

News Release

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Smarter, Smaller and More Attractive Consumer Goods and Electronics Using Celanese Materials Showcased at K 2016

Innovative Celanese polymers replace metal in consumer electronics and home appliances

DALLAS and DÜSSELDORF, Germany (October 6, 2016) – Consumer electronics and home appliances are smaller and more complex, putting an emphasis on product design and the materials from which these products are made. At the K 2016 plastics show October 19-26 in Düsseldorf, Germany, Celanese Corporation (NYSE: CE), a global technology and specialty materials company, will showcase its extensive portfolio of polymers that help consumer goods and electronics manufacturers design and produce effective, functional and attractive products.

“Today’s consumers demand smarter and more functional electronics and home appliances that fit their lifestyle. And in industries with thin margins and fierce competition, material selection helps manufacturers establish their brands and entice consumers,” said Todd Elliott, vice president of Material Solutions, Celanese. “Consumer goods and electronics manufacturers around the world look to Celanese as their first choice for engineered materials for product components and packaging and have the confidence that these materials will help them engage consumers and drive brand loyalty.”

Celanese materials allow consumer goods manufacturers to attract buyers through aesthetics and tactile elements that can withstand the rigors of daily use and frequent cleaning. On the inside, durable and functional components keep consumers happy. The functionality of everyday household goods and electronics is a key consideration to consumers. Where low-friction/low-wear, high heat resistance and color quality are critical to the consumer experience, Celanese polymers, such as MetaLX[®] metal-effect and mold-in-color polymers, help make the buying decision easy.

Celanese’s broad portfolio of engineered materials allows appliance and electronics manufacturers to replace metals and other materials with polymers that offer the same or better appearance, design freedom and performance.

At K 2016, Celanese will highlight three strategies to successful consumer product design and development by choosing engineered materials from Celanese:

- **Appearance Solutions:** Celanese materials help ensure manufactures meet consumers’ expectations from the look and feel of a lipstick case to their coffee maker design. Celanese MetaLX[®] metal-effect and mold-in-color polymers are durable to prevent scratches and aesthetic stability to resist chemical cleaners.
- **Smaller Parts, Higher Flow:** With personal electronics getting smarter, smaller and more complex, the design of the device and internal components – from connectors to camera

mounts – require materials with exceptional flow characteristics and high strength for thinner walls and dimensional stability. Celanese polymers help products perform consistently despite day-to-day use and abuse ensuring long product life and brand trust.

- **Day-to-Day High Heat Demands:** When operating at the extreme temperatures of cooking food, drying hair or delivering water, Celanese’s broad portfolio of heat-tolerant engineered materials maintains dimensional stability.

Across the consumer experience – from appliances and electronics to personal care and packaging – Celanese engineers and scientists apply nearly a century of technical capability, polymer experience and industry expertise to help consumer goods and electronics manufacturers select the right materials that meet technical specifications. The result can be a better consumer experience while manufacturers can control costs and get products to market faster.

At K 2016, Celanese booth visitors will experience the *Art of Material Selection* as they learn about one of the world’s broadest polymer product lines. To learn more about Celanese engineered materials for the consumer goods and electronics industry, visit the Celanese booth at K 2016 in Hall 6 stand #6A07.

To learn more about K 2016, visit www.k-online.com/.

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About Celanese

Celanese Corporation is a global technology leader in the production of differentiated chemistry solutions and specialty materials used in most major industries and consumer applications. Our two complementary business cores, Acetyl Chain and Materials Solutions, use the full breadth of Celanese’s global chemistry, technology and business expertise to create value for our customers and the corporation. As we partner with our customers to solve their most critical business needs, we strive to make a positive impact on our communities and the world through The Celanese Foundation. Based in Dallas, Celanese employs approximately 7,000 employees worldwide and had 2015 net sales of \$5.7 billion. For more information about Celanese and our product offerings, visit www.celanese.com or our blog at www.celaneseblog.com.

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This release may contain “forward-looking statements,” which include information concerning the company’s plans, objectives, goals, strategies, future revenues or performance, capital expenditures, financing needs and other information that is not historical information. When used in this release, the words “outlook,” “forecast,” “estimates,” “expects,” “anticipates,” “projects,” “plans,” “intends,” “believes,” and variations of such words or similar expressions are intended to identify forward-looking statements. All forward-looking statements are based upon current expectations and beliefs and various assumptions. There can be no assurance that the company or its customers will realize these benefits or that these expectations will prove correct. There are a number of risks and uncertainties that could cause actual results to differ materially from the forward-looking statements contained in this release. Numerous factors, many of which are beyond the company’s control, could cause actual results to differ materially from those expressed as forward-looking statements. Other risk factors include those that are discussed in the company’s filings with the Securities and Exchange Commission. Any forward-looking statement speaks only as of the date on which it is made, and the company undertakes no obligation to update any forward-looking statements to reflect events or circumstances after the date on which it is made or to reflect the occurrence of anticipated or unanticipated events or circumstances.