

## Information to customers

### Solvay to increase prices of Rhodiarome® ethyl-vanillin by 15%

**Lyon (France), January 15, 2013** --- Solvay Aroma Performance, inventor and leader of ethyl vanillin, increases by 15% its Rhodiarome® ethyl-vanillin grade prices. This increase is effective immediately, or as contracts allow on a worldwide basis.

Ethyl-vanillin prices have consistently decreased in the last years while raw material, energy and labour costs have steadily and continuously escalated.

This price increase is absolutely essential to guarantee a continued high level of quality and services everywhere in the world, close to all markets and customers.

Ethyl-vanillin is a key growing ingredient for food, flavors and fragrances, thanks to its highly competitive usage value and properties.

Designing vanilla flavors since 1884, Solvay **Aroma Performance** was the first to synthesize and produce the vanillin molecule on an industrial scale. Solvay is the only producer mastering the whole manufacturing chain — from Catechol to its historic flagship brands Rhovanil® and Rhodiarome®. The Aroma Performance business unit operates facilities in Saint-Fons (France, Baton Rouge (USA) and soon in Zhenjiang (China).

As an international chemical group, **SOLVAY** assists industries in finding and implementing ever more responsible and value-creating solutions. The Group is firmly committed to sustainable development and focused on innovation and operational excellence. Solvay serves diversified markets, generating 90% of its turnover in activities where it is one of the top three worldwide. The group is headquartered in Brussels, employs about 29,000 people in 55 countries and generated 12.4 billion euros in net sales in 2012. Solvay SA (**SOLB.BE**) is listed on **Nyse Euronext** in Brussels and Paris (Bloomberg: **SOLB.BB** - Reuters: **SOLBt.BR**).

**LAMIA NARCISSE**

Media Relations  
+ 33 1 53 56 59 62

**ANNE-ELISABETH MOUREY**

Media Relations  
+ 33 4 26 19 70 58

*Ce communiqué de presse est également disponible en français. - Dit persbericht is ook in het Nederlands beschikbaar.*