

CUSTOMER CENTRICITY MEMORANDUM



MEMORANDUM PURPOSE

This Memorandum establishes the fundamental principles of the customer-centric approach to relations with SIBUR partners and between SIBUR employees.



DEFINITION

The customer-centric approach is a systematic and continuous work by each SIBUR employee to create and develop mutually beneficial and long-term relationships with both external and internal customers.



FUNDAMENTAL PRINCIPLES

SIBUR employees comply with the following fundamental principles of the customer-centric approach:

➤ MUTUALLY BENEFICIAL COOPERATION AND PARTNERSHIP



We create open **partnership relationships** with our customers based on respect for and an understanding of the challenges they face.

We develop our Customers by sharing practices we have accumulated and contributing to their success using all available opportunities.

Our joint efforts are a driver for our **common long-term growth**.

➤ INDIVIDUAL APPROACH THAT EXCEEDS EXPECTATIONS



We go deep into the specifics of our Customers' business, pay attention to details and use a flexible approach to solving our Customers' tasks.

➤ OPENNESS AND TRANSPARENCY



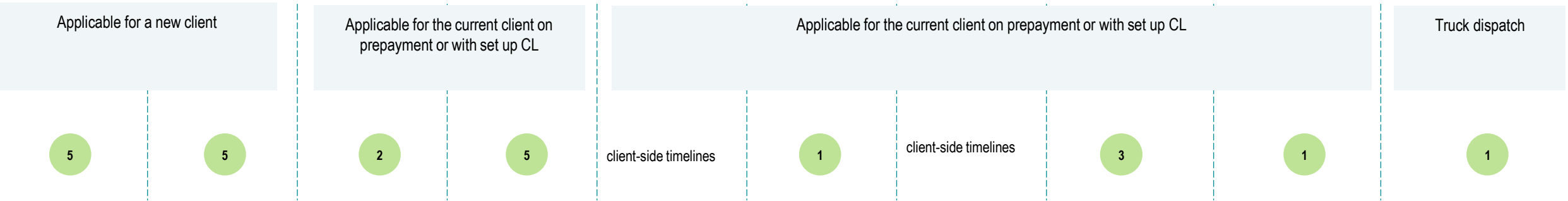
We constantly collect and **analyze feedback** and experiences from our customers. Based on such feedback, we **develop activities** to improve our processes and quality of service as well as enhance and develop the Company's products and services.

Key Steps and duration of the Process (for SI clients)



Duration of the process, days

~ 20 days*



Standard procedure: **WD**
 WD – working days

! *Could be additional stages depending on the deal