



QUALITY WORKS.

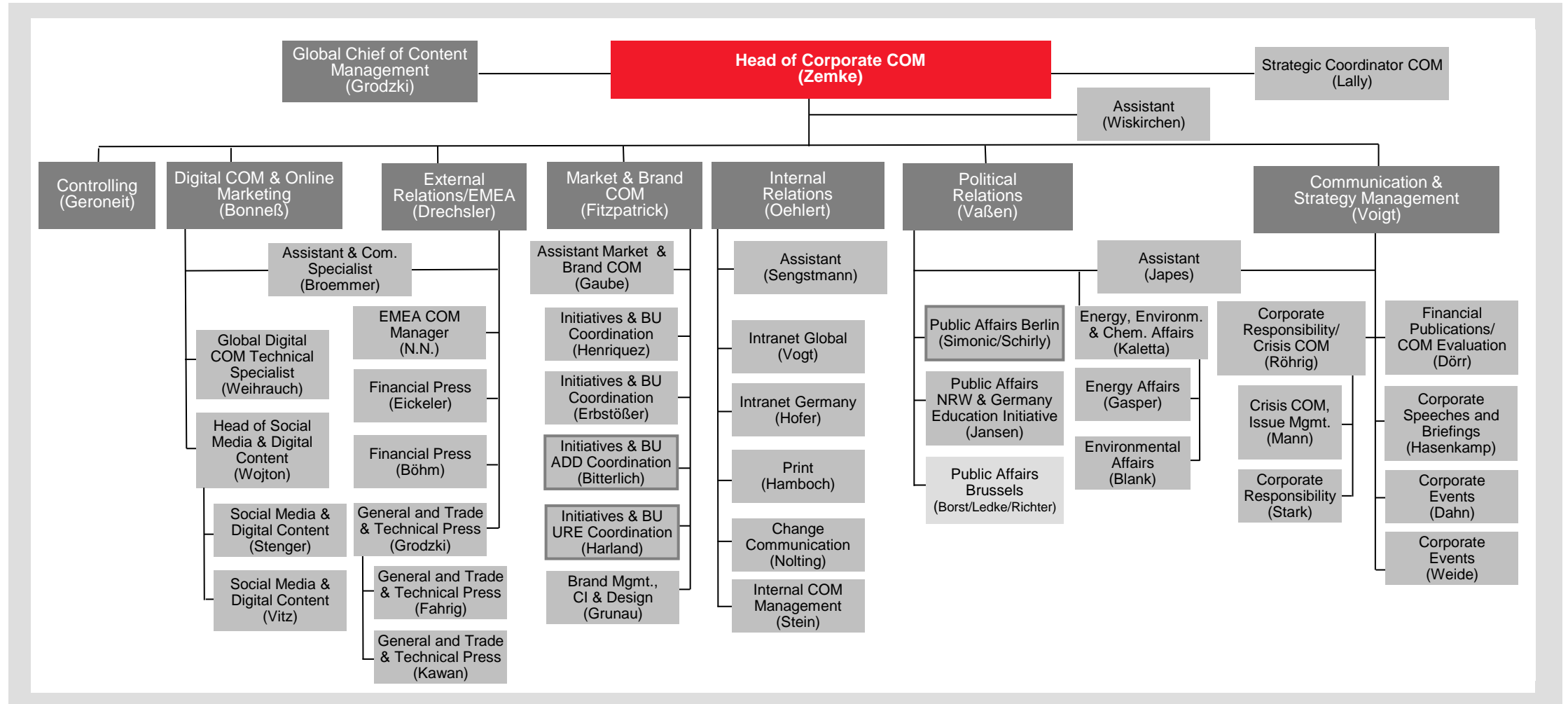
GF Corporate Communications

LANXESS
Energizing Chemistry

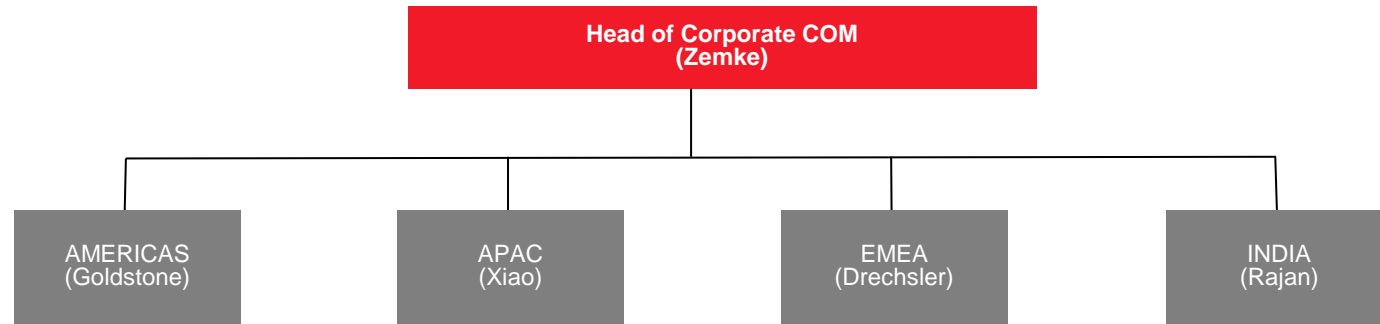


COM Overview

Organization Corporate Communications Headquarters, Berlin and Brussels



Organization Corporate Communications Regions



no HC/FTE – not in Cologne

not in Cologne

direct report to Head of Corporate COM

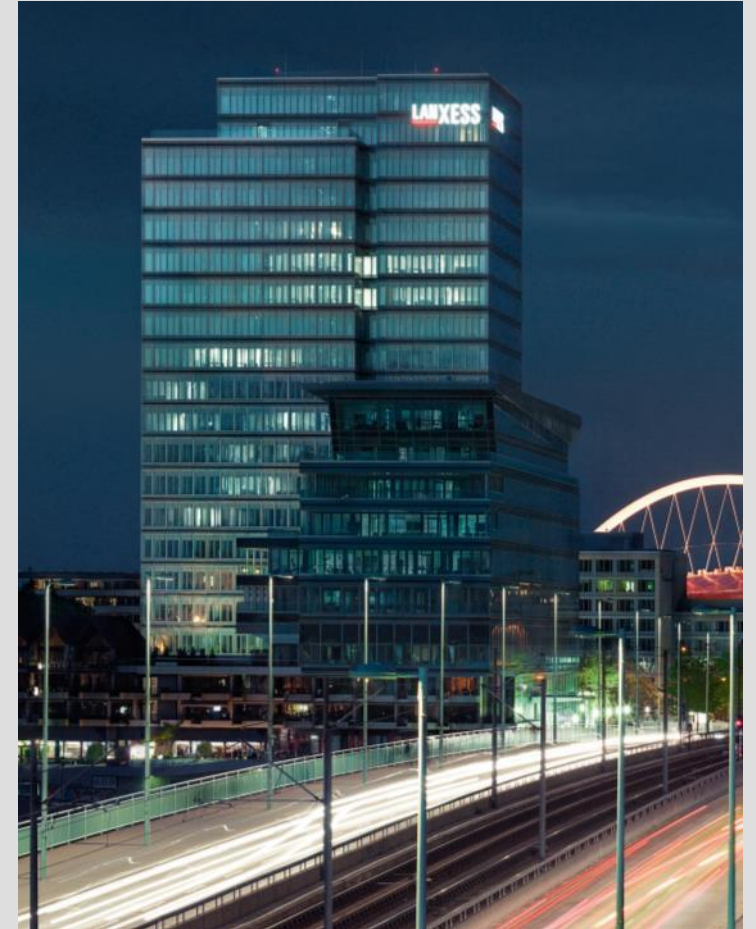
Corporate Communications – LANXESS' internal and external voice

Tasks



Head of COM: Claus Zemke

- Worldwide strategic positioning of LANXESS among all external stakeholders – media, society, associations and political institutions
- Supporting the dialogue between the LANXESS top management and internal/external stakeholders
- Responsibility for employee and change communication
- Protecting and strengthen LANXESS' global reputation
- Steering the global brand positioning of LANXESS
- Responsibility for all web and social media activities



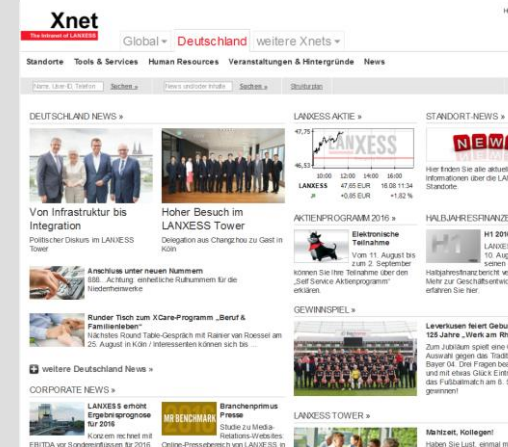
Internal Relations

Tasks



Head: Juliane Kremer

- Informing the employees worldwide (e.g. via Xnet and Xpress)
- Global communication cascade (e.g. QIM)
- Employee events such as Round Table Meetings with the Board, Summer Party or EVL marathon
- Performance Culture projects
- Supporting the change communication process (e.g. Let's LANXESS again, ACCELERATE)



Market & Brand Communication

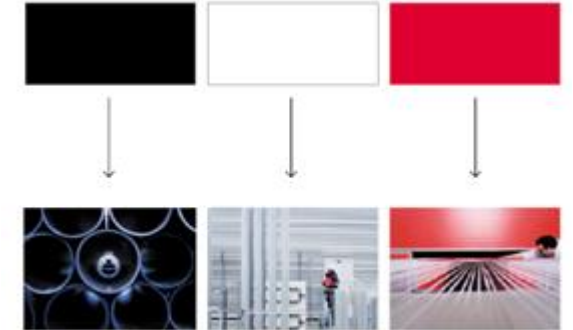
Tasks



Head: Terri Fitzpatrick

- Strategic guidance of LANXESS' global brand image
- Marketing communication towards target markets, customers and general stakeholders
- Steering the global trade fair activities
- Creating brochures, newsletters, advertising campaigns, packaging design, product branding, etc.

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Registration of brands, trademarks and

Company logo	Product logo
LANXESS protects its immaterial property by registering countries.	
The decision WHAT to register, WHERE to register and between the BU/GF, LIP (HQ) and	

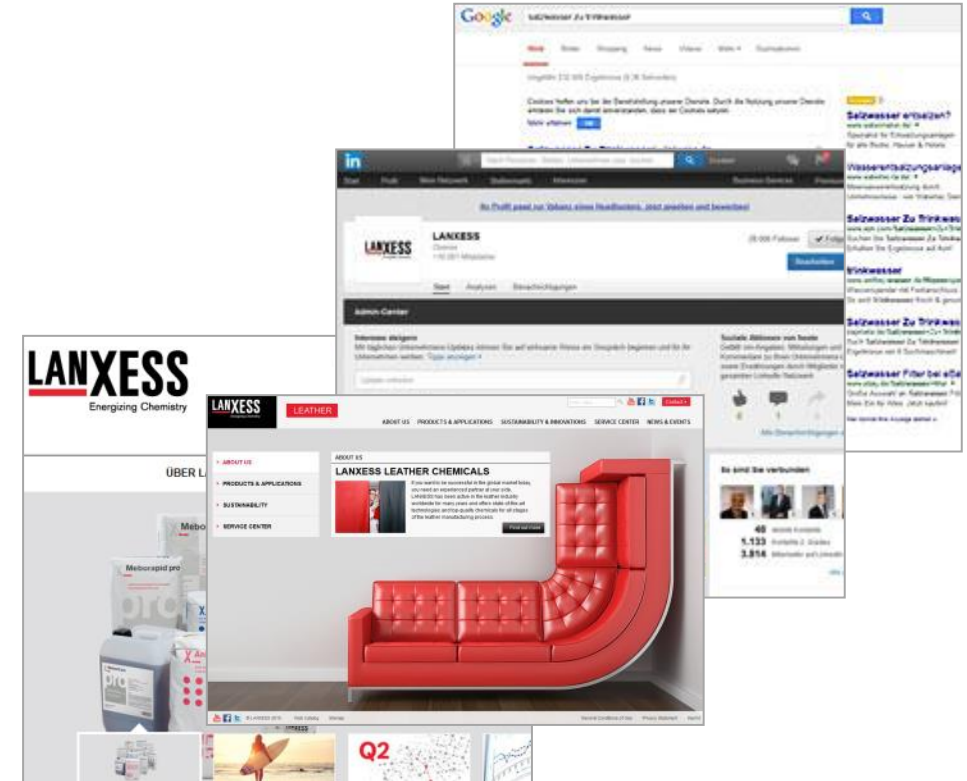
Digital Communications & Online Marketing

Tasks



Head: Patrick Bonneß

- Responsibility for LANXESS Online Marketing, Social Media channels and the web presence
- Development of global online and digital strategies
- Planning and execution of Online Marketing Campaigns and activities such as Google positioning, online product awareness or launch campaigns
- Technical advice, training and interface function between GFs COM and IT
- First contact for APP creation



External Relations

Tasks



Head: Ingo Drechsler

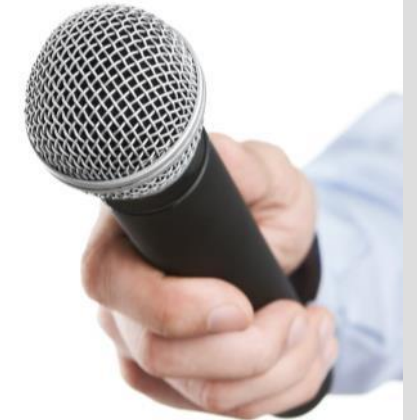
- Positioning of the LANXESS group and its management team among all media (focus business/financial, trade & technical, general/site)
- Placing of press releases, interviews, articles
- Planning and execution of media events such as the Annual Press Conferences , Media Days, Site visits etc.
- Respond to media inquiries, preparing and forwarding information for/to journalists



17. März 2016

Erfolgreiches Geschäftsjahr 2015 als Fundament für Wachstum

- EBITDA vor Sondereinflüssen um 9,5 Prozent auf 88 Euro gestiegen
- EBITDA-Marge von 10,1 auf 11,2 Prozent verbessert
- Konzernergebnis signifikant auf 165 Millionen Euro
- Umsatz mit rund 7,9 Milliarden Euro auf Vorjahresniveau
- Dividende soll um 20 Prozent auf 60 Eurocent pro Aktie
- Nettofinanzverbindlichkeiten deutlich auf rund 1,2 Mrd. Euro gesenkt
- Erwartung Gesamtjahr 2016: EBITDA vor Sondereinflüssen zwischen 880 und 930 Millionen Euro



Communication & Strategy Management

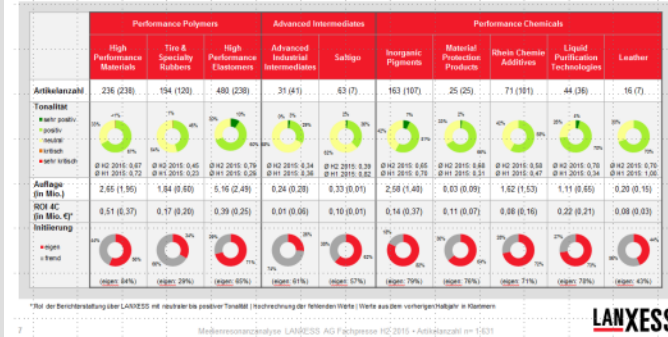
Tasks



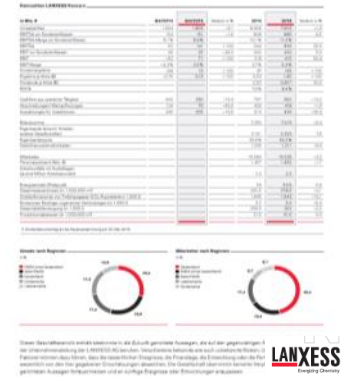
Head: Marc-Oliver Voigt

- Steering of strategic COM projects
- Responsibility for Crisis COM, Issues Mgmt. & CR
- Financial publications
- Global media monitoring and analysis
- Board speeches and briefings
- Conception, organization and implementation of Corporate events such as the AGM

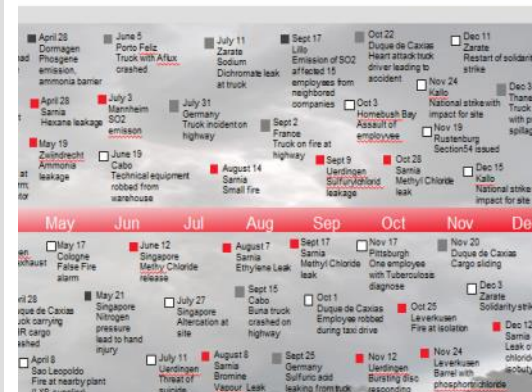
Key Performance Indicators der Business Units



Geschäftsbericht 2015



More than 50 Level 1 Incidents



Political Relations

Tasks



Head: Axel Vaßen

- Communication of LANXESS' position towards politics, administrations, central organizations and NGOs
- Responsibility for the global political positioning of LANXESS
- Informing the management on relevant political developments
- Positioning LXS via the team "Environmental Policy" and offices in Berlin and Brussels
- Education and infrastructure initiative



Ministerium für Innovation,
Wissenschaft und Forschung
des Landes Nordrhein-Westfalen



COM Controlling

Tasks



Head: Holger Geroneit

- Responsibility for the global cost controlling and reporting for the GF Corporate COM
- Steering the budget and forecast process
- Providing the disciplines and regional teams with information on financial benchmarks
- Supporting the order and account process



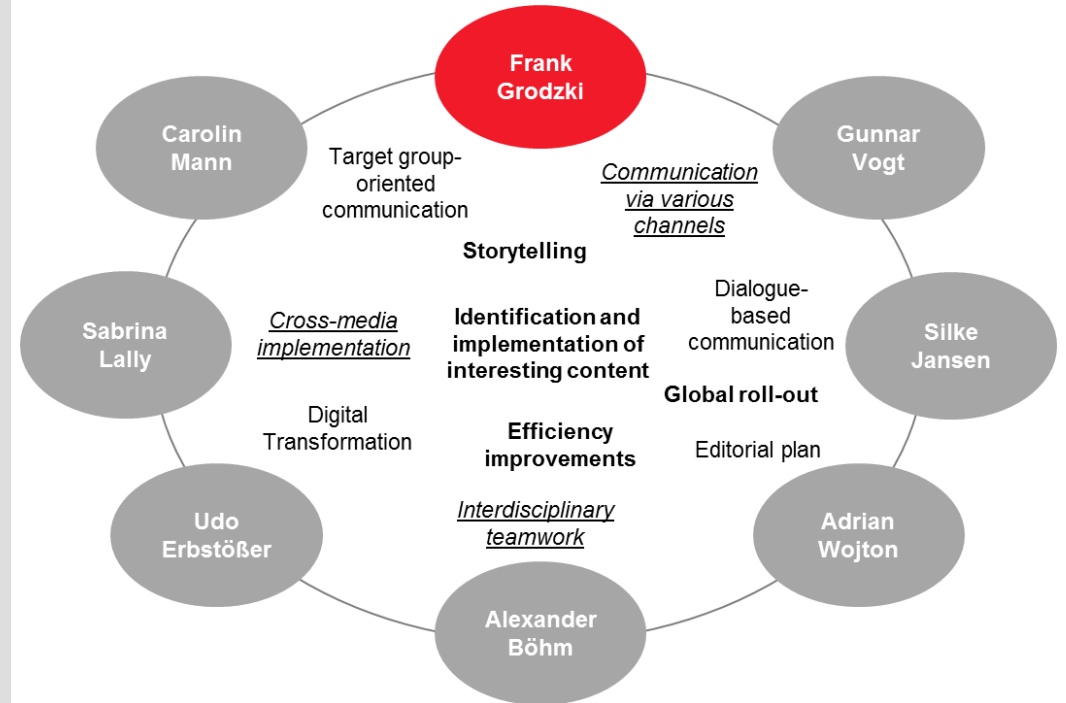
COM AGENDA Team

Tasks



Head: Frank Grodzki

- Cross-disciplinary COM project team established in April 2017
- Identifies, evaluates and prioritizes relevant content in order to manage it across all channels and functions
- Aims to improve the effectiveness of communication measures by linking topics and facilitating processes
- Establishment of a long-term content strategy based on the overall communication strategy



COM Regions

Tasks

Heads: Xiao (APAC), Rajan (INDIA), Drechsler (EMEA), Goldstone (AMERICAS)

- Employees in the regions cover multiple functions similar to the ones represented in the HQ structure but with different focus required by the regional priorities
- Regional teams translate the overall COM strategy and activities to their regional needs in accordance with HQ



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