

## 1<sup>st</sup> “Evonik Cup” soccer game deepens customer engagement in China

Organized by the Evonik Industries, the 1<sup>st</sup> “Evonik Cup” soccer game has attracted a total of seven customer teams. Since October 12<sup>th</sup>, 3 preliminary games and 2 semi-finals have been carried out at Shenyang, Tianjin and Beijing respectively before Shandong Zhonghui International Trading Co., Ltd (Zhonghui) and Wellhope agri-tech joint stock Co.,Ltd (Wellhope) clinched their places in the finale.

On October 25<sup>th</sup>, the finale was held in Beijing. Former BVB player Mr.Karl-Heinz Riedle attended the finale as the chief referee and also gave both finalists professional instructions and trainings before the game. As a tight and nip-and-tuck game, the 90 minutes saw a draw of 2:2. It was finally during the penalty kick that Zhonghui won the championship with the total score of 4:3.

Over the decade, the Business Line Animal Nutrition has built solid business with more and more customers in China. To further engage customers and strengthen partnership, the Win in China “Evonik Cup” soccer game was held for the first time. Besides, “Evonik Cup” is also part of Business Line Animal Nutrition’s Simply Efficient™ campaign which aims to promote Evonik’s differentiated products and services to its customer in North Asia.

“Customer relationship is a top priority for Evonik. With our Value Selling strategy we need to have a very good understanding of what can bring value to our customers and we will only get that knowledge if our customers trust us. We are therefore very happy that our top customers accepted our invitation and we are sure that we together can continue to add value to the animal nutrition industry,” concluded Dr. Torben Madsen, Head of Animal Nutrition in Asia North.

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**Scarlett Shi**

Communications

Tel +86 21 6119-1200

Fax +86 21 6119-1116

scarlett.shi@evonik.com

**Evonik Industries AG**

Rellinghauser Straße 1-11  
45128 Essen

Germany

Phone +49 201 177-01

Telefax +49 201 177-3475

www.evonik.de

**Supervisory Board**

Dr. Werner Müller, Chairman

**Executive Board**

Dr. Klaus Engel, Chairman

Dr. Ralph Sven Kaufmann

Christian Kullmann

Thomas Wessel

Ute Wolf

Registered office Essen

Registered court

Essen local court

Commercial registry B 19474

VAT ID no. DE 811160003

On behalf of the winner team, Sun Kai, Procurement Director of Zhonghui expressed his sincere gratitude to Evonik. He said, “Thanks to this amazing soccer game, we had deeper understanding towards Evonik’s culture and its advanced products. It is an honor to not only get professional trainings from former BVB player but more importantly, to meet with industry partners and strengthen our friendship for a win-win future.”

After the award presentation, a session during which Riedle interacted with children of Evonik employees and customers was carried out. Riedle taught the kids basic play movements, played with them and also signed his name on footballs for them.

#### **About Animal Nutrition at Evonik**

Evonik’s Animal Nutrition Business Line translates over 60 years of experience in manufacturing essential amino acids for animal nutrition into solutions that meet the evolving needs of its customers in over one hundred countries. As we now expand our scope to innovative nutritional feed additive solutions beyond amino acids, our customers can continue to count on us to take nutrient effectiveness ever further and keep delivering value along with consistent quality. Around the planet, our products and services are and will be key to producing healthy, affordable food with fewer natural resources and a smaller environmental footprint.

#### **Company information**

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Profitable growth and a sustained increase in the value of the company form the heart of Evonik’s corporate strategy. Its activities focus on the key megatrends health, nutrition, resource efficiency and globalization. Evonik benefits specifically from its innovative prowess and integrated technology platforms. Evonik is active in over 100 countries around the world. In fiscal 2014 more than 33,000 employees generated sales of around €12.9 billion and an operating profit (adjusted EBITDA) of about €1.9 billion.

Evonik Industries has been producing specialty chemical products in the Greater China region (Mainland China, Hong Kong and Taiwan) since the late 1970’s; with wide-ranging trading relations already in place prior to this in the region. Evonik regards Greater China as one of the driving forces of the global economy and we consequently endeavour to grow our business in the region. The company now has around 3,000 employees in the Greater China region, the regional sales reached over €1.1 billion in 2014.

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