

Media Release

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Keep Discovering: Celebrating 20 years Borealis

Borealis announces rebranding activities to reflect company transformation

Borealis, a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers, announces a series of rebranding efforts timed to coincide with the twentieth anniversary of the company in March 2014. Borealis has changed considerably over the years, developing from its early Nordic roots as a plastic manufacturer to a global provider of chemical solutions with worldwide operations. Now supported by a solid foundation consisting of Polyolefins, Base Chemicals and Fertilizers, and its joint venture Borouge, the brand Borealis is being relaunched to reflect this significant transformation. Borealis rebranding efforts include an entirely new look and feel in corporate design, the introduction of the new Borealis tagline, "Keep Discovering", and a wholly redesigned corporate website (www.borealisgroup.com) which was launched today. The rebranding activities aim to depict on both experiential and visual levels the underlying strategic transformation of Borealis.

Borealis has been shaping the future with plastics for twenty years. At the core of the new Borealis positioning is the tagline "Keep Discovering", which draws on the spirit of continual innovation that has always been integral to Borealis and which is being celebrated internally throughout 2014. "Keep Discovering" succinctly sums up what Borealis stands for, and what the company does. It encapsulates the corporate mentality of always accepting new challenges and going beyond the obvious. It reflects the accomplishments of the past whilst positioning the company and its employees to meet future challenges," explains Andreas Hummel, Borealis Marketing Communications Manager. "Key facets of "Keep Discovering" include the belief in continuous improvement. Borealis and its employees think ahead, always striving to find concrete solutions for partners and customers." The established Borealis approach Value Creation through Innovation enables Borealis to build success for its customers in all its markets. Finally, together with its customers, Borealis drives ideas forward through its openness to new ways of thinking and passion for excellence. "Keep Discovering" is the logical extension of all that Borealis has accomplished in the first twenty years of its existence and will now guide its activities into the future.

"Borealis has come a long way since its beginnings, but learning from past accomplishments in order to ensure a brighter future is something we have always done. The 1994 merger of Statoil and Neste that created Borealis was the biggest industrial merger ever in Nordic Europe. Many talented people – some with decades of experience in the industry – embarked on a new journey together, now as Borealis," explains Mark Garrett, Borealis Chief Executive. "Twenty years later, the journey continues, and Borealis has changed considerably over the past several years in particular. Whilst 2013 was a year of transformation, 2014 is a year of integration, consolidation and celebration. A twentieth anniversary is the ideal opportunity to communicate this transformation to our partners and the industry. Our new

slogan 'Keep Discovering' encapsulates perfectly what we as a company already do well: pushing ourselves to new boundaries in order to create more value for Borealis partners and customers."

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Borealis is a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers. This year, Borealis already celebrates its 20th anniversary. With headquarters in Vienna, Austria, Borealis currently employs around 6,400 and operates in over 120 countries. It generated EUR 8.1 billion in sales revenue in 2013. 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 its proprietary 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 3 plant expansion in Abu Dhabi will be fully operational in 2014. Borouge 3 will deliver an additional 2.5 million tonnes of capacity when fully ramped up, bringing the total Borouge capacity to 4.5 million tonnes. Borealis and Borouge will then have approximately 8 million tonnes of polyolefin capacity.

Borealis offers a wide range of base chemicals, including melamine, phenol, acetone, ethylene, propylene, butadiene and pygas, 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 more than 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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