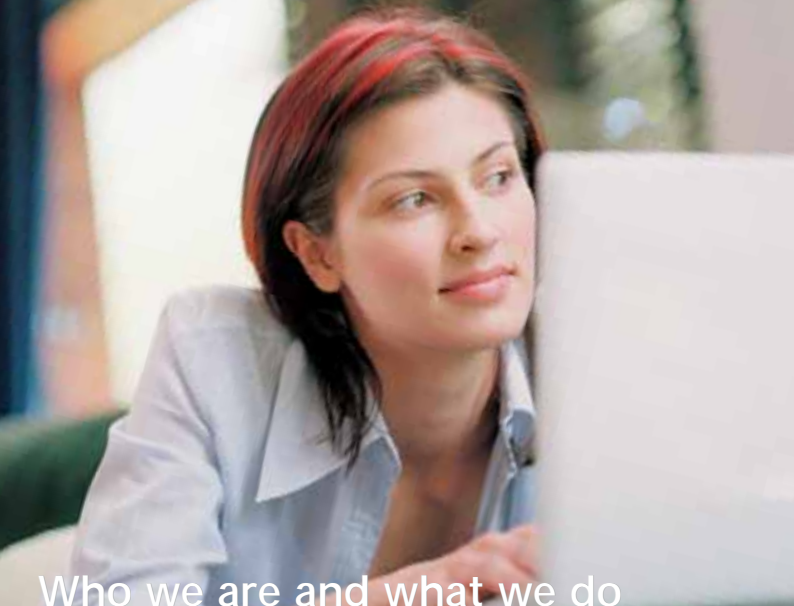


*Effects to Improve  
the Quality of Life*





## Who we are and what we do

### Making good things – great

Ciba is a leading global company dedicated to producing high-value effects for its customers' products. We strive to be the partner of choice for our customers, offering them innovative products and one-stop expert service. We create effects that improve the quality of life – adding performance, protection, color and strength to plastics, paper, automobiles, buildings, home and personal care products and much more. We also endeavor to be an excellent place to work, offering interesting, challenging assignments and the chance to develop a rewarding career.



- Our strategy combines a strong tradition of innovation, continuous operational improvement and close customer contact. We aim for top-tier market positions, offering our products and services under one global brand. We are determined to create value for our shareholders.
- We are organized in three market-focused segments: Plastic Additives, Coating Effects and Water & Paper Treatment.
- We are committed to meeting our responsibilities to the global environment. We strive to be a good neighbor in all the communities where we operate.

# Our core competencies

## Bringing innovation from the lab – to life

We improve existing or add new qualities to materials at every stage of their production and use, drawing on our wide expertise in organic synthesis, solid-state chemistry and physics, polymer chemistry, catalysis, biocatalysis, photochemistry/photophysics – and, of course, customer applications.

- We protect plastics, coatings, and photographic materials from damage caused by light, heat, air, ozone and mechanical stress.
- We create color for plastics, paints, inks, paper, hair and wood.
- We enhance the visual appearance, quality and functionality of paper.
- We use ultraviolet light to dry and harden coatings, printed layers and electronic components in seconds.
- We support industries to recycle, clean and save water.
- We help to shield people and objects from harmful ultraviolet light and from microorganisms.
- We provide effective skin and oral hygiene and protect kitchen utensils and hard surfaces against dangerous microorganisms.
- We make it possible to inscribe and read digital information on CDs/DVDs with functional dyes and enable progress in miniaturizing electronic components.



And much more.



## Research and development



### Innovation is at the very core of Ciba's offering



- Our strategy includes a strong, ongoing commitment to financing world-class basic and applied research.
- We invest 75% of our innovation budget in meeting core customer needs, and 25% in building new technologies to create new solutions for the future.
- Our R&D is pooled into centers of excellence in strategic locations around the globe, keeping innovation and customer needs as close together as possible.
- We maintain close contact with researchers at more than 70 universities in 14 countries and have developed important strategic alliances with several renowned scientific institutes.
- With around 1,200 people working in research and development, we have the know-how to help our customers thrive.
- The most important aspect of innovation is people – and we're very proud that some of the best scientists on the planet work for Ciba.

# Markets we serve

Look around you – we'll be there

Our effects are in almost every house, every workplace and every car. We serve several major markets, each drawing on a wide range of our products and services.

## *Automotive*



- Performance additives and colors for plastics and for mass treatment of synthetic fibers
- Colors, curing and protective agents for coatings
- Fuel-saving, emission-reducing additives for lubricants

## *Packaging*



- Food-safe colors for paperboard, plastics and printing inks
- Grease-resistant coatings for paper and paperboard
- Ultraviolet filters in plastic packaging to protect contents
- Oxygen absorbers to maintain freshness
- Ultraviolet curing agents

## *Home and Personal Care*



- Whitening agents in detergents
- Hygiene effects for soaps, toothpaste, household cleaners and plastics
- Ultraviolet absorbers for sunscreens
- Texture-improving effects for hair and skin care products as well as household cleaners
- Dyes for vibrant hair color



*Paper and  
Printing*



- Whiteners for brighter paper
- Deep, rich color for inks
- Dyes, pigments and polymers for digital printing
- Adhesion promoters for printing on plastics
- Additives and curing agents for enhanced performance and efficiency in papermaking and printing
- Dispersants to improve performance of pigments and paper additives
- Color formers and developers for thermal paper

*Construction*



- Colors and protective/flare-retardant additives for architectural and construction plastics
- Colors and protective additives for paints, powder-coatings and wood finishes
- Colors and ultraviolet curing agents for cable and wire coatings

*Electronics*



- Ultraviolet curing for circuit boards
- Data-storage medium for recordable CDs and DVDs
- Pigments for liquid-crystal displays
- Curing agents for optical fiber coatings

*Water  
Treatment*



- Management of water circuits for all industries
- Products to remove solids from water
- Custom-designed polymers for application-specific use in water treatment and mineral recovery
- Process efficiency improvement technology for the mining and oil industries

*Agriculture*



- Soil-conditioning agents
- Additives for degradable agricultural plastics
- Additives for agricultural film to improve crop quality and productivity

# Services and solutions

## Our knowledge – your advantage



With Ciba® Expert Services we offer a range of knowledge-based services to help customers in a wide variety of industries grow, increase productivity, improve product quality, minimize investments and achieve sustainable success. Our services include:

- **Color Services:** managing color consistency, performance and quality
- **Educational Services:** offering industry-specific conferences, seminars and training
- **Environmental Services:** consulting on audits, inspections as well as environmental and legal requirements
- **Product and Process Consulting:** developing and applying new product processes
- **Regulatory Services:** providing risk assessment, product profiling, global product notification and compliance with use as well as labelling requirements
- **Safety Services:** advising customers on materials handling, storage and process safety
- **Testing Services:** offering state-of-the-art material characterization, performance testing, quality assessments, testing systems and failure analysis
- **Pira International:** providing independent strategic and technical consultancy and information services for the packaging, paper, printing and publishing industries





## Sustainable growth

### Good practice is also good business

We are committed to incorporating environmental, health and safety (EHS) factors into every one of our business practices. We see the need to meet stringent environmental targets as an opportunity to innovate and improve efficiency.



- We have a “Safety First!” policy at all our facilities. We believe that excellent awareness, knowledge and communication of risk are essential in our industry.
- We keep close watch on our activities in each country to make sure we comply with local regulations. Where no relevant regulations are in place, we apply our standards of good practice.
- We regularly report on our environmental and safety performance to all stakeholders: employees, local communities, regulatory authorities, the media and our shareholders.
- We develop products, which are environmentally compatible, thus giving our customers a business advantage.
- We are among the first companies in our industry to measure environmental performance against added value, rather than simply against production – showing how improved environmental performance is good business.

# Careers

## Where people grow, business grows

Our more than 13,000 employees are individuals, working together as a global team. We share a clear vision, mission and common values – around the world.

- We give our people the chance to show initiative and take responsibility.
- We regard time spent working abroad as a key milestone in career development.
- We strive for clear, open and honest communication at all times, inside and outside the company.
- We welcome and encourage creativity to improve the way we do business.
- We aim to attract, develop and retain the best talent in our industry.
- We recognize and reward excellent performance.





- over 60 production sites in 20 countries
- 15 innovation sites in 11 countries
- over 13,000 employees around the world

## A global company



### Thinking globally, acting locally

Ciba (SWX: CIBN) is headquartered in Basel, Switzerland.

- Our products and services are sold in over 100 countries.
- We employ more than 13,000 people worldwide.
- The company became independent in January 1997, having been formed from the specialty chemical operations of the former Ciba-Geigy Limited when that company merged with Sandoz Limited to form Novartis AG.
- The company's roots go back to 1757 when J.R. Geigy founded the first chemical company in Basel, trading in chemicals and dyes.

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