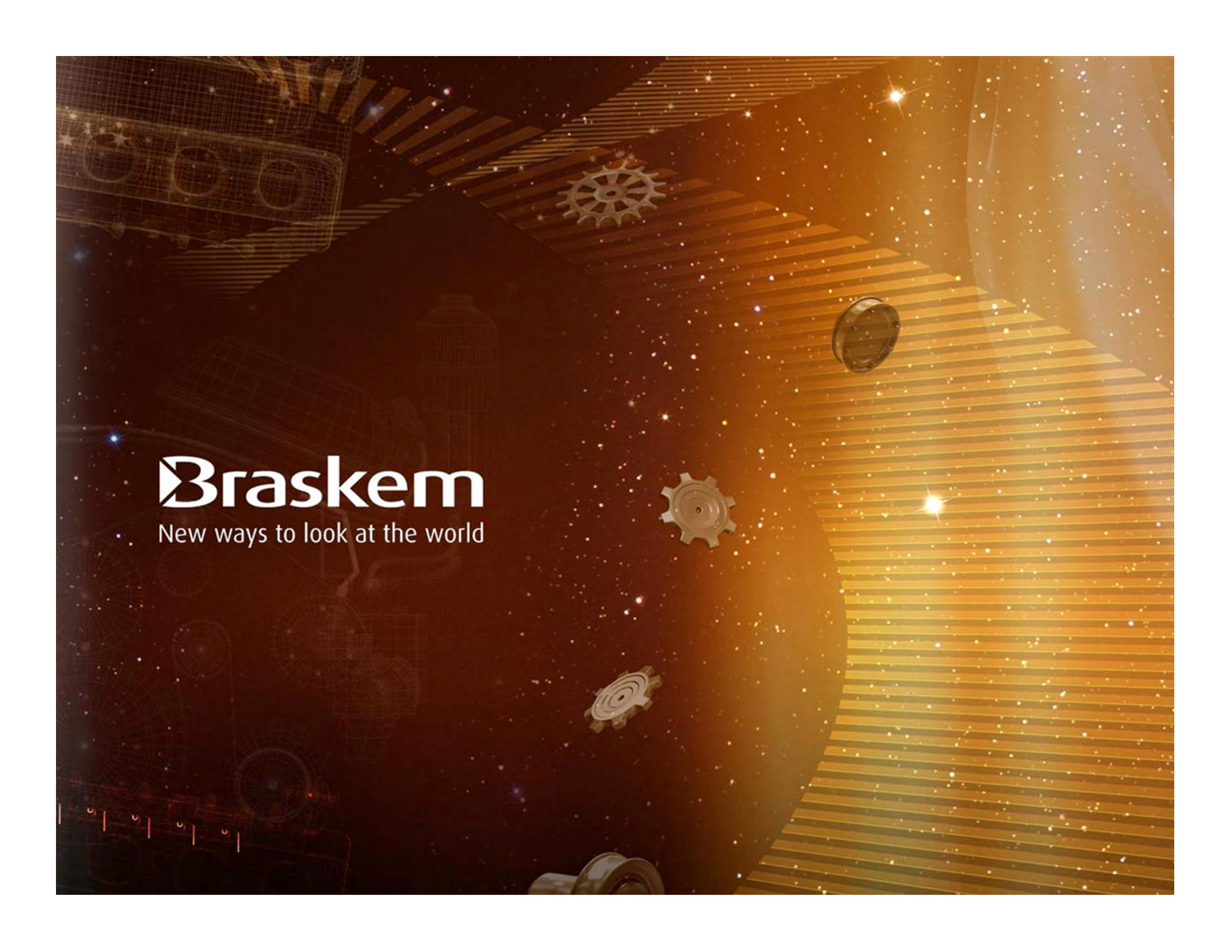


The background of the advertisement is a complex, abstract composition. It features a dark, starry space-like background with a large, curved, golden-brown structure on the right side, resembling a giant gear or a celestial body. Several smaller, metallic gears are scattered throughout the scene. In the upper left, there are faint, wireframe-like structures that look like molecular models or technical diagrams. The overall color palette is dominated by dark browns, blacks, and bright golden-yellow highlights.

Braskem
New ways to look at the world

Agenda

Starting from today

Evolution

Conclusion – Open Questions

Agenda

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Indústria Petroquímica Brasileira

INTEGRAÇÃO COMPETITIVA



EXTRAÇÃO
Matérias-Primas

1ª GERAÇÃO
Petroquímicos
Básicos

2ª GERAÇÃO
Resinas
Termoplásticas

3ª GERAÇÃO
Conversores
Plásticos

Braskem

**Liderança de
Mercado**

Maior Produtora de
Resina das Américas

**Competitividade de
Custos**

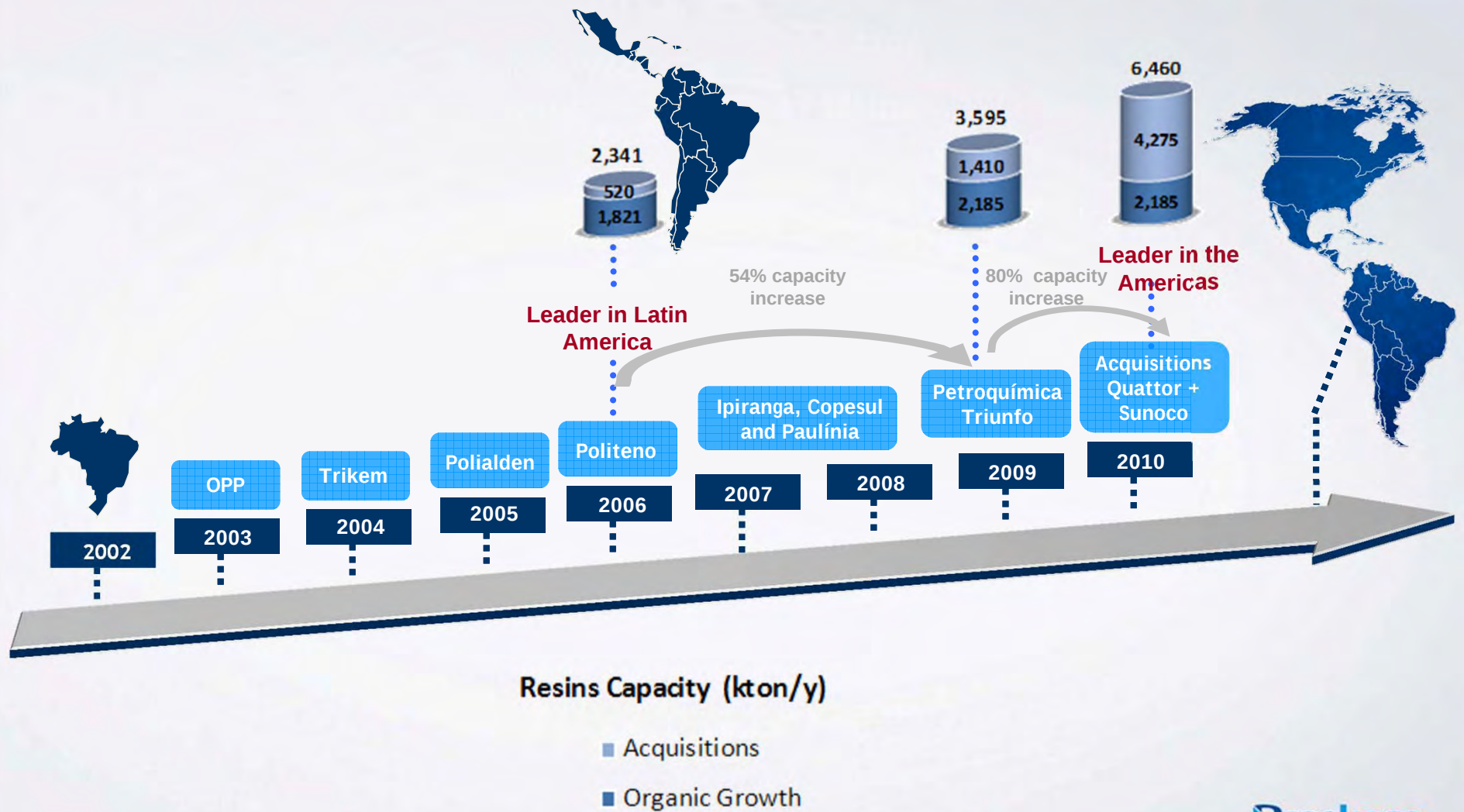
Integração com
Escala

**Autonomia
Tecnológica**

Know-How

Braskem

Track record of success with clear objectives...



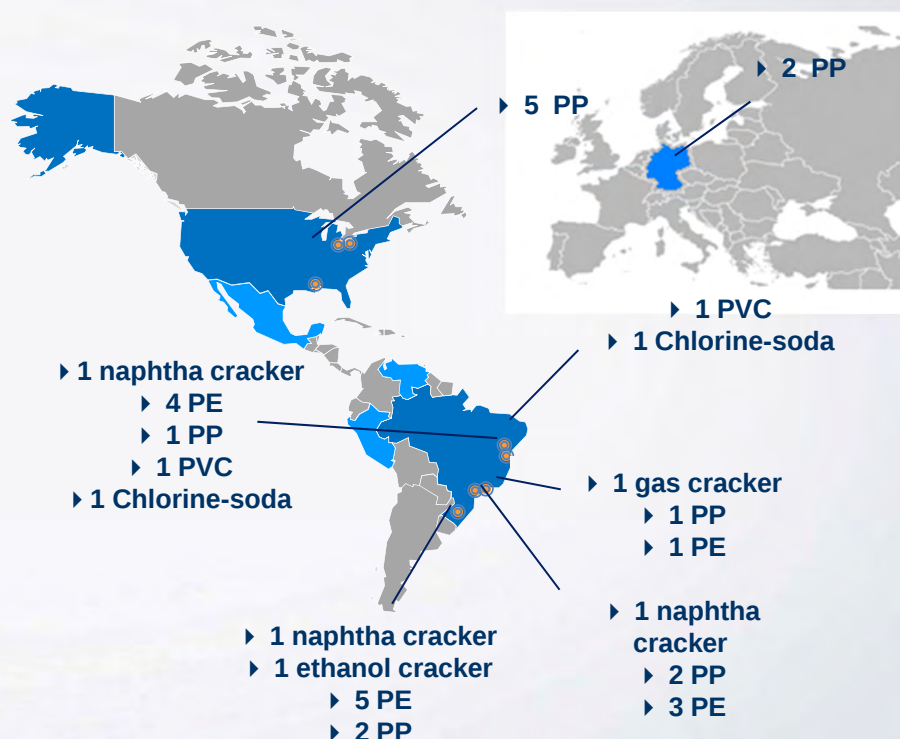
Braskem: Leader in PE, PP and PVC production in the Americas

- ▶ **Dominant market share in South America, with 65% of the Brazilian market**
- ▶ **Strong growth track record with attractive project pipeline in Brazil, Latin America and Sustainable chemicals** (focus on renewable raw materials)
- ▶ **Listed in 3 stock exchanges:**
BM&FBovespa, NYSE and Latibex - **100% tag along**

Financial Highlights

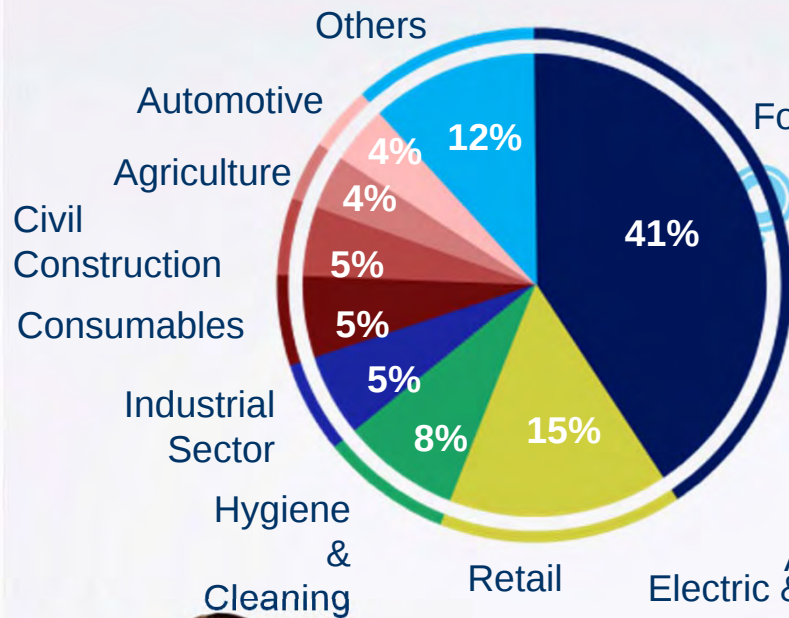
R\$ billion	2010 Consolidated	LTM 2Q11 Consolidated	Δ
Net Revenue	27.8	30.3	+ 8.8%
EBITDA	4.1	4.2	+ 3.1
Net Debt/EBITDA	2.43x	2.30X	- 5.3%

- ▶ **Diversified portfolio of petrochemical products, with focus on PE, PP and PVC**
✓ Annual capacity of **7.5 million ton**
- ▶ **35 facilities** in Brazil, USA and Germany

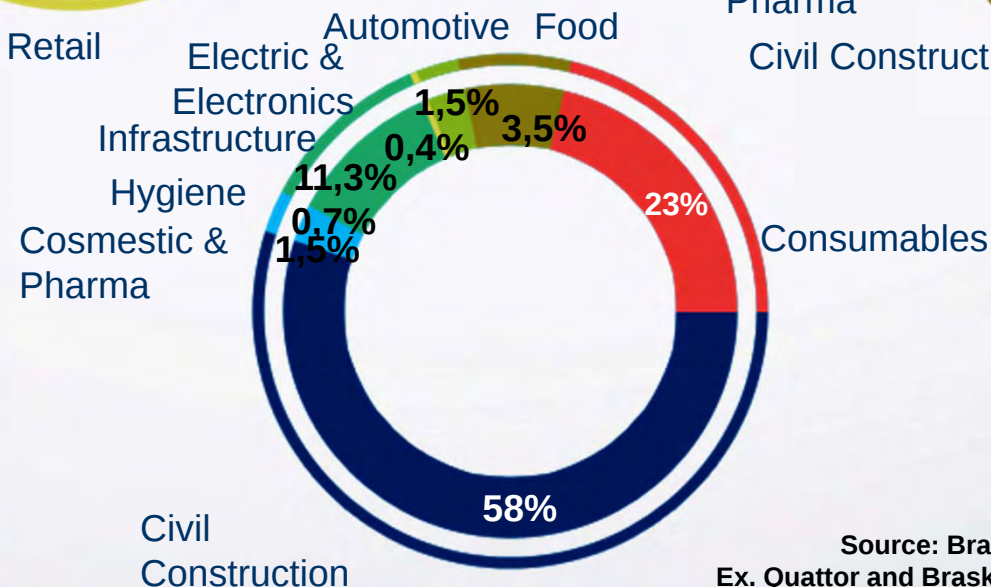


Plastic Consumption Profile in South America

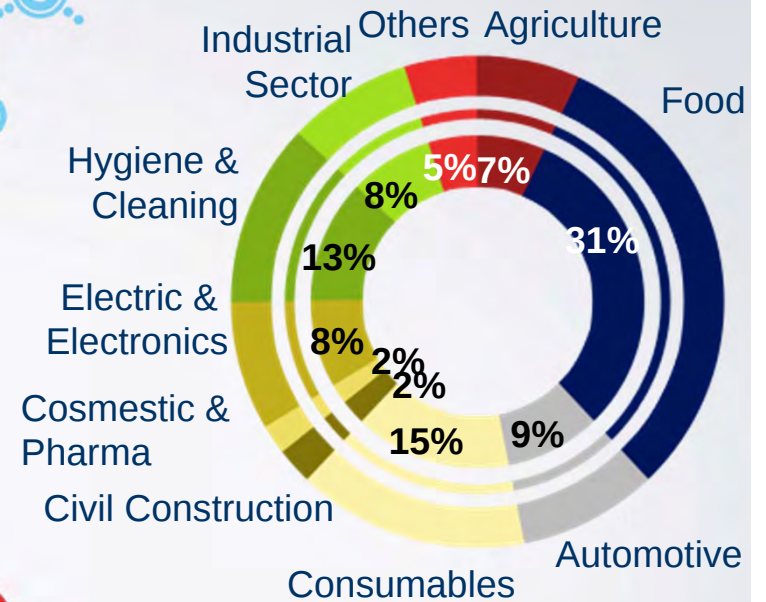
PE



PVC



PP



Braskem Strategic Direction

***“BECOME THE GLOBAL
SUSTAINABLE CHEMICAL
LEADER, INNOVATING FOR
BETTER SERVE THE PEOPLE”.***



...Global Presence



Source: Braskem

Expansion Projects

► BRAZIL

Expansion in PVC

- Operational start-up : 1st half 2012
- Expansion of 200 kton/y in PVC capacity in Alagoas
- Investments of US\$ 470 million
- Expected NPV ~US\$ 450 million
- Disbursements already in 2Q10
- Support for Brazil's infrastructure projects

Comperj - RJ

- New projects (under study) in Comperj

► PERU

- Project under evaluation by Braskem, Petrobras and Petroperú (natural gas available)
- 600 – 1,000 kton Ethylene/PE



Source: Braskem

Expansion Projects

► MEXICO - Ethylene XXI

- Startup: 2015
- JV Braskem (65%) and IDESA (35%)
- Integrated project: 1 MMton ethylene and 1MMton PEs
- Investment: US\$ 2.5 Bi
- Financial advisor: Sumitomo



Source: Braskem

Innovation and Technology

Launch of **US\$ 144 MM** in **RANPV*** for **innovation projects**

More than **US\$ 330 millions** in **assets**

220 researchers

More than **260 patents** deposited

8 pilot plants

12% of the revenues with resins sale in 2010 were obtained from **products launched in the last 3 years**



*Risk Adjusted for net present Value

Innovation and Technology

Green Polymers

1st company in the world to certify a polymer 100% from a renewable source

POLYETHYLENE



POLYPROPYLENE



Prizes and Awards



R&D and current technology growth as part of the long term strategy

■ New product: Green Polypropylene

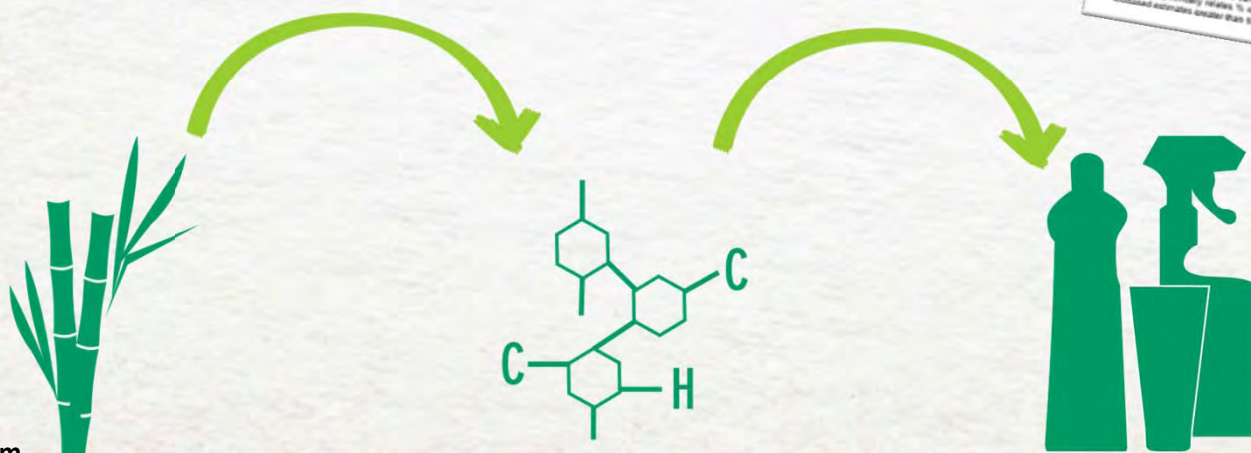
First green PP

Lab scale production and
Biobased Verification

Minimum 30 kty plant in 2013

Ongoing research to develop new
competitive chemical routes

■ New Green PE Plants



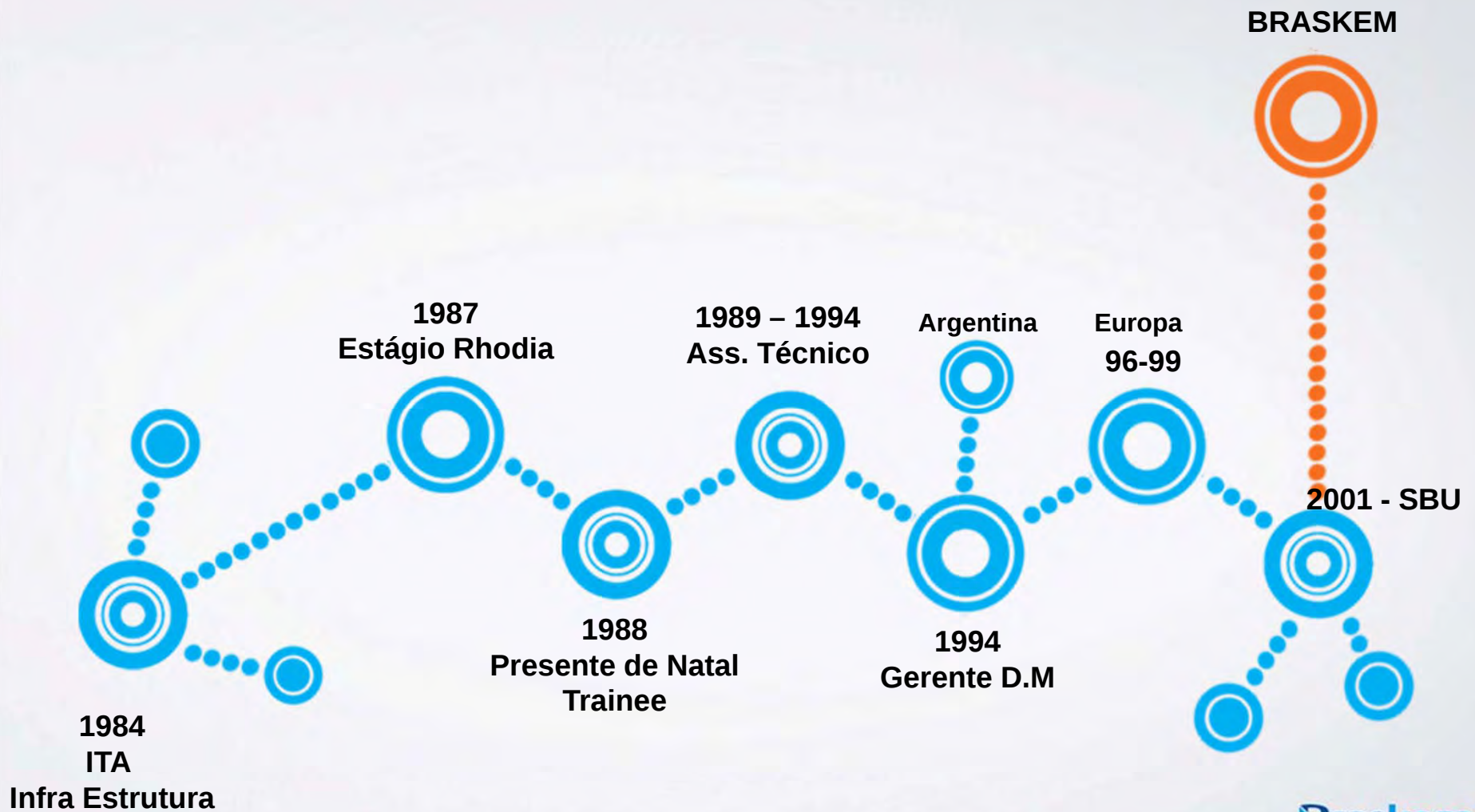
Agenda

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History



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Lições aprendidas

CULTURA E VALORES SÓLIDOS

Educação para o trabalho e pelo trabalho

Comunicação **transparente**

Auto-desenvolvimento

Empresariamento

Interesse

Abordagem orientada a **resultados**

Busca de novas competências e vantagens competitivas

Transpiração.

Lições aprendidas

Lições aprendidas

Quando **cuidamos das pessoas**, as pessoas **cuidam dos negócios**.

O **Desenvolvimento da Organização** é consequência do **desenvolvimento das pessoas** que a integram.

A confiança no ser humano é **fundamental**.

As pessoas são **o princípio, o meio e o fim** de tudo.

Escolha seu líder e trabalhe em uma organização que tenha princípios e valores afinados com os seus .



obrigado

Braskem



Trainees Industriais

**Engenheiros para as áreas de
Processos, Produção,
Manutenção e Automação**

Trainees

**Engenheiros, Administradores
e outras formações para
demais áreas da Braskem**