

**EASTMAN**

**Innovative approaches . . .  
practical solutions**

*Who we are*



The results of **insight™**

At EASTMAN ...

# Innovative approaches le



*In 1920, George Eastman's search to find an alternative source for photographic chemicals led him to Tennessee, and Eastman Chemical Company was founded. Today, we are a global producer of more than 1,200 chemicals, fibers, and plastics. More than 10,000 men and women blend technical expertise and innovation to deliver practical solutions that help make the world a better place.*

## The company

At Eastman, we see ourselves as an outperforming chemical company. We consistently demonstrate that belief with strong businesses, solid financial results, and value-creating growth. Headquartered in Kingsport, Tennessee, we sell differentiated products into diverse markets and geographic regions.

In 2009, Eastman had sales revenue of \$5 billion and operating earnings of \$317 million. We expect continued solid financial performance resulting from overall revenue growth and sustainable profits.

## The people

Diverse in culture, background, and ways of thinking, our employees proudly make Eastman™ products around the world. We strive for quality and challenge ourselves to deliver the best value for our customers. Key to our success is dedicated Eastman men and women who are insightful about customers' needs and focused on delivering practical solutions.

*"Our plan for delivering growth is simple. We plan to build upon who we are and what we know. First and foremost, we are a chemical company proudly making products that improve our everyday lives."*

— Jim Rogers  
President and CEO



# ad to practical solutions.

## The balance

For us, the way we do business is by creating value through environmental stewardship, social responsibility, and economic growth — now and for future generations.

### *Environmental stewardship*

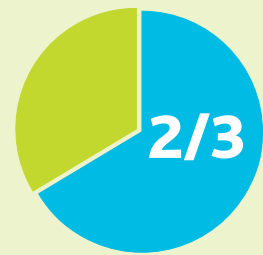
We believe Eastman is an inherently sustainable company. For 90 years, we have been good stewards of our resources. We manufacture products from natural resources and reuse by-products that would have otherwise become waste.

### *Social responsibility*

Eastman is committed to improving the health and vibrancy of the communities where we live, work, and play. We follow stringent safety processes and drive improvement in our safety performance. Like our overall safety processes, we go above and beyond to ensure that Eastman™ products are safe for our employees to handle and for our customers to use. Our commitment to being socially responsible reaches into communities around the globe, where we donate time and resources and support local causes and programs.

### *Economic growth*

Growth is our mandate at Eastman, and we are convinced that sustainability is a critical driver. To grow faster than the world changes, we must build upon our market insights and connects, work on our ability to be adaptive and collaborative, and move with a sense of urgency to seek innovative and creative solutions.



*"Our goal is that two-thirds of the revenues from our new product launches offer sustainability benefits compared with the prevailing alternatives in the market."*

— **Mark Costa**  
Executive VP, Specialty Polymers,  
Coatings and Adhesives & CMO

**18%**

Reduced GHG intensity  
1998 – 2009

**33%**

Reduced energy intensity  
1998 – 2009

**41%**

Reduced VOC emissions  
1998 – 2009

*Updated data was significantly impacted by low production rates in 2009.*

# Our locations



## 2009 sales revenue by market

29% Packaging
19% Tobacco
11% Building & Construction
10% Consumables
7% Durable Goods
6% Industrial Chemicals & Processing
5% Health & Wellness
5% Transportation
3% Other
2% Agriculture
2% Energy, Fuels, & Water
1% Electronics

# EASTMAN

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