



**Media Facts 2009**

# Who we are

Borealis is a leading provider of innovative, value creating plastics solutions. With more than 40 years of experience in polyolefins and using our unique Borstar® technology, we focus on the infrastructure, automotive, advanced packaging and base chemical markets across Europe, the Middle East and Asia. Our production facilities, innovation centres and service centres work with customers in more than 120 countries to provide materials that make an essential contribution to society and sustainable development. We are committed to the principles of Responsible Care® and to leading the way in 'Shaping the Future with Plastics'™.

## 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



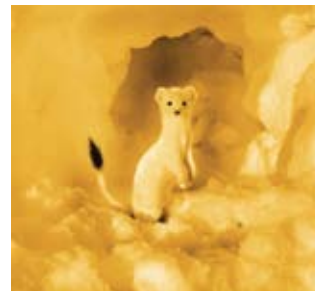
### Respect

- 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** organizational 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



**Daniel Shook**  
Chief Financial Officer



**Herbert Willerth**  
Deputy Chief Executive;  
Vice President, Operations;  
Ad interim Vice President,  
Base Chemicals



**Henry Sperle**  
Executive Vice President,  
Middle East and Asia



**Lorenzo Delorenzi**  
Executive  
Vice President,  
Polyolefins

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.



### Melamine and plant nutrients

Melamine is produced at Borealis' facilities in Piesteritz, Germany, as well as in Linz, Austria, where plant nutrients are 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 the melamine market leader in Europe and a leading provider of plant nutrients in the Danube region.

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, Central Europe's leading oil and natural gas group.

## Middle East and Asia



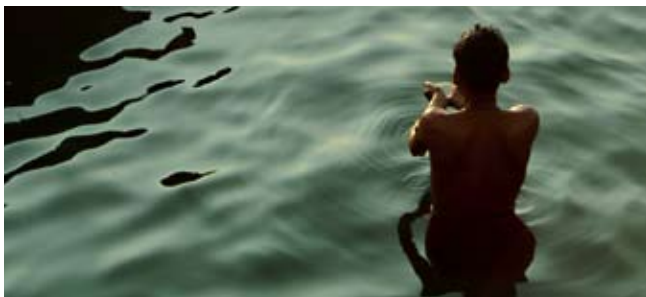
After a very strong first six years, Borealis and Borouge are now focused on the future and how they will meet growing demand in the Middle East and Asia.

Borealis' expansion in the Middle East together with its joint venture Borouge is progressing well with the start-up of Borouge 2 expected in 2010. The output of this new facility will triple the annual polyolefin capacity at the complex to 2 million tonnes.

Looking towards the future, it was announced that a feasibility study would be completed to assess a further expansion of Borouge's polyolefin operations to add 2.5 million tonnes per year of capacity by 2014.

Together with IPIC and ADNOC, Borealis is also further developing its Base Chemicals business by actively participating in the first complex of the new Chemicals Industrial City (Chemaweyaat) to be located in Abu Dhabi, United Arab Emirates. It will be the largest and most integrated of its kind in the world.

## 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. By fostering knowledge, building partnerships and delivering sustainable solutions, we can make a difference.



A step change in world-class innovation and the achievement of commercial excellence is central to Borealis' mission of becoming the leading provider of innovative, value creating plastics solutions.

# Our world

## ● Borealis Locations

### Customer Service Centres/Representative Offices

Abu Dhabi, Austria, Belgium, Finland, Germany, 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

### Customer Service Centres/Representative Offices

Abu Dhabi (UAE), China, India, Singapore

### Sales Offices

Abu Dhabi (UAE), Australia, China, Lebanon, New Zealand, Saudi Arabia

### Production Plant

Ruwais (UAE)

### Head Offices

Abu Dhabi (UAE), Singapore



# Media contacts

## Group Media Relations

### **Kerstin Meckler**

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

## Local Media Relations

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

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

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

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

### **Minna Vuorio (Finland)**

Regional Communications Specialist  
minna.vuorio@borealisgroup.com  
Tel. +358 9 39 493 002

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

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

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

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

### **Lena Aschauer (Linz, Schwechat, Burghausen)**

Regional Communications Specialist  
lena.aschauer@borealisgroup.com  
Tel. +43 732 6981 5151

## **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)

