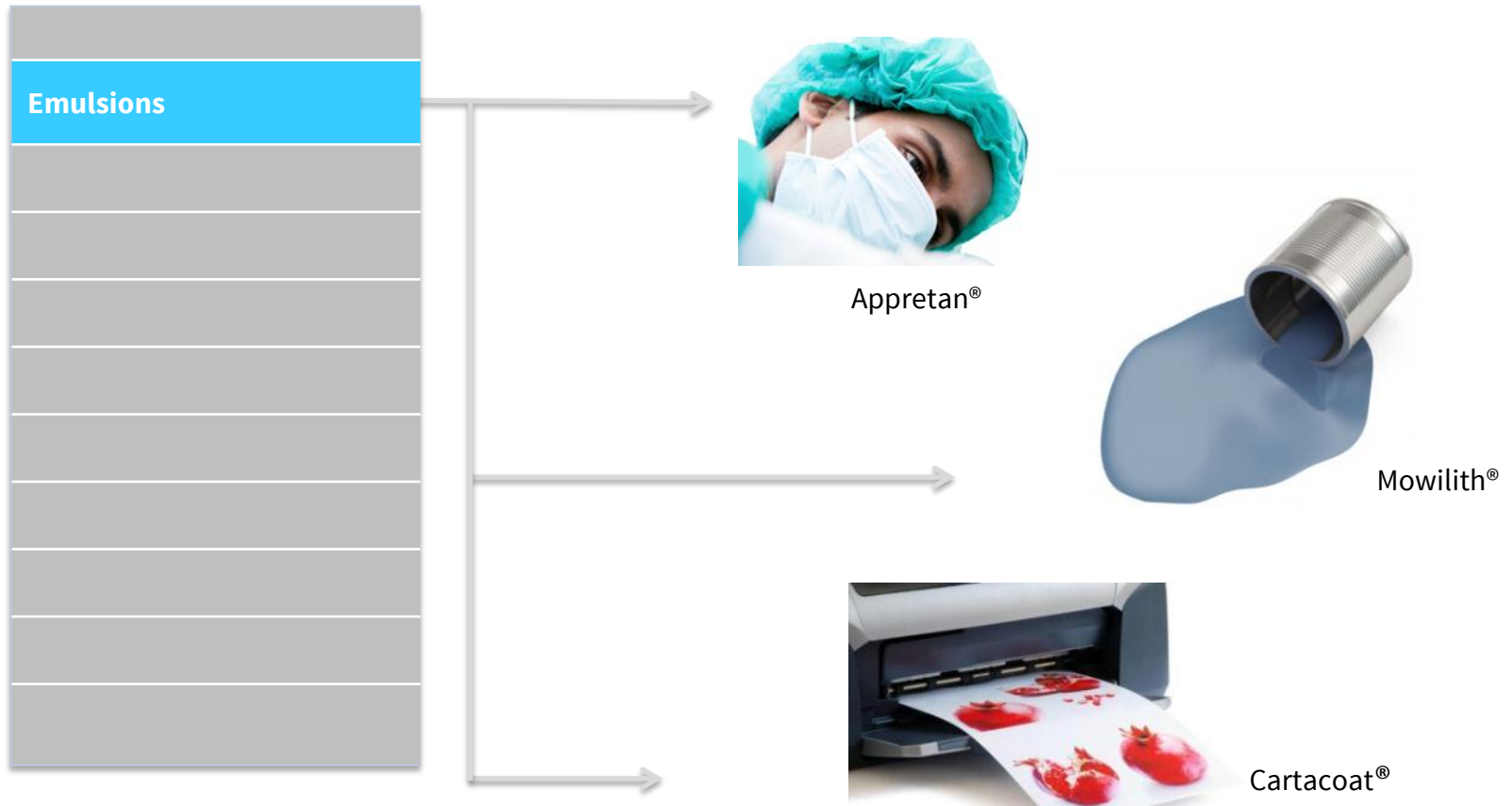


Nuva® N



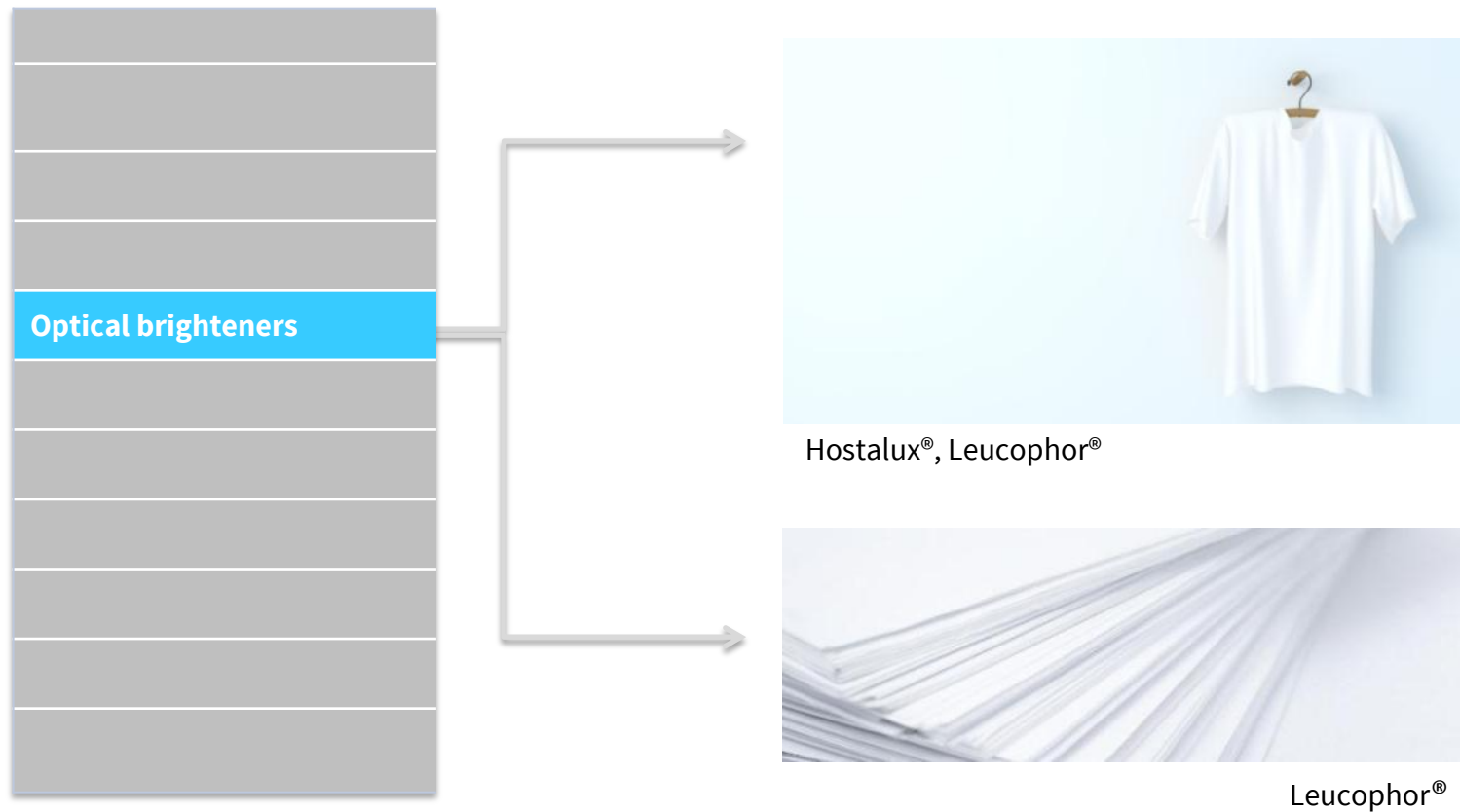
Cartafluor®

## Technology improving many end products - Ex: Emulsions





## Technology improving many end products - Ex: Optical brighteners

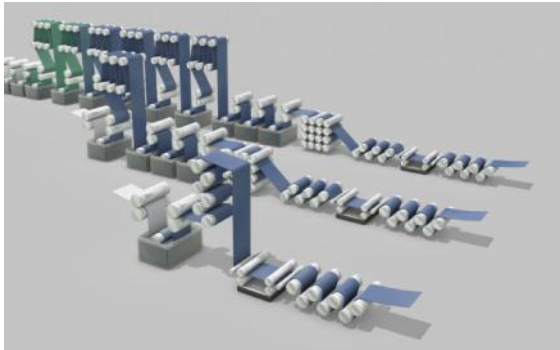


# PROVEN INNOVATION POWER



## A company with proven innovation power - Ex: Advanced Denim

- Proprietary Pad/Sizing-Ox process with Diresul® RDT sulfur dyes:
  - 90% water
  - 30% energy
  - 87% cotton waste
- EU Eco-label 2011, 2012 ICIS Innovation Award and Sustainability Innovation Award

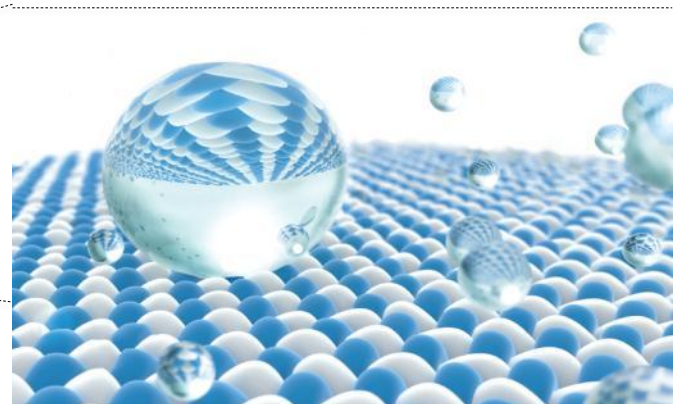


From 14 to 1  
dyeing vat



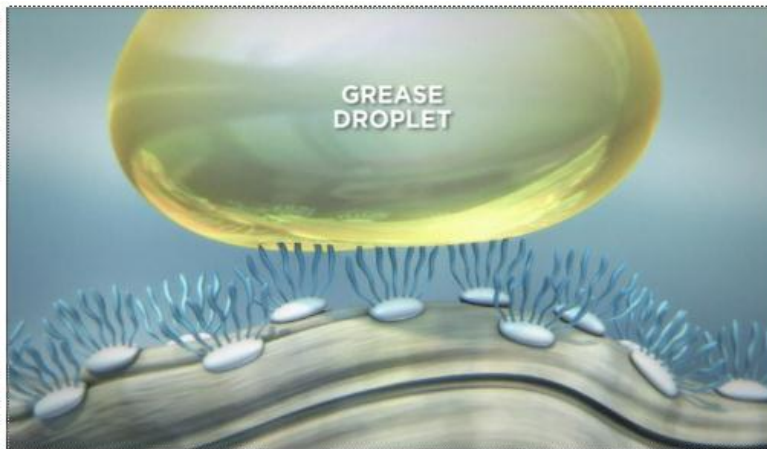
## A company with proven innovation power - Ex: Nuva® N, PFOA-free C6-based chemistry

- EPA voluntary global stewardship elimination program of PFOA from manufacturing emissions and products by 2015
- C6 next-generation PFOA-free fluorochemical alternatives first introduced in 2006
- Uncompromised repellency of water, oil and soil, as well as soil release effects



## A company with proven innovation power - Ex: PFOA-free Cartaguard® KHI

- Grease repellent for greaseproof and safer food packaging
- Supports use of healthier, eco-friendlier food packaging by brand owners
- Innovation fulfills requirements for both effective and safer food packaging

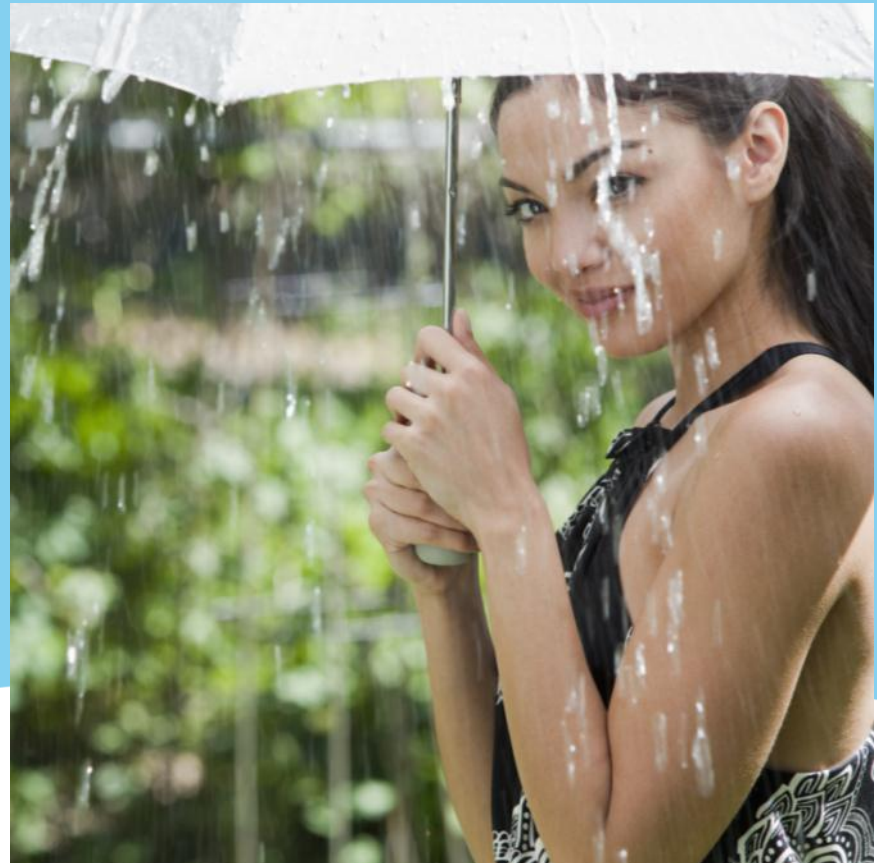


## **A company with proven innovation power - Ex: Terpolymers for construction**

- Eight new terpolymers to be used as elastomeric roof and floor coating, elastomeric waterproof membranes for water pipes and storage basins and as elastomeric mortar modifier
- Launched in 2012
- Commitment to technological development for the construction industry
- Only known producer of terpolymer emulsions powder in LATAM



# RECOGNIZED COMMITMENT TO SUSTAINABILITY



## Commitment to sustainability

- Strong support for and focus on compliance to eco-standards:
  - Bluesign®
  - Oeko-Tex®
  - GOTS
  - TSCA
  - FDA
  - BfR
  - REACH...
- Committed to ESHA as a fair and responsible company and employer





## Industry recognition

- Award-winning innovation:
  - 2013 ICIS Innovation Award for our ONE WAY sustainable service
  - 2012 ICIS Innovation Award for Advanced Denim
  - 2007 EPA “P2 Recognition Project” Award for Cartaspers® PSM, a product used in paper manufacturing
- Certified quality, environmental and safety management:
  - Global IQNet and SQS certification to ISO 9001, ISO 14001 and OHSAS 18001 (Occupational Health and Safety Assessment Series)

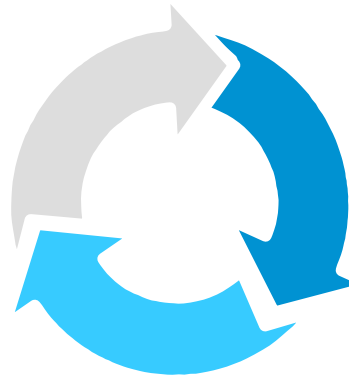
# LOOKING TOWARDS THE FUTURE



## An industry with exciting challenges and opportunities

### **Sustainable products and processes**

- Increasing demand for eco-friendlier chemicals and dyes
- Growing awareness of environmental impact
- Compliance with regulations and standards



### **End user driven innovation**

- Globalization and urbanization
- Increasing standards of living and consumption in emerging markets
- Growing recycling trend

### **Cost optimization in end markets**

- Ongoing restructuring by developed market players
- Relocation to lower cost regions
- Production outsourcing to Asian producers



## **A company with ambition**

- Unique technology synergy
- Continuous innovation pipeline
- Front runner in product quality and stewardship
- Global production network
- Engaged and talented people and experts
- A long history of material excellence and expertise



# ARCHROMA LEADERSHIP TEAM

## Leadership team with significant experience in the chemicals and process industries



**Alexander Wessels**  
Chief Executive Officer (CEO)



**Roland Waibel**  
Chief Financial Officer (CFO)



**Valérie Robert**  
Chief Human Resources Officer (CHRO)



**Hans Lourens**  
General Counsel



**Vincent Keller**  
Chief Information Officer (CIO)



**Thomas Winkler**  
President Textile Specialties



**Miguel de Bellis**  
President Emulsion Products & Americas



**Helmut Wagner**  
President Paper Solutions



**Stephan Sielaff**  
Chief Operating Officer (COO)

## Alexander Wessels - Chief Executive Officer (CEO)



Alexander “Xander” Wessels joins Archroma with almost 25 years of chemical, pharmaceutical and process industry experience. Mr Wessels has spent the past 7 years at Royal DSM NV, and in his most recent position was President and CEO of DSM Pharmaceutical Products, a global pharmaceutical ingredients and contract manufacturing organization. Previously, he held various management and executive positions at Unilever, Quest International, ICI, and as Executive Committee Member of Campina.

A Dutch native, Mr Wessels has lived and worked in a number of countries around the globe and will be returning to Europe from his current base in the United States. He brings to Archroma an impressive track record of driving improved business performance, disciplined growth on a global scale and the implementation of strategic initiatives focused on high growth economies, innovation and sustainable solutions.

Mr Wessels holds an MSc in Molecular Sciences from Wageningen University in the Netherlands, and both an MSM and MBA from the Krannert Business School of Purdue University in the United States and Tilburg University, in the Netherlands.

## **Roland Waibel** - Chief Financial Officer (CFO)



Roland Waibel brings 25 years of global and diverse chemical and process industry experience, having held key financial and executive leadership roles at both publicly listed and privately owned companies.

Mr Waibel possesses significant experience in business process/change management and has led global business services organizations including IT, corporate development and shared services.

Most recently, Mr Waibel was Chief Financial Officer and a Member of the Executive Board at Omya Management AG, a privately owned, global producer of specialty materials. Previously, he held the position of Group CFO at Lonza Group AG, a publicly traded global producer of organic and fine chemicals.



## **Valérie Robert** - Chief Human Resources Officer (CHRO)



Valérie Robert is a contemporary human resources leader with more than 25 years of global experience in change management, M&A integration, talent management and development, organization design and cultural transformation.

Ms Robert spent the majority of her career at Procter and Gamble where she held positions of increasing responsibility providing human resources support to a number of key businesses including Household Care and Family Health. During her tenure at P&G, Ms Robert also led HR transition teams and integration activities for a number of notable acquisitions.

Ms Robert joins Archroma from Firmenich, a privately held global producer of fragrance and flavor ingredients where she held a dual role as Vice President, Human Resources for the Flavor/R&D divisions and a corporate position as the Global Head of Talent.

## Hans Lourens - General Counsel



Hans Lourens joins Archroma with 15 years of in-house legal counsel experience. Mr Lourens brings significant expertise in the drafting and negotiation of contracts, the structuring and implementation of legal policies/guidelines and working with boards of directors to provide legal guidance on international transactions to include M&A, commercial agreements, strategic alliances and joint ventures.

Mr Lourens has held a number of executive leadership positions including Director, Corporate Affairs and General Counsel at Campina, a \$5 billion privately held organization, and Royal Gist Brocades where he played a lead role in the sale of the company to DSM N.V.

## Vincent Keller - Chief Information Officer (CIO)



Vincent Keller brings to Archroma a depth of experience in information systems, supply chain and innovation. A mechanical engineer and certified six sigma black belt, Mr Keller possesses significant expertise in leading process optimization, supply chain management and business transformation and harmonization activities, providing solutions to complex business issues.

Mr Keller was most recently employed as CIO for Selecta, Europe's largest vending services company.

Previously his industry experience encompassed fine chemicals and automotive where he held global leadership positions at both Eaton Corporation and Firmenich, focused on value creation, cost optimization and best-in-class project management initiatives.

## Thomas Winkler - President Textile Specialties



Thomas Winkler has been in the textile industry for almost 30 years, working for a variety of German textile companies before joining Sandoz, now Clariant, in 1987 as Head Product Management Textile Chemicals.

In 1992 Thomas Winkler was appointed Business Unit Head Textile Chemicals Germany from which he transferred to Business Unit Head, Textile Chemicals for the East Asia Region in 1996. In 2005, he served as Global Head Product Management and Marketing Textile. In January 2006 he was appointed Head of the Business Unit Textile Chemicals.

Mr Winkler was appointed as President Textile Specialties at Archroma after Clariant's textile business transferred to Archroma in September 2013.

## Helmut Wagner - President Paper Solutions



Mr Wagner started his career with Sandoz, now Clariant, in 1979. He held several positions in the group, including Head of Procurement & Sourcing for the Textile, Leather & Paper Division from 1992 to 2003. In 2003, Mr Wagner was nominated Head of Clariant's Business Unit Paper Specialties.

Mr Wagner was appointed as President Paper Solutions at Archroma after Clariant's paper business transferred to Archroma in September 2013.

Mr Wagner holds an Executive MBA from the University of St Gall (HSG).

## **Miguel de Bellis** - President Emulsion Products & Americas



Miguel de Bellis is President Emulsion Products & Americas since April 2014.

He joined from Endura Partners, a management consulting company operating in LATAM.

Before that, Miguel de Bellis worked for most of his career with Croda in Brazil, where his last appointment was President Specialities Latin America. Earlier in his career, he held several sales and marketing positions in Brazil and in South America.

A Brazilian National, Miguel de Bellis holds a Degree in Business Administration from FMU Faculdades Metropolitanas Unidas.

## Stephane Sielaff - COO



Stephan Sielaff joined Archroma in February 2014, bringing significant, diverse and global materials and process industry expertise. Before joining us, he has spent 8 years with Symrise, lastly as the Senior Vice President Global Operations of the Flavor & Nutrition business. There he was overseeing the complete global supply chain operations, which he developed and implemented for 26 sites in 20 countries. Previously, Sielaff held various roles in supply chain, innovation and engineering, as well as marketing at Unilever.

He holds a MS, Chemical Engineering from the Technical University of Dortmund, Germany.



[www.archroma.com](http://www.archroma.com)

This information corresponds to the present state of our knowledge and is intended as a general description of our products and their possible applications. Archroma makes no warranties, express or implied, as to the information's accuracy, adequacy, sufficiency or freedom from defect and assumes no liability in connection with any use of this information. Any user of this product is responsible for determining the suitability of Archroma's products for its particular application. \* Nothing included in this information waives any of Archroma's General Terms and Conditions of Sale, which control unless it agrees otherwise in writing. Any existing intellectual/industrial property rights must be observed. Due to possible changes in our products and applicable national and international regulations and laws, the status of our products could change. Material Safety Data Sheets providing safety precautions, that should be observed when handling or storing Archroma products, are available upon request and are provided in compliance with applicable law. You should obtain and review the applicable Material Safety Data Sheet information before handling any of these products. For additional information, please contact Archroma. \*For sales to customers located within the United States and Canada the following applies in addition: NO EXPRESS OR IMPLIED WARRANTY IS MADE OF THE MERCHANTABILITY, SUITABILITY, FITNESS FOR A PARTICULAR PURPOSE OR OTHERWISE OF ANY PRODUCT OR SERVICE.

All ® are registered trademark of Archroma except below:

NanoSphere® and coldblack® are registered trademarks of Schoeller Technologies AG.

Sanitized® is a registered trademark of SANITIZED Marketing AG

Oeko-Tex® is a registered trademark of OEKO-TEX® Association

bluesign® is a registered trademark of bluesign Technologies AG

GOTS (or Global Organic Textile Standard) is a standard of International Working Group on Global Organic Textile Standard

© 2014 Archroma