

Wroclaw, 5 January 2017

Inauguration of House Selena joint venture in China

Selena Group – one of the leading producers and distributors of construction chemicals in the world – today held a ceremony to inaugurate its new joint venture in China – House Selena. The company was formed under the framework agreement from 21 December 2016 between Selena Nantong Building Materials Co. Ltd. and Shanghai Haozheng Construction Engineering Co. Ltd., a Chinese entity active in the market of polyurethane foams and other construction chemicals. The position of General Manager of House Selena was entrusted to Mr Liu Yongjun, who has extensive experience in the industry and knowledge of the demanding Chinese market.



The launching ceremony of House Selena took place in Nantong. The event was attended by **160 distributors from across China**. During the first part of the event the activities of House Selena were officially initiated. Next, innovative products were presented: **foam adhesives and mounting adhesives**, which aroused a lot of interest from the attendees.

*"Cooperation with such a reputable partner as Shanghai Haozheng Construction Engineering Co. Ltd. is an evidence of **the huge trust that Selena Group has build up for itself in the challenging Chinese market. But this is also owed to Selena's unique technology that is much in demand in China.** China is a country characterised by tremendous potential and rapid growth, which makes it one of the key markets for all the businesses that desire to become major players on the international front. Cooperation with a partner that is well-known in the local market is bound to bring tangible benefits for both parties. These benefits include experience, know-how sharing and transfer of modern technology, an area where Selena has a lot to offer as a pioneer and leader in many construction chemicals segments world-wide"* – said **Krzysztof Domarecki**, Chairman of the Supervisory Board of Selena FM SA, parent company of Selena Group.

The guests participating in the event had an opportunity to visit the modern production plant and see a presentation on the innovative foam adhesives, including TBM, Styro Fast Grab and the Tytan 60 Seconds adhesive. The presentation was conducted by managers: Artur Jarzab and Jacky Wong. Other products presented included Classic Fix, Heavy Duty and Gallop Fix mounting adhesives, and the PB-40 polyurethane adhesive. The launching ceremony and the presentation were topped off by gala dinner, combined with client presentations.



The purpose of the new House Selena joint venture will be to distribute and sell in China foams, silicones and mounting adhesives under the Tytan and Hauser brands, as well as under the Chinese brands owned by Selena Group and the Partner. The company will also implement on the Chinese market innovative construction chemicals based on the Group's product portfolio.

To find out more about Selena's innovations go to www.selena.com

Additional information:

Selena Group is a global manufacturer and distributor of construction chemicals and one of the third largest producers of polyurethane foam in the world. The Group's product range includes foams, sealants, adhesives, waterproofing products, insulation systems, fastenings and complementary products. The Group comprises 30 companies in 17 countries. The Group's manufacturing plants are located in Poland, Brazil, South Korea, China, Romania, Turkey, Spain and Kazakhstan. With its international experience gained in diverse markets, Selena Group can grow fast as an innovative company that develops new solutions adapted to users' needs. Selena Group received multiple awards in the most prestigious rankings. The company was recognised by the President of Poland Bronisław Komorowski in the category "Sustainable Success" of the Polish President's Economic Awards competition and received the accolade of "Teraz Polska" in the category "Foreign Investment". Selena's modern products of highest quality are appreciated by the Group's partners and customers in 70 countries. The Group's portfolio is topped by such outstanding brands as Tytan, Quilosa, Artelit or Matisol. In April 2008, the shares of Selena FM SA, the Group's holding entity, became admitted to trading on Warsaw Stock Exchange.

