



Competitive Company Analysis

Company analysis for strategy and
portfolio optimisation



What is IHS Markit Competitive Company Analysis?

IHS Markit Competitive Company Analysis (CCA) is a unique combination of in-depth analysis and data, which compares the strategic direction of the top chemical producers globally.

Each annual series of reports provides a 3D point view of the chemical industry to create a holistic point of view for effective decision making, based on the following attributes:

- Feedstock cost position
- Process efficiencies
- Technology position
- Product integration
- Geographic diversification
- Portfolio diversification
- Proximity to market



Company Reports

IHS Markit Competitive Company Analysis provides comprehensive coverage and evaluation of 33 of the largest global petrochemical producers:

North America	South America	Middle East	Europe	Asia
Chevron Phillips Chemical Co	Braskem	Mubadala (IPIC)	Akzo Nobel	China National Salt Ind. (CNSIC)
Dow		NPC-Iran	BASF SE	CNPC
Dow-DuPont (Material Science Business)		SABIC	BP	Formosa Group
Exxon Mobil Chemical		Saudi Aramco	ENI SpA	Mitsubishi Chemical
LyondellBasell Industries NV			INEOS	Petronas
Mexichem			Royal Dutch/Shell	Reliance Industries
Occidental - OxyChem			Total	Shanghai Tian Yuan
Olin				Shin-Etsu
Westlake Chemical				Siam Cement (SCG Chemicals)
				SINOPEC
				Sumitomo Chem.
				Asahi Glass Co., Ltd

Global Competitiveness Report

Gain a thorough understanding of competitors' operations, product integration, chemicals produced and strategic direction. GCR showcases the leading 15 producers per chemical product, based on capacity ranking, market position and manufacturing position.

manufacturing position - demonstrates scale of operations, feedstock cost position, transportation cost factor, average age of asset base, technology position, upstream and downstream integration, and announced capacity expansions/closures



capacity ranking - indicated by the size of the bubble (small to large)

market position - based on global market share, geographic coverage, regional strength, sales position, and future growth prospects

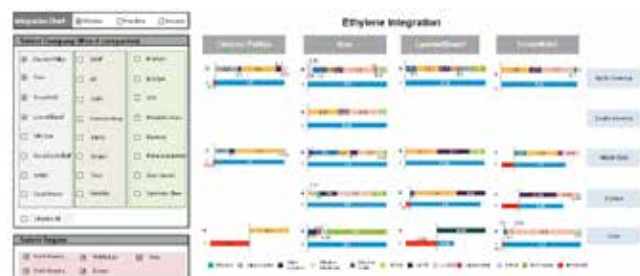
KPI Dashboard

This is an interactive tool which allows the benchmarking of each company's manufacturing position, a feature which on its own could potentially cost over \$45K



Ethylene cash cost curves - compare the raw materials mix for each company

Feedslate - assess the cost effectiveness of each company's operations over a 5 year period



Product integration profile by region - shows the regional integration level of each company across the ethylene, propylene & benzene value chains



Market proximity - identify the location of production facilities in relation to growth markets

How does IHS Markit Competitive Company Analysis benefit you?

STRATEGIC PLANNING

- Understand the risks that threaten to undermine your competitive position - e.g. who is building new capacity in your key product portfolio?
- Review your competitor's market/manufacturing position, portfolio/geographic diversification & product integration to gain a perspective on potential new long term strategies (cap investments/M&A)

COMMERCIAL MANAGEMENT

- Before developing detailed investment plans, it is vital to understand what products/value chains are synergetic to your business and where competitors are positioned in those value chains.
- CCA provides a high level strategic understanding of 33 companies, how they are performing and positioned for growth, as well as peer group comparisons. This information is vital for screening new investments and qualifying whether there is an opportunity to pursue.

MARKET / COMPETITIVE INTELLIGENCE

- Consider uncertainty and recognize true investment opportunities that will help outperform the competition.
- Make recommendations on all major investment decisions – be able to quantify risk exposure and forecast financial gain/ growth

Visit www.ihsmarkit.com/CCA to learn more

About IHS Markit

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.

Interested in learning more?

Visit www.ihs.com/CCA today to find out more information on how our solutions can help you.

ihsmarkit.com

AMERICAS

T +1 800 447 2273

E ChemicalSalesAmericas@ihsmarkit.com

EUROPE, MIDDLE EAST, AFRICA

T +44 1344 328 300

E ChemicalSalesEMEA@ihsmarkit.com

ASIA PACIFIC

T +604 291 3600

E ChemicalSalesAPAC@ihsmarkit.com

