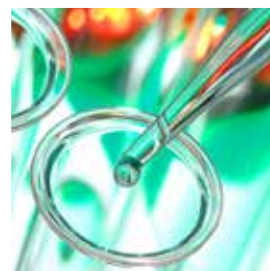
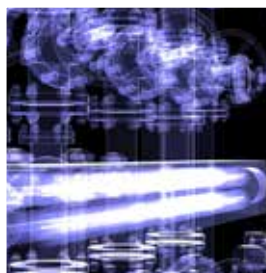


IHS CHEMICAL

Insights for Product Managers

Catalyst for Confident Decisions



As a Product Manager, your company relies on you for business growth to maximize revenue

Your decisions impact a \$750 billion market.

You rely on credible, accurate information to identify and implement growth opportunities, while managing the pipeline to achieve revenue targets. But volatile feedstock prices and shifting trade patterns can create market uncertainty, challenging your ability to understand potential growth prospects. By identifying key cost drivers, analyzing the competitive landscape, and developing accurate business models, you can mitigate business risk – and better understand the critical factors that affect your ability to reach your revenue goals.

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

ACTIONABLE

enable you to act quickly and decisively



COMPREHENSIVE

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

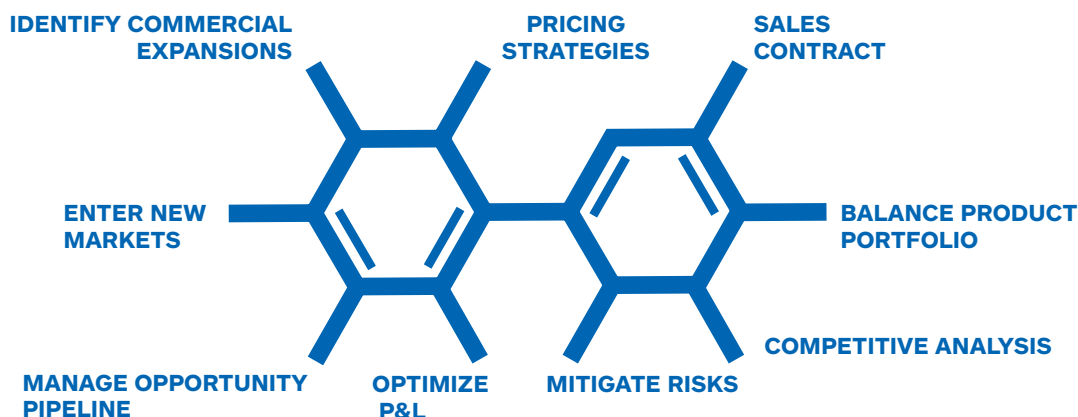


TRUSTED

instill greater confidence in decision making

You can rely on IHS.

IHS Chemical is your catalyst for growth. We offer actionable insights, workflow tools, market forecasts and credible analytics that enable you to:



IHS empowers you to develop accurate forecasts, determine optimal pricing structures, and confidently identify and capitalize on growth opportunities. Our team of experts can help you understand how to achieve revenue targets and successfully enter new markets. Armed with our expertise, you can develop a more comprehensive view of market forces, better manage your opportunities, and navigate the competitive landscape to position your business for long-term growth despite volatile conditions. Our depth of expertise, experience and knowledge is unparalleled.

“We are able to get business development research faster... [and] reduce our time to market. Without IHS it would take us months to pull all of this information. We do it now... in just weeks.”

— CHEMICAL PRODUCT MANAGER

How IHS can help:

ACHIEVE REVENUE TARGETS

Understand critical factors that impact your ability to achieve revenue targets:

- Supply/demand and price forecasts
- Access to IHS market experts
- In-depth end use market analysis
- Comprehensive data for major chemical producers
- Key industry trades and M&A activity

IMPLEMENT GROWTH OPPORTUNITIES

Understand market and profitability drivers to successfully enter new markets:

- Long term industry trends and forecasts
- Impartial assessments of chemical producers
- Up to date industry news and analysis
- Margin scenarios to predict performance
- M&A activities and industry trends

PRICE DETERMINATION

Validate short and long term price strategies in volatile conditions:

- Product and pricing intelligence
- Outlooks for potential products
- Competitive information and analysis
- Cost and margin comparisons to competitors

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

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

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

Competitive Cost & Margin Analytics (CCMA): Includes production costs and margins by plant and feedstock for major chemicals, covering 10 year history and forecast

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

Market Advisory Services (MAS): Supplies pricing & market dynamics on major chemicals & plastics

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

Strategic Reports: Delivers unparalleled and comprehensive analysis of high-profile topics in areas of key interest to the chemical industry

Chemical Weeks: Covers latest news and analysis of chemical industry, corporate, and economic developments and their competitive positioning

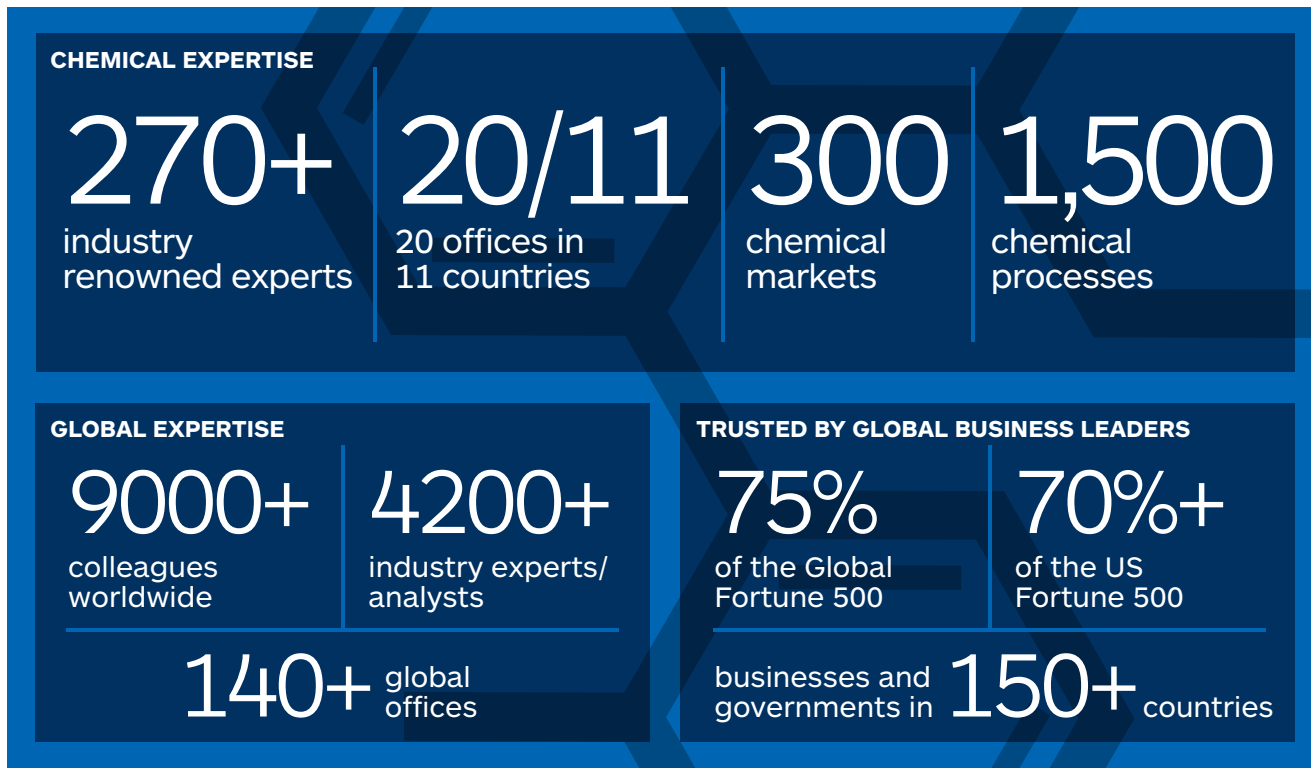
IHS CHEMICAL: Catalyst for Confident Decisions

Find out why industry leaders depend on IHS insights before committing to investment and business growth plans

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

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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