



DOW CHEMICAL COMPANY'S WORLDWIDE OLYMPIC PARTNERSHIP

Fact Sheet

The Official Chemistry Company of the Olympic Movement

On July 16, 2010, Dow Chemical Company (Dow) became an official Worldwide Olympic Partner (joining the TOP program) and the official chemistry company of the Olympic Movement through 2020, including:

- The London 2012 Olympic Games
- The Sochi 2014 Olympic Winter Games
- The Rio 2016 Olympic Games
- The 2018 Olympic Winter Games and the 2020 Olympic Games (host cities not yet elected)

As part of the agreement, Dow will partner with the International Olympic Committee (IOC) and the National Olympic Committees (NOC).

Why Dow Fits with the Olympic Games

Dow is a diversified chemical company, manufacturing chemicals, plastics, and agricultural products that serve numerous consumer markets including food, transportation, health and medicine, personal and home care, and building and construction.

With business operations at 214 sites in 37 countries around the world, Dow's global reach will provide an outstanding platform for amplifying and reinforcing the enthusiasm and excitement of the Olympic Games for years to come.

Dow produces the building blocks of the thousands of products and materials that come together to facilitate the success and competitions of the Olympic Games — from the fibers of swimsuits, to the polymers of alpine skis, to the lightweight frames of bicycles, along with thousands of other applications.

About The Olympic Partners (TOP) Program

TOP stands for The Olympic Partners Program. Created in 1985, the TOP Program is managed by the IOC and is the only sponsorship with the exclusive worldwide marketing rights to both the Winter and Summer Games.

As an event that commands the focus of the media and the attention of the entire world for two weeks every other year, the Olympic Games are one of the most effective international marketing platforms in the world, reaching billions of people in over 200 countries and territories throughout the world.

Sponsors' support – be it financial, operational or through the provision of products – is crucial to the staging of the Games and the operations of every organization within the Olympic Movement, including the International Olympic Committee (IOC), Organising Committees (OCOGs) and National Olympic Committees (NOCs).

World-wide Partners confirmed for the London 2012 Olympic Games are: Coca-Cola, Acer, Atos Origin, Dow Chemical Company, GE, McDonalds, Omega, Panasonic, Samsung and Visa.

Financial Commitments

The IOC does not disclose the value of individual agreements.