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Firmly rooted in chemistry and innovation, performance and leadership: Arkema acquires a new visual identity

With a renewed focus on specialty chemicals and innovation, Arkema, a global chemical company and France's leading chemicals producer, now enters into a new phase in its development. Accordingly, the Group is acquiring a new visual identity and a new signature "Innovative Chemistry" which reflects its new positioning in its high added value niches as well as the quality of its innovation.

2012 marks a new phase in the history of Arkema. With a renewed focus on specialty chemicals and innovation, the Group is heading for growth and asserting its leadership: now is the time to translate this positioning into a new visual identity - new logo, new signature, and new brand architecture.

The name becomes the logo for greater impact thanks to a dense and asserted typography that outlines a contemporary chemistry, in tune with its time and its challenges.

With its rising diagonals, the logo illustrates the daring spirit of a company that is rooted in innovation in order to speed up its customers' development.

This innovative strength is also depicted in the choice of complementary and contrasted colours - an intense and deep blue hinting at purity and stability, and an intense red symbolizing creativity and energy.

The new signature, "Innovative Chemistry", effective and attractive, asserts the leadership of an ambitious group, and clarifies the Group's positioning.

Finally, the brand architecture has been streamlined to make the Arkema brand a genuine guarantee that introduces the business segments, endorses the subsidiaries, and signs the products.

A corporate campaign will carry this new image forward and thereby turn Arkema into a brand that is more engaging with decision-makers, opinion leaders and stakeholders, and more familiar to the public at large.

*A global chemical company and France's leading chemicals producer, **Arkema** is building the future of the chemical industry every day. Deploying a responsible, innovation-based approach, we produce state-of-the-art specialty chemicals that provide customers with practical solutions to such challenges as climate change, access to drinking water, the future of energy, fossil fuel preservation and the need for lighter materials. With operations in more than 40 countries, some 14,000 employees and 10 research centers, Arkema should generate annual revenue of approximately €6.5 billion, and holds leadership positions in all its markets with a portfolio of internationally recognized brands.*

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