



**QUALITY WORKS.**

# Meeting the Management 2017

## Business Unit Rhein Chemie

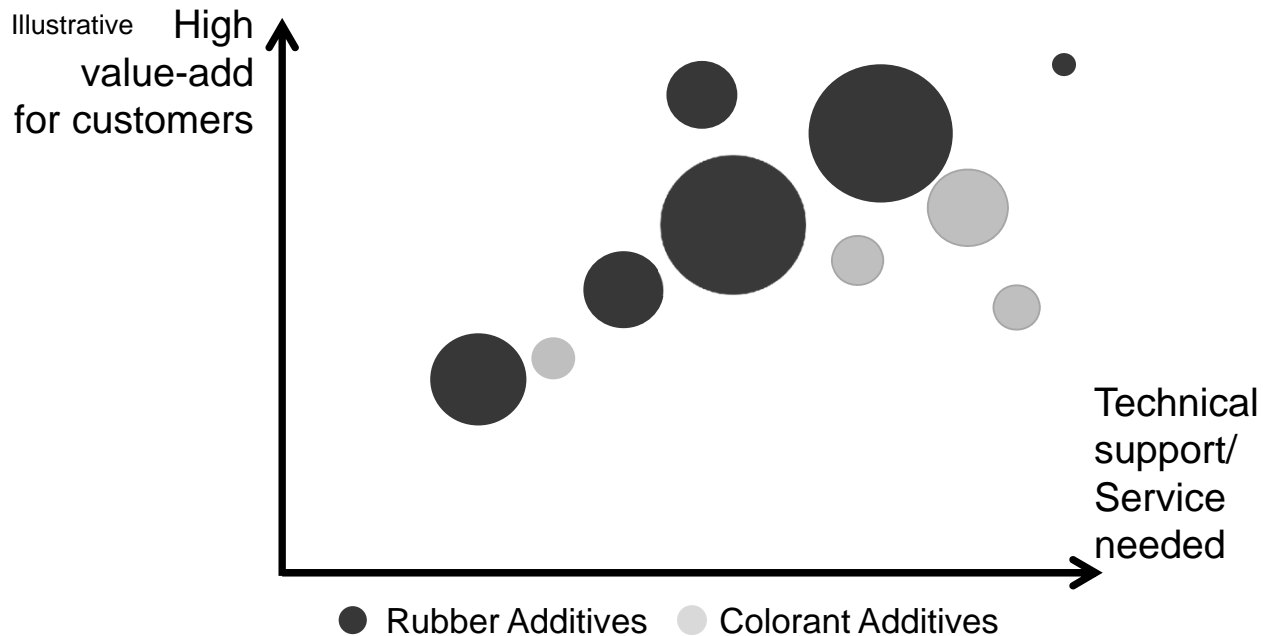
Philipp Junge  
Head of BU Rhein Chemie

**LANXESS**  
Energizing Chemistry

# BU Rhein Chemie value-add solutions for technically demanding customers



## Rhein Chemie's additives focus on high value-add solutions



## Competitive advantages

- High service level and top technical expertise
- Global production and sales network
- Outstanding regulatory\* knowhow
- Leading in environmental sustainability and safety

Bubble size illustrates sales volumes

\* E.g. REACH, FDA, JHOSPA (Japan Hygienic Olefin and Styrene Plastics Association) as well as all other regional regulatory initiatives

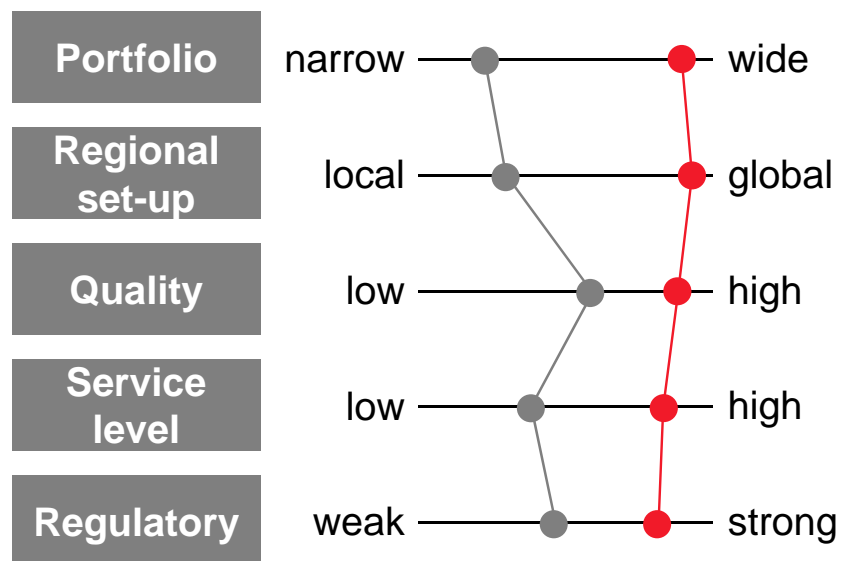
# Rubber Additives benefit from a unique and differentiated business set-up



## Strong mix of business characteristics

Illustrative

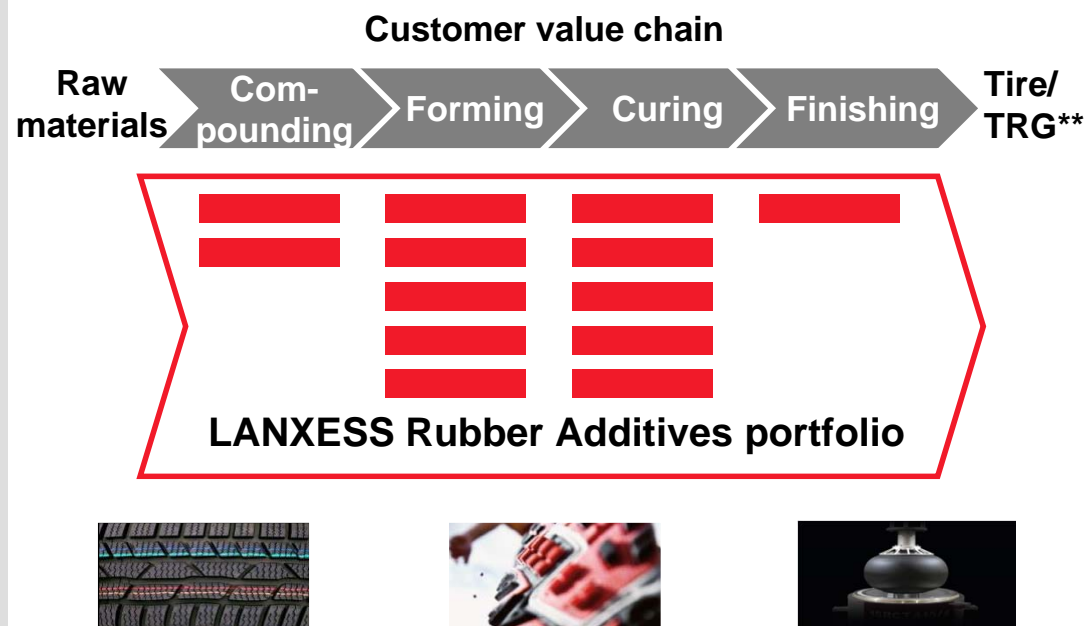
- LANXESS Rubber Additives
- Competitor landscape



**Leading position in rubber additives**

## The only one-stop-shop for tire and rubber customers

Illustrative



**Value chain leverages cross-selling opportunities**

\* Quality in sense of stable and consistent quality, rather than only high / low quality

\*\* Technical rubber goods

# BU Rhein Chemie transforms its expertise into smart solutions



## Enlarge

- Gain market share in both Americas and APAC

## Enhance

- Implement planned organic investments in capacity expansions

## Develop

- Provide new product & service solutions for existing customers
- Innovate beyond current portfolio





**End of Presentation**