

Wrocław, 9 May 2017

Selena Group strengthens its waterproofing segment

Maciej Lubomski appointed Head of Waterproofing Division

Selena continues its strategy of strengthening the Group's management – the company's Management Board has appointed Mr Maciej Lubomski as Head of Waterproofing Division. He will be responsible for developing the growth strategy and leading one of the most innovative segments of the company, which, for example, gave rise to COOL-R: a highly reflective, waterproofing roof coating of the new generation.

Maciej Lubomski has 23 years' experience in the construction sector – he specialises in launching and marketing solutions for the roofing sector, especially **waterproofing materials** and **roof coverings**.

*"Selena Group is one of the biggest innovators in the world of construction chemicals – in addition, with its strong R&D, the company has a **huge potential for growth**. Furthermore, it is among the precious few Polish companies connected with the construction sector that **have been successful both at home and abroad**. Selena has a global*



*reputation as a producer of the highest quality products developed on the basis of **proprietary technologies**, COOL-R being a perfect example of this. This revolutionary **waterproofing solution**, which also has outstanding reflectiveness and emission parameters, is found particularly attractive by global customers. It is of vital importance to identify their needs depending on their country of origin, construction practice, distribution model and legislation to be able to set priorities for*

*individual markets. In this way Selena provides customers with **high quality construction chemicals adapted to the local conditions**. All these actions are designed to work out an even **stronger position of the company abroad**, including in the waterproofing area, which I will be responsible for, to make **Selena a preferred business partner**" – said **Maciej Lubomski, the new Head of Waterproofing Division of Selena Group**.*

Maciej Lubomski obtained a degree in Law and Administration from the Mikołaj Kopernik University in Toruń. His many years' work with companies connected with the construction sector have earned him rich business experience in this segment. In the years 1994-1998 he acted as Head of Marketing with Izolacja Chelmża, progressing to Trade Director of the company, a role that he held until 2001. Next he joined Icopal Group, where he was responsible for e.g.



sales development in Poland, exports support, marketing the Group's new products and coordinating and supporting trading activities in the Eastern Europe region. In 2013-2017 he was Sales and Marketing Director at Monarflex s.r.o. Sturovo Slovakia, which is a part of Icopal Group with a responsibility for coordinating R&D activities, developing and implementing a business growth strategy and managing sales in most countries of Europe, in the United States, Australia, Middle East and Asia.

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

