

Evonik features technical solutions for the paints and coatings industries at the Chinacoat 2011

- Displaying the latest Smart Formulating solutions for coating industry
- Strong investment in regional production and technology to secure sufficient supply and technical R&D
- Presenting new market initiative “We love your problems” in Asia to claim Evonik’s commitment to customer as a solution provider
- Booth number: 2E05-10, Shanghai New International Expo Center, November 23 to 25, 2011

Evonik’s Smart Formulation concept takes a component approach to providing raw materials and innovative solutions to the paints and coatings industries for many years. Evonik will showcase a full range of innovative products and solutions at ChinaCoat 2011, which will be held in Shanghai from November 23 to 25, 2011.

Evonik generated sales of €1.6 billion in 2010 in the coatings and adhesives market, which amounts to about 13 percent of its entire 2010 chemicals sales. Evonik invested a total of €338 million in R&D in 2010, approx. 40 percent of which were earmarked for new products, approx. 10 percent for new/advanced applications and approx. 25 percent for new/improved process.

The total sales in China's paints and coatings industry in 2010 accounts for around 15 % of the global market. In line with global trends, China’s paints and coating marketing is moving away from the use of solvents toward waterborne, powder-form and UV-curing coatings. In production, the focus is now on the use of renewable raw materials and more energy-efficient workflows, processes and procedures. In close collaboration with customers, Evonik supplies innovative and eco-friendly solutions for the paints and coating industry.

Smart Formulating for coatings

A high-quality coating requires a large number of starting materials such as additives, coloring, crosslinkers, matting agents, resin components and resin.

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Cathy Ho

Communications
Tel +86 21 6119-1000
Fax +86 21 6119-1605
cathy.ho@evonik.com

Shona Liu

Communications
Tel +86 21 6119-1000
Fax +86 21 6119-1605
shona.liu@evonik.com

Evonik Industries AG

Rellinghauser Strasse 1-11
45128 Essen
Germany
Phone +49 201 177-01
Fax +49 201 177-3475
www.evonik.com

Chairman of the Supervisory Board

Wilhelm Bonse-Geuking

Executive Board

Dr. Klaus Engel, Chairman
Dr. Wolfgang Colberg,
Dr. Thomas Haerberle, Thomas Wessel,
Patrik Wohlhauser, Dr. Dahai Yu

Registered Office: Essen
Register Court: Essen Local Court
Commercial Registry B 19474
VAT ID no. DE 811160003

Evonik will highlight its latest technologies and solutions in these areas including:

- Tego coating additives for water borne pigment concentrates, solvent-free substrate wetting additive for all waterborne spray paints, silicone- and mineral oil-free defoamer concentrate for waterborne printing inks and especially for food packaging, etc;
- Colortrend's Non-VOC and APE-free coloring products for architectural colorant;
- High-performance crosslinkers which are widely used in coating industry and could also benefit end-users in industrial floorings, automobile and printing inks industries;
- Matting agents which are able to modify the surface of the coating film in such a way that incidental light is scattered in a defined manner;
- Renowned coating resins which are eco-friendly and will ensure excellent adhesion properties;
- A broad range of resin components products which are widely used for coating applications for automotive and architecture industries.

Focusing on customers

To establish Evonik's competence as a solution provider even more clearly in the market and in customers' minds, the company will present the new marketing initiative "We love your problems" at the ChinaCoat 2011. This initiative is very unconventional and provocative. "We do love the problems and challenges posed by our customers, because we take them seriously. The problems from our customers enable us to demonstrate what we can do. As a creative industrial group our role is to provide the right solutions. That is the basis for our present profitability and opens doors for future growth." said Dr. Dahai Yu, Member of the Executive Board of Evonik Industries AG.

Investment ensures supply security and technical R&D

To meet increasing demand from a large number of users industries, Evonik is investing in expansion of existing capacities as well as new plants and technologies in Shanghai, China. Evonik will build world-scale plants for producing isophorone and isophorone diamine, which will be the first for both products in Asia. The Group is investing more than €100 million in the plants, which are scheduled to go in the first quarter of 2014. Construction work on the multi-user site China (MUSC), Evonik's

production site in Shanghai, will begin in early 2012. Isophorone is used in applications like paints and printing inks, while its derivative, isophorone diamine, is used as a hardener in epoxy based formulations, e.g. for composite materials, such as those used in wind turbines.

In addition, Evonik continues to enhance its local innovation capabilities for the customers in the coating industry. One of the highlights is the opening of the new Evonik Tego Innovation Center in Shanghai this November. The Innovation Center will focus on developing customized coating additive products in China and Asia market.

These investments shall further consolidate Evonik's strong market and technology positions in the paints and coatings industry, and support the long-term growth ambitions of its customers, especially in the Asia region.

For more information of Evonik's Coating Innovations, please visit www.smart-formulating.com.

Company information

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Its activities focus on the key megatrends health, nutrition, resource efficiency and globalization. In 2010 about 80 percent of the Group's chemicals sales came from activities where it ranks among the market leaders. Evonik benefits specifically from its innovative prowess and integrated technology platforms. Evonik is active in over 100 countries around the world. In fiscal 2010 more than 34,000 employees generated sales of around €13.3 billion and an operating profit (EBITDA) of about €2.4 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. The Group now has a total of 18 companies and 15 production sites in the Greater China 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.

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