

The Qenos
Story of
Ingenious
Transformations

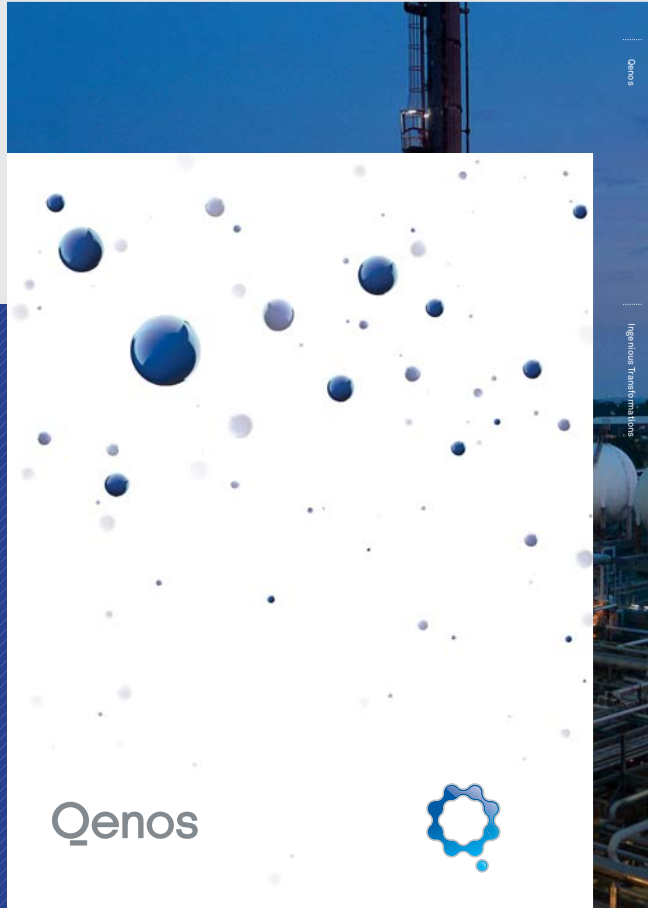
—

Qenos



Qenos

Ingenious Transformations



Qenos has been a pioneer in Australian manufacturing and processing for nearly 60 years. Now we're diversifying, building on our heritage and applying our unique transformative skills, our proven track record in workplace safety and operational excellence plus our enviable global collaborations to a host of new opportunities.

The world is evolving, and so are we. We're busy providing specialised advisory services to improve the safety and efficiency of Chinese hazardous process industries and at the same time working on new ways to open up investment opportunities into Australia. And that's just the beginning.

By harnessing these strengths, we're working to deliver smarter products, services and support to benefit manufacturers, processors and distributors and to enhance the lives of millions of people.





Jonathan Clancy
CEO and Executive
Chairman, Qenos

“We remain sharply focussed on Australia and providing the highest standards of product and service quality to our customers.”

Energised by Our Ambitions

Qenos exists to advance the quality of life of people in Australia and China and we achieve this by inspiring our people to apply and continually develop our world class knowledge in chemistry and operational excellence.

Qenos is bringing together our unique expertise in chemistry, safety and operations and our enviable global relationships, to grow both in Australia and overseas. We are using a refresh of the Qenos brand, together with our new tagline “Ingenious Transformations” to communicate this ambition.

Through this process, we are telling the Qenos story, both the untold story of how we transform Australia’s natural resources into world class products, and the story of how we are transforming Qenos into a growing and dynamic business.

Jonathan Clancy
CEO and Executive Chairman,
Qenos

At Qenos we are energised by our new ambitions. We are looking to do more in existing markets by creating new locally manufactured products, to transfer Qenos’ operational excellence into China through our process industry safety and asset performance improvement programs, to bring new products into Australia from Qenos’ international partners and to leverage our global linkages to build investment in Australia that supports growth in Australia’s food and agricultural exports.

We recognise that through the support of our customers, Qenos occupies a privileged position within a remarkable supply chain. While our plans are bold, we remain sharply focussed on Australia and providing the highest standards of product and service quality to our customers.

Ingenious Transformations

Qenos uses clever chemistry to create the building blocks for products that become a vital part of the things Australians do every day.

- 1. Rather than dig and ship, Qenos multiplies the value of Australian gas that would otherwise be burnt for fuel, by transforming it into safe, clean polyethylene
- 2. Qenos collaborates closely with technology partners in the USA and Europe on the development and commercialisation of next generation polyethylene resins
- 3. Qenos licences our own IP for manufacture in South Africa, helping build the local supply of polyethylene pipe for water distribution across southern Africa
- 4. Qenos collaborates with the CSIRO and a number of Australian universities on the development of polyethylene based advanced materials
- 5. The Qenos Product Technology team works side by side with customers on getting the best possible performance from Qenos resins in new product applications



1.1



1.2



1.3

Fig 1.1
Qenos operates the largest polyethylene testing laboratory in the southern hemisphere

Fig 1.2
The Qenos test centre in WATA is accredited for specific chemical and mechanical tests

Fig 1.3
ExxonMobil’s Merlin A-B platform in Victoria’s Bass Strait

Qenos Polymers

—

1 Range: All your PE needs from one supplier

—

2 Quality: World-class product quality and performance

—

3 Service: Call Qenos today for next day delivery

—

4 Support: Technical support whenever you need it

Qenos has been a pioneering manufacturer and supplier to Australian industry for almost 60 years.

Our customers represent the best of Australia's manufacturing sector and demand a world class range¹ of quality² products, service³ and support⁴.

Qenos is proud to be an integral part of the polymer and chemistry industry and a major contributor to the Australian economy.



2.1

Alkadyne®

Engineered to Outperform, for pipes that carry our water and gas

Alkatuff®

Tough in the Sun, for poly tanks that increase our water security

Alkatano®

Super clean, Super safe, for our milk bottles, containers and the wheeled bins that collect them

Alkamax®

Sheer Performance, for the most demanding packaging applications

Alkathene®

Trusted since 1957, for safety and freshness

The Know-How to Transform

—

1 China National Chemical Corporation (ChemChina) acquired Qenos from ExxonMobil and Orica in 2008. In 2008, Qenos became a subsidiary of China National Bluestar (Group) Ltd.

—

2 Bluestar is a joint venture between ChemChina and The Blackstone Group, a leading global alternative asset manager and provider of financial advisory services.

—

3 Qenos provides its Chinese customers with expert advice, education and support across the areas of operational safety, environmental protection, asset performance enhancement, maintenance practice and productivity.

Since 2007¹ we've been sharing our know-how with the 22 subsidiary businesses of the Bluestar² Group in China.

Qenos is building an advisory practice that will become a leading force in transforming Chinese hazardous process industries into safer, more efficient and cost effective operations³.



2.2



2.3

Qenos has demonstrated longstanding excellence in optimising business assets while minimising workplace risks.

We've developed a world-class Safety, Health & Environment (SHE) management system and are recognised as a leader in SHE performance in Australia.

Our production process facilities operate at the highest levels of operational performance, with exceptional integrity and reliability.

This is achieved through the unwavering application of first-rate technical expertise and asset management practices.

FIG 2.1 Qenos delivers next day through the purpose built Qenos delivery system

—

FIG 2.2 Bluestar delegation touring the Qenos Albano facility

—

FIG 2.3 Product is manufactured for testing in the Qenos process hall

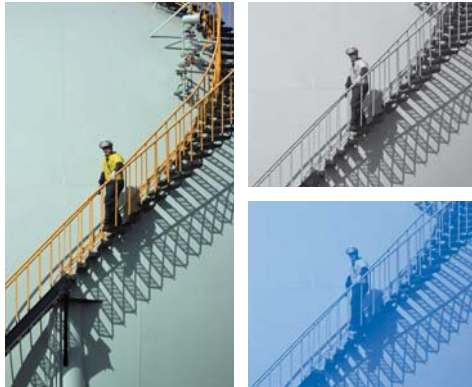
Our Brand

The new Qenos brand is created around the notion of ingenious transformations: using clever chemistry to transform ethane gas into a high value engineered material, transformed further by Australian industry, transforming the safety and efficiency of Chinese process industries; and opening up transformative investment opportunities in Australia.

The brandmark is unique yet timeless, asserting the quality of Qenos products and its position as an industry leader.

The marquee, an abstract 'Q', is reminiscent of a molecular structure, and the subtle gradient and polished finish combine to invoke the Qenos story of ingenious transformations.

FIG 3.1
Image style – Qenos photography has a sense of symmetry in composition. Images of Qenos labs, plants and products are used in full colour, black and white, or a monochrome or duotone of the core brand colours.



31

Our Brandmark

The marquee is the most unique and recognisable element of the Qenos brand.



Our Tagline

The tagline "Ingenious Transformations" can accompany the brandmark and represents the multifaceted story of transformation through process and know-how.

Ingenious Transformations

Visual Language

The Qenos visual language consists of key lines set up in varying weights, adding a visual element of technical expertise and precision, whilst communicating the idea of transformation.



Colour Palette

The Qenos colour palette consists of fresh, bright hues of blue, complemented by neutral tones of grey.



Typography

The new Qenos brand typeface is Akkurat. Sympathetic to the brandmark, the typeface is clean and timeless. Communications from Qenos are set in the one consistent tone of voice.

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



Quality Built in at Every Step

The local manufacture and conversion of polyethylene is a great story of Australians adding value to Australian resources.

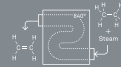
4.1



Raw Materials

Ethane gas from Bass Strait and the Cooper Basin is supplied to Genos via dedicated pipelines

4.2



Cracking

The cracker uses steam and heat to split ethane into ethylene and hydrogen

4.3



Purification

The ethylene is purified to remove impurities such as carbon dioxide and acetylene

4.4



Polymerisation

The ethylene is polymerised into a powdered form of polyethylene in a catalysed reaction process

4.5



Compounding

An extruder is used to combine the polyethylene powder and additives into granules

4.6



Quality

Genos ensures the highest standards of quality through our world class technical centre and specialised technical support

4.7



Packaging & Delivery

Genos delivers next day using our purpose built polymer delivery system

Qenos

Industrial Transformations



Qenos Pty Ltd
ABN 62 054 196 771

471 Kororoit Creek Road
Altona Victoria 3018
Australia
T +61 3 9258 7333

-

qenos.com

-



Oniris

Hydrogen Transformation

