



Powering Ideas

We are a global materials company
at the intersection of **people, technology
and customers.**

We are Styron

- Styron is a leading global materials company with a unique portfolio of products that share feedstocks, operations, customers and end users.
- Building on more than seven decades of manufacturing, commercial and technological expertise, we're passionately focused on delivering high performance products and innovative thinking to our customers.

**A Strong Track Record,
A Bold Direction**

Fast Facts

- Styron was founded on a unique combination of strong capabilities – strong market positions, world-class production assets and leading technology.
- 2100 employees, based in 25 countries
- 67 manufacturing plants at 20 manufacturing sites around the world
- Part of Dow Chemical until 2010
- Leader in our key products: plastics, latex and rubber



Styron Portfolio Overview

Emulsion Polymers Division

Plastics Division

Businesses and
Key products

Latex

Styrene Butadiene (SB) Latex
Styrene Acrylate (SA) Latex

Rubber

Solution Styrene Butadiene Rubber (SSBR)
Lithium Polybutadiene Rubber (Li-PBR)
Emulsion Styrene Butadiene Rubber (ESBR)
Nickel Polybutadiene Rubber (Ni-PBR)

Styrenics

Polystyrene (PS)
Acrylonitrile Butadiene Styrene (ABS)
Styrene Acrylonitrile (SAN)
Expandable Polystyrene (EPS)
Feedstocks

Engineered Polymers

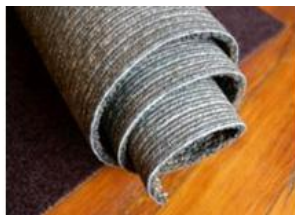
Polycarbonate (PC)
Compounds & Blends (C&B)
Automotive Plastics

Brands

LOMAX™	MaxCoat™	ProForte™	ENVERSA™
FOUNDATIONS™		MaxFoS™	EVEREST™
HPL™	MaxForte™	ProWeb	SPRINTAN™

CALIBRE™	EMERGE™	MAGNUM™
STYRON™	INSPIRE™	PULSE™
TYRIL™	VELVEX™	CELEX™
SCONOPOR™	STYRON A-TECH™	STYRON C-TECH™

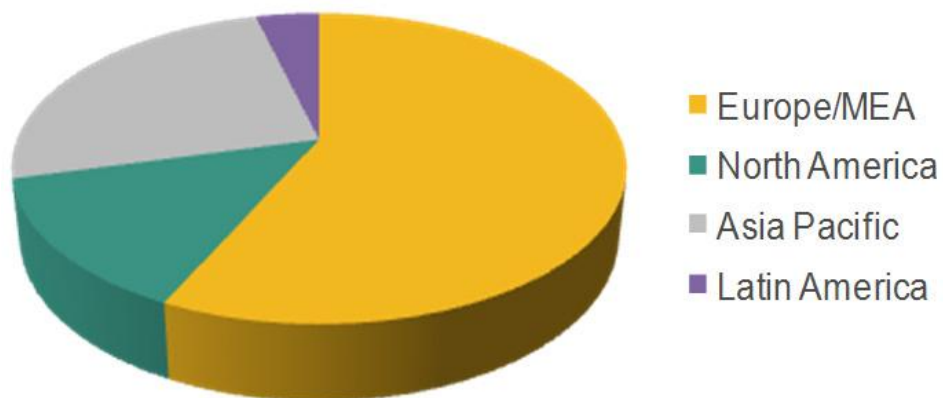
End uses



Revenue

	2012 Sales
Styron (all businesses)	Approximately \$ 5.5 billion
Emulsion Polymers	Approximately \$ 2.3 billion
Plastics	Approximately \$ 3.2 billion

Revenue by Geography



Major Office Locations

- Styron's global operating center is located in **Berwyn, PA, U.S.A.** (Philadelphia area).
- Regional operating centers:
 - North America: Midland, Michigan, U.S.A.
 - Europe: Horgen, Switzerland
 - Asia-Pacific: Hong Kong
 - Latin America: Sao Paulo, Brazil

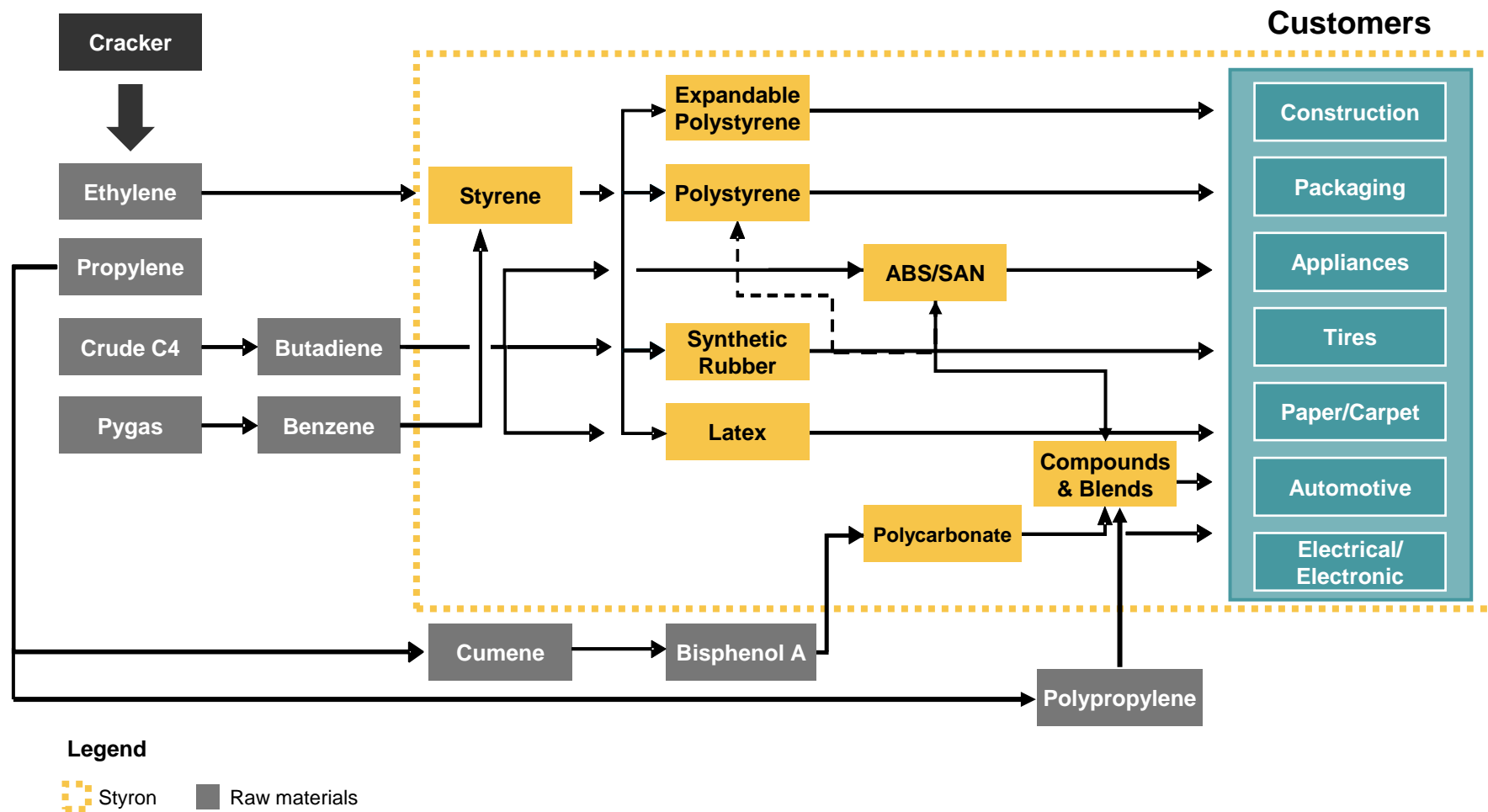


Global Manufacturing Locations

Unmatched combination of global reach, operational excellence, expertise, leading intellectual property, world-scale assets, and global R&D presence



Integration Creates Cost Competitiveness



A Robust Innovation Pipeline

Our track record is built on a history of successful customer-driven innovations, and we continue to fuel our strong future pipeline with new opportunities.

Emulsion Polymers

- 1st industrial production of synthetic rubber
- Dow develops styrene-butadiene latex polymer (Styraloy)

- Functionalized Solution SB Rubber (SSBR) for high performance tires
- Dow invents Multi-Layer Curtain Coating (MLCC) for paper & board coating applications

- Foam latex: ENVERSA® technology
- Starch emulsion technology
- Performance latex applications: adhesives, construction, consumer products
- SSBR microstructure optimization. Rubber-filler masterbatch technology
- 3rd generation functionalized SSBR for “green tires” with lower rolling resistance.

1937-1990

1990-2009

Pipeline of Opportunities

Plastics

- Dow introduces Polystyrene to the U.S.
- PS technology is leveraged to invent Mass ABS process technology
- Two-phase interfacial polycarbonate process is invented

- Dow invents STYRON A-TECH™ resins for appliances, consumer electronics, packaging, appliances. Becomes PS technology leader in these applications.
- Developed PC/ABS blends for broad market use including automotive and consumer electronics

- New PC and PP compounds for automotive: lighter weight, solvent resistant, durable aesthetics
- Blow molded seatbacks, tailgates.
- CO₂RE High Density Foaming Technology for packaging
- HIPS grades for thinner fridge liners and packaging
- New PC compounds & blends for smart meters, LED lighting, multi-wall sheet, PC films, IT equipment, medical devices

Committed to Sustainability

- Styron aims to be a preferred partner for sustainable solutions.
- The people of Styron are committed to:
 - Continually innovating and developing new and improved products and processes that improve Styron's and our customers' sustainability.
 - Promoting the responsible use of our materials through product stewardship.
 - Operating responsibly with respect to the environment, health and safety, using resources more efficiently, adhering to the principles of Responsible Care®, and being a good neighbor in the communities where we operate.



Joint Ventures



As a leading integrated producer of polystyrene and styrene monomer, Americas Styrenics offers solutions and services to customers in a variety of markets throughout the Americas.

Ownership: Styron 50%; Chevron Phillips Chemical Company 50%

History: Americas Styrenics was formed in 2008 as a 50/50 joint venture between The Dow Chemical Company and Chevron Phillips. After Styron became an independent company, it assumed Dow's ownership share in the JV.

Headquarters location: The Woodlands, Texas

Production Facilities: Torrance, California; Gales Ferry, Connecticut; Ironton, Ohio; Joliet, Illinois; Cartagena, Colombia; St. James, Louisiana; Marietta, Ohio

Products: Polystyrene and styrene



A 50/50 joint venture between Styron and Sumitomo Chemical Co., Ltd. produces polycarbonate resins and serves customers and markets throughout Asia.

Ownership: Styron 50%, Sumitomo Chemical Co., Ltd. 50%

History: The company was originally formed as Sumitomo Dow Limited in 1996 as 50/50 joint venture between Sumitomo Chemical Co., Ltd. and The Dow Chemical Company. After Styron became an independent company, it assumed Dow's ownership share in the JV.

Headquarters location: Tokyo, Japan

Production Facilities: Niihama City, Ehime, Japan

Products: Polycarbonate

Industries and Markets We Serve

*Our products touch nearly
every aspect of daily life.*

Industries & Markets



Automotive

Styron Automotive offers a portfolio of plastic solutions to fulfill growing demands for vehicles that perform better, are less expensive and polluting, are more comfortable and durable and are fuel-efficient and safer.

In addition to our best-in-class resins, we also have automotive-dedicated products available, such as PULSE™ Engineering Resins, VELVEX™ reinforced elastomers and INSPIRE™ performance polymers. These resins enable us to provide an extensive offering for interior and exterior applications.



Building and Construction

CALIBRE™ polycarbonate resins, MAGNUM™ ABS resins and TYRIL™ SAN resins are fabricated into sheets used in a range of construction applications.

The thermal insulation properties of SCONAPOR™ polystyrene products make them a good choice for a variety of building insulation products.

Performance Latex can be used in adhesives, mortars and structural cements, primers and stain blockers, ceiling tile, bridge deck overlays, and road surfaces.

Industries & Markets



Carpet and Artificial Turf

Carpet is stronger and more durable thanks to latex backing systems from Styron. Our products include a wide variety of latexes that impart specific physical properties to the finished carpet, including dimensional stability, stiffness and hand, and may be used to enhance performance properties including moisture barrier.

And in artificial turf, Styron latex products help to improve properties that extend the durability and appearance of the pitch.



Consumer Goods

From household goods to recreation equipment, consumers want products that look good and can handle rough play, extreme weather and heavy use.

With our portfolio of CALIBRE™ polycarbonate resins, TYRIL™ SAN resins, STYRON™ polystyrene resins, MAGNUM™ ABS resins and EMERGE™ advanced resins, we have solutions to meet these tough requirements and more.



Consumer Electronics/ I.T.

In flat-screen TVs, EMERGE™ Advanced resins and STYRON™ polystyrene resins, as well as polycarbonate and blends help provide strength to the housings, even as TVs get thinner and thinner.

In smart-phones, our resins bring high-impact resistance while providing perfect color and gloss. CALIBRE™ polycarbonate resins also are used for optical media, including CD, DVD, HD-DVD, VMD and Blu-Ray.

Industries & Markets



Electrical and Lighting

LED lighting, solar electricity generation, smart meters – the electrical and lighting industries are in the midst of a revolution. Our plastics maximize light output and safety, and stand up to rough use over the product’s lifetime.

CALIBRE™ polycarbonate resins and EMERGE™ advanced resins provide solutions for electrical applications like switches, plugs and meters. CALIBRE polycarbonate resins, EMERGE advanced resins and TYRIL™ SAN resins are used for non-incandescent lighting. And our resins go into smart meters, one of the enabling technologies to achieve reductions in carbon emission and energy usage.



Home Appliances

With years of experience supplying the home appliance marketplace, we understand the challenges the industry faces today – to reduce costs, improve sustainability and meet changing consumer tastes.

With MAGNUM™ ABS resins, TYRIL™ SAN resins, STYRON™ and STYRON A-TECH™ polystyrene resins, and CALIBRE™ polycarbonate resins tailored for the applications of the appliance industry, Styron provides plastics with great performance that allow manufacturers to down-gauge and reduce scrap, saving money, while improving the freedom of design needed to meet consumer needs.



Medical

An increase in minimally invasive surgeries and a shift to more home health-care monitoring have increased the need for light yet durable medical devices.

CALIBRE™ medical grade polycarbonates and EMERGE™ polycarbonate blends from Styron offer medical device manufacturers additional options to meet stringent requirements while ensuring patient safety and keeping costs low – be it for surgical devices, disposable devices or equipment enclosures.

Industries & Markets



Packaging

Protection, convenience and ensuring product quality are just some of the vital properties needed to help consumers trust the packaged final product.

Styron offers STYRON™ polystyrene resins, STYRON A-TECH™ polystyrene resins, CALIBRE™ polycarbonate resins, SCONAPOR™ expandable polystyrene resins and TYRIL™ SAN resins for different packaging needs in transparent, rigid opaque and foamed packaging as well as for bottles.



Paper and Paperboard

Printed items used every day - from playing cards to colorful board based packaging in the shelves, brochures, and magazines - are enhanced by latex coatings from Styron. These coatings provide durability protection as well as decorative features, such as high-gloss finishes, for paper and paperboard.

Supported by our extensive polymer engineering we developed Styrene butadiene latex, Modified styrene butadiene latex, Terpolymer, Styrene acrylate, Thickeners and Synthetic pigments.



Performance Latex

Customers who need performance latex for specialty applications turn to Styron because of our unique latex heritage and renowned industry leadership.

We offer performance latex chemistries each with distinctive benefits, to enhance the performance and mechanical properties of a broad spectrum of applications. These include: Tape saturation, Non-wovens, Cement modification / restoration, Footwear, Ceiling tiles, Adhesives, Running track binders, Textiles binders and coatings.

Industries & Markets



Sheet and Profile Extrusion

Good processability, high consistency, thermal stability – all are important to the plastic sheet and extrusion profile applications. Styron addresses all these concerns with a broad range of resins.

Opaque sheet extruders and producers of edgebands and profiles choose MAGNUM™ ABS resins for their excellent balance of features such as toughness, as well as their extrusion and thermoforming processability.

Clear sheet extruders, specialty and high-performance films manufacturers and floormat producers value CALIBRE™ polycarbonate resins for their perfect combination of toughness, heat resistance and clarity.



Tire and Rubber Goods

As a global leader in the production and distribution of synthetic rubbers, Styron offers a broad portfolio of quality rubber products.

Styron has developed enhanced solution styrene butadiene rubber (SSBR) grades that are used in premium tires, to improve performance properties of wear resistance and wet-grip, while at the same time reducing rolling resistance and fuel consumption.

In addition, our polybutadiene rubber (PBR) is used in impact modification, tires, golf balls and technical goods applications. High quality cold polymerized emulsion styrene butadiene rubber (ESBR) finds its use in standard tires and technical rubber goods.

Our Products

Emulsion Polymers Overview

SB Latex

Synthetic Rubber

Products

Styrene butadiene latex
Styrene acrylate latex
Starch-containing emulsion technology

Solution Styrene Butadiene Rubber (SSBR)
Lithium Polybutadiene Rubber (Li-PBR)
Emulsion Styrene Butadiene Rubber (ESBR)
Nickel Polybutadiene Rubber (Ni-PBR)

Brands

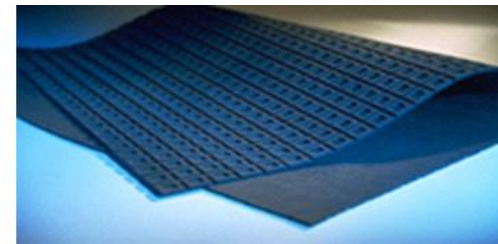
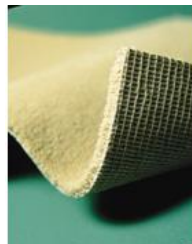
RotoPrint LOMAX™ MaxCoat™ ProForte™ ENVERSA™
ProPrint Foundations™ MLE MaxFoS™ EVEREST™
ProStar HPL™ MaxForte™ ProWeb

BUNA
Sprintan™

End uses

Paper and board coatings
Carpet and artificial turf backings
Performance latex

Standard and performance tires
Polymer modification
Technical goods



Premier Franchise in Emulsion Polymers

SYNTHETIC RUBBER

- Styron is a technology leader in functionalized Solution Styrene Butadiene Rubber (SSBR)

LATEX

- We are the global leader in SB Latex with 25% market share
- Coating is a critical component of paper production, and our customer intimacy generates influence
- Styron is the only supplier with world-class pilot coating facilities in both the U.S. and Europe

Emulsion Polymers – Market Trends

Styron's offering is aligned to key macro trends that drive future carpet demand

Trends

Sustainability

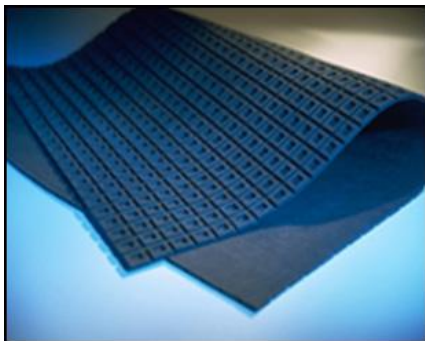


Higher
living standards



Synthetic Rubber Overview

- Leading supplier of SBR and PBR with world-class manufacturing platform in Europe
- Functionalized SSBR growth platform focusing on high performance tires
- Deep and long-standing relationships with all global leading tire producers
- Leader in polymer modification with significant captive use in plastics



Synthetic Rubber Product Differentiation

Styron capabilities capture the spectrum of Synthetic Rubber applications



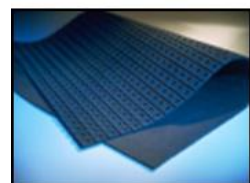
**Performance
Tires**



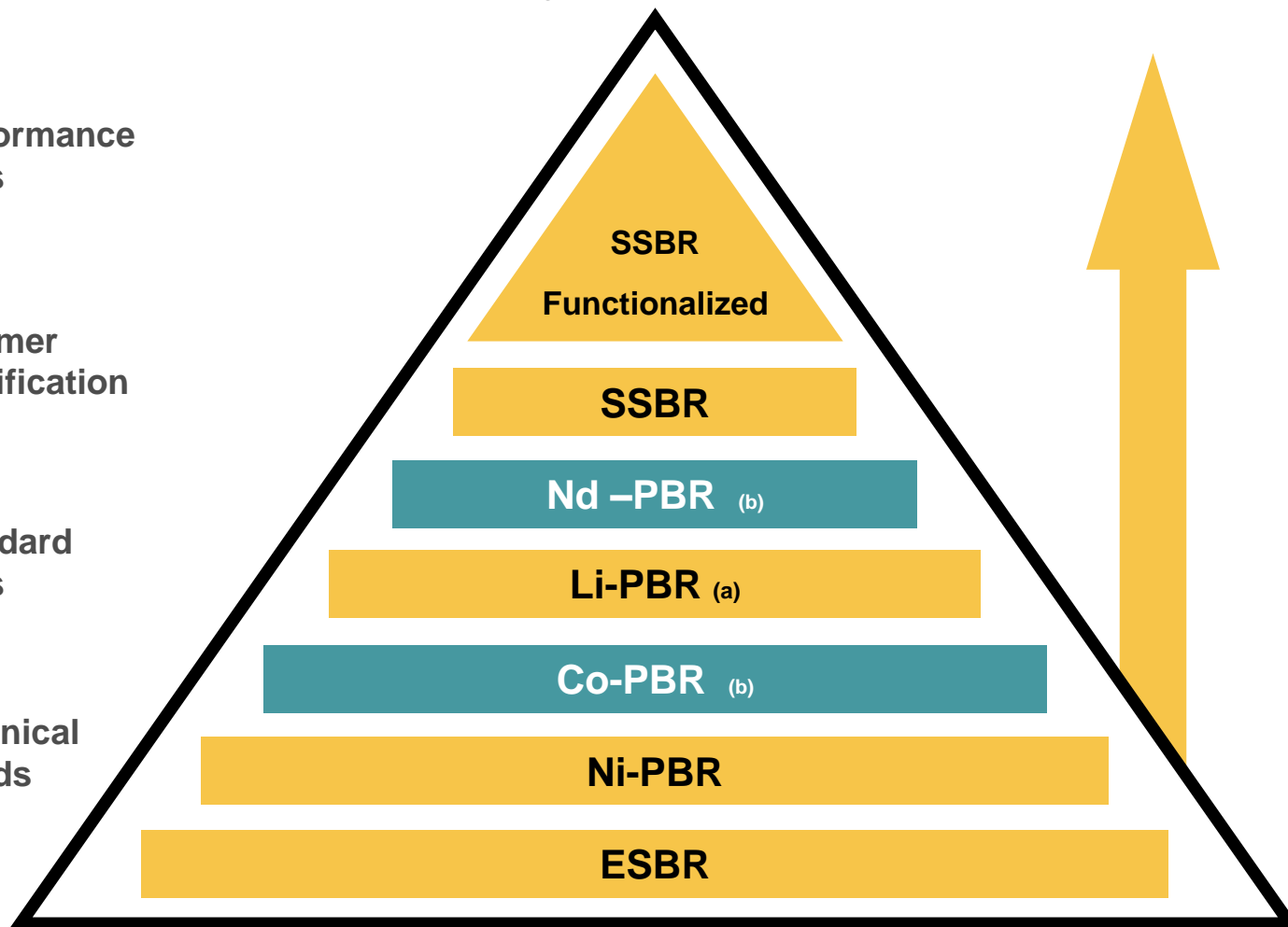
**Polymer
modification**



**Standard
Tires**



**Technical
Goods**



(a) Used in Plastic Modification only
(b) Styron owns Licenses and Technologies

SB Latex – Carpet & Artificial Turf

Unmatched product offering aligned to meet industry trends

Polymer type	Brands	Applications
SB	LOMAX™ Technology	Residential broadloom Commercial broadloom
Unbranded SB		Residential broadloom Commercial broadloom Needle felt Woven Artificial turf
VB, VSB	HPL™ Latex	Residential broadloom Commercial tile Needle felt
Acrylic	Foundations Acrylic Technology	Commercial broadloom
Unbranded Acrylic		Commercial broadloom
VA	EVEREST™	Commercial broadloom Carpet tile
Foam technology	ENVERSA™ Cushion Technology	Attached cushion Carpet underlay Bath mat

SB Latex – Paper and Board Chemistries

Styron provides the full range of coating chemistries required by customers

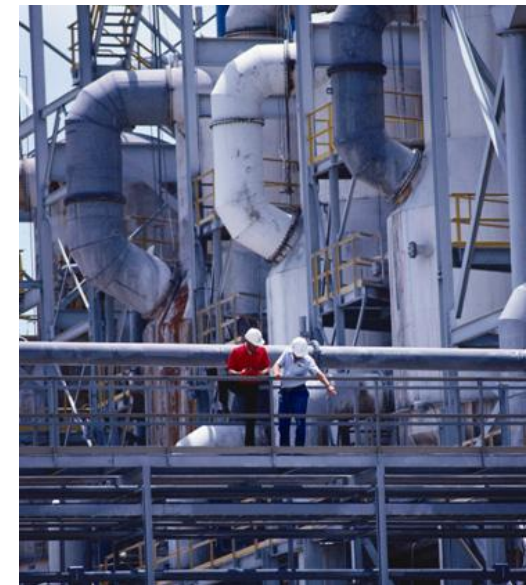
Offering	Category	Technology
Binders	Binders	Styrene-butadiene
		Polyvinyl acetate
		All-acrylic
		Vinyl acrylic
		Styrene acrylic
Additives	Thickeners	Hydrophobically modified Alkali-Swellable Emulsions (HASE)
		Hydrophobically modified Ethylene oxide Urethane (HEUR)
		Alkali Swellable Emulsions (ASE)
	Opacifiers	Solid plastic pigment
		Hollow sphere pigments
Dispersants	Dispersants	Glacial methacrylic acid based
		Glacial acrylic acid based
Formulated products	Formulated products	Rotogravure sole binder
		CDP formulation

Plastics Overview

Styron Plastics				
	Polystyrene	ABS/SAN	PC / Compounds / Blends	
Key Products	<ul style="list-style-type: none"> • General Purpose Polystyrene (GPPS) • High Impact Polystyrene (HPPS) • Expandable Polystyrene (EPS) 	<ul style="list-style-type: none"> • Acrylonitrile Butadiene Styrene (ABS) • Styrene Acrylonitrile (SAN) 	<ul style="list-style-type: none"> • Polycarbonate resins (PC) • Compounds and Blends (C&B) • Polypropylene • Ignition resistant Polystyrene (IRPS) 	
Brands	STYRON™ STYRON™ A-TECH SCONAPOR™ CO ₂ RE	MAGNUM™ TYRIL™	CALIBRE™ INSPIRE™ EMERGE™ PULSE™	CELEX™ VELVEX™
Markets	Appliances Building and Construction Consumer Goods Electrical and Lighting Packaging 	Appliances Automotive and RV Furniture Consumer Goods 	Appliances Automotive Consumer Electronics Consumer Goods Electrical and Lighting Glazing and Sheet Optical Media 	Medical

Broad Plastics Offering Anchored by a Premier Polystyrene Franchise

- Supplying numerous industries in all geographic regions
- Top 3 supplier globally* in Polystyrene, with 8.2% global market share
- Only global supplier with wide range of PS, ABS/SAN, and PC blends
- Styron is well positioned with:
 - Differentiated ABS technology
 - Assets strategically positioned in growth regions
 - Recognized leadership in application development
 - Enduring customer partnerships



* Includes Styron share of Americas Styrenics joint venture

Unmatched Global Development and Application Platform for Plastics



Plastics – Market Trends

Styron's portfolio is aligned with global macro trends backed by solid fundamentals

Trends

Energy Efficiency

Increased Living Standards

Waste Reduction/Sustainability

Aesthetics/Differentiation

Increasing Raw Material Costs

Convenience

Home Entertainment



Finding Solutions for Our Customers

- At Styron, we strive to bridge the gap between our customer's ideas and reality – to create shared value for the marketplace and for Styron.
- We have a long history of making the impossible possible when it comes to materials challenges. And we're just getting started.

Styron. Powering Ideas.