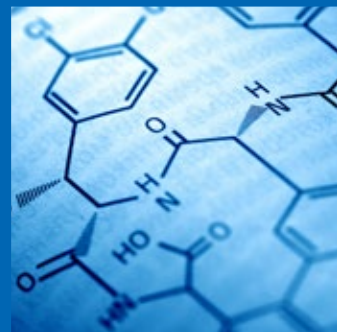


IHS CHEMICAL

Competitive Cost & Margin Analytics

Insight into a changing
competitive environment



The Converging World – Every Decision Matters

Competitive Cost and Margin Analytics leverages in-depth, independent technical and economic evaluations of commercial technologies for the chemical industries with a comprehensive view on chemical production costs and margins, utilizing IHS Chemical's global expertise and comprehensive databases.

Do you need to know how competitive new technologies are expected to be regionally, and how you can maximize profitability over the next 10 years?

Do you need to renegotiate contracts for procurement; what are upstream and downstream cost structures in my value chain?

Do you need a cost curve model quickly and don't have the time or resources to build and maintain one in-house?

Do you need to understand how changes in market dynamics are impacting cost structures and your position in the market?

Understand the pro-forma cost and margin positions of individual chemical plants both regionally and globally, as well as the impact of feedstock and utility costs and other important cost drivers on an individual plant basis.

The IHS Chemical Cost and Margin Analytics service saves our clients from building internal cost and margin tools, and investing in data and resources.

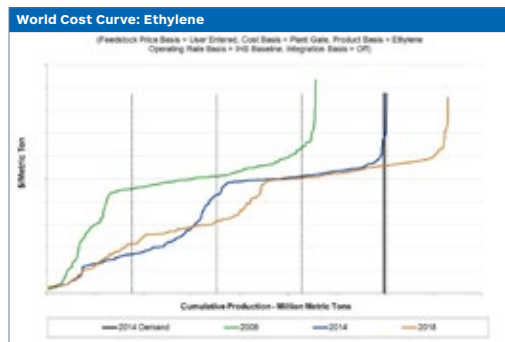
CCMA Decision Support

Operational

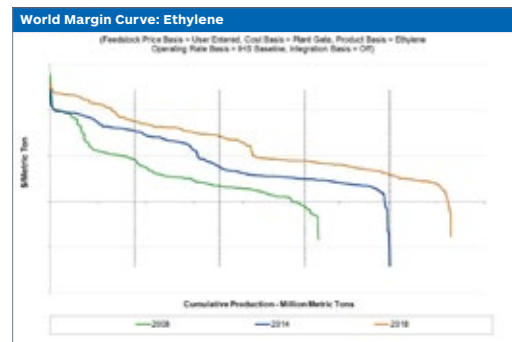
- Price setting
- Regional price stability
- Export opportunities
- Import threats
- Purchasing tactics
- Validation of internal models

Strategic

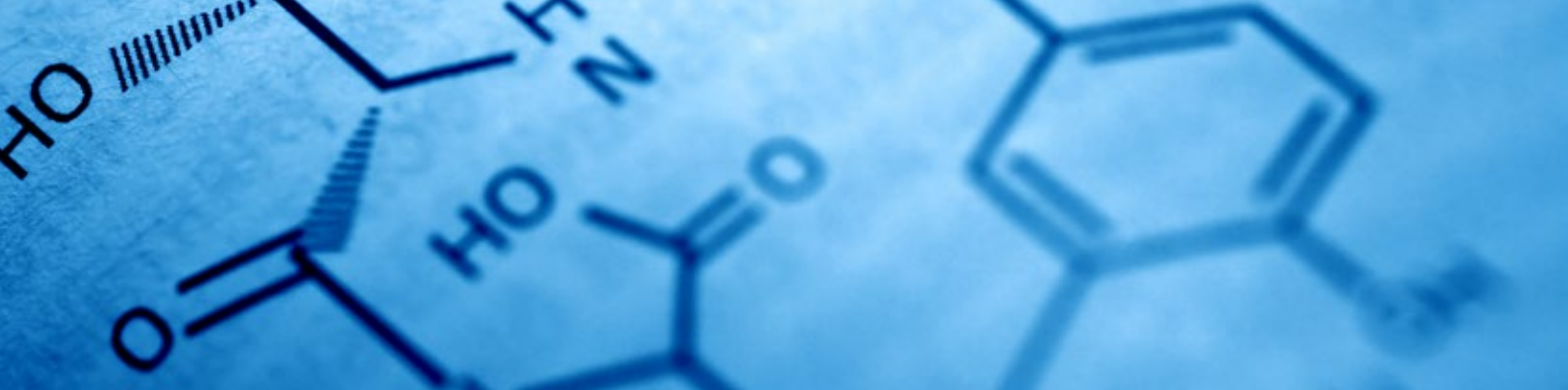
- Impact of new capacity
- Impact of new technology
- Capital project support
- Sales management strategy
- Purchasing strategy



Assess your supply against demand



Assess profitability with margins by curve



Exciting New Functionality

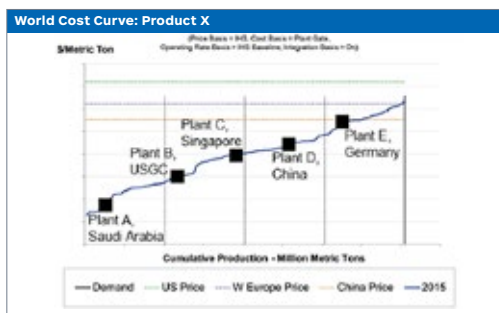
Individual Plant Identification – New! Insight Into Each Unit’s Global Competitiveness

The CCMA model now includes identification of individual producer pro-forma plant costs and margin positions along the global cost curve.

Total cost of production is identified.

For Plant Identification:

- Price setting
- Regional price stability
- Export opportunities
- Import threats
- Purchasing tactics
- Validation of internal models



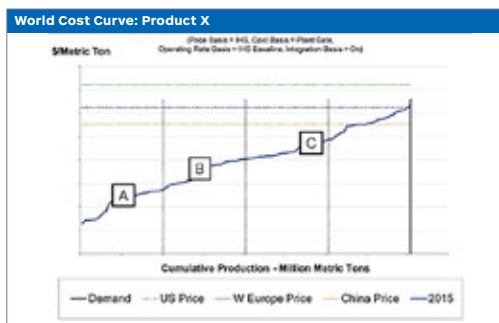
Benchmark competitiveness of each asset globally

Dynamic Snapshot Feature – New! Hypothetical Plant Economics Overlaid on Cost Curve

The CCMA model now includes the option to estimate economics for a customizable hypothetical plant or real plant economic inputs, and overlay the plant’s position on the global cost & margin curves to compare with real currently operating units.

For Hypothetical Plants, view:

- Detailed cost breakdowns using any commercially operating technology
- Cost estimates comparisons of up to three hypothetical plants simultaneously
- IHS economics or customized yield and price sets based on user scenarios



Your Foundation for Better Decisions

Using our full knowledge collection, IHS Chemical has the unique ability to provide a comprehensive set of models that span multiple product value chains. Our CCMA service incorporates:

- › Detailed Capacity Database & Supply/Demand Balances
- › Process Economics Program (PEP) & Downstream Capital Cost Service (DCCS)
- › Long Term Price Forecasts: IHS Energy & IHS Chemical
- › Technology & Feedstocks By Plant
- › Integrated Economics Across Value Chains

CCMA – Products Covered

Available Now		Coming Soon
Acetic Acid	Paraxylene	Polystyrene
Acrylic Acid	PET	Expandable Polystyrene
Ammonia	Phenol	Acrylonitrile
Benzene	Polybutadiene Rubber	HMDA
Butadiene	Polyethylene (HDPE, LDPE, LLDPE)	Caprolactam
Butanediol	Polypropylene	Adipic Acid
Chlor-Alkali	Polyvinyl Chloride	Nylon 6 & Nylon 6,6
Cumene	Propylene	Polycarbonate
Dimethyl Ether	Propylene Oxide	
Ethylene	Soda Ash	
Ethylene Dichloride	Styrene	
Ethylene Oxide	Terephthalic Acid	
Ethylene Oxide, High-Purity	Styrene-Butadiene Rubber	
Methanol	Toluene	
Methyl Methacrylate	Vinyl Acetate Monomer	
Mixed Xylenes	Vinyl Chloride Monomer	
Monoethylene Glycol		

For products of interest not listed above, please contact us about custom requests.

For more information

www.ihs.com

For a list of all products covered visit:

www.ihs.com/ccma

AMERICAS

Tel: +1 800 447 2273

Email: ChemicalSalesAmericas@ihs.com

EUROPE, MIDDLE EAST, AFRICA

Tel: +44 (0) 1344 328 300

Email: ChemicalSalesEMEA@ihs.com

ASIA PACIFIC

Tel: +65 6439 6000

Email: ChemicalSalesAPAC@ihs.com

ABOUT IHS

IHS (NYSE: IHS) is the leading source of insight, analytics and expertise in critical areas that shape today's business landscape. Businesses and governments in more than 150 countries around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS is committed to sustainable, profitable growth and employs about 8,800 people in 32 countries around the world. IHS is listed in the Dow Jones Sustainability Index.

