

**Media Release**  
Vienna, Austria | 7 June 2016

## **Borealis, Borouge and NOVA Chemicals invite partners and customers to “Join Our Journey” at K Fair 2016**

- **Joint Pre-K 2016 kick-off event at Borealis Innovation Headquarters in Linz, Austria, on 7 June 2016**
- **Borealis, Borouge and NOVA Chemicals have announced their presence at the upcoming K Fair 2016 in Düsseldorf, Germany**

**Borealis, Borouge and NOVA Chemicals share a common foundation of growth through innovation, and a long-term commitment to maintaining their engagement along the entire value chain. They now extend an invitation to K Fair 2016 visitors to “Join Our Journey”: an enhanced customer experience across global markets filled with cutting-edge innovation, new applications development, and steady strategic expansion.**

Borealis, Borouge and NOVA Chemicals are three leading providers of chemical and innovative plastics solutions and members of a global family of polyolefins companies. Each of these three companies is legally independent and operates as such, yet all share the strong, stable backing of their owners OMV, the Abu Dhabi National Oil Company (ADNOC), and the International Petroleum Investment Company (IPIC).

Each company remains committed to deepening existing customer relationships and cultivating new ones. Success is driven by a value proposition that combines a global scale of operations, feedstock integration, proprietary technologies and access to global markets. Thanks to a dedication to innovation, applications development, and ongoing expansion through investment, Borealis, Borouge and NOVA Chemicals are each well positioned to further grow their global business.

At a joint Pre-K 2016 kick-off event on 7 June at Borealis Innovation Headquarters in Linz, Austria, Borealis, Borouge and NOVA Chemicals will each provide a taste of what is to follow at the upcoming K Fair 2016 in October.

## **Borealis: Borceed™ technology rebranding and launch of new elastomers grades**

Continuing to enhance its track record in *Value Creation through Innovation*, Borealis is pleased to announce an extension of its Plastomers portfolio, a relatively new pillar of the Borealis Polyolefins business. Following the successful launch of its key product brand Queo™ in 2013, Borealis is now launching three new elastomers grades. The lower density and increased flexibility of Queo polyolefin elastomers compared to polyolefin plastomers makes these products ideal for applications such as interior and exterior car parts, adhesives and cable compounds. Borealis is also announcing the rebranding of its Compact technology, a Borealis proprietary solution originally developed and marketed by DSM, which will now be known as Borceed™. A flexible technology exhibiting both plastic and elastomeric properties, Borceed is the platform behind the Queo products. It complements the proprietary Borealis technologies Borstar® and Borlink™ and can serve similar target markets and customers as these existing technologies, such as automotive, wire and cable, and high-end packaging.

“We are delighted to be able to offer our customers these new Queo elastomers as a product of our Borceed™ technology. The Borceed platform perfectly incorporates the Borealis value ‘Exceed’ and our mission to constantly exceed customer expectations,” explains Alfred Stern, Borealis Executive Vice President Polyolefins and Innovation & Technology. “Through developments like this we strive to deepen our collaboration with customers in key industries by helping achieve even greater product differentiation. By working together, we will be able to reach new heights in safety, affordability, adaptability, weight-savings and more.”

## **Borouge: Growth. Innovation. Sustainability.**

Following the successful start-up of the Borouge 3 project in 2015, Borouge’s Ruwais site is now the world’s largest integrated polyolefins complex, with production capacity having doubled to 4.5 million tonnes.

In addition to expanding its production capacity, Borouge has also achieved a step-change in its innovation capability with the establishment of world-class research and development facilities in Abu Dhabi and Shanghai. This innovation focus is also reflected in Borouge’s newly redesigned marketing structure, with a drive towards greater industry partnership and shifting of focus from conversion technologies towards industry segments in order to address broader needs across the value chain, especially where sustainability gains can be achieved.

“When we invite our customers to ‘Join Our Journey’ we are also urging them to collaborate with us and become partners in innovation,” explains Wim Roels, Chief Executive Officer, Borouge Pte. “Borouge continues its commitment to creating value for customers, the industry, and for society as a whole. The establishment of our Innovation Centre in UAE, the expansion of our Application Centre in China, and the realignment of our marketing organisation to be more application-focused are strong examples of our commitment to delivering innovative and sustainable solutions. With the completion of our production expansions in UAE and China, and enhancements to our logistics network, we are well positioned to deliver differentiated polyolefin solutions to our global customers.”

## **NOVA Chemicals: long-term commitment to delivering customer value through innovation, investment and expansion**

NOVA Chemicals' growth strategy aims to position the company for sustainable leadership. It capitalises on the company's early access to North American feedstock opportunities and embodies the company's aim to deliver more value to its customers. In late 2016, NOVA Chemicals will start up the first new polyethylene (PE) reactor to be built in the United States or Canada in over a decade, a new world-scale gas-phase linear low density polyethylene (LLDPE) line at its Joffre, Alberta site. This new reactor will use leading-edge technology to provide consistent, high-quality LLDPE into key end-use applications such as food packaging, heavy-duty sacks, and collation shrink and stretch wrap films.

NOVA Chemicals is also pleased to announce the recent grand opening of its expanded Centre for Performance Applications in Calgary, Alberta. The Centre is a hub for PE product and applications development and helps enable customers get to market faster with new and better performing products. Investments include a nine-layer blown film extrusion line, a wide range of converting equipment and lab space, as well as dedicated suites for customers to work jointly with NOVA Chemicals' technical experts. This enhanced facility allows NOVA Chemicals to continue to improve collaboration, innovation and the overall customer experience.

"We have a passion to understand our customers' challenges and needs. We will succeed when they do," says Chris Bezaire, NOVA Chemicals Senior Vice President, Polyethylene Business. "The 'Join our Journey' theme really speaks to how this passion translates into the work we do with our customers to develop the next generation of polyethylene resins, structures and applications. We look forward to continuing this journey at K-2016."

**K Fair 2016 takes place from 19 to 26 October in Düsseldorf, Germany.  
Join our journey and visit us in hall 6 at stand 6A43.**

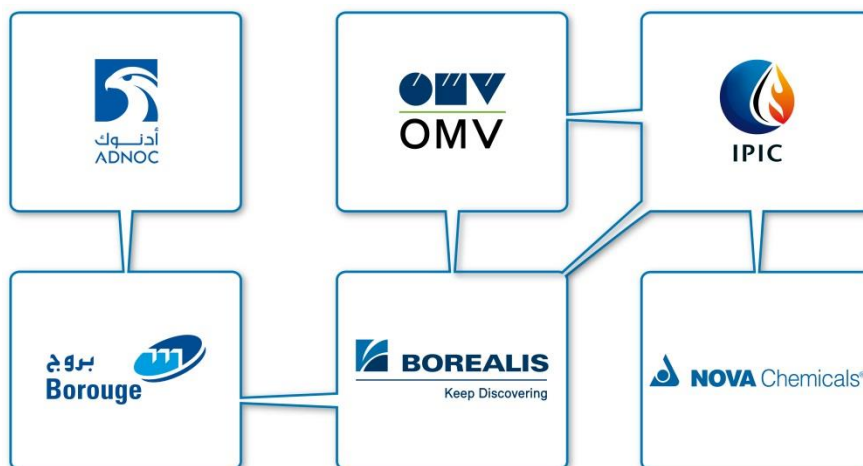


Image: Borealis, Borouge and NOVA Chemicals: members of a global family of polyolefins companies.

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**About Borealis:**

Borealis is a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers. With headquarters in Vienna, Austria, the company currently has around 6,500 employees and operates in over 120 countries. Borealis generated EUR 7.7 billion in sales revenue and a net profit of EUR 988 million in 2015. The International Petroleum Investment Company (IPIC) of Abu Dhabi owns 64% of the company, with the remaining 36% belonging to OMV, an international, integrated oil and gas company based in Vienna. 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).

**About Borouge:**

Borouge is a leading provider of innovative, value creating plastics solutions. A joint venture between the Abu Dhabi National Oil Company (ADNOC), one of the world's major oil and gas companies, and Austria based Borealis, a leading provider of chemical and innovative plastics solutions, Borouge is a groundbreaking joint venture at the forefront of the next generation of plastics innovation. With its base in the United Arab Emirates and Marketing & Sales head office in Singapore, Borouge employs more than 3,000 people representing over 40 nationalities and serves customers in 50 countries across the Middle East, Asia and Africa.

**About NOVA Chemicals:**

NOVA Chemicals develops and manufactures chemicals and plastic resins that make everyday life safer, healthier and easier. Our employees work to ensure health, safety, security and environmental stewardship through our commitment to sustainability and Responsible Care®. NOVA Chemicals, headquartered in Calgary, Alberta, Canada, is a wholly owned subsidiary of the International Petroleum Investment Company (IPIC) of the Emirate of Abu Dhabi, United Arab Emirates.

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**For more information visit:**

[www.borealisgroup.com](http://www.borealisgroup.com)

[www.borouge.com](http://www.borouge.com)

[www.novachem.com](http://www.novachem.com)

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