



Media Facts 2011



**BOREALIS**

# Our world

## ● Borealis Locations

### Customer Service Centres/Representative Offices

Abu Dhabi (UAE), Austria, Belgium, Finland, Hungary, Italy, Russia, Singapore, Turkey, United States

### Production Plants

Austria, Belgium, Brazil, Finland, Germany, Italy, Sweden, United States

### Innovation Centres

Austria, Finland, Sweden

### Head Office

Austria

## ● Borouge Locations

### Sales Offices/Representative Offices

Abu Dhabi (UAE), Australia, China, India, Lebanon, New Zealand, Singapore

### Production Plants

Ruwais, Abu Dhabi (UAE); China

### Logistics Hubs

Abu Dhabi (UAE), China, Singapore

### Head Offices

Abu Dhabi (UAE), Singapore



# Who we are

Borealis is a leading provider of chemical and innovative plastics solutions that create value for society. Building on our unique Borstar® technology and our experience in polyolefins for more than 50 years, Borealis provides innovative, value creating plastics solutions for the infrastructure (pipe systems, power and communication cables), automotive and advanced packaging markets across Europe, the Middle East and Asia. In addition, we offer a wide range of base chemicals from melamine and plant nutrients to phenol and acetone. With sales of EUR 6.3 billion in 2010, customers in over 120 countries, and 5,100 employees worldwide, Borealis together with its joint-venture Borouge have a manufacturing capacity of over 5.4 million tonnes of polyolefins (polyethylene and polypropylene) per year. The companies continue to invest to ensure that their customers throughout the value chain, around the world, can always rely on superior products and security of supply. Borealis and Borouge are committed to the principles of Responsible Care® and pro-actively contribute to addressing the world's water and sanitation challenges through the Water for the World™ initiative.

## Our values



### Responsible

- We are leaders in health, safety and the environment
- We are good neighbours wherever we operate
- We do business according to high ethical standards



### Respect

- We involve people and communicate in a straightforward way
- We work together – helping and developing each other
- We are 'One Company' – building on diversity



### Exceed

- Our customers' and owners' success is our business
- We win through commitment and innovation
- We deliver what we promise – and a little bit more



### Nimblicity™

- We are fit, fast and flexible
- We create and capture opportunities
- We seek the smart and simple solutions

## Our strategy is clear

We will ...

- grow our business in **infrastructure, automotive and advanced packaging**
- expand the **Abu Dhabi complex** to supply growth in the Middle East and Asia
- strengthen our **European base**, ensuring cost competitiveness from feedstocks to customers
- develop our **Base Chemicals** business
- pursue **operational excellence**, considering safety at all times

- achieve a step change in **innovation**
- exceed in serving our customers with a focus on **quality** and **reliable execution**
- build a **cross-cultural** organisational capability

... outperform financially ...

- **11% +** average Return on Capital Employed (ROCE) after tax
- **40% – 60%** debt to equity ratio

## Our Executive Board



**Mark Garrett**  
Chief Executive  
Officer



**Daniel Shook**  
Chief Financial  
Officer



**Herbert Willerth**  
Deputy Chief Executive;  
Vice President, Operations,  
Middle East and Asia



**Gerd Löbber**  
Executive  
Vice President,  
Polyolefins



**Markku Korvenranta**  
Executive  
Vice President,  
Base Chemicals

We believe that world-class HSE performance is a requirement for business success and we strive to provide safe and healthy working conditions, protect the environment and save energy.

# Our business

## Polyolefins



### Infrastructure

#### ↳ Pipe systems

The applications cover water and gas distribution, waste and sewage disposal, chemical and industrial projects, in-house plumbing and heating as well as oil and gas exploration and transport.



### Infrastructure

#### ↳ Energy and communication cables

Borealis' solutions are widely used in low, medium and high voltage energy transmission and distribution cables, in data and communication cables, and in building and automotive wires.



### Automotive

Borealis supplies a wide range of plastics solutions to the automotive industry that are used for dashboards, door side claddings, front ends, air vent systems, bumpers and under-body shieldings.



### Advanced packaging

Applications as diverse as healthcare, courier bags, food packaging, flexible and rigid transport packaging, bottles, crates, boxes, trays, large containers and pallets.

## Base Chemicals



### Feedstocks and olefins

Borealis sources basic feedstocks (such as naphtha, butane, propane and ethane) from the oil and gas industries and converts these into ethylene and propylene through its olefin units.



### Phenol and aromatics

Phenol, benzene and cumene as well as acetone are sold mainly to the adhesive, fibre, epoxy resin and polycarbonate industries in northern Europe. Phenol is used in adhesives, construction materials, carpets, CDs, DVDs, mobile phones and household appliances.



### Fertilizer and melamine

Melamine is produced at Borealis' facilities in Piesteritz, Germany, as well as in Linz, Austria, where fertilizer is also manufactured. Melamine products include coatings, compounds for houseware, concrete liquefiers, paint resins, fiberboard binders, special resins for textile and paper finishing, and fireblockers. Borealis is currently a leading provider of fertilizer in the Danube region and the melamine market leader in Europe.

With the Head Office in Vienna, Austria, Borealis is owned 64% by the International Petroleum Investment Company (IPIC) of Abu Dhabi and 36% by OMV, the leading energy group in the European growth belt.

# Middle East and Asia



In 2010, under the project name of Borouge 2, Borouge tripled the polyolefins manufacturing capacity of the plant in Ruwais, Abu Dhabi to 2 million tonnes per year (t/y). The USD 4.5 billion investment includes an additional ethane cracker, a third polyethylene unit and two new polypropylene units.

With the Borouge 3 project, the company is expanding its petrochemical plant at Ruwais in Abu Dhabi to 4.5 million t/y by mid-2014, creating the largest integrated olefins/polyolefins site in the world.

Additional investments in logistics hubs and compounding manufacturing plants in Asia serve Borouge's customers in the growing local markets.



# Corporate Social Responsibility



Borealis is committed to advancing sustainable development through building-up long-term business success while better protecting the environment and contributing to social progress. The products that Borealis develops together with its customers all over the world contribute to addressing some of the world's greatest challenges such as climate protection, energy or water. In 2006, Borealis signed the Responsible Care® Global Charter which is the guiding policy and industry framework to continuously improve and report the Health, Safety and Environmental (HSE) performance of its products and operations.

# Water for the World™



Fresh water and proper sanitation are vital. Climate change, rising population and unsustainable practices are putting water resources and lives at risk. Borealis and Borouge have initiated Water for the World™ to address this global challenge. Working through partnerships, the programme develops projects to foster knowledge and share best practices, deliver solutions and preserve water resources.



A step change in world-class innovation and the achievement of business excellence is central to Borealis' mission of becoming the leading provider of innovative chemical and plastics solutions that create value for society.

# Media contacts

## Group Media Relations

### **Kerstin Meckler**

Director Communications  
kerstin.meckler@borealisgroup.com  
Tel. +43 1 22 400 389

### **Dorothea Wiplinger**

External Communications Manager  
dorothea.wiplinger@borealisgroup.com  
Tel. +43 1 22 400 608

## Local Media Relations

### **Anne Cornelissen (Belgium)**

Regional Communications Specialist  
anne.cornelissen@borealisgroup.com  
Tel. +32 1145 90 66

### **Vanessa Crespo (Brazil)**

Regional Communications Specialist  
vanessa.crespo@borealisgroup.com  
Tel. +55 11 4524 9135

### **Eva Pfanzelter (Linz, Schwechat, Burghausen, Piesteritz)**

Senior Communications Specialist  
eva.pfanzelter@borealisgroup.com  
Tel. +43 732 6981 5733

### **Heli Poikonen (Finland)**

Regional Communications Specialist  
heli.poikonen@borealisgroup.com  
Tel. +358 9 39 493 002

### **Iva Rauswall-Frisk (Sweden)**

Regional Communications Specialist  
iva.rauswall-frisk@borealisgroup.com  
Tel. +46 303 8 6067

### **Jeryl Turner (United States)**

Regional Communications Manager  
jeryl.turner@borealisgroup.com  
Tel. +1 908 850 6210

## **Borealis AG**

Wagramer Strasse 17-19 | A-1220 Vienna | Austria

Tel. +43 1 22 400 300 | Fax +43 1 22 400 333 | [www.borealisgroup.com](http://www.borealisgroup.com)



**BOREALIS**