At a Glance

Global Color, Additives, and Inks

2011 Revenue: $0.7 Billion*

- United States: 33%
- Europe: 47%
- Asia: 12%
- Latin America: 5%
- Canada: 1%
- Eastern Europe: 2%

2011 Revenue by Industry Segment*

- Consumer: 6%
- Packaging: 36%
- Industrial: 10%
- Textiles: 6%
- Building & Construction: 11%
- Wire & Cable: 15%
- HealthCare: 3%
- Transportation: 6%
- Misc.: 7%

*Pro forma for the acquisition of ColorMatrix

Solutions

Expanding Profits

Operating Income % of Sales

- 2006: 1.7%
- 2007: 4.6%
- 2008: 5.1%
- 2009: 5.5%
- 2010: 7.1%
- 2011PF: 9.6%
- 2015 Target: 12-16%
Value Proposition and Transformation Highlights

Global Color, Additives, and Inks

Value Proposition

• GCAI is a global leader enabling OEMs and converters to profitably expand their business with customized color and additive solutions

Transformation Highlights

• Mix improvement and value-based selling has driven nearly 800 basis points increase in operating margin since 2006

• 2011 acquisition of ColorMatrix accelerates innovation pipeline and expansion into new markets

> $12B Addressable Market
Key Differentiators
Global Color, Additives, and Inks

• **Unbiased, solution-based culture selling value**
  ✓ Customer-centric approach
  ✓ Economic value impact documented for customers

• **Complete package, product range and service offering**
  ✓ Custom solutions for customers’ unique requirements
  ✓ Industry-leading service offering

• **Coordinated global infrastructure**
  ✓ Consistency in product and customer service
  ✓ Supply-chain reliability
Mix Transformation – Executing the Strategy

Global Film Customer

**From Volume**
- Commodity white dominated mix

**To Value**
- Focus on specialty color

**Volume**
- 2010
- 2011
- 16% decrease

**Revenue**
- 2010
- 2011
- 4% increase

**Gross Margin $**
- 2010
- 2011
- 22% increase (280 bps)
Mix Transformation – Executing the Strategy

Global Color, Additives, and Inks

Global Packaging Customer

From Volume

Commodity white dominated mix

To Value

Focus on specialty color

Volume

37% decrease

Sales

12% decrease

Gross Margin $

21% increase (560 bps)
Key Innovations
Global Color, Additives, and Inks

• OnColor™ HC Plus
  ✓ **Applications**: Medical devices
  ✓ **Customer benefits**: Brand enhancement, expanded market opportunities, speed-to-market

• WithStand™ Antimicrobial Solutions
  ✓ **Applications**: Healthcare devices, appliances, kitchen utensils and surfaces, children’s toys
  ✓ **Customer benefits**: Expanded market opportunities, extended product life

• OnCap™ Antifog
  ✓ **Applications**: Food packaging
  ✓ **Customer benefits**: Extended shelf life, improved product aesthetics, production efficiencies
Performance Additives
Global Color, Additives, and Inks

- $1.5 billion attractive, growing market
- Additives improve performance and reduce cost through light-weighting, reduced waste, faster cycle times, and extended shelf life of finished product
- Aligned with megatrend of protecting the environment

Market Opportunity

Shelf-life extension
Greater product consistency
Recyclability and reduced carbon footprint
Color and special effects
Weight reduction
Enhanced product aesthetics
High heat resistance

Leading Global Supplier of Additives In Fast Growing PET Market

PET 2008-13P CAGR

- Western Europe: 4%
- North America: 4%
- South America: 8%
- MEA: 9%
- Easter Europe: 9%
- Asia Pacific: 10%
- China: 11%
- India: 14%
HyGuard™ Oxygen Barrier System

- **Applications**: Beverage containers, food packaging
- **Function**: Active scavenging system for oxygen-barrier improvement
- **Customer benefits**: Extended shelf-life, light-weight, recyclable
Excelite™ Foaming Agent

- **Applications:** Vinyl sheet for digital printing
- **Function:** Chemical foaming agent for weight reduction
- **Customer benefits:** Increased product quality, operational efficiencies
Joule RHB™ Advanced Reheat Technology

- **Applications:** PET containers

- **Function:** Infra-red absorber for improved reheating efficiency

- **Customer benefits:** Sustainability, operational and energy savings
Areas of Focus
Global Color, Additives, and Inks

- Accelerate customer development pipeline with OnColor™ HC Plus
- Provide solutions addressing infection concerns in healthcare facilities
- Help customers expand into new markets with HyGuard™ technology
- Extend food shelf life and consumer appeal with OnCap™ Anti-Fog

(Revenue in $ millions)
Critical Imperatives

- Integrate and leverage ColorMatrix technology and customer relationships
- Identify and focus on specialty applications within our target markets
- Accelerate global expansion and profitability improvements in emerging markets, leveraging success in U.S. and Europe

2015 Goal

- 12 - 16% return on sales