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Selena’s brand new corporate website

Selena Group – global manufacturer of construction chemistry – launched a new corporate website. The site facilitates investor relations and showcases Selena as a multinational house of brands. By bringing the company closer, the modern corporate website embodies one of the elements featured in the company’s new mission statement „Together we deliver better building performance.”

The new website, available at <http://www.selena.com>, was designed to **address the needs** of principal Selena stakeholders. **Fully responsive**, it is perfect for use on **mobile devices** also thanks to **easy navigation** that allows fast information retrieval.

Improved access to investor relations data was one of the key requirements for the new corporate website. Addressing the investors’ needs, Selena presents the **key financial ratios** in a clear and user-friendly manner. Another vital goal of the website is to educate users on Selena. The information it provides comprises a comprehensive profile of the company, with the indispensable data on **Selena brands and operations** presented in a simple and undemanding manner.



„Selena got where it is thanks **to innovation and development of new technologies**. Now, **our products are available on over 70 markets worldwide** but we’re not stopping there. We’re confident our new corporate website will prove further support to our growth, just as the new brand websites we’re gradually launching are. Not so long ago we launched the new Polish website for our flagship brand TYTAN. The site is valued by our customers as a source of reliable information and a useful tool for work. Local versions of the site and of other sites for our key brands in our other geographies will be soon launched in Russia, Romania, Brazil, Kazakhstan, China and USA” – says **Jarosław Michniuk**, Selena CEO .

