



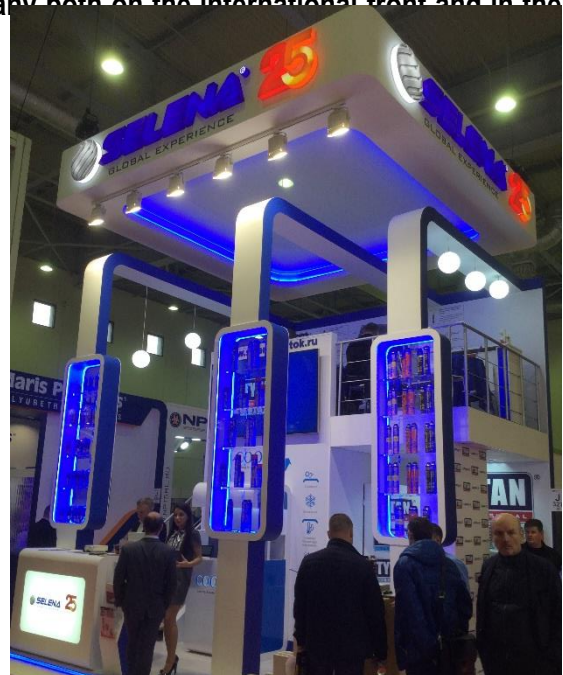
Wrocław, 18 April 2017

Selena Group presents in Russia the 25 years of its achievements and a strategy for the future

The company's latest technologies presented on MosBuild international fairs

In Russia, Selena showed its most innovative solutions for the construction sector. The opportunity to do that came along in the first half of April on the international MosBuild fairs, the largest building & interiors trade show in the Russian Federation. This year's edition was visited by 63 000 people, and Selena's stand attracted approx. 1 500 visitors. During numerous meetings of industry representatives, the company's managers personally presented plans and technologies, which was appreciated by the existing customers and led to more than 500 new trade relations being established. At the same time, Selena, which celebrates its 25th anniversary this year, organised a press conference where the Management Board summarised the activities of the Group and its local subsidiary Selena Vostok, and outlined operational and development plans of the company both on the international front and in the Russian market.

By developing pioneering solutions, Selena is a leader of innovation – the company is now implementing breakthrough products in the Russian market, including COOL-R , a highly reflective, waterproofing coating, as well as a series of foam adhesives, including the revolutionary 60 SECONDS and the IS13 Fast Polystyrene Adhesive. Group's company – Selena Vostok in Russia – takes leading positions in all segments of the local market The company holds number 1 position in Window & Door solutions, but it plans to go much further.



The portfolio of Selena Vostok presented on MosBuild fairs attracted **a lot of interest from the sector**. The company showcased a full array of products – adhesives, foam adhesives, sealants and an entire line of solutions for roofs. **The company's stand was visited by 1.5 thousand company representatives from different segments of the construction sector** – distributors, builders and chemicals producers. Most of them expressed their willingness to start a business cooperation. Furthermore, during the event, one of Selena's products – **TYTAN Fix² Gallop, the fast mounting adhesive of the latest generation** – was awarded as the **biggest innovation of 2016** in the competition organised by DIY Advice Russia TOP.

*"Selena Vostok is committed to stable, long-term growth. The company has outstanding products, which bring construction works to a completely new level. Such solutions as **COOL-R, the highly reflective, waterproofing coating** or the whole family of foam adhesives significantly increase the effectiveness, speed and comfort of work, both for professionals from the sector and individual users. Live demonstration of the capabilities and advantages of breakthrough solutions is of paramount importance, which is why Selena Vostok decided to take part in the key events for the construction sector. The **MosBuild** fair in Moscow was a perfect example. By being present in the minds of our clients, we wish to emphasise that Selena Vostok, and thus Selena Group as a whole, **is a stable and reliable partner**. **Selena Group's 25th anniversary** is a great opportunity to celebrate together the years of experience, achievements and hard work. We have been changing the face of the industry, looking for revolutionary solutions and putting breakthrough products on the market. **Selena's history is a history of innovation and we are proud of it.**"* – said **Serkan Saglam**, Managing Director of Selena Vostok.



Selena Vostok has branches and regional representatives in all key regions of Russia and is developing fast despite the unfavourable macroeconomic conditions such as the country's recession, which has affected the financial and construction sector, the inflation, which is higher than in previous years, and the decreasing real disposal income of the population. The market of construction chemicals in Russia in 2015 and 2016 was affected by the economic and financial difficulties, and mounting foams were one of categories which was hit the most. However, the projections for the following years look more optimistic. **Selena Group plans to increase its presence in Russia by moving a part of its production sourcing to the local market.**



*“Together we deliver better building performance” is Selena’s mission that perfectly encapsulates **our business idea**. It is our priority to create and market breakthrough solutions for the construction sector through strong cooperation with users. Accordingly, it seems reasonable to ensure that such a large market with a strategic importance for Selena is supplied with the resources produced locally. The company’s strategy is focused on dealing with the real challenges facing the construction sector. For this reason the Group is heavily investing **into new technologies and R&D activities**. The new solutions consolidate Selena’s position as a leader in delivering advanced technology and products that support sustainable construction” – said Marcin Macewicz, Vice President of the Management Board for Sales and Marketing of Selena Group.*

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, hydroinsulation 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.

To find out more about to company go to www.selena.com

