Customer-Driven Globalization

2006
- United States: 67%
- Europe: 17%
- Canada: 11%
- Asia: 5%

2011*
- United States: 60%
- Europe: 19%
- Canada: 9%
- Asia: 7%
- Latin America: 5%

*Pro forma for the acquisition of ColorMatrix

- Differentiated by our consistent service and quality offerings globally

- Invested in global account management organization to serve over 100 multinational key accounts
Formation of Global Segments in 2010

- Leverage technology development and best practices to better serve global customers

- Drive global marketing strategies for growth with target customers & markets

- Accelerate decision making and assure consistent execution of four pillar strategy
Recent Investment Activity

- 67% of recent commercial additions are outside the U.S.

- Capital projects heavily focused on enabling international growth
  - Greenfield Color facility in India
  - New TPE line in Brazil
  - Joint venture with E.A. Juffali in Middle East

- SAP implementations in Asia and Brazil
M&A Focused on International Expansion

• 70% of ColorMatrix sales are outside the U.S.
  ✓ Focus areas of expansion in Eastern Europe, Russia, Asia, and South Africa
  ✓ Megatrend toward lighter-weight packaging supports accelerated growth in barrier additive technologies

• Gained foothold in Brazil through Specialty platform with acquisitions
Critical Imperatives

• Focus on global key accounts, and continue investment in commercial resources supporting multinational accounts

• Strengthen our presence in emerging markets

• Accelerate growth in Asia

• Pursue appropriate acquisition opportunities