

ALLIANCE

FOR INTELLECTUAL PROPERTY

Speech by Ana Mota
Global Brand Director, AkzoNobel
Alliance for Intellectual Property Summer Reception
16th July 2013

My Lords, Members of Parliament, fellow distinguished guests, ladies and gentlemen.... First before I start, John, Richard, thanks for organizing such a great event this evening.

I'm Ana Mota and I am a Global Brand Director at AkzoNobel. Before I proceed, I would like to ask you a question.... do you know what is the link between the Dulux dog and the McLaren Formula 1 car driven by Jenson Button?

There might be other links that I am not aware of but the key one is that they are both representations of brands or products that are developed, manufactured and commercialized by Akzo Nobel.

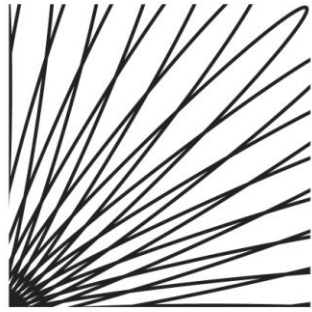
Akzo Nobel is a leading global paint and coatings company with headquarters in Amsterdam and we've more than 300 years of expertise and presence in more than 80 countries.

Over 50.000 employees are focused on delivering innovative products and services in a huge variety of sectors. From the decorative paints that we use at home, to innovative coatings that protect everyday products such as the Blackberrys in your pockets. Or.... even more challenging situations such as protecting oil and gas installations from fire, and equipment for the British army.

The UK is one of our largest markets, and we employ over 4 thousand people, from decorators to scientists, across 218 locations.

AkzoNobel is home to a large number of iconic British brands, including Dulux, Polycell, Cuprinol, Hammerite and many others.

Not only is Akzo Nobel responsible for colouring hundreds of thousands of walls in homes across the UK... but we also have a proven track record in providing specialist coatings to many landmark buildings, such as the Shard and Wimbledon Centre Court. And you might be interested to know it was our metallic gold powder that coated the post boxes celebrating the Olympic gold medal winners.



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Local communities projects are an example of our commitment to add colour to people's lives. Under the Dulux Let's Colour Projects we give a new lease of life to spaces all over the world. In the UK alone, and since its launch in 2012, we've completed over 200 community projects.... From the Ashington College to the Bristol Skate park, from an estate in Greenwich to a school in Edinburgh. Project by project, we'll reach our objective to colour one million people's lives by 2020.

It goes without saying that without a strong intellectual property system, our brand integrity and our unique offering to customers would be eroded....and our ability to invest would be impaired.

All our products are distinctively packaged to stand out on the shelf. We protect this recognition by registering as trade marks our brand names, our sub-brand names, our logos and key features of livery. For example....the Dulux brand and also specific brand features, like the Polycell tick and the Hammerite shield. We also rely on design registrations to protect elements that make up the "look-and-feel" of our cans or other products.

Dulux, of course, is a famous brand in the UK. Manufactured for more than 80 years, Dulux has an established reputation as the world's leading brand of premium quality paint. We're very proud that it's been recognized as a Top 10 Superbrand.

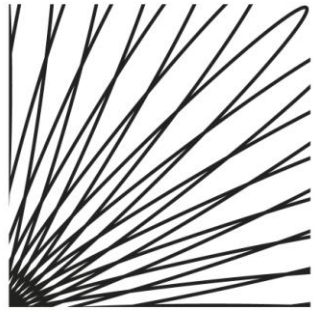
We've recently introduced a new logo to unite Dulux and the brand names we use elsewhere in the world and we've supported its protection via trademark registrations worldwide.

But... the brand asset that draws the most attention for Dulux is, of course, our famous Old English Sheepdog, known by generations across the country as the Dulux Dog. Having a breed of dog so closely associated with the brand clearly creates its own protection challenges. We don't want others to use similar dogs to create an association with our brand, or damage our reputation.

While customer loyalty and trusted quality are central to the success of our brands, creating new solutions for global challenges is at the heart of our operations.

Two of our global R&D centres are located in the UK, in Slough and Felling. In 2012, AkzoNobel invested over £300m in R&D, more than any of our competitors in the industry.

It takes time and investment to develop these important advances and the patent system is vital, not only to encourage businesses like ours to invest in such developments.... but also to share knowledge and spur further innovation.



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From reducing the number of coats of paint a customer needs to use, to ensuring that food and drink packaging remains fully recyclable, our key focus is on reducing environmental impact.

AkzoNobel has been awarded the Carbon Trust Standard this year for the third consecutive time, recognising a 12.9% absolute reduction in operational carbon emissions over the last two years.

Akzo Nobel's new plant in Ashington, Northumberland brings to life our vision to create the most sustainable paint factory ever. The site will reduce our impact on the environment, with lower energy consumption and less waste....reflecting the company's wider commitment to sustainability.

Currently under construction, this new factory represents an investment of £100m. Not only will this increase export opportunities, it'll ensure that our iconic brands are manufactured in the UK for years to come.

As our company continues to grow and we continue to invest in our brands and manufacturing, the importance of IP to AkzoNobel can only increase. And this will allow us to protect our innovative and sustainable developments long into the future.

Many of you may never have heard about AkzoNobel before this evening, but I hope that the next time you paint your houses or you see one of the gold post boxes, you'll be more aware of the company behind these products.

Thank you and I'll now hand you over to John.