

Media Release
Vienna, Austria | September 12, 2013

Borealis and Borouge underline commitment to the wire and cable industry at the first ever wire South America 2013

Borealis and Borouge, leading providers of innovative, value-creating solutions for the wire and cable industry, announce the dedicated roll-out of the technology platform Borlink™ in Brazil. Their latest innovations and flagship solutions will be showcased at the first ever “wire South America” in São Paulo, Brazil, at the Imigrantes Exposições Exhibition Centre, stand 1008, from October 1 – 3. Both companies will be “Bringing energy all around” at wire South America with their increasing commitment to the growing South American market and are proud to be present together at the trade show.

Reliable partner for the wire and cable industry in Brazil

Brazil is one of the most attractive growth markets in the world. With increasing investments in important sectors like transport, energy, sanitation and housing, the country’s economic development is becoming more sustainable.

“Brazil’s modernisation is stimulating electricity demand. We are committed to supporting the growing South American cable industry to set up higher quality standards, and to provide them with the most reliable cable solutions,” says Anton Wolfsberger, Borealis Marketing Manager for Energy & Infrastructure. “This begins with a dedicated local team on the ground working from our recently opened commercial office in Campinas, to better serve our customers.”

Bringing energy all around - latest innovations and flagship solutions for South American market

The Borlink technology platform offers a complete global package of power cable compounds and expertise serving applications for medium and high voltage (MV, HV) including extra high voltage (EHV) and high voltage direct current (HVDC). The Borlink technology is a step-change innovation and serves as a platform for Borealis and Borouge to work together with

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the entire energy infrastructure value chain to establish innovative solutions that address the challenges of an increasingly connected world.

At wire South America, two flagship compound solutions for the South American market will be showcased:

- Visico™/Ambicat™: a state-of-the-art insulation system, designed to reduce complexity and cost in the production of high quality, moisture cure, low voltage (LV) cables.
- Borstar®: high density polyethylene (HDPE) fibre optical dedicated cable jacketing solutions that enhance performance reliability through protection of the optical fibres during cable laying in the ground or sub-sea, as well as their in-service environment for fibre optic cables.

Investing for the future

“In the last two years, we have significantly expanded our global capabilities to support our long term commitment to the wire and cable industry,” says Gilles Rochas, Borealis Vice President for Energy & Infrastructure. “We are bringing our innovations, such as our Borlink technology, to emerging markets around the world and investing in local resources to support our customers in producing quality cables to the highest standards with maximum efficiency.”



Borealis and Borouge are bringing energy all around. Photo: © Borealis

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About Borealis Energy and Infrastructure

For nearly 50 years, Borealis has been a leading supplier of advanced energy & infrastructure plastics solutions for the pipe and fittings industry as well as for the wire and cable and capacitor film industries. Thanks to its unique and proprietary technologies, Borealis provides a large portfolio of innovative products and services which create real value for customers and partners and enable step-changing innovations. The unique Borstar® technology supports applications in the fields of water and gas distribution, wastewater and sewage disposal, irrigation systems, chemical and industrial pipelines, in-house plumbing and heating as well as pipe systems for oil and gas exploration and transportation. The unique Borlink™ technology enables Borealis to offer a wide range of sophisticated extra-high, high and medium voltage cable applications as well as semicon products. Borealis delivers effective Visico™ solutions in low voltage energy transmission and distribution cables and offers world-class innovations in providing, installing and extending the lifetime of cable systems.

About Borealis

Borealis is a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers. With headquarters in Vienna, Austria, Borealis currently employs around 6,200 and operates in over 120 countries. It generated EUR 7.5 billion in sales revenue in 2012. The International Petroleum Investment Company (IPIC) of Abu Dhabi owns 64% of the company, with the remaining 36% owned by OMV, the leading energy group in the European growth belt. Borealis provides services and products to customers around the world in collaboration with Borouge, a joint venture with the Abu Dhabi National Oil Company (ADNOC).

Building on the unique Borstar® and Borlink™ technologies and 50 years of experience in polyolefins, Borealis and Borouge support key industries including infrastructure, automotive and advanced packaging. The Borouge plant expansion in Abu Dhabi will be fully operational by mid-2014 with a total annual capacity of 4.5 million tonnes. After this Borealis and Borouge will have approximately 8 million tonnes of polyolefin capacity.

Borealis offers a wide range of base chemicals, including melamine, phenol, acetone, ethylene and propylene servicing a wide range of industries. Together with Borouge the two companies will produce approximately 6 million tonnes of Base Chemicals in 2014.

Borealis also creates real value for the agricultural industry with a large portfolio of fertilizers. The company distributes approximately 2.1 million tonnes per year. This volume will increase to around 5 million tonnes by the end of 2014.

Borealis and Borouge aim to proactively benefit society by taking on real societal challenges and offering real solutions. Both companies are committed to the principles of Responsible Care®, an initiative to improve safety performance within the chemical industry, and contribute to solve the world's water and sanitation challenges through product innovation and their Water for the World™ programme.

For more information visit:

www.borealisgroup.com
www.borouge.com
www.waterfortheworld.net

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