

CHEMISTRY THAT MATTERS™

TELLING OUR COLLABORATION STORIES THROUGH
OUR GLOBAL BRAND ADVERTISING CAMPAIGN



WHY ARE WE ADVERTISING NOW?

CONTINUING THE JOURNEY

Our vision is to become the preferred world leader in chemicals, but many influential audiences outside of our industry aren't fully aware of the positive impact that SABIC and its collaboration partners have on the world to help solve some of the world's biggest issues.

That's why we are continuing to build on the success of our first ever global brand advertising campaign, that launched in September 2019 of last year, to tell the world about the positive differences our collaborations are making everywhere. Ultimately, it demonstrates our delivery of **Chemistry that Matters™**.

Our objectives are to...

- Increase awareness of our brand
- Develop understanding of our role in the world
- Nurture dialogue and long-term relationships with our audiences including our customers, suppliers, and other collaboration partners.



WHO ARE WE TARGETING?

LEADING THE GLOBAL CONVERSATION

We are already familiar to our direct customers and industry specialists; though perhaps even they only know part of what SABIC does.

We aim to widen the understanding of our global role and gain support from people who influence the issues that matter most to us. These people shape public opinion and can help build our reputation. They are the “SABIC Global Relevant Public”:

- Policy Makers
- Business Leaders
- Academics
- Investors
- Journalists
- Other Influencers

Communicating our innovations to these audiences will help open business opportunities, grow the value of our brand globally and achieve our vision.

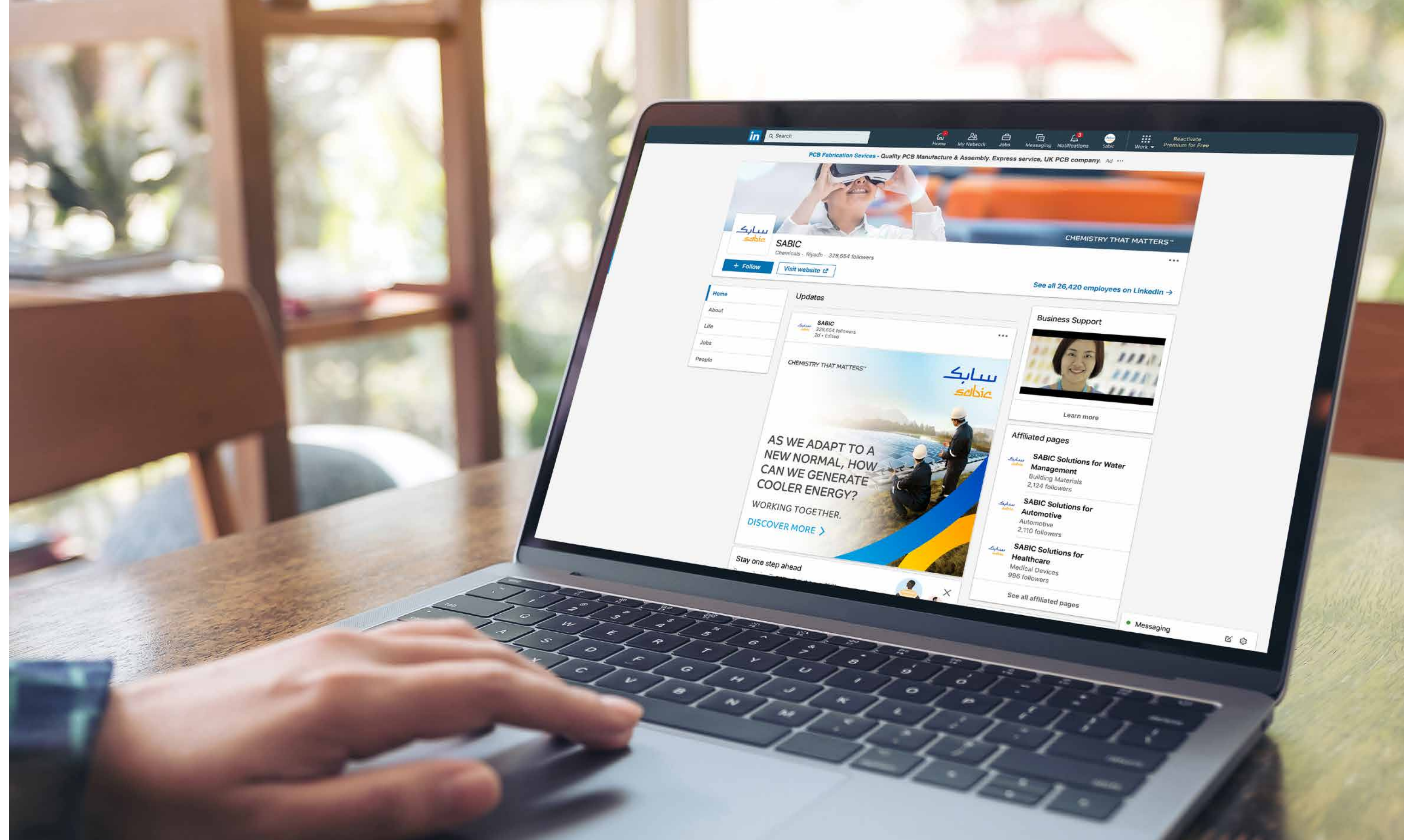
ADAPTING OUR MESSAGING

The campaign objectives are to highlight SABIC's contributions to addressing global mega-trends; however, our messaging and headlines will acknowledge the challenges of the COVID-19 pandemic.

THE IMPORTANCE OF COLLABORATION DURING COVID-19

Even though the campaign is not a COVID-19 centric campaign, collaboration is an integral part of overcoming COVID-19. It is what governments, businesses, NGOs, and academic institutions across the world are doing to help overcome the crisis through knowledge sharing, aligning strategies, and many more. This is why we believe in collaboration; that no one entity can solve the world's biggest challenges alone.

Collaboration with our valuable stakeholders is one of the many ways our purpose **Chemistry that Matters™** is personified.





WHAT IS THE CAMPAIGN ABOUT?

TELLING COLLABORATION STORIES INSPIRED BY OUR PURPOSE

Our campaign communicates the positive difference we help make to the biggest global challenges. It shares inspiring stories of how our collaborative culture and innovative mindset are responding to those demands.

We show collaboration stories that are delivering real success across four main areas that our target audiences care about most:

- Sustainability
- Food & Water
- Energy Efficiency
- Urbanization

All the stories in the campaign depict our work with collaboration partners such as customers, suppliers, governments, NGOs and universities. These collaboration stories are only possible with our valuable stakeholders.

A CHEMICAL RECYCLING REVOLUTION

Our collaborations are making it more cost-effective to reuse plastic waste in order to create new products from old.



A woman in a blue shirt and orange headwrap is smiling and holding a basket of corn in a field. In the background, another person is working in the field. The scene is set in a lush green field with mountains in the distance.

30%

INCREASE IN GLOBAL HARVEST

Working with farmers, we've created fertilizers that are expected to help grow global harvests by up to 30% by 2025.

46

COLLABORATIONS

Thanks to collaboration, Home of Innovation™ is achieving a net-zero energy balance in the challenging conditions of the desert.



50%

OF THE GLOBAL POPULATION

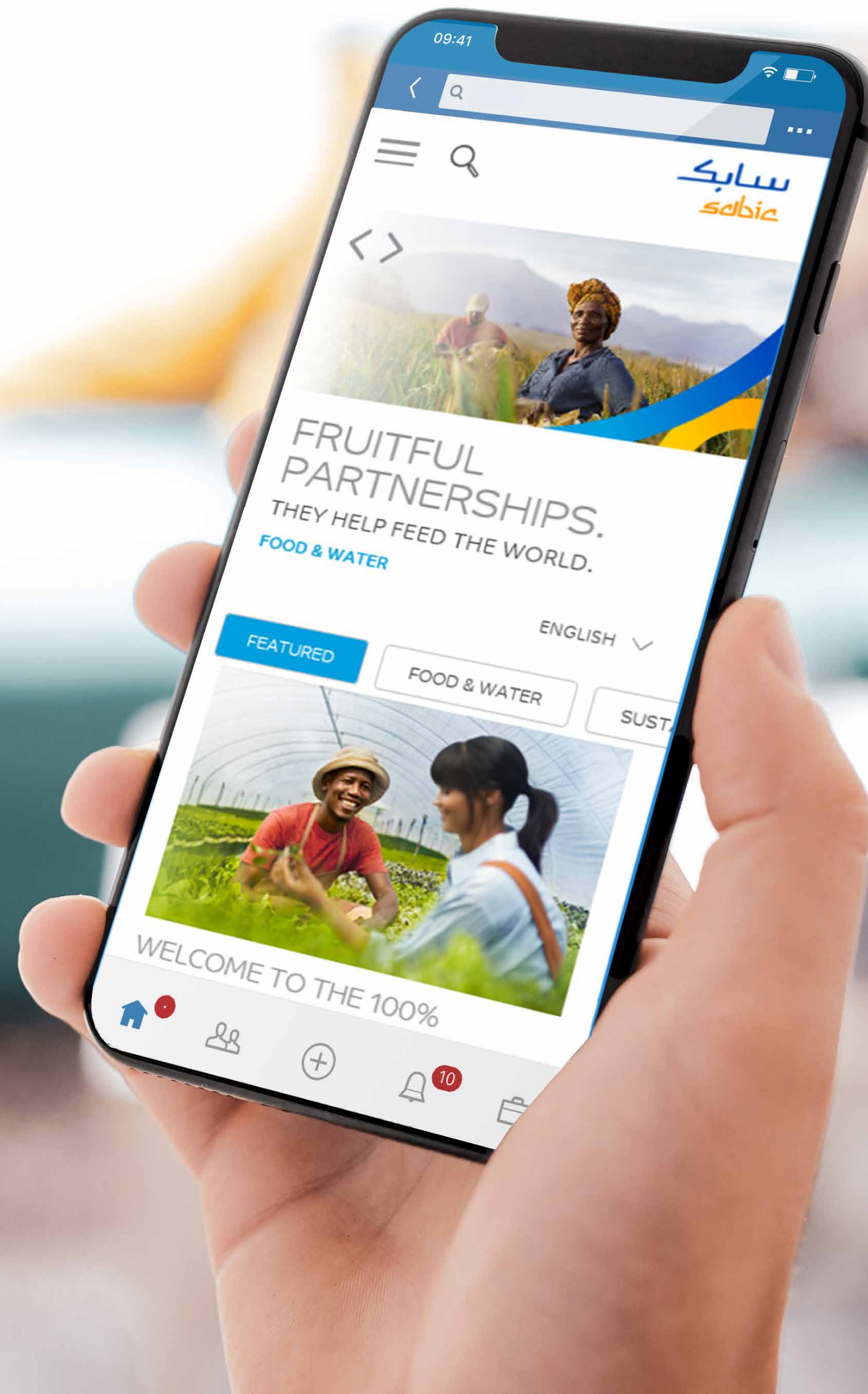
With more than half the world living in cities,
we're collaborating to help supply clean water
for drinking, sanitation and quality of life.



HOW CAN WE CONTINUE COLLABORATING?

LET'S MAKE MORE COLLABORATION STORIES

We thrive on creating long-lasting relationships with valuable collaboration partners, and are dedicated to continuing our journey to keep making new innovations that help solve problems facing the world. Our purpose - **Chemistry that Matters™** - comes to life through our valuable interactions with you.

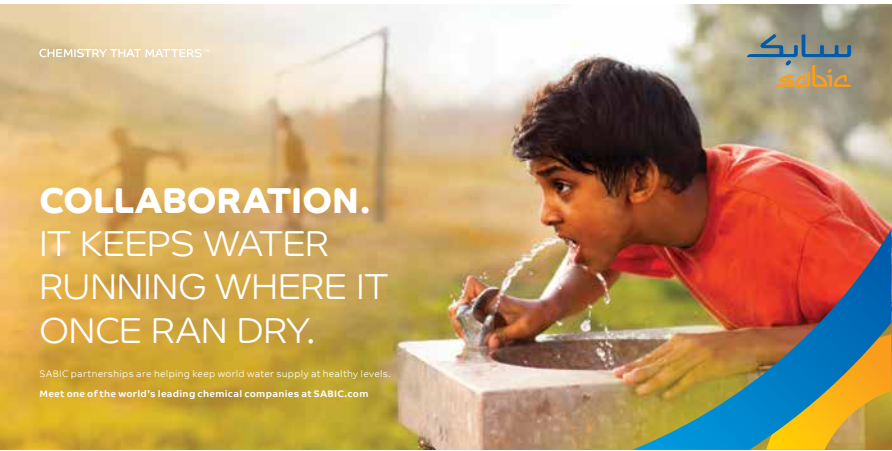


DISCOVER MORE

A WORLD OF STORIES

SUSTAINABILITY

How does SABIC care more for our environment and protect our most valuable resources?



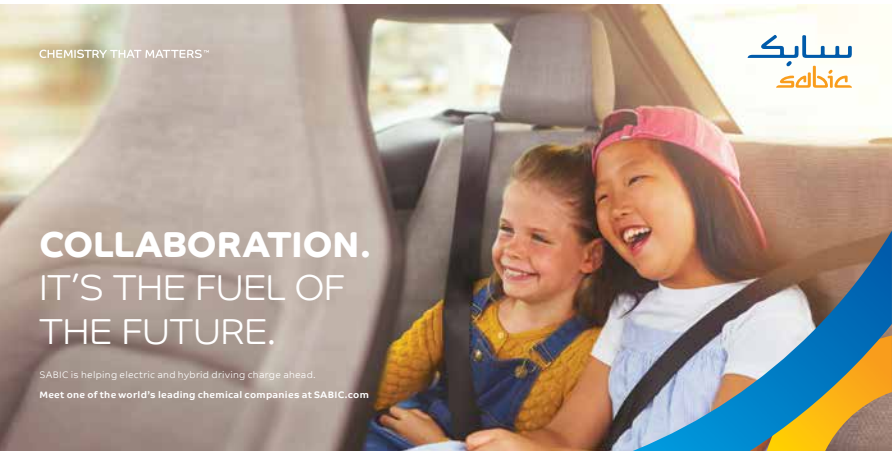
FOOD AND WATER

How is SABIC's work helping to ensure we are able to feed 9.7 billion people by 2050?



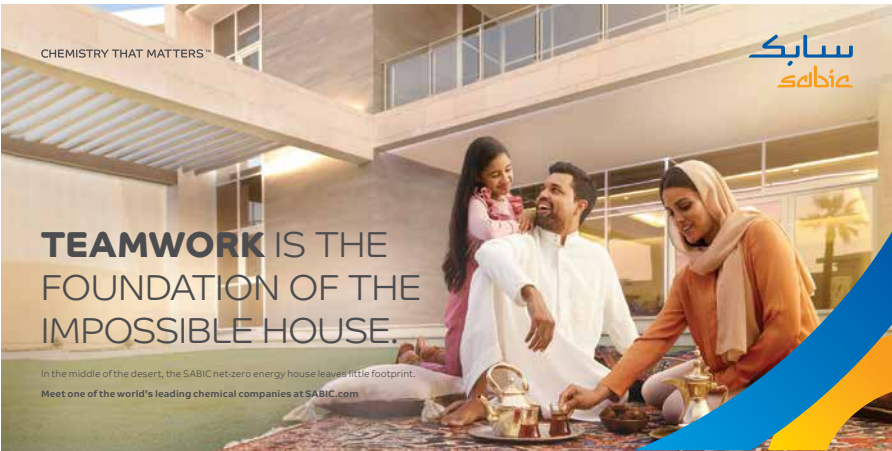
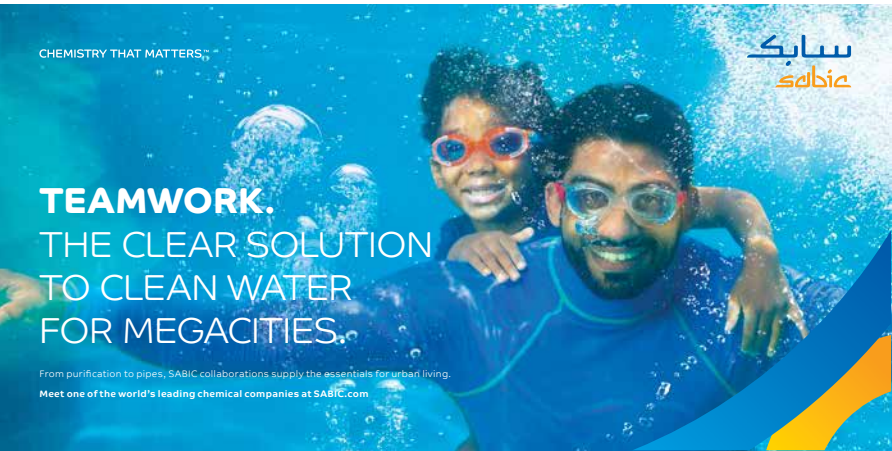
ENERGY EFFICIENCY

How is SABIC helping people be more responsible with energy in a world that demands more energy?



URBANIZATION

How is SABIC helping to build more habitable cities fit for the demands of tomorrow?



LEARN MORE AT:

Website Campaign Hub:

www.sabic.com/collaboration