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Selena launches new websites

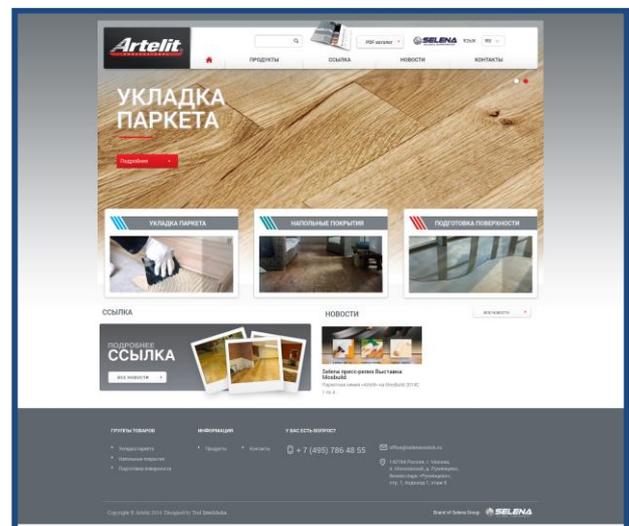
Selena Group – global manufacturer and distributor of construction chemistry – is gradually launching new versions of the corporate website along with several product sites dedicated to its key brands worldwide. The recently launched websites bring Selena closer to its users in Russia, Turkey, Brazil and Spain, among others.

Following websites were launched in the last several months:

- www.selenavostok.ru, www.selenaturk.com.tr and www.selenausa.com – Russian, Turkish and American versions of the **Selena Group corporate website**, lunched in early 2014;
- www.tytanpro.com.br, www.tytan.bg, www.tytan.cz, www.tytan.kz, www.tytan-professional.ru, www.tytan.ro, www.tytanpro.sk, www.tytan.ua, www.tytan.hu and www.tytan-italia.it – regional websites for Selena's flagship label **TYTAN Professional** now available in: **Brazil, Bulgaria, Czech Republic, Kazakhstan, Russia, Romania, Slovakia Ukraine, Hungary and Italy;**
- www.quilosa.es – website for the key brand for the Iberian market in Selena's portfolio – **Quilosa;**
- www.artelit.pl and www.artelitpro.ru – brand websites dedicated to Selena's key label for flooring systems – **Artelit.**

Launching regional versions of the new corporate website **ensures a broader reach for consumers interested in Selena's operations worldwide** and helps building even better business relations in the local markets. By supplying handy tools and information, the TYTAN, Quilosa and Artelit websites bring Selena products closer to the users and **address their needs more fully.**

„Our products are present in over 70 markets worldwide, and that brings us new challenges every day. One of them is



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*providing the local users of our products with easy access to the latest corporate and product information. New, regional versions of our corporate website support our business and widen the pool of our customers. We're also very pleased about the new versions of the brand websites for our key labels. We're confident they will give TYTAN, Artelit and Quilosa sharper competitive edge in our markets. All our actions improving access to the information on the Selena Group bring us closer to our users and are aligned with our new mission statement **Together we deliver better building performance*** – said **Jarosław Michniuk, Selena CEO.**

New, base model of the Selena corporate website – available in English and Polish – was launched in early 2014 at www.selena.com. One of its main features is a completely redesigned section for better investor relations. Selena's site fully supports use on mobile devices and makes search faster thanks to easier navigation.

About the Selena Group

Selena Group is a global manufacturer and distributor of construction chemicals. Selena offers a wide range of products for professional contractors and home users – its key brands are TYTAN, ARTELIT and Spanish QUILOSA. Selena Group is among the world's three largest manufacturers of PU foam used for door and window fitting. The Group offers a range of polyurethane foams, sealants, adhesives, waterproofing products, insulation systems, fixings and complementary products.

The entire Group comprises 30 companies in 17 countries worldwide, including state of the art manufacturing plants in Poland, Turkey, Spain, South Korea, China, Romania and Brazil. The global experience gathered from many different markets allows the Selena Group to develop fast. Thanks to that experience Selena becomes an innovative company and is able to create solutions tailored to the needs of the users carrying out its new mission statement „Together we deliver better building performance”.

Selena has won numerous honours and accolades. The company received the Economic Award of the President of the Republic of Poland for its Durable Success, and the Teraz Polska award for its Foreign Investment in China.

Selena FM SA – the parent company – has been listed on the Warsaw Stock Exchange since 2008.

More information about the company www.selena.com

