

Commercial Excellence

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**How Commercial Excellence is helping Engineering
Plastics GBU to achieve its 2016 ambition**

Solvay Engineering Plastics GBU serves attractive markets with growth potential

Markets drivers

Mature applications

Emerging / growing applications

AUTOMOTIVE

- Light weighting
- Powertrain efficiency
- Electrification
- Green Technologies



Radiator end tank



Engine support mount

ELECTRICAL EQUIPMENT

- SMART technologies
- Miniaturization
- Stringent fire protection
- Renewable energies



Mini Circuit Breaker



Mobile phone hinge

CONSUMER & INDUSTRIAL GOODS

- Light weighting
- Stringent consumer protection norms
- Chemical resistance
- Water management

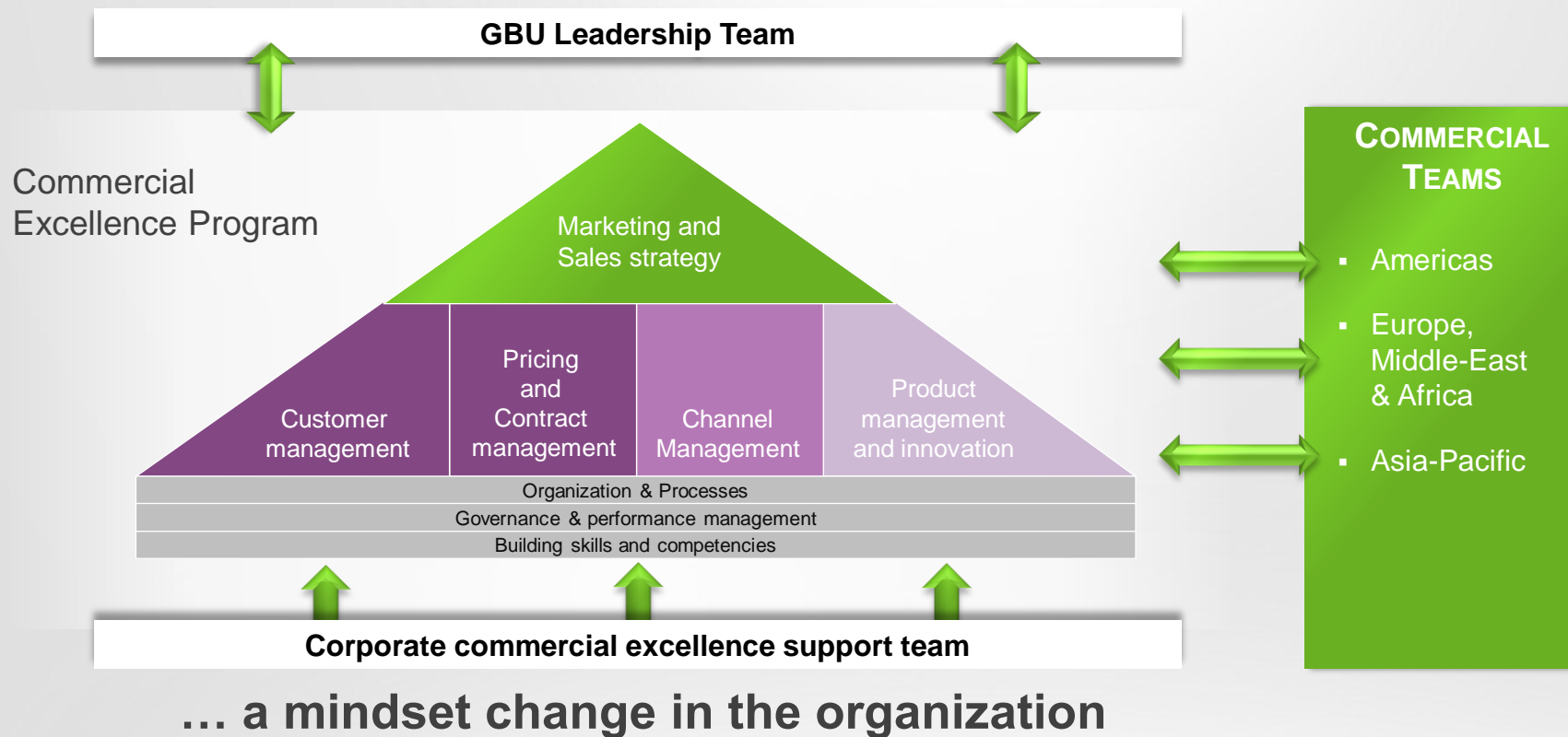


High pressure cleaner

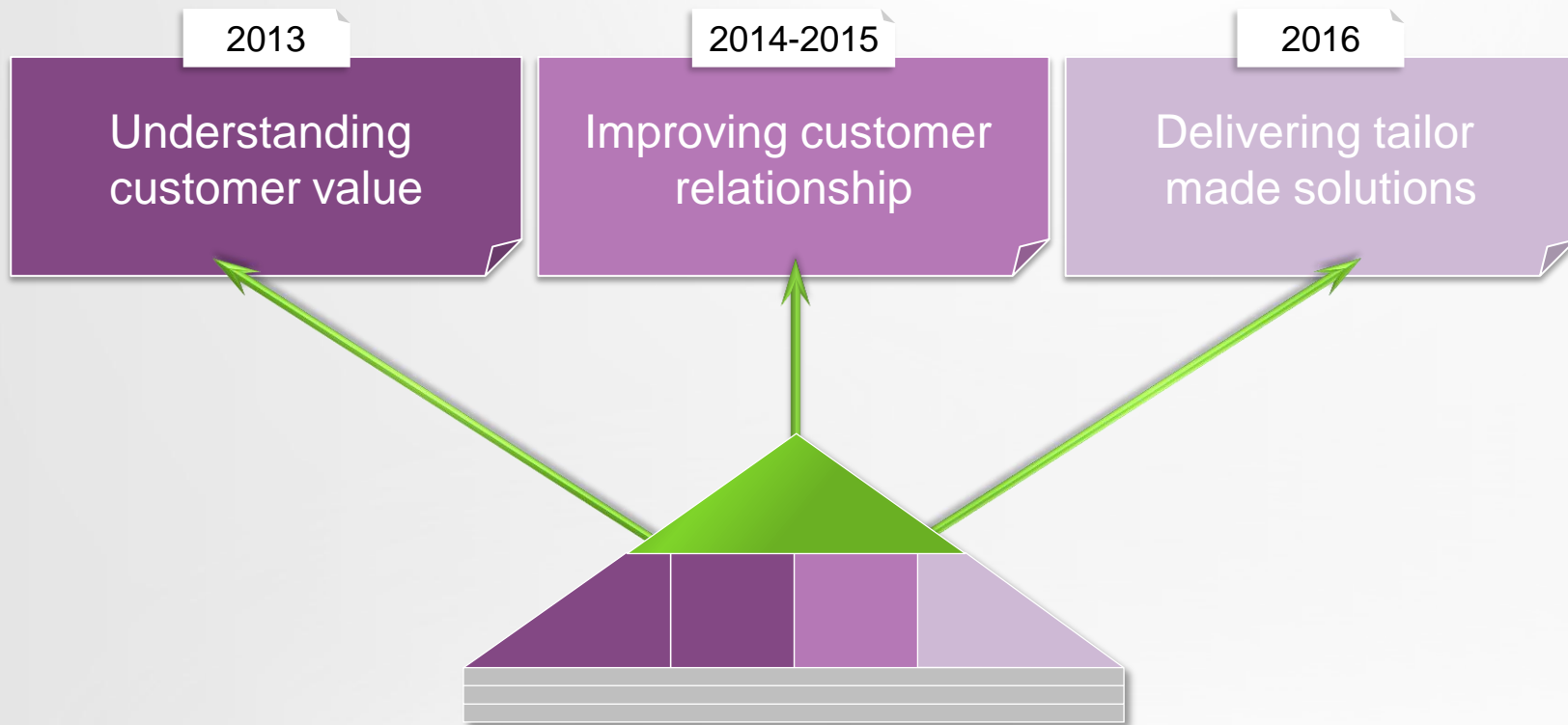


Electronic water meter

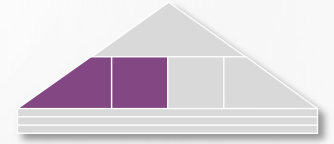
Commercial Excellence = Customer value...



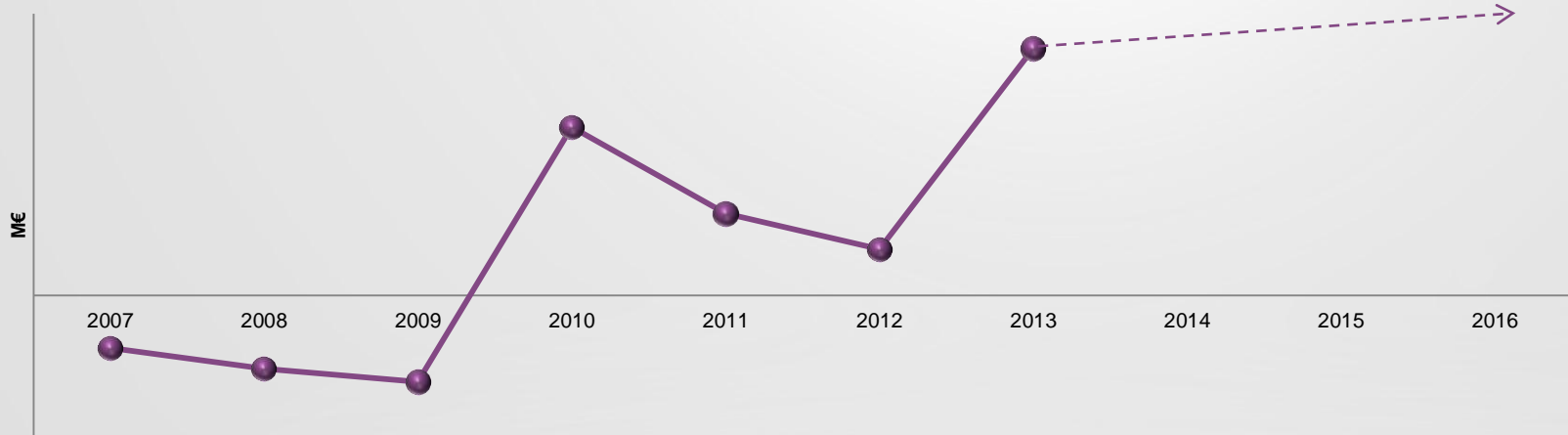
Commercial Excellence is shifting the GBU to a new era of selling



Understanding customer value: developing sustainable margin



Cumulated pricing power evolution

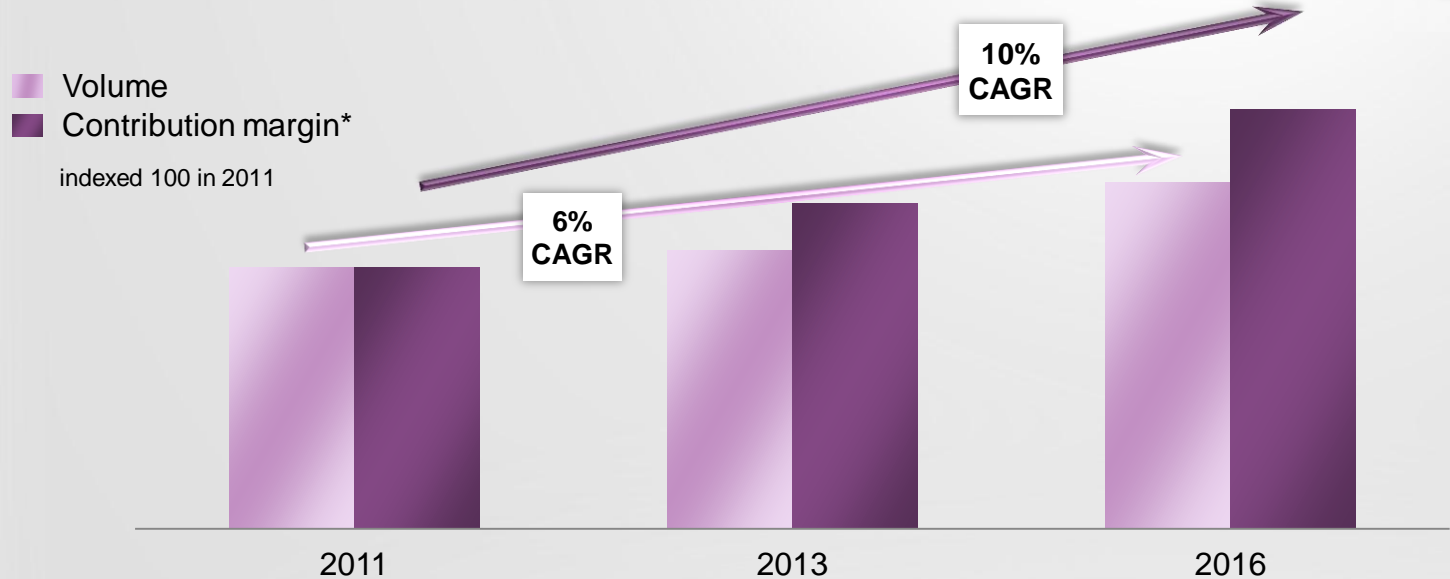
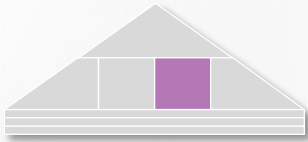


Shifting to higher value applications

Optimizing our value proposition

Building sales force competencies

Improving customer relationship: growing faster than the underlying end-markets

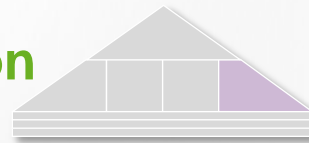


Global key accounts
Privileged relationship
New innovative markets



*Contribution margin = Net sales – variable costs

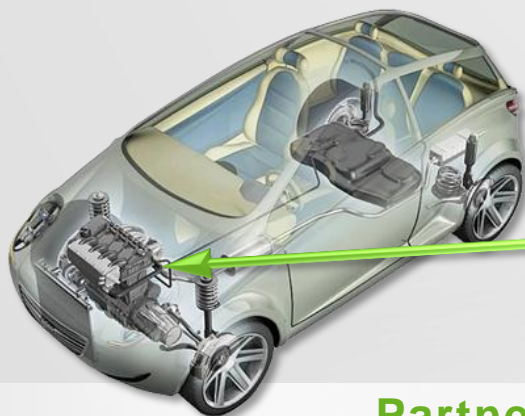
Delivering tailor-made solutions: collaborative innovation



Light Weighting



Powertrain Efficiency



Engine support mount

Partnership with



for PSA

Differentiation from part simulation services

-30% weight, -15% system cost

Developing tailor-made solutions: adapting our business model to expand accessible markets



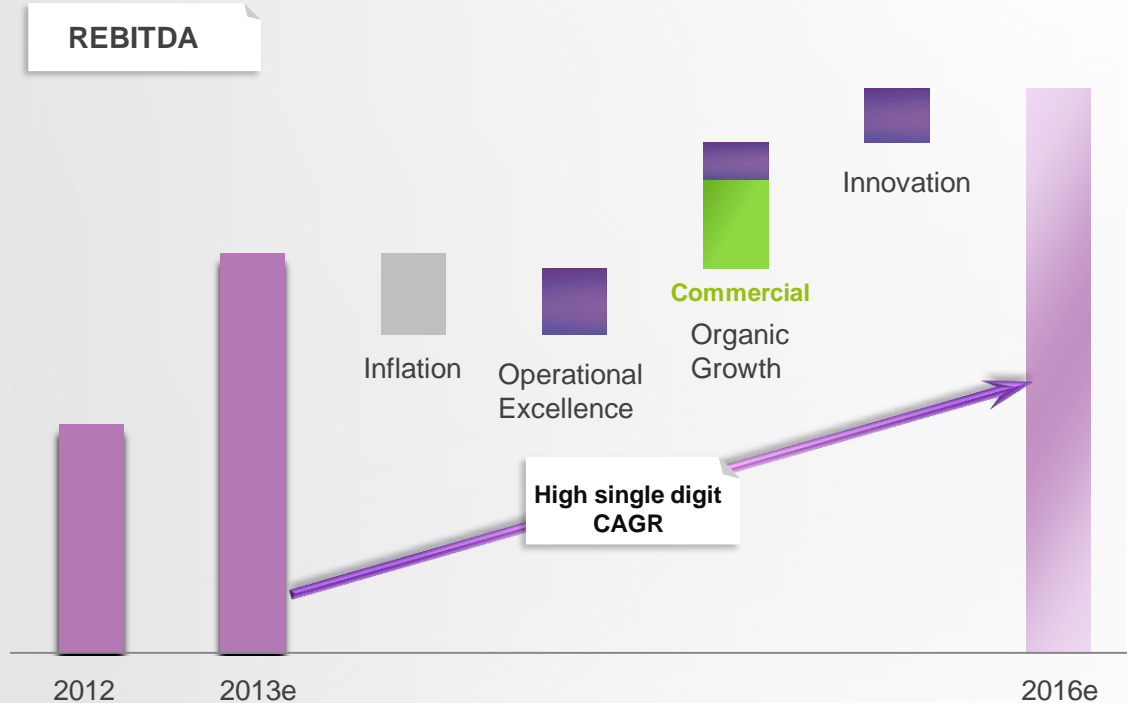
Customers are moving to new growing regions



“Just enough” product performance

Service tailored to local customer needs

Engineering Plastics' Commercial Excellence: driving value to 2016 and beyond



- Commercial excellence is a major value creation lever
- Significant extra REBITDA delivered in 2013
- Further margin expansion from service and innovation
- Solvay commercial academy

SOLVAY
CORPORATE UNIVERSITY