



BRIDGING THE GAP

All the necessary information is now available for our Clients in a dedicated section of SIBUR's website.

We have launched a section providing our Clients with detailed information about SIBUR's product portfolio. The section contains a user-friendly catalogue of grades and features a search function making it easy to find suitable products. Each product page has a navigation button to jump to the contacts of managers and technical support team, who are ready to answer any questions. Frequently answered questions are already covered in the Tips and Advice section.

Also, navigating to the online product order portal, where our Clients can view up-to-date price lists and make an order, is now much easier.

All information in the section is available in Russian and English and accessible from any devices, including mobiles.

SIBUR is committed to meeting the needs of its Clients, and the new section is the next step in building the most comfortable long-term relationships to the benefit of both parties.

"The Company receives orders from new Clients to the corporate email for inquiries on a regular basis, and forwarding them to managers in charge is time-consuming. The idea of a dedicated client section has been in the air for quite a while. To bring it to life, we have analysed similar sections on the websites of industrial majors to leverage best practices. Once the section is up and running, our Clients will be able to get comprehensive information about a product, make the right choice and saving time. The website navigator features product filters by sphere and application segment, and helps Clients to determine, for example, which SIBUR's rubber grade

they need. The section's hierarchical structure gives a better understanding what other products may be of potential use for a Client. For SIBUR, this is a great opportunity to acquire one more happy client,” said Vladimir Proskuryakov, Head of Marketing, Plastics, Elastomers and Organic Synthesis Division.

Maria Borisova, Marketing and Sales Director, BIAXPLEN:

"Unlike B2C, where a "business card" website is often just enough, B2B needs a more robust web presence. Given the customer's lack of time, it is essential to provide key company information in a clear and simple way. When choosing the supplier, customers also need immediate access to detailed technical specifications for the products and solutions to see whether they suit their needs and to understand their potential applications. The launch of SIBUR's updated website is yet another step to enhance the Company's web presence, with the new For Our Clients section coming in as a crucial addition. Our goal is to make sure that we keep the new section alive and aligned with the customers' ever changing needs."

[Link to the Client section \(https://clients.sibur.ru/\)](https://clients.sibur.ru/)