



# Transformation & Growth

ChemCross Company Briefing

2011

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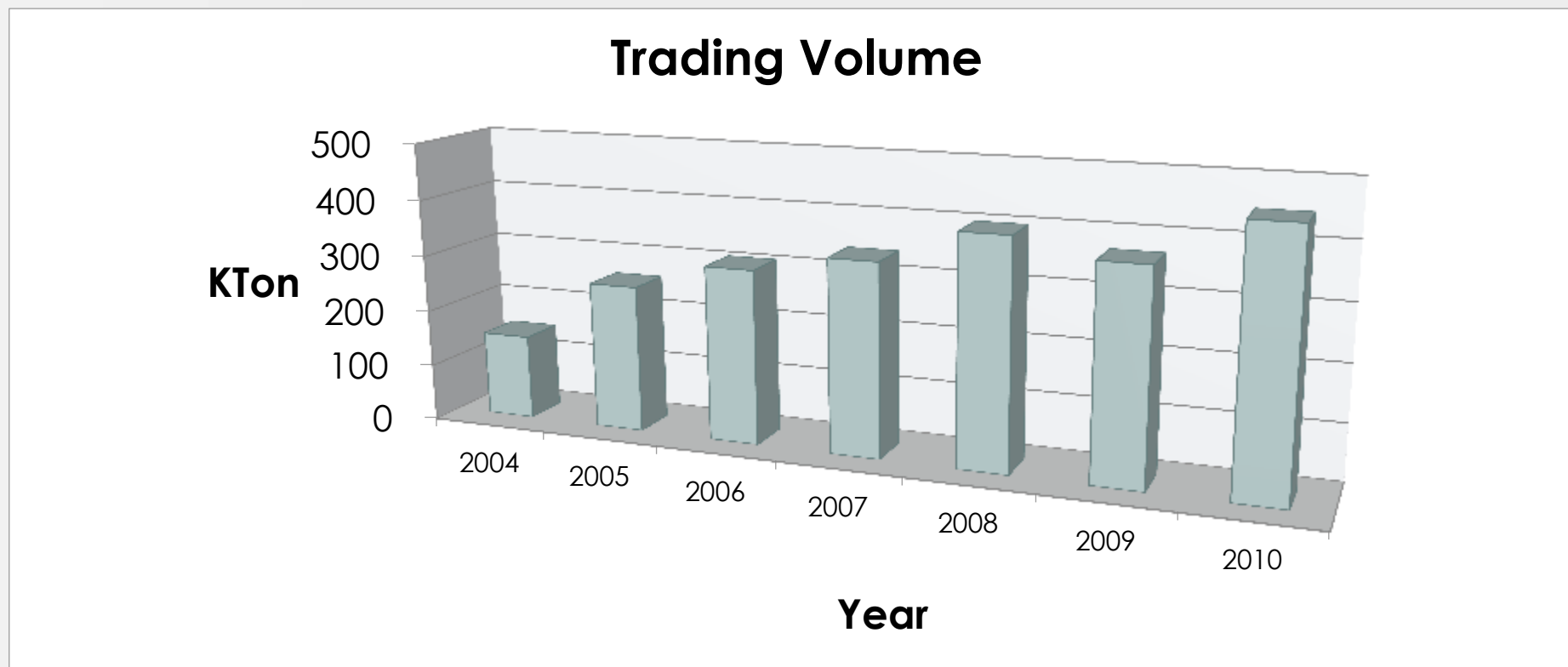
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# ChemCross at a glance

- ❑ **In Business since 2000**
  - Initial Contributed Capital USD18million
  - 65 Shareholders from Chemical Industry
- ❑ **0.5 million Tons in Quantity handled**
- ❑ **USD 0.5 billion in Transaction**
- ❑ **Full-line Coverage of Petrochemical Products**
- ❑ **42 Employees at Five Global Locations**

# Growing in Volume

- Average of over 20% per year since inception



# The Corporate Background

# Representing the Industry:

## Tapestry of Asian Chemical Industry Leaders



# Representing the Industry:

Major players constitute the shareholders

Korea	32
Japan	12
Indonesia	8
China	4
Taiwan	5
USA	3
Thailand	1
Total	65



# Major Shareholders by Industry

## Refinery

GS Caltex



Hyundai Oil



Japan Energy



Taiyo Oil



Kyushu Oil



*Aggregated Sales Turnover : U\$90bil.*

## Petrochemicals

Honam Petrochemical



Samsung Total Petrochemical



Korea Petrochemical Ind.



Maruzen Petrochemical



Cement Thai Chemicals



SINOPEC Yangzi Petrochemical



*Aggregated Sales Turnover : U\$35bil.*

# Major Shareholders by Industry

## Polymers & Fine Chemicals

Hanwha Chemical



Kumho Petrochemical



Samsung Petrochemical



KP Chemicals



Toray Saehan Inc.



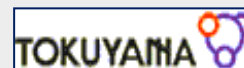
Asahi Kasei Corporation



Nippon Steel Chemical



Tokuyama Corporation



Chimei Corporation



Grand Pacific petrochemical



Methanex Corporation

*Aggregated Sales Turnover : US\$21bil.*

# Major Shareholders by Industry

## Trading and Logistics

Daewoo International



Samsung Corporation



Ssangyong Corporation



Taeyoung Ind. Corporation



Sojitz Corporation



Toyota Tsusho Corporation



SINOCHEM Pudong Trading Co.



Winsway International



*Aggregated Sales Turnover : U\$130bil.*

# Leading Figures of the Industry:

## ChemCross Board of Directors (2000 – 2004)



**WB Park**

Former V. Chairman  
Hanwha Group



**MK Hyun**

Former V. Chairman  
Federation of  
Korean Industry



**Ono Mineo**

Former President  
Maruzen Petrochemical

# Leading Figures of the Industry:

## ChemCross Board of Directors (2011)

<b>Fujii, Shun</b>	President & CEO Maruzen Petrochemical
<b>Chong, Bum Shick</b>	President & CEO Honam Petrochemical Chairman of KPIA*
<b>Hur, Won Joon</b>	Vice Chairman Hanwha Chemical
<b>Lee, Soo Chul</b>	Chairman ChemCross International Inc.
<b>Ryu, Hong Youl</b>	Vice President Chemical Division Samsung Corporation
<b>Jun, Gil Young</b>	President & CEO ChemCross Inc.
*KPIA (Korea Petrochemical Industry Association)	

# Milestones

2000.02 ChemCross.com established as a B2B Platform Company in Houston Texas

2000.10 On-line Trading system launched

2002.06 Entered into Off-line Trading Business

2002.12 Yearly Break-even reached

2004.01 Incorporation in Shanghai

2005.01 Changed Company name to ChemCross, Inc.

2008.12 Established ChemCross HK LTD.

2009.01 Discontinued Brokerage Business and extended Trading Business to cover Aromatics

2009.4 Incorporated ChemCross International Inc. in Korea

: Corporate entity transformed to Incorporation from branch office

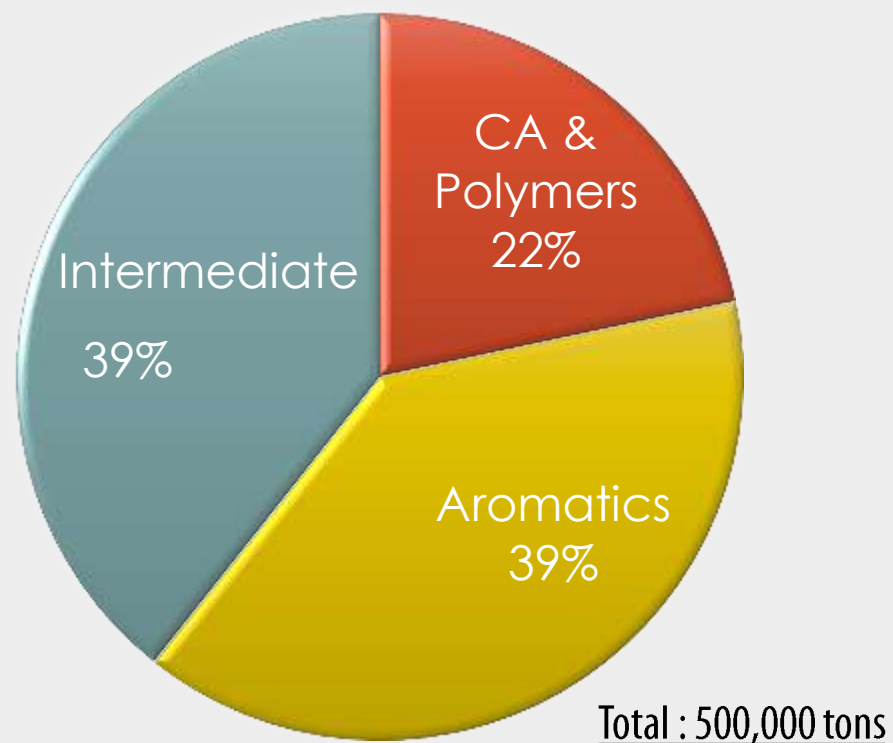
# The Structure of Business

# Serving the international clients through Professional Business Services

Category	Products Covered
Aromatics	Benzene(BZ) , Styrene Monomer (SM), Para-xylene (PX) Mixed Xylene(MX), Toluene(TL)
Intermediates	Mono Ethylene Glycol(MEG), Di Ethylene Glycol(DEG), Purified Terephthalic Acid(PTA), Phenol, Acetone, Bisphenol A(BPA), Diethyl Phthalate(DOP), Caprolactam(CPL), Poly Amide 6 (PA6), Tri Ethylene Glycol (TEG)
Polymers	Polyethylene(PE), Polypropylene(PP), Ethylene Vinyl Acetate(EVA) Polyethylene Terephthalate(PET)
Chloro-Alkali	Ethylene Dichloride(EDC), Vinyl Chloride Monomer(VCM), Polyvinyl Chloride(PVC), Phthalic Anhydride (PA)

# Trading Volume

## Volume by Product Group



# Features of Trading Business

- ❑ **Global sourcing capability**
- ❑ **Localized sales network**
  - : Bonded Transaction in China & India
- ❑ **Specialized in Inter-continent trades among US Gulf, Europe, L/America and Asian market**
- ❑ **Provide Asian suppliers with an alternative access to global market**
- ❑ **Integrated business operation to create synergy**
  - : Polyester (PX-PTA-PET) & CA (EDC-VCM-PVC) chain

# Global Operation

Real-Time Communication via Daily Video Conf.



# Industry Events & Activities

# Industry Events Sponsorships

Renowned Presence in Asian Market

- ❑ **Cocktail Receptions at APIC since 2004**
- ❑ **Asian Petrochemical Luncheon & Outing  
: S'pore & Seoul since 2003**
- ❑ **ChemCross Classic since 2005  
: Top executives from Asian chemical companies**

