



Game Changers

Dow Helps Nanjing Youth Olympics Set Sustainability Benchmark



WORLDWIDE
PARTNER



Positive Legacy

Striving for sustainability runs parallel to achieving distinction. With such a belief in mind, Nanjing is making every effort to promote sustainable development through sport and achieve a positive legacy for the 2014 Youth Olympic Games. With a broad portfolio of innovative and sustainable solutions, Dow is helping Nanjing host a green, low-carbon Games with venues that will continue to be ecologically livable after the Games.



Hosting the 2014 Summer Youth Olympic Games has big implications for Nanjing. It's only the second such event following the inaugural Games in Singapore in 2010. It's also the largest sporting event in China since the 2008 Beijing Olympic Games. A successful Games will significantly boost the profile of Nanjing, one of the oldest cities in China and the capital of Jiangsu Province.

The Youth Olympics also presents an important opportunity to set a new benchmark in driving sustainability excellence in infrastructure construction, especially after the 2010 Shanghai World Expo in which the low-carbon concept prevailed. With the green and low-carbon concepts at the core of all projects, the local government and organizing committee have set stringent sustainability standards in construction and renovation in order to provide safe, comfortable, energy efficient, and aesthetically pleasing venues during the Games and

leave a long-lasting ecological legacy after the Games. Building iconic projects that offer sustainability excellence will have far-reaching effects in China at a time when massive urbanization is posing a challenge to the country's ecological environment.

As the Official Chemistry Company of the Olympic Games, Dow provides science-based solutions that improve the Olympic experience for cities, athletes, and fans everywhere. Dow innovation materials and solutions, which were successfully applied in the 2012 London Olympic Games, can be found in key venues of the Nanjing Youth Olympic Games. Enabled by a broad portfolio of innovative and sustainable solutions with a proven track record of application, Dow is uniquely positioned to help the organizing Committee, the local government, and contractors address the challenges and meet their sustainability goals.

The Nanjing Youth Olympic Center and the Nanjing Youth Olympic Village are the iconic projects for the Games. Their performance, sustainability excellence, and aesthetic design have been greatly enhanced by Dow's energy-saving technologies and environmentally-friendly materials, including spray polyurethane roofing, insulation materials, Waterborne Multicolor coating solution and FORMASHIELD™ formaldehyde abatement coatings. Such cutting-edge solutions will enable the facilities to remain vital fixtures of the city even after the Games have concluded. Many of the solutions are tailor-made for China by Dow's R&D teams, supported by their international experience and advanced technologies. In addition, Dow's ability to provide total solutions helps customers achieve greater cost-effectiveness, which was also a major requirement of the venue construction.

Dow's participation in the construction of successful sports venues and facilities dates back to the 1980s when its STYROFOAM™ insulation was adopted in ice skating rinks and bobsled runs for the Lake Placid Olympic Winter Games. A Worldwide Olympic Partner since 2010, Dow has worked closely with the Olympic Organizing Committee to help them stage a higher performing and more sustainable Games.



Dow's solutions for the Olympics include but are not limited to:

Nanjing Youth Olympic Village:

- FORMASHIELD™ formaldehyde abatement technology
- Waterborne Multicolor coating solution
- Spray PU roofing material

Nanjing Youth Olympic Center:

- PRIMAL™ CS-4000 acrylic polymer
- PRIMAL™ APR-968LO acrylic polymer

Nanjing Youth Olympic Park Footbridge:

- POLYCARB™ Epoxy bridge deck overlay system

Dow Solutions in Beijing Olympic:

- FILMTEC™ reverse osmosis (RO) membranes



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ABOUT DOW

Dow (NYSE: DOW) combines the power of science and technology to passionately innovate what is essential to human progress. The Company connects chemistry and innovation with the principles of sustainability to help address many of the world's most challenging problems such as the need for clean water, renewable energy generation and conservation, and increasing agricultural productivity. Dow's diversified industry-leading portfolio of specialty chemical, advanced materials, agrosciences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 160 countries and in high growth sectors such as electronics, water, energy, coatings and agriculture. In 2012, Dow had annual sales of \$57 billion and employed approximately 54,000 people worldwide. The Company's more than 5,000 products are manufactured at 188 sites in 36 countries across the globe. References to "Dow" or the "Company" mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at www.dow.com.

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