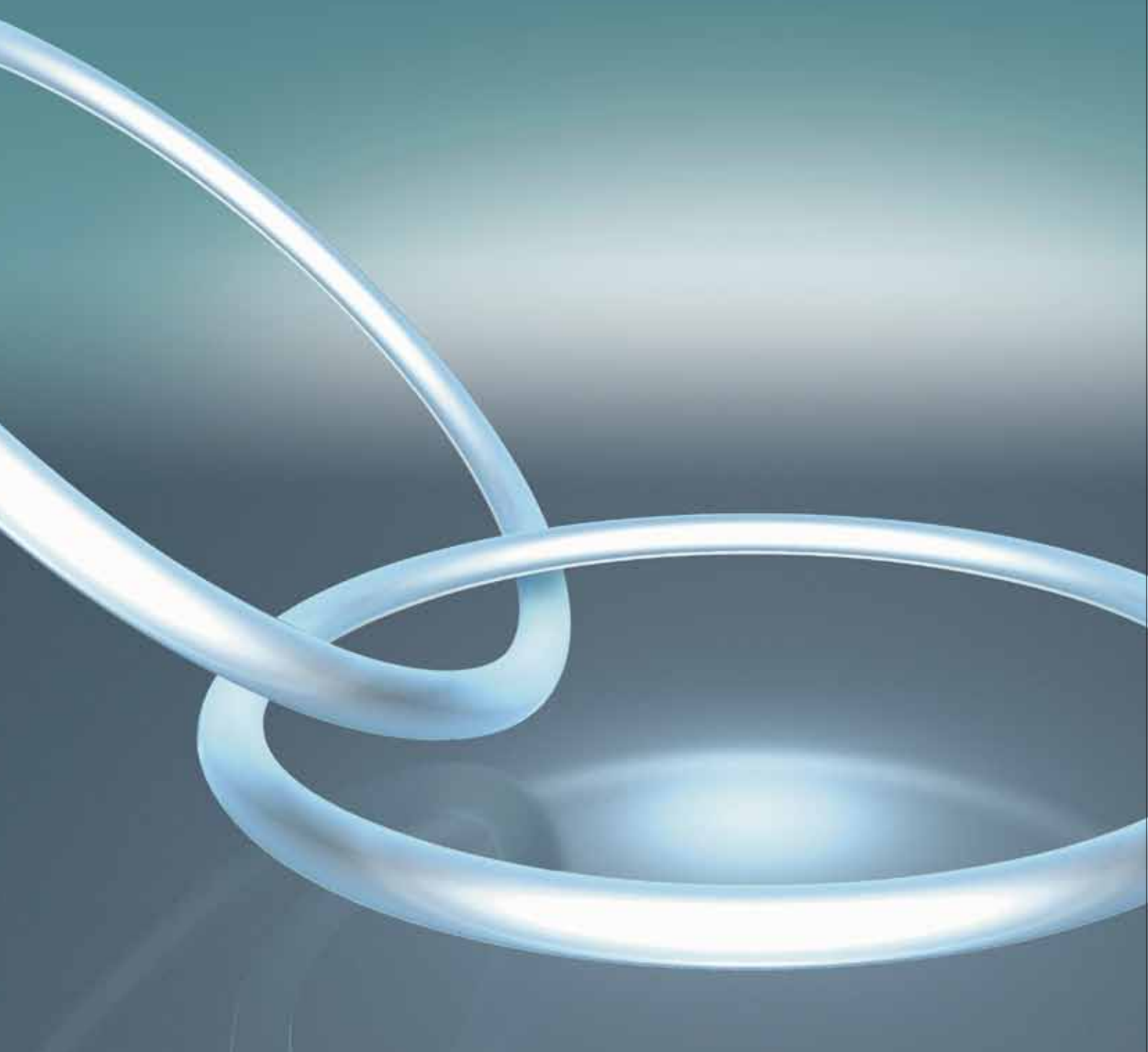


Shin-Etsu Silicone
Business Profile



Shin-Etsu Silicone: The Key to a Better Tomorrow

- 02. Business Overview
- 03. History
- 04. Spirit of Shin-Etsu Silicone
- 05. Main Products and Applications
- 08. Manufacturing
- 09. R & D
- 10. Global Network

About the cover

The image on the cover is a representation of the link between Shin-Etsu and our customers, and how we work together to expand possibilities.

Business Overview

We're always finding new ways to harness the power of Shin-Etsu silicones and put it to work for your business.

In 1953, Shin-Etsu Chemical became the first firm in Japan to venture into the silicones business. In the decades since, Shin-Etsu has created a diverse line of products designed to exploit the unique and useful properties of silicones. Today, our offerings include over 5,000 products that meet user needs in a wide range of industrial fields, including electrical and electronic applications, automobiles, construction, cosmetics and chemicals.

The Company's operations have spread beyond Japan's shores; we now have production facilities and marketing bases in countries around the globe, including the USA, South Korea, China, Taiwan, Singapore, Thailand and the Netherlands. We have organized our supply framework to enable direct access to the world's markets and enhance our responsiveness to customer needs. As a result, we have grown to become the No.1 silicone manufacturer in Japan and one of the leading firms in this industry worldwide.

Since the launch of the Shin-Etsu Silicone brand more than a half-century ago, Shin-Etsu Chemical's constant goal has been to find new ways to utilize the versatility of silicones to benefit businesses just like yours.

About Shin-Etsu Chemical

Shin-Etsu Chemical produces many of the key materials that modern industry demands. Our three core competencies are organic and inorganic chemical products such as Polyvinyl Chloride (PVC) and silicones; electronic materials such as semiconductor silicon and rare earth magnets; and functional materials including synthetic quartz.

Just as two prominent examples, Shin-Etsu meets wide-ranging customer needs as the world's leading manufacturer of PVC and semiconductor silicon. The former is essential for everyday living and for industry, while the latter is a basic material used in the manufacture of digital products.

And Shin-Etsu's production capacity for silicones, as well as in synthetic quartz, cellulose derivatives and synthetic pheromones, is among the highest of all manufacturers worldwide.

With its diversified technologies and materials, Shin-Etsu Chemical contributes to industry and modern living, and to the advancement of society as a whole.



"Shin-Etsu Silicone" is the brand name of silicone products manufactured by Shin-Etsu Chemical.

History

1949

Company begins basic research in silicones.

1953

Commercial production of silicones begins.

1976

Silicone Electronics Materials Research Center established.

1985

Shin-Etsu Silicones of America, Inc. established.

1986

Shin-Etsu Silicone Korea Co., Ltd. established.

1987

Shin-Etsu Silicone Taiwan Co., Ltd. established.

1989

Shin-Etsu Silicones Europe B.V. established.

1990

Shin-Etsu Singapore Pte. Ltd established.

1991

Shincor Silicones, Inc. established.

2001

Shin-Etsu Silicones (Thailand) Ltd. established.
Asia Silicones Monomer Ltd. established.

2002

Zhejiang Shin-Etsu High-Tech Chemical Co., Ltd. established.

2003

Operations begin at Freeport Plant, Shin-Etsu Silicones of America.
Shin-Etsu Silicone International Trading (Shanghai) Co., Ltd. established.
Shin-Etsu celebrates 50 years in the silicones business.

2004

Operations begin at Asia Silicones Monomer and Shin-Etsu Silicones (Thailand).

2007

Shin-Etsu Silicone International Trading (Shanghai) Co., Ltd. opens a new branch in Guangzhou, China.

2008

Shin-Etsu Singapore Pte. Ltd sets up a liaison office in New Delhi, India.

2010

Shin-Etsu Silicones Europe B.V. opens a new branch in Wiesbaden, Germany.
Shin-Etsu Silicone (Nantong) Co., Ltd. established.

2011

Shin-Etsu Singapore Pte. Ltd opens a new branch in New Delhi, India.

2012

Shin-Etsu do Brasil Representação de Produtos Químicos Ltda. established.

2013

Asia Silicones Monomer Ltd. to become a wholly owned Shin-Etsu Group Company.

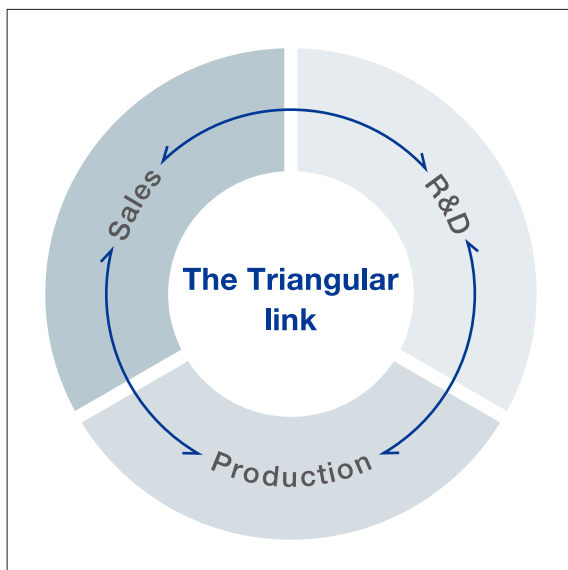
Spirit of Shin-Etsu Silicone

Shin-Etsu Chemical has applied its considerable technical prowess to meet market needs, while growing to become the top silicone manufacturer in Japan and one of the leading manufacturers in the world. Shin-Etsu will continue to look for new challenges, and new ways to put our strength to work for your business.

“The Triangular Link”: Sales, R&D and manufacturing

Our sales, R&D and manufacturing divisions work as one to respond to user needs.

The sales division channels information about user needs to the development division, which works to create or modify products meeting those needs. The manufacturing division works to ensure that high quality products can be delivered in steady supply. At Shin-Etsu Chemical, the sales, development and manufacturing divisions form three legs of a sturdy stool, as part of our coordinated and painstaking efforts to meet user needs.



A customer-focused approach to product development.

Shin-Etsu Chemical believes in a customer-focused approach to product development. This means we work from the foundation of trust we have forged with our customers, while bringing to bear our technical expertise and ability to bring products to market, which have been honed over decades in the business.

Exploring the limitless potential of silicones, and creating the value that today's user demands.

Silicones are important materials in the manufacture of a very broad variety of advanced technology products including cosmetics, LEDs, solar cells and hybrid cars. Silicones are also critical to the development of products that are safe and eco-friendly. With their many useful features, silicones are attracting interest like never before.

Shin-Etsu Chemical is committed to go on exploring the limitless potential of silicones, and creating products that offer the value demanded by today's users.

A woman in a white suit is looking out a window with white curtains. She is standing in a bright, modern interior space. In the foreground, there are several indoor plants in white pots, including a pink orchid and a green leafy plant. The background shows a view of greenery outside the window.

Main Products & Applications

Shin-Etsu's technologies and products support a comfortable life.

Over the years, Shin-Etsu Chemical has developed a diverse line of products that make the most of silicone's distinctive features. Today, our offerings include over 5,000 products designed to meet needs in a wide range of industries, including electric/electronics manufacturing, the construction industry, the auto industry, cosmetics and toiletries, and the chemical industry.

Main Products & Applications



Products

Fluids

- Silicone fluids
- Modified silicone fluids
- Greases and fluid compounds
- Textile treatments
- Release agents
- Silicone release coatings
- Defoaming agents
- Foam stabilizers
- Pressure sensitive adhesives

Resins

- Silicone resins
- Paint additives

Silanes

- Silanes
- Silane coupling agents

Liquid Rubbers

- One-component RTV rubbers
- Two-component RTV rubbers
- LIMS (Liquid Injection Molding System) materials

Rubbers

- Rubber compounds
- Heat-shrinkable rubber tubing
- Thermal interface rubber products
- Electrically conductive rubber products

Powders

- Rubber powders
- Resin powders
- Hybrid powders



Communications



Household appliances

Construction

Foods

Chemical

Electrical and electronics

Energy

Automotive

Aerospace



Applications

Agriculture

Health care



Office equipment



Textiles

Paper and film

Paints and inks



Others

Manufacturing

An integrated production system ensures a consistent supply of high quality products.

Shin-Etsu Chemical produces its own supply of metallurgical silicon, the primary raw material of silicones. Integrated production from raw materials to end-product enables us to deliver a consistent supply of high quality products. We have established production systems that are both safe and eco-friendly,

utilizing production technologies cultivated in-house over more than 50 years in the business. Shin-Etsu produces a diverse line of products at high efficiency and speed, thanks to a strategy of focused production and carefully designed computerized production control systems.

North America



Akron Plant, Shin-Etsu Silicones of America, Inc.



Freeport Plant, Shin-Etsu Silicones of America, Inc.

Europe



Shin-Etsu Silicones Europe B.V.

Asia / Pacific



Isobe Plant, Gunma Complex



Matsuida Plant, Gunma Complex



Shin-Etsu Silicone Korea Co., Ltd.



Shin-Etsu Silicone (Nantong) Co., Ltd.



Zhejiang Shin-Etsu High-Tech Chemical Co., Ltd.



Shin-Etsu Silicone Taiwan Co., Ltd.



Shin-Etsu Silicones (Thailand), Ltd.



Asia Silicones Monomer Ltd.

Harnessing the limitless potentials of silicones to bring added value to your business.

Whether you're about to start development of a new product, or hit a wall along the way, Shin-Etsu Silicone is here for you. With silicones, the possibilities are nearly endless, and the key to unlocking them lies in molecular design. Our engineers make use of advanced molecular manipulation technology,

polymerization technology, crosslinking technology and compounding technology to create materials with ever more sophisticated functionality. A vital element of our R&D strategy is customer input. Shin-Etsu Chemical will work with you to harness the full potentials of silicones and help put them to work for your business.

Silicone-Electronics Materials Research Center

This is the worldwide center of our silicone chemistry research. Here we conduct wide-ranging R&D on every aspect of the industry, from basic technologies to applications. Our R&D program focuses on silicones and organic electronic materials, and their associated synthesis technologies, composites technologies, fabrication and other processes.



Specialty Chemicals Research Center

Bringing to bear our proprietary organic synthesis technologies, here we conduct R&D on cellulose derivatives, aroma chemicals, synthetic pheromones, specialty silanes and other products.



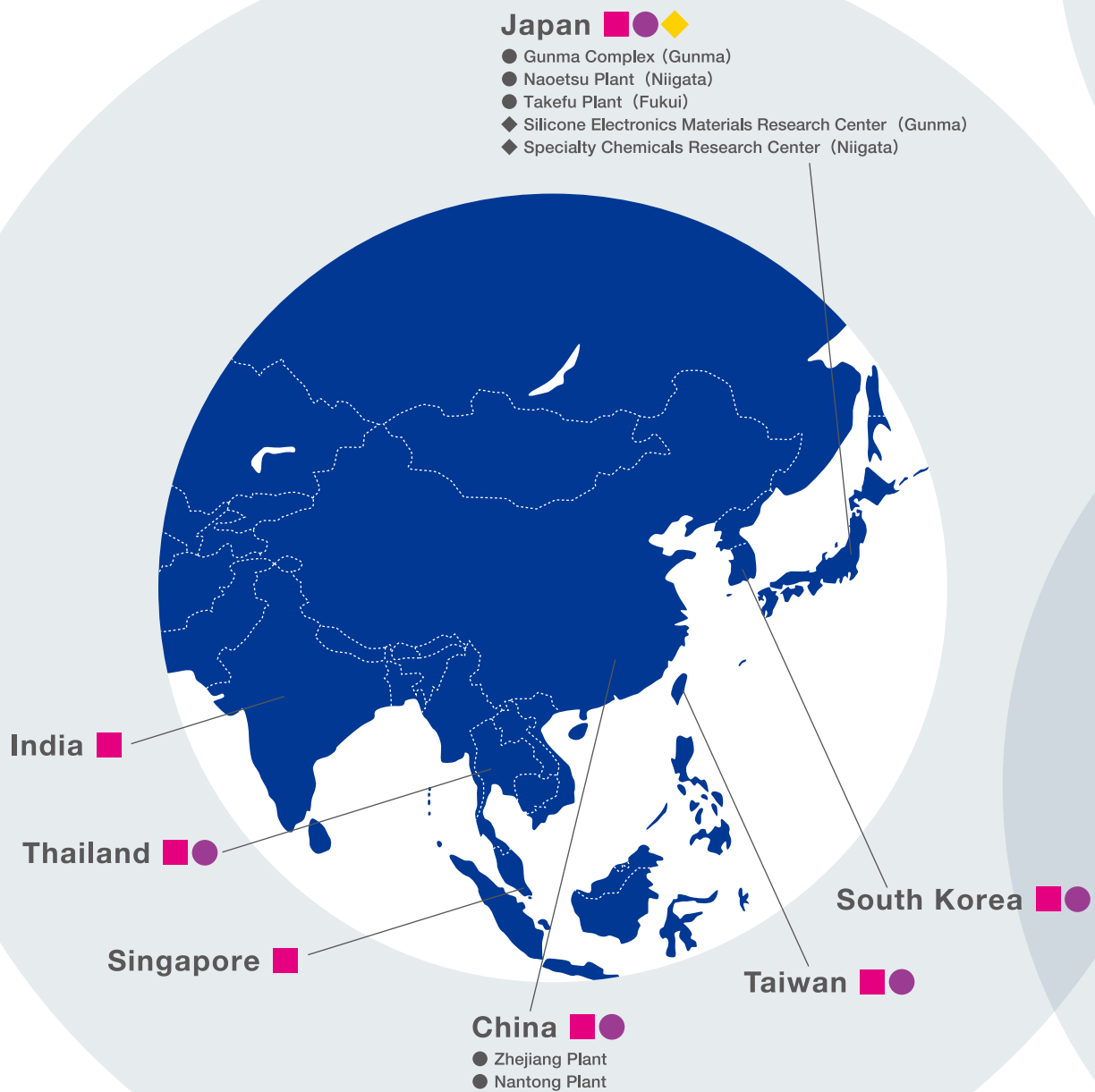
Global Network

To ensure our ability to respond rapidly to market needs, Shin-Etsu Chemical has built a network of production facilities and sales offices directly linked to the markets they serve. Our global network currently includes production facilities in the U.S.A., South Korea, China, Taiwan, Singapore, Thailand and the Netherlands.

■ Sales offices

● Plants

◆ Research Centers



Asia / Pacific

Europe

The Netherlands ■●

Germany ■

U.S.A. ■●

- Akron Plant (Ohio)
- Freeport Plant (Texas)

Brazil ■

North & South America

Sales offices

North & South America

U.S.A.

Shin-Etsu Silicones of America, Inc.
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<http://www.shinetsusilicones.com/>

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Sao Paulo/SP Brazil
TEL. +55-11-2246-2873 FAX. +55-11-2246-2799

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