

# No One Knows More about Oxo



OXEA is a World Leader in Oxo ...

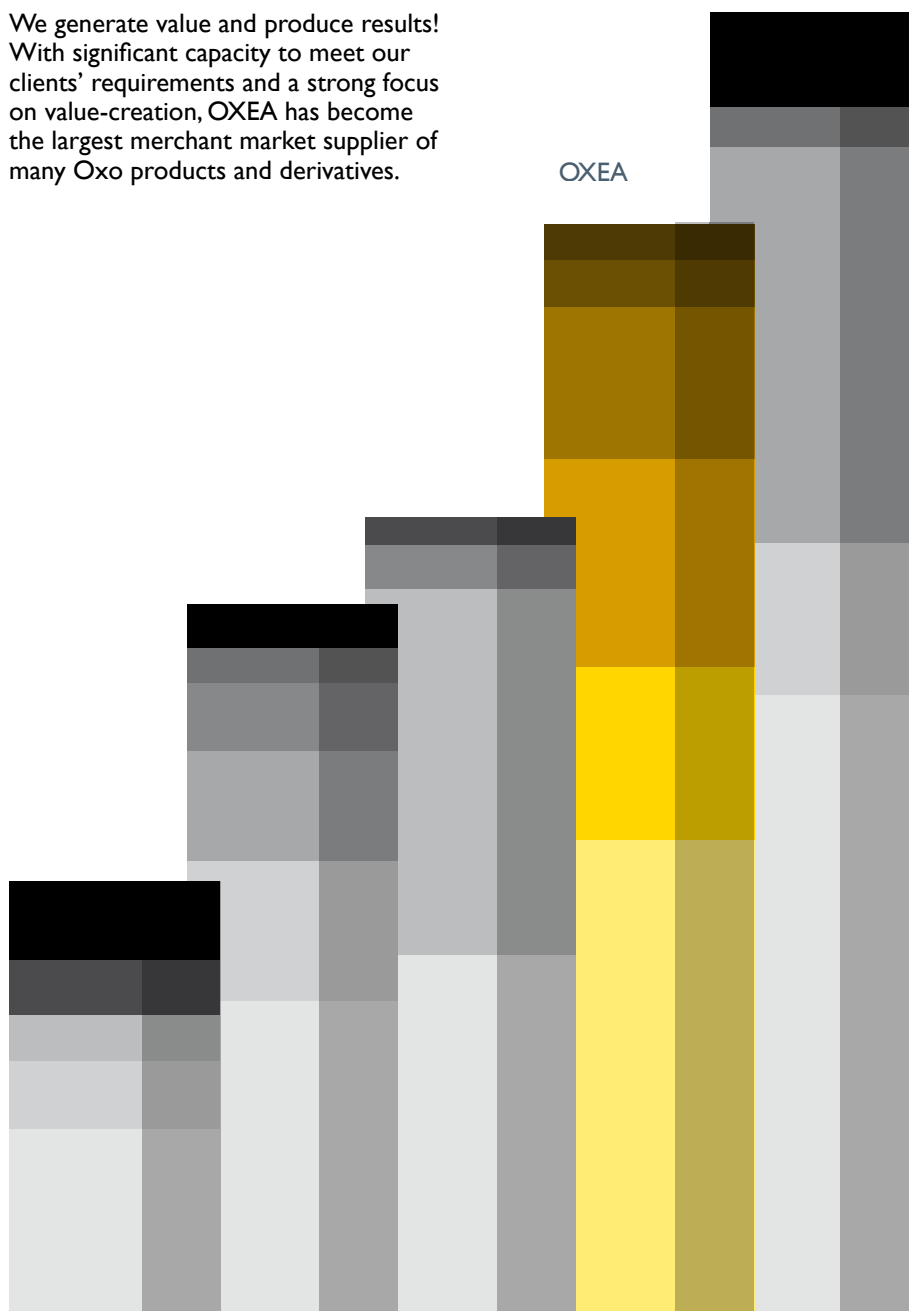
## Facts and Figures



<b>Founded:</b>	March 1, 2007 as a buy-out from Celanese and Evonik
<b>Owner:</b>	Advent International
<b>Employees:</b>	~1,300
<b>Annual Sales:</b>	1.2 billion Euro (2008)
<b>Plants:</b> Europe USA	Oberhausen, Marl, Amsterdam Bay City, Bishop
<b>Offices:</b> Europe Americas Asia	Oberhausen, Luxembourg Dallas, Mexico City Tokyo, Singapore, Shanghai
<b>Products:</b>	Global supplier of Aldehydes, Oxo alcohols, Carboxylic Acids, Polyols, Esters and Amines
<b>Applications:</b>	Ingredients for paints & coatings, adhesives, flavors & fragrances, cosmetics, lubricants, pharmaceuticals and plastics
<b>Sales Force:</b>	Experienced global sales team providing service to customers in Europe, the Americas and Asia
<b>Executive Management Board:</b>	Dr. Martina Flöel, Robert Gengelbach, Miguel Mantas and Cornelius Robertson
<b>Chairman:</b>	Dr. Reinhard Gradl
<b>Learn more about OXEA and Advent:</b>	<a href="http://www.oxea-chemicals.com">www.oxea-chemicals.com</a> <a href="http://www.adventinternational.com">www.adventinternational.com</a>

# ... and #1 in the Merchant Market.

We generate value and produce results! With significant capacity to meet our clients' requirements and a strong focus on value-creation, OXEA has become the largest merchant market supplier of many Oxo products and derivatives.



**Oxo products and derivatives are the core competency of OXEA.**

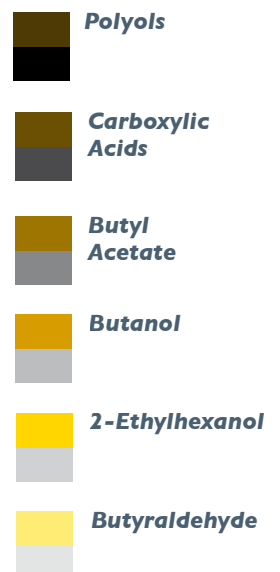
**We are proud to be considered the technological and market leader in most of our product segments.**

**We are #1 or #2 globally in products like Propanol, 2-Ethylhexanol, Butanol and Butyl Acetate. We also have the broadest product portfolio and the largest capacity in Carboxylic Acids.**

**Apart from these product groups, we are also the sole manufacturer of some special Aldehydes, Diols and Olefin derivatives.**

**Some of our products are tailored for specific customers' individual needs.**

#### Product mix:

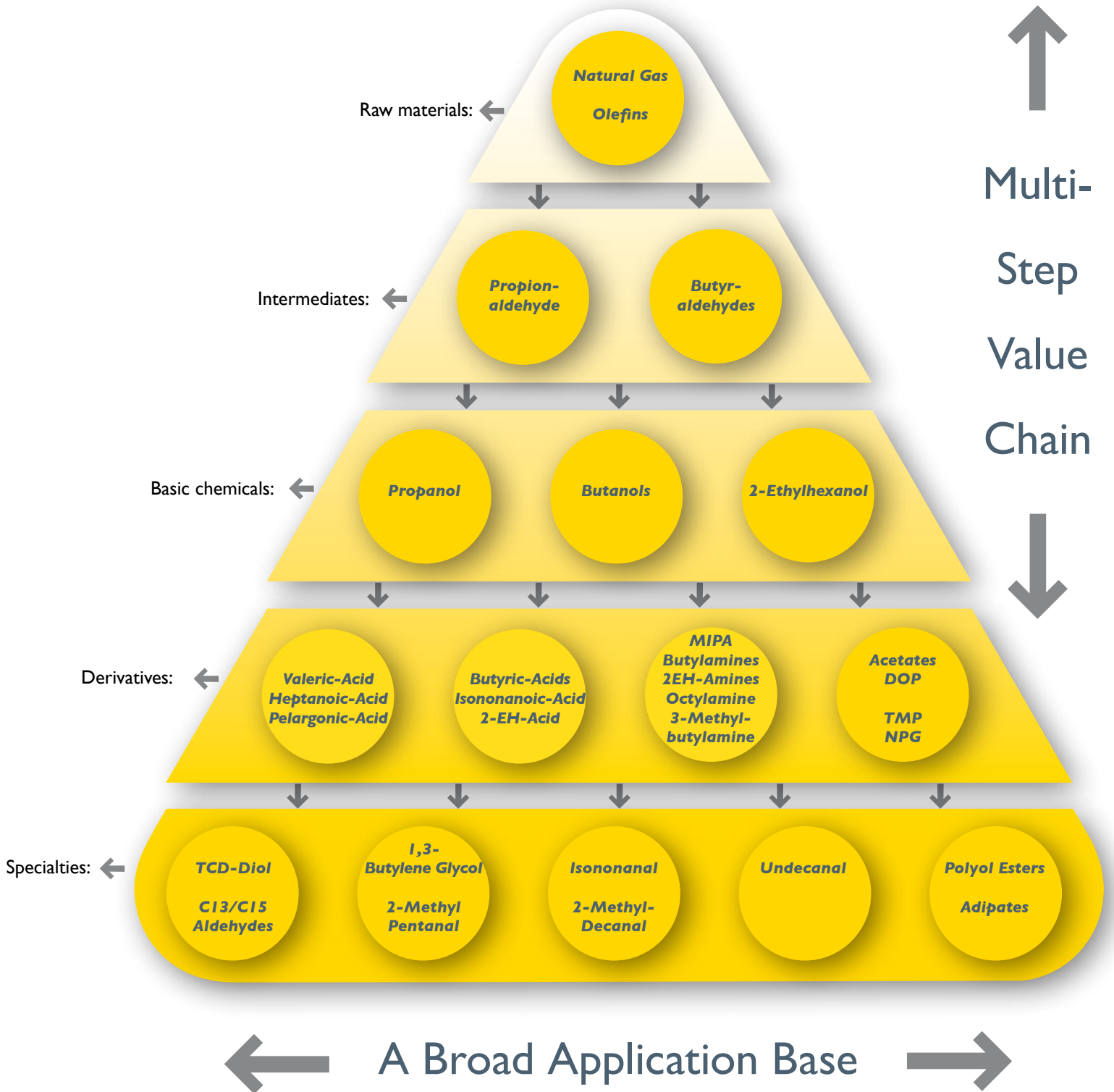


## The Business is Characterized by a Strong Value Chain ...

OXEA's success is based on a multi-step value chain with a broad application base. This structure allows us to appeal to a wide variety of clients while minimizing our exposure to only one industry. This product portfolio guarantees a high standard of cross-industry knowledge to our clients while providing us with a broad overview of developments in different segments and regions of the market.



... and a Broad Application Base.



# A Wide Range of Applications and More than 1,000 Customers in Different Industries ...

## **ALCOHOLS**

**Applications:**  
Ingredients for  
surface coatings,  
Lacquers,  
Paint solvents,  
Lubricants



## **CARBOXYLIC ACIDS**

**Applications:**  
Lubricants,  
Siccatives,  
Flavors and  
Fragrances,  
Polymer stabilizers



## **ALDEHYDES**

**Applications:**  
Fragrances,  
Pharmaceuticals,  
Vitamins



## **AMINES**

**Applications:**  
Agrochemicals,  
Rubber chemicals,  
Polymer additives,  
Pharmaceutical  
surfactants,  
Dye intermediates



## **POLYOLS**

**Applications:**  
High Solid coatings,  
Powder coatings,  
Cosmetics,  
Lubricants,  
Polymer additives



## **ESTERS**

**Applications:**  
Plasticizers,  
Intermediates for  
cosmetics and  
pharmaceuticals,  
Safety glass



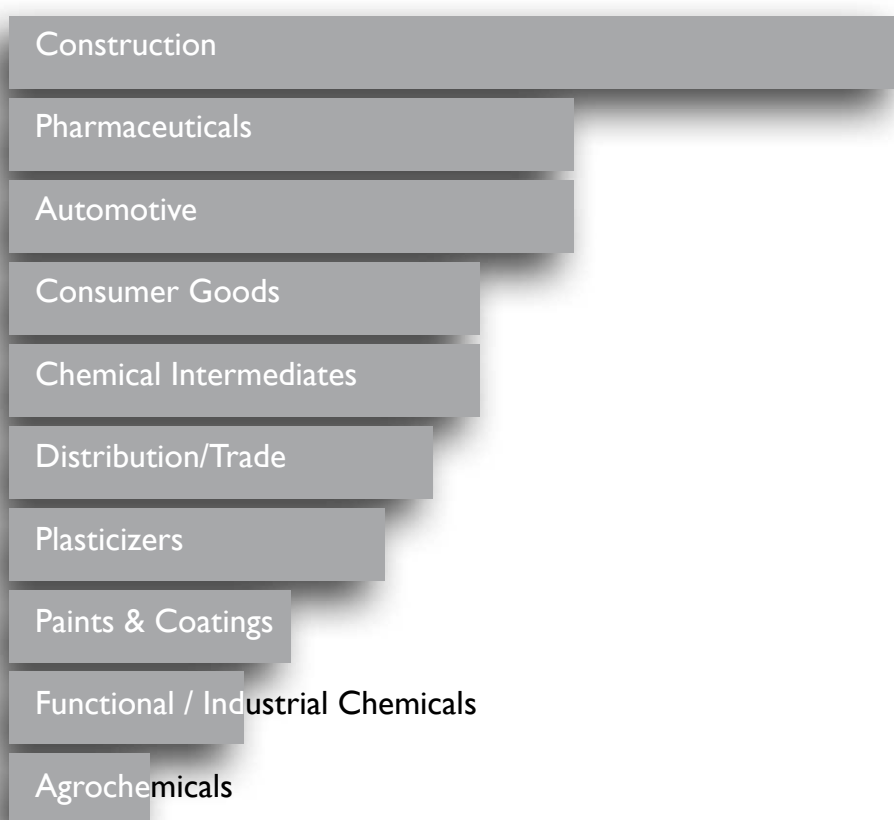
OXEA's products serve a wide variety of industries and businesses.

Our marketing, sales and supply chain groups have developed a deep know how and an eminent understanding to meet customer needs. Therefore, we are recognized as a knowledgeable and reliable supplier and partner.

Due to our well balanced product portfolio, OXEA's business performance has shown exceptional robustness, both in stagnant and turbulent economic conditions and in times of fast recovery from low demand.

... guarantee Business Stability and Robustness.

## OXEA Supplies Diverse Industries:



**OXEA's product portfolio comprises commodities and specialties. We supply diverse end markets that are growing at or above GDP.**

**OXEA has a leading market position. We are one of the world's leading Oxo and derivatives players with strong market positions in both Europe and the US.**

We supply specialty chemicals along with our wide range of product offerings. OXEA has the most extensive Carboxylic Acids product portfolio in the industry as well as proprietary manufacturing knowledge.

We are proud of our strong position in Intermediate and Specialty Polyols technologies, our equally strong position in Intermediate and Specialty Alkylamines technologies and our proprietary manufacturing know-how in both.

You can also count on our wide range of sophisticated proprietary processes, including oxidation, hydrogenation, amination, esterification, and cross aldolization.

OXEA's success is based on a multi-step value chain with a broad application base for diversified industries. We strive to achieve what we consider to be a healthy mix of industries. Through long-standing, trusting relationships with our clients in diverse sectors, we understand customer needs and align with their development perspectives.

Being one of the market leaders requires a strict and stringent process of permanent innovation and enhancement. We are always eager to learn more about the dynamics and perspectives of our clients' industries. We are permanently analyzing regions, countries and industrial sectors.

# No One Knows More about Oxo.

***The bronze relief of "The Miner and the Chemist" at OXEA's Oberhausen plant is a brilliant metaphor for the relationship between raw materials and industrial invention.***



We utilize a broad range of olefins as raw materials, mainly from C2 to C14 chain-length.

OXEA owns several Oxo technologies that apply different catalyst systems.

We have extensive experience in Syngas production based on heavy fuel, coal or natural gas.

We have the broadest Carboxylic Acids product portfolio in the industry with proprietary manufacturing know-how.

OXEA has a strong position in Intermediate and Specialty Polyols and Alkylamines technologies with proprietary manufacturing know-how.

We are proud of our wide range of sophisticated proprietary processes, including oxidation, hydrogenation, amination, esterification and cross aldolization.

**OXEA is the inventor of the original Oxo hydroformylation process, patented in 1938, and since then has a history in pioneering, operating and licensing Oxo and Oxo derivatives technologies.**



## No One Knows More about Oxo ...



Our success is based on people with years of experience in operation and technology.

Most of our technologies and process improvements have been developed in-house by our excellent engineers and chemists.

... in Technology and Marketing.

Our commercial team draws on its successes in marketing, sales and supply chain management of large volume Oxo products, as well as specialty chemical products.



Our product knowledge, experience in global markets and ability to understand our competitors have all contributed to our success in the global market place. Because of our many excellent, long-standing relationships with customers, we are recognized throughout the industry as a trustworthy partner.



## An Experienced International Management Team ...



*OXEA is run by an experienced international management team with many years of successful performance in the chemical industry and especially in the Oxo world. This team sets an example of excellent leadership for the entire organization.*



## ... is Driving the Business Globally,

We continually seek ways to safely optimize our systems and improve our processes through cost-conscious initiatives and proven methodologies such as Six Sigma.

Our success is evidenced by the fact that we have the lowest SGA costs in the industry, as we demonstrate a culture of safety at every level of our organization.



## By Implementing Our Strategy ...

In 2007  
we established  
one company and  
leveraged synergies

Carboxylic Acids  
output increase  
through utilization  
of the four units  
worldwide  
(Six Sigma project)

50% capacity  
increase for NPG  
(Six Sigma project)

Capacity increase  
for Propanol in  
North-America  
(Six Sigma project)

... We Have Already Achieved Significant Results ...

Extension of  
product portfolio:

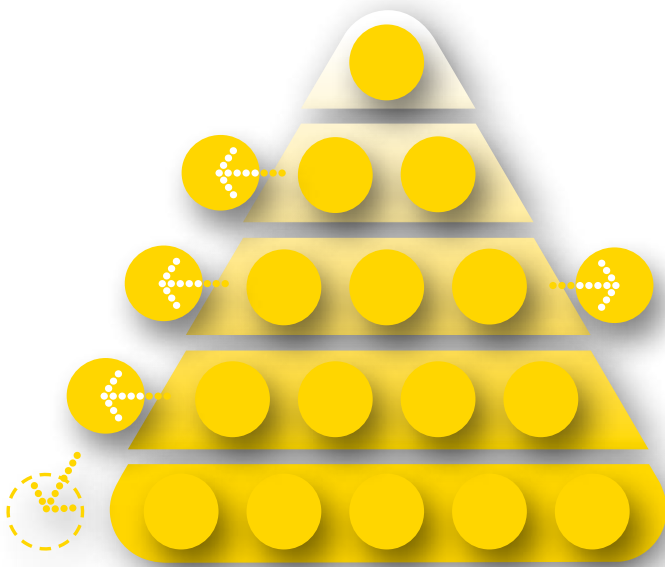
Launch of first  
new product 3G8  
Triethylene glycol di-2-  
ethylhexanoate

Acquisition of a  
Specialty Esters  
unit from Exxon-  
Mobil in the  
Netherlands

Extension of  
Specialty Esters  
product portfolio:  
Launch of DOA and  
TMP-C8-C10 ester,  
TOTM, DTDA

... And We Have Started Shaping Our Future by ...

## ... Developing New Value Chains



We continuously optimize our product portfolio by making necessary adjustments and by strategically adding new products and product groups.

We are eager to expand our downstream products to achieve a broader and stronger base.

The acquisition of our new Amsterdam plant in August 2009 enabled us to extend our value chain by making use of our specialty chemicals as raw materials for downstream products.

OXEA is continuously evaluating opportunities to develop or acquire new value chains.

## ... Adding on Downstream in the Value Chain



## ... Entering New Markets and New Regions.



We are constantly searching for opportunities to commence production in new regions where we have not yet started our own operations.

We are looking for strong and reliable partners to help us strengthen our raw material supply and/or for joint production and marketing activities.



Amsterdam

# The World of OXEA



OXEA is a Global Company with Offices and Manufacturing Plants around the World.

Oberhausen



**OXEA produces in Europe and North America and sells worldwide**

**Total sales:**  
□ 1.2 billion in 2008

**Sales distribution by region:**

- Asia, Middle East, Africa 11%**
- Europe excluding Germany 24%**
- Germany 33%**
- Latin America 10%**
- North America 22%**

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 Phone: +1-979-241-4000

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 OXEA Deutschland GmbH  
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**Commercial Office**  
**Production Site Ruhrchemie**  
**Technology Center**  
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 Germany  
 Phone: +49-208-693-3100



**Bay City**

As global markets expand and new customers are found in other continents, we will adapt to different cultures, manufacturing conditions and legal or governmental frameworks.

We understand flexibility as one of the key competencies of our cross-cultural team.



**Bishop**



**Marl**



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