

**Report 2012** 

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### Performance at a glance

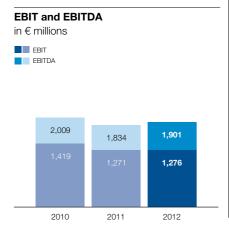
### Statement of income Revenue in € millions 2011 14,604 2012 15,390 **EBITDA** in € millions 2011 1.834 2012 1.901 **EBITDA** margin % of revenue 2011 12.6 12.4 2012 **EBIT** in € millions 2011 1,271 2012 1,276



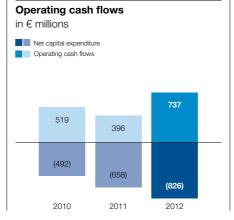
<b>Net deb</b> in € millio	-	<b>A</b>
2011 <b>2012</b>	1,895 <b>2,298</b>	+21%
Operation % of reverse	ng working ca	apital 🔻
2011 <b>2012</b>	13.2 <b>11.2</b>	-2.0
Net casl in € millio		ting activities 🛕
2011 <b>2012</b>	396 <b>737</b>	+86%
Capital of in € million	<b>expenditures</b> ons	
2011 <b>2012</b>	658 <b>826</b>	+26%
Te	(0)	.com

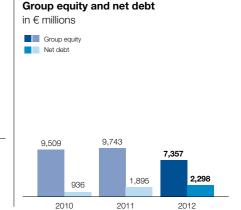
**Cash flows** 











### Sustainability

## Eco-premium solutions = % of revenue

2011 22 **2012 22** 

### Employee engagement

Gallup GrandMean (out of 5)

2011 3.74 **2012 3.80** +2%

### Key value chains carbon

footprint assessment (over three-year period)

2011 330 2012 366 +119%

### Total reportrable rate of injuries

per million hours

2011 3.1 2012 2.4 -23%

### **Total reportable rate of injuries** per million hours



#### **Eco-premium solutions**

% of revenue



#### **Specialty Chemicals**

Revenue in € millions

2011 5,335

2012 5,543 + 4

EBITDA
in € millions

2011 906
2012 889 -2 %

EBITDA margin
% of revenue
2011 17.0
2012 16.0

## Total reportable rate of injuries per million hours

2011 2.8 **2012 1.8** -36%

### **Performance Coatings**

# Revenue in € millions 2011 5,170 2012 5,702 +1 0 0/0

EBITDA
in € millions

2011 611
2012 769 +26%

EBITDA	margin	_
% of rev	enue	
2011	11.8	.17
2012	13.5	+1./

Total reportable rate of injuries
per million hours
2011 2.8
2012 2.6

#### **Decorative Paints**



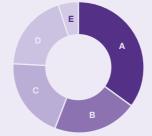


EBITDA margin
% of revenue
2011 11.4
2012 9.9

### **Total reportable rate of injuries** per million hours

2011 3.5 **2012 2.7**  -23%

### Revenue breakdown in %

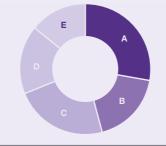


A Functional Chemicals	35
B Industrial Chemicals	21
C Pulp and Performance Chemicals	20
D Surface Chemistry	19
E Chemicals Pakistan	5

100%

## Total revenue high growth markets vs mature > 35%

### Revenue breakdown in %



A Marine and Protective Coatings	
<b>B</b> Automotive and Aerospace Coatings	18
C Industrial Coatings	
D Powder Coatings	
E Wood Finishes and Adhesives	



#### Revenue breakdown in %



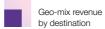
A Europe 62  B Latin America 14  C Asia Pacific 24		
	A Europe	62
C Asia Pacific 24	B Latin America	14
	C Asia Pacific	24

Total revenue high growth markets vs mature

**> 45%** 100%

### AkzoNobel at a glance in 2012

### Our geo-mix (revenue) and employees (by region)





Employees by region

### Revenue (in € billions)

€15.4

#### **Revenue by Business Area**

A Specialty Chemicals	36%
B Performance Coatings	37%
C Decorative Paints	27%

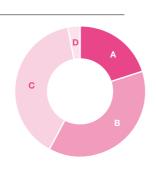


### **Employees**

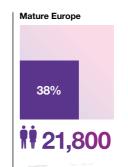
50,600

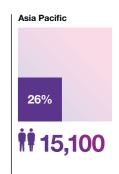
#### **Employees by Business Area**

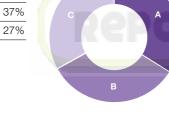
A Specialty Chemicals	21%
<b>B</b> Performance Coatings	42%
C Decorative Paints	34%
<b>D</b> Other	3%







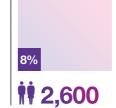








### **Emerging Europe**



### Other countries





During 2012, there were various changes to the company's portfolio and its leadership. The economic climate remained volatile and markets worldwide offered limited opportunity for growth. But we made good progress and benefited from improvements in several key areas, while never losing focus on our customers. More information can be found in this Report 2012, which takes an in-depth look at our performance and activities during the year.

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## A few historical highlights



Hoarding advertising: the planned construction of the new Sikkens plant in Sassenheim, the Netherlands, shortly before World War II broke out





ICI was created by the merger of four companies, each with its own distinctive logo. The wavy lines in the Nobel Industries logo were borrowed for the new ICI logo

Lacquer manufacturer Sikkens Lakfabrieken founded in Groningen, the Netherlands

Nederlandse Kunstzijdefabriek (Enka) is founded in Arnhem, the Netherlands

ICI is founded via the Aquitania Agreement

Bofors forge founded in Sweden

Silk manufacturer Courtaulds founded in Essex, England

Organon is founded in Oss, the Netherlands, and commences insulin production

Algemeene Kunstzijde Unie (AKU) merges with Koninklijke Zout Organon to form Akzo



Rolling gunpowder at Bofors at the time when Alfred Nobel turned the factory into the most important arms manufacturer in Sweden



Samuel Courtauld III (1793 -1881), the founder of Courtaulds and a titan among Victorian entrepreneurs



Packaging insulin



ICI's Dulux Paint entered the retail market in 1953



Alfred Nobel (photo: 1885)



International Paint, with its renowned red propeller logo, is the world leader in high performance marine coatings

KemaNobel merges with the company Bofors to form Nobel Industries Akzo Nobel acquires Courtaulds.

Best known brand: International

Akzo Nobel sells its human and animal healthcare businesses to Schering-Plough

Announced the divestment of the North American Decorative Paints business

1984

1994

998 200

2007

2008

2012

Akzo and Nobel Industries merge to form Akzo Nobel

Akzo Nobel's Fibers group is divested and becomes the independent company Acordis

Akzo Nobel acquires ICI and changes its name to AkzoNobel



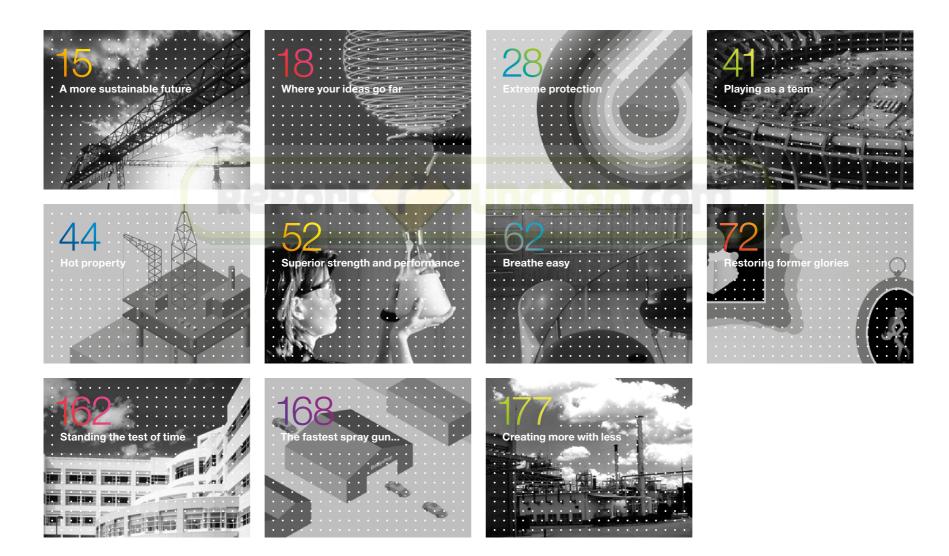
Akzo's first corporate headquarters in Arnhem, the Netherlands, in the early 1970s



Launching of the new AkzoNobel. AkzoNobel's new brand was unveiled at a gala event held in Amsterdam, the Netherlands

### Case studies

Throughout our Report 2012 you will find various case studies highlighting just part of our contribution to the world around us.



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