

IHS CHEMICAL

Insights for Strategic Planners

The Catalyst for Confident Decisions



As a Strategic Planner, your company relies on you for its corporate strategy....

You impact a \$750 billion market.

Volatile feedstock prices and ever-changing demand trends can drive market uncertainty – and make it challenging for you to understand your competitive position and potential growth prospects. Analyzing the impact of energy trends, macroeconomic drivers, and market dynamics on your business can present you with a deeper understanding of your current strengths and weaknesses, as well as potential risks and opportunities.

With so much riding on your decisions, you need more than data – you need insights that are:

ACTIONABLE

enabling you to act quickly and decisively



COMPREHENSIVE

revealing potential regulatory issues, emerging supply-chain disruption and shifting end-user demand



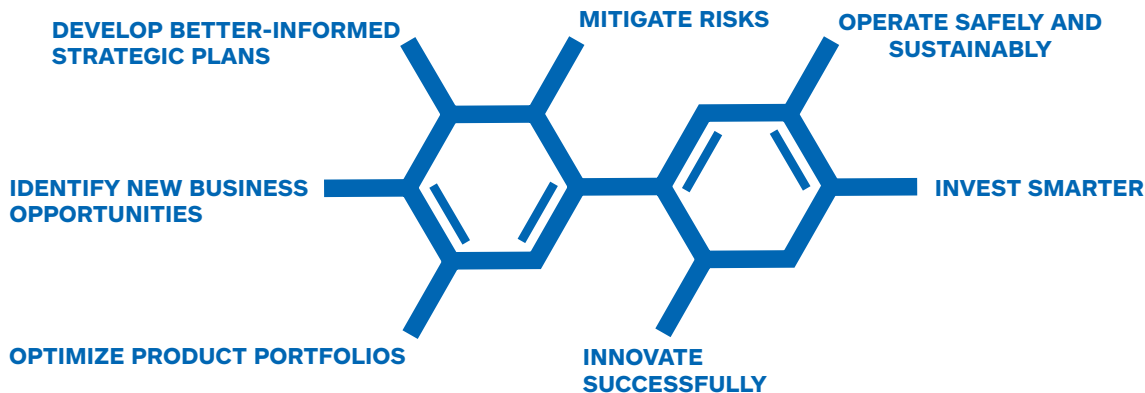
TRUSTED

instilling greater confidence in decision making

...and you can rely on IHS.

IHS Chemical is your catalyst for growth.

We offer actionable insights, workflow tools, market forecasts and credible analytics that free you to:



IHS empowers strategic planners to confidently identify and capitalize on investment opportunities, optimize product portfolios, and enter new markets. Our team of experts analyzes chemical cost drivers, feedstock pricing, supply and demand data, capacity utilization, and production and margin benchmarks to generate a valuable combination of chemical market data, analysis, and insight. Armed with our expertise, you can develop a more comprehensive view of market forces, improve your strategic planning process, and navigate the competitive landscape for long-term growth.

“We could apply the strategies with more confidence with intelligent information and assumptions of IHS.”

— CHEMICAL STRATEGY PLANNER

How IHS can help:

BUSINESS PLANNING

Develop credible, strategic plans that sustain segment growth.

- Market structure, pricing and supply/demand analysis
- Production, margin and cost models and analysis
- Industry-leading experts access
- Competitive information and analysis

INVESTMENT EVALUATION

Make informed capital decisions based upon short- and long-term market dynamics.

- Chemical manufacturer and plant locations
- Supplier and end use market reports
- Competitor annual capacities and utilization
- Capital cost variability factors

PORTFOLIO OPTIMIZATION

Maximize business potential by identifying risks and opportunities.

- Production cost and margin benchmarks
- Long-term market trends
- Business drivers and regulatory changes
- Trade movement tracking

COMPETITIVE INTELLIGENCE

Know where you stand – and when to move – in a market that's always in flux.

- Assessments of major chemical producers
- Megatrends and potential market impact
- Competitive plans and product analysis
- Competitor cost and margin position

Depend on IHS for the most trusted intelligence, tools and experts.

More than data, IHS offers the most unique, distinguished and comprehensive solutions. Short- or long-term, worldwide or region-specific, we elevate your plans with actionable insights from the most trusted analysts and sources.

World Analysis: Delivers long-term chemical market studies, including detailed scenarios, plant capacities, comprehensive supply and demand intelligence.

Chemical Economics Handbook (CEH): Offers five-year outlooks and extensive data on more than three hundred industrial chemicals.

Speciality Chemical Update Program (SCUP): Provides detailed, strategic analysis of 38 specialty chemical businesses, including market drivers, players, structure and dynamics.

Competitive Cost & Margin Analytics: Includes production costs and margin positions by plant and feedstock for major chemicals, covering five-year history and five-year forecast.

Chemical Consulting: Specialists who draw on more than sixty years of corporate strategy development, portfolio optimization and capital investment planning.

Competitive Company Analysis: Provides in-depth evaluation of major global chemical producers, strategic direction, and their competitive positioning relative to peer companies.

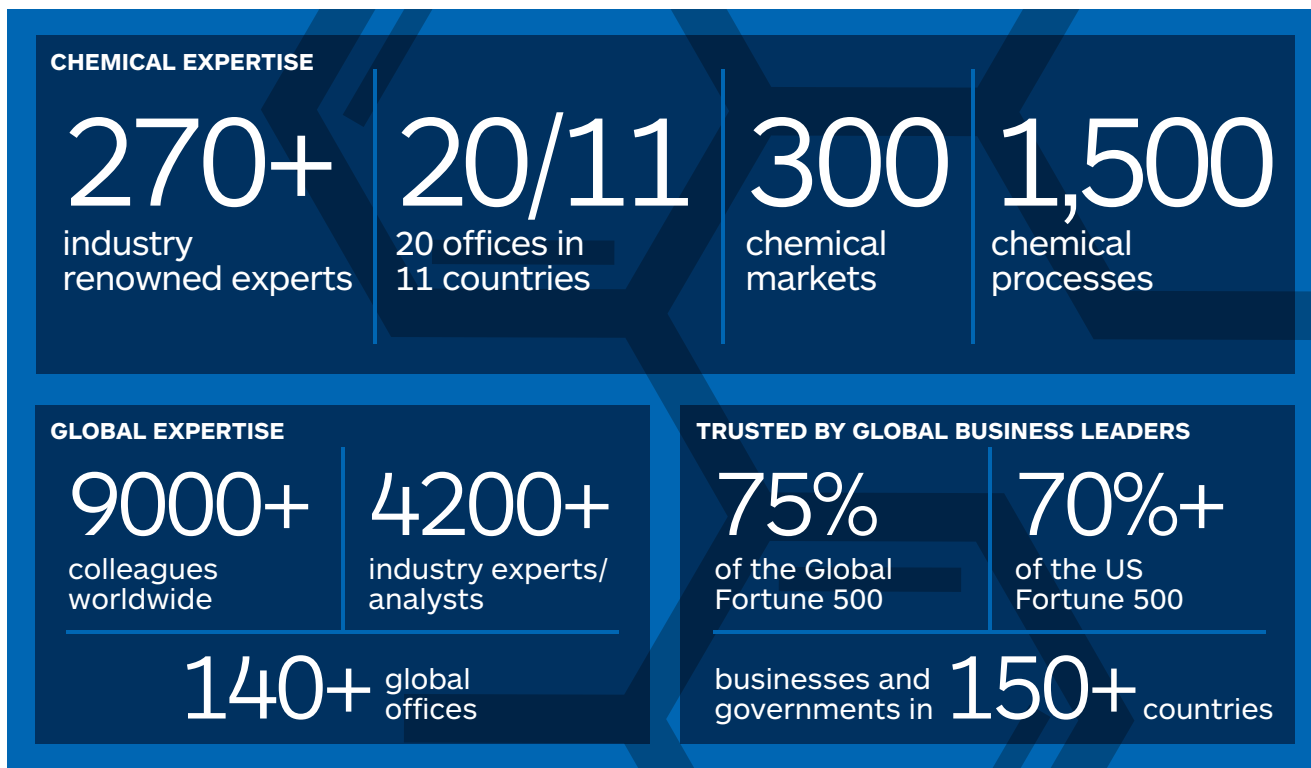
IHS CHEMICAL: The Catalyst for Confident Decisions

Find out why industry leaders — including many of your competitors — depend on IHS insights before committing to business strategies.

visit us at
[IHS.com/ChemStratPlanner](https://www.ihsonline.com.cn/ChemStratPlanner)

Count on IHS for answers.

In today's sea of information, reliable, accurate data is crucial to making the best choices — every time. IHS knows the rigor that goes into decisions of great importance with solutions that meet the needs of our customers.



For more information

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ABOUT IHS

IHS (NYSE: IHS) is the leading source of information, analytics and expertise in critical areas that shape today's business landscape. Businesses and governments in more than 140 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 nearly 9,000 people in 33 countries around the world.

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