

Kemira and Plan to start co-operation to support children's right to water

Kemira has signed a co-operation agreement with the international development organization Plan on November 26th, 2009. The goal of the co-operation is to support children's right to water, health and development by arranging concrete projects in different countries.

"A water related responsibility target was a natural choice for Kemira, which concentrates more and more on water related chemistry based on its new strategy", says **Päivi Jokinen**, Kemira's EVP of Marketing and Communications. "Water is one of the most important prerequisites for life and clean water is a basic requirement for us. The right to water is also closely related to basic human rights", she continues.

The co-operation for clean water is indeed in the heart of the Kemira - Plan agreement. The purpose is to build a long-lasting partnership based on co-operation, respect and responsibility to support everybody's access to clean water. The partnership starts with a package that includes water and sanitation related projects in Ethiopia, Bolivia and China. Later, the co-operation could be expanded to other countries.

The Kemira - Plan co-operation also gives Kemira's employees the opportunity to take part in the activities through Plan's country organizations and to arrange for example events in the several countries where Kemira has representation. It is important that the co-operation is of shared interest among all employees and that everyone has the possibility to contribute.

"The co-operation with Plan in global development projects strengthens Kemira's position as a good global citizen and gives the corporation an opportunity to contribute to the global well-being through its own water know-how", says **Harri Kerminen**, Kemira's CEO. "The co-operation unites the core competences of Kemira and Plan in an excellent way", Plan's Secretary General **Riitta Weiste** adds.

For more information, please contact

Kemira Oyj
Päivi Jokinen, EVP marketing and communications
Phone: +358 40 743 6176

Plan Finland
Liisa Kuvaja, Manager, Corporate Partnerships
Phone: +358 40 755 3860
www.plan.fi

Kemira is a global 2.8 billion euro chemicals company that is focused on serving customers in water-intensive industries. The company offers water quality and quantity management that improves customers' energy, water, and raw material efficiency. **Kemira's** vision is to be a leading water chemistry company. Its paints and coatings business, Tikkurila, aims to be the market leader in decorative paints and selected wood and metal coatings in chosen markets.

www.kemira.com

Plan is an international humanitarian development organisation that achieves lasting improvements in the quality of life of children in developing countries. Plan has no political, governmental or religious

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affiliations. Plan has been working for and on behalf of children for 70 years, and its awareness-raising activities in Finland began in 1998. Today Plan is active in 66 countries worldwide.

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