



SIBUR SHARES EXPERIENCE

SIBUR launches a series of videos sharing its experience.

SIBUR posted a series of short videos of up to five minutes on its [official YouTube channel](http://www.youtube.com/user/SiburHolding) (<http://www.youtube.com/user/SiburHolding>) under the hashtag #СИБУРЭксперт. The released videos mainly cover market trends and prospects of various materials, specifically acrylates, SBS polymers and DOTP. The Company's experts share insights into the application and technological features of the products based on these materials. Yet another topic – "complicated things explained simply" – short videos giving concise and illustrative information about SIBUR's products, including new solutions to become available after the launch of ZapSibNeftekhim.

SIBUR IS PLANNING TO EXPAND THE SCOPE OF TOPICS TO COVER HR, ENVIRONMENTAL AGENDA, SOCIAL PARTNERSHIP, AND EXPORTS.

The Company's experts share their insights into professional development, speak about the benefits of electronic workflow, and answer questions how to integrate it into a company's processes and handle all hurdles and challenges. One of the videos features Maxim Remchukov, Sustainable Development Director at SIBUR, talking about the advantages of circular economy and recycling trends that determine the development of the industry in the world and in Russia these days.

SIBUR is planning to expand the scope of topics to cover HR, environmental agenda, social partnership, and exports.

"SIBUR is the industry's expert with its own insights, knowledge, extensive expertise in many areas and a profound understanding of the market, ready to share with its customers, both existing and prospective. As most of our markets are dynamic, we must inform our customers about the main trends and potential of these changes," says Dmitry Beresnev, head of SIBUR's DOTP and Alcohols Sales Division.