



Commercial Excellence

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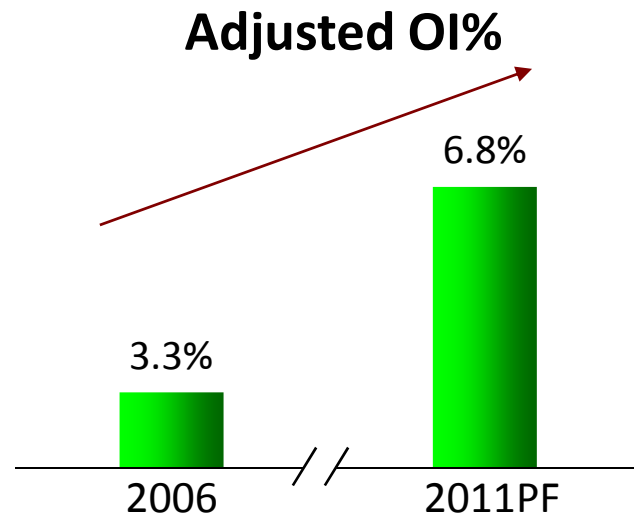
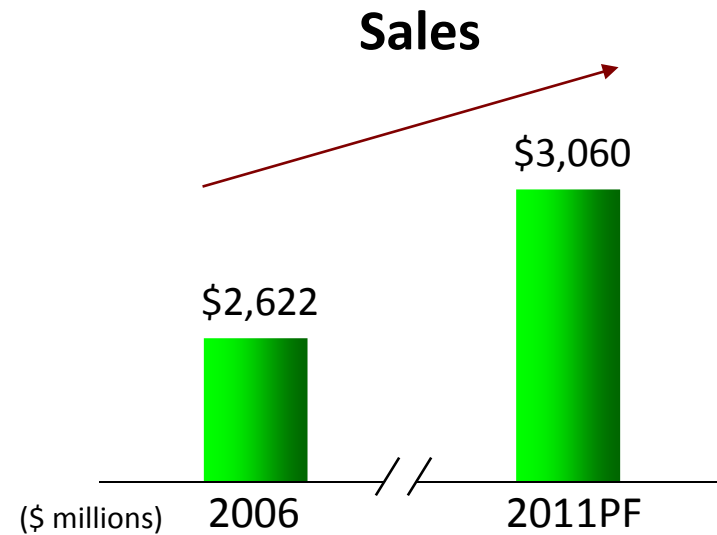


Collaboration. Innovation. Excellence.™

From Volume to Value



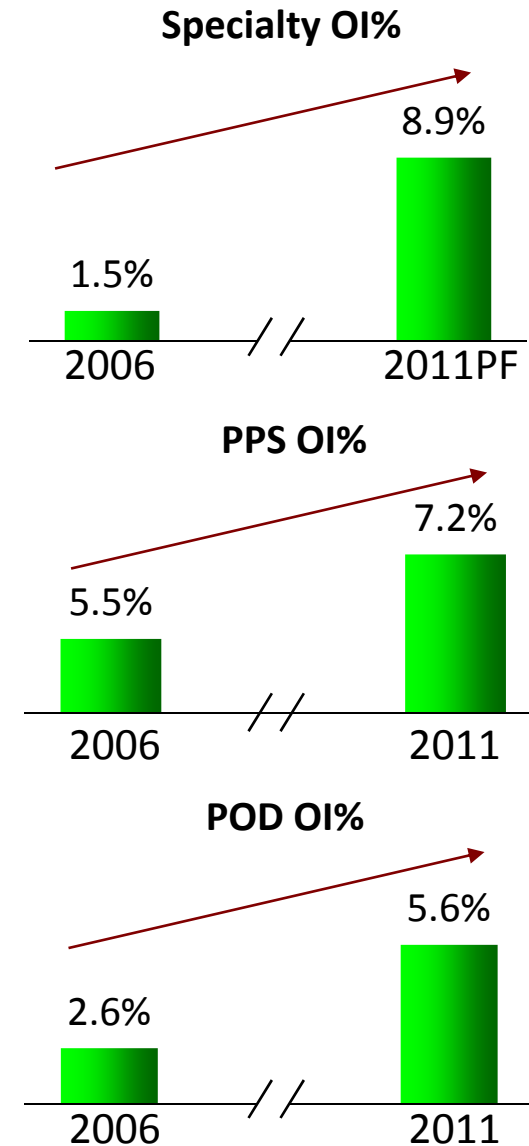
- Shifted sales compensation practices to drive value and margin expansion
- Significantly upgraded and added sales, marketing, and technical resources
- Expanded global cross-selling
- Invested in training and tools



Specialization Drives Margin Expansion



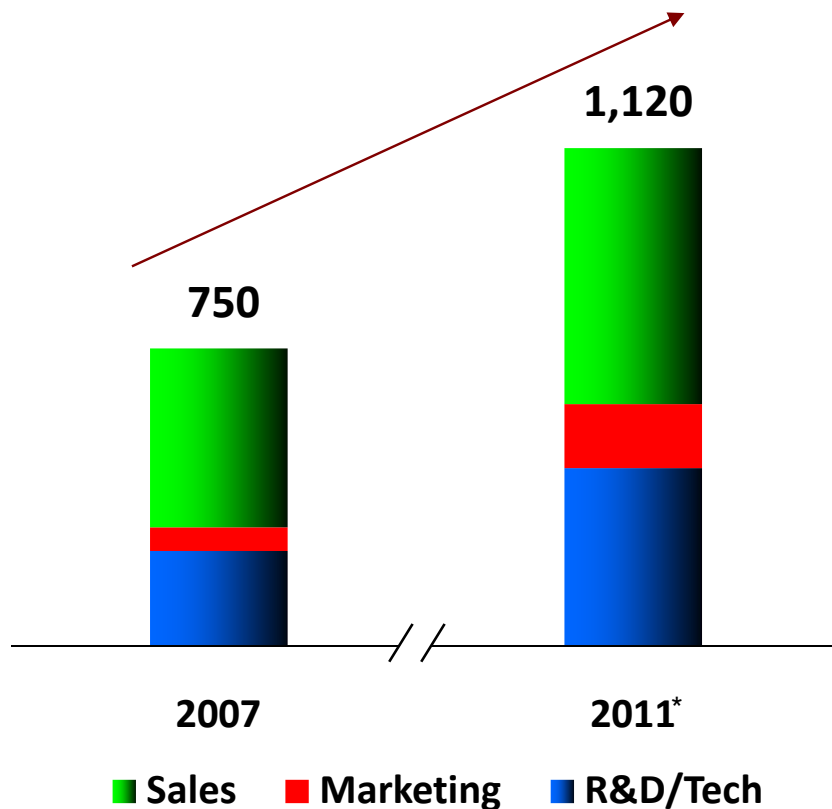
- Value pricing practices enabled by use of EVE tools
- Shifting the basis of competition to specialization differentiates PolyOne as a value-added solutions provider
- Redirecting our technology and marketing focus to the most attractive segments



Commercial Excellence – Recent Investments



Total Commercial Employees 2007 – 2011
49% Increase

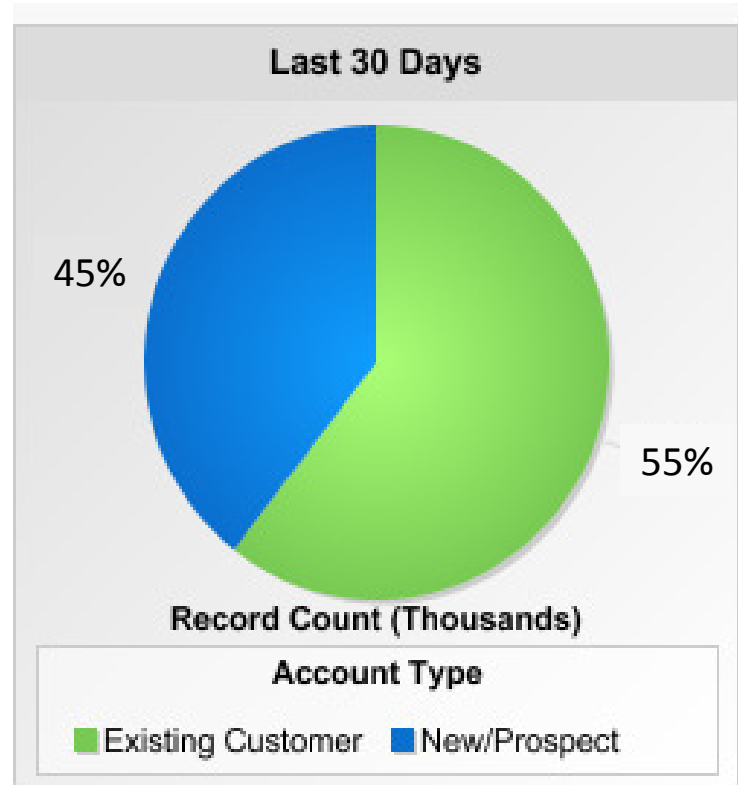


- Global key account management team focused on key markets and strategic OEMs
- Drive growth in target markets through application development
- Leverage breadth of solutions across all PolyOne platforms to identify innovative solutions for strategic OEMs and Tier 1 partners

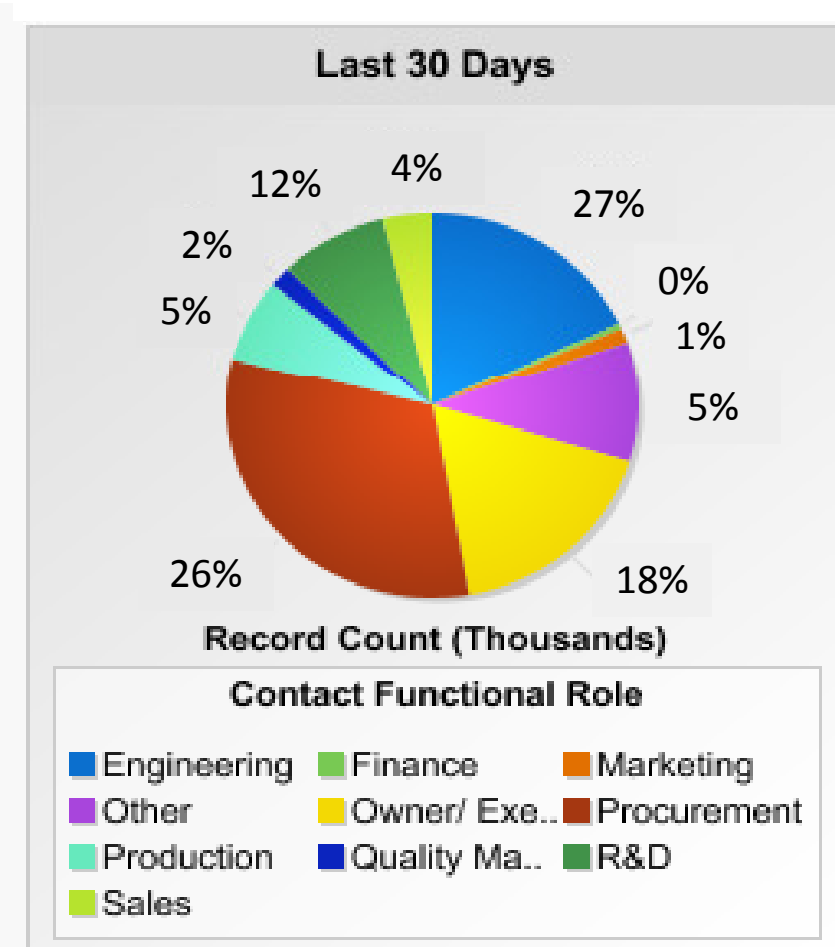
*Includes ColorMatrix

Performance Dashboards Drive Execution *PolyOne*

GCAI Activity by Account Type



GSEM Activity by Contact Functional Role

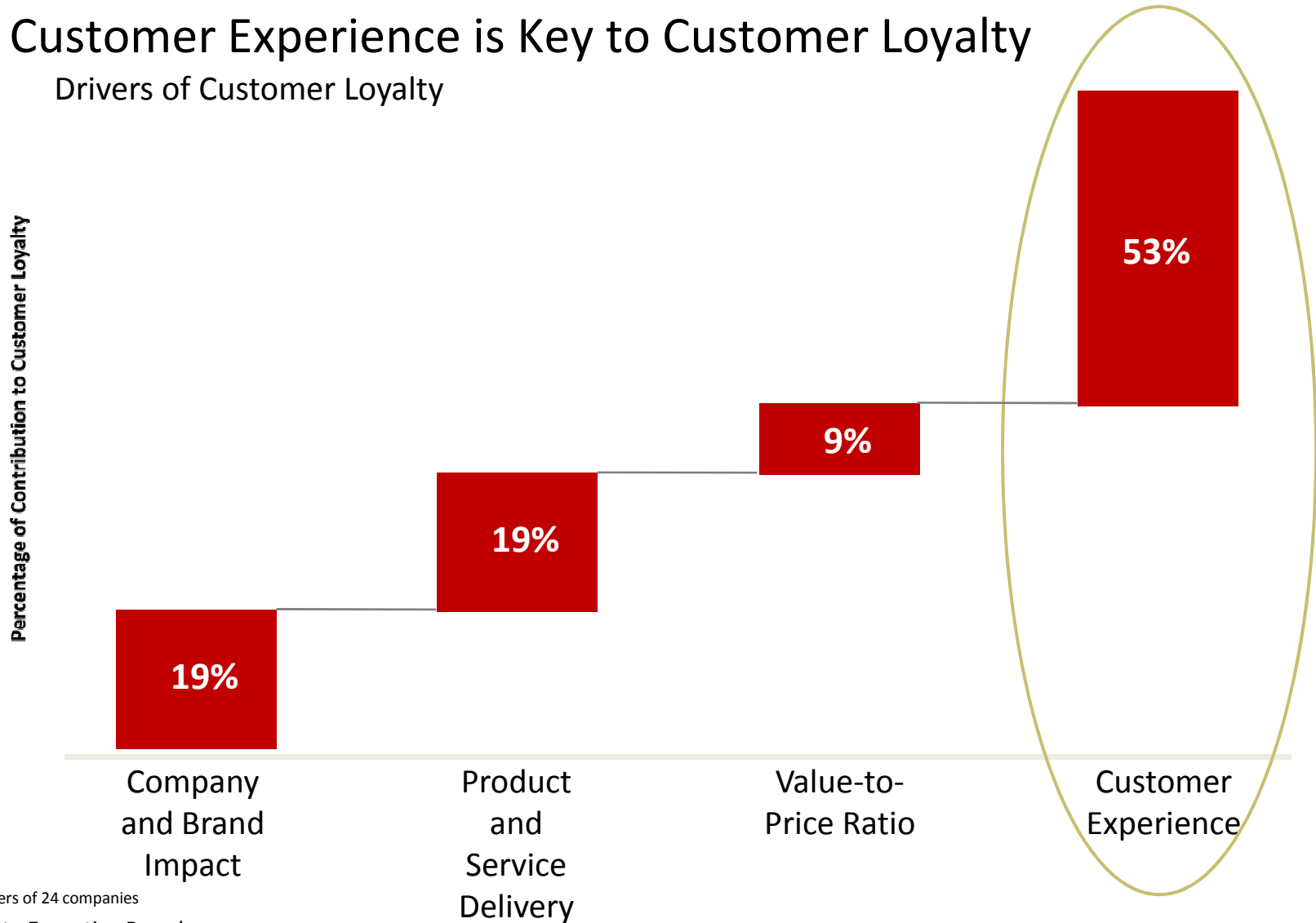


Building Customer Loyalty



Customer Experience is Key to Customer Loyalty

Drivers of Customer Loyalty



n = 4,960 B2B customers of 24 companies
Source: Corporate Executive Board

- Continue to redirect our focus to more attractive segments and increase customer loyalty and retention
- Leverage new commercial tools and investments to enable disciplined execution and accountability
- Position PolyOne as the differentiated value-added specialty solutions provider

Drive improved mix in all segments and achieve margin and profitability growth

PolyOne[™]

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