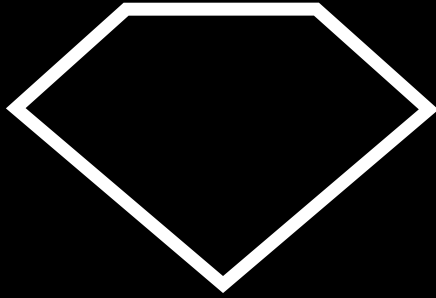


THE
DYNEEMA[®]
PROJECT



AN ELITE PROGRAM FOR
PREMIUM BRANDS

Aim of The Dyneema® Project

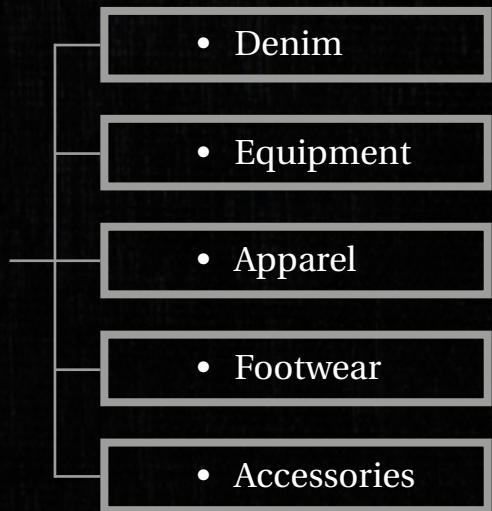
What is The Dyneema® Project?

The Dyneema® Project is an elite program for brands that strive to lead the way in product innovation and/or are genuinely relevant from a pop cultural perspective.

As a member of this invitation only program you will collaborate with the DSM Dyneema team to create trail blazing product which generates substantial PR.

Brands can expect a partnership within communication, business and sales.

The Dyneema® Project focusses primarily on following segments





THE
DYNEEMA[®]
PROJECT

Criteria for participation in The Dyneema[®] Project (brands)

- From a product / technological perspective: premium product development with true trailblazers / innovators
- From a trend/pop cultural perspective: RELEVANCE.
- Willing and able to use The Dyneema[®] Project labelling in product
- Product has substantial international PR potential
- Potential The Dyneema[®] Project brands have the ability, or are willing to generate PR
- Partnership with longevity potential
- Preferably an emphasis on mutual sustainability value proposition

The Dyneema[®] Project is an invitation-only program

Collaborations are curated by the Strategic and Creative Team at The Dyneema[®] Project. This team is a combination of Dyneema[®] management and strategic and creative partners.



#1 Fabric Development Support

For brands

Tailor made consultancy, sharing of expertise, advise on which fabrics to use. Connect with best manufacturing partners, with proven track records in developing and producing Dyneema®-enhanced fabrics.

For mills

Dyneema® fabric designers and/or engineers are available to co-develop new and innovative high-performance Dyneema® labeled fabrics.

OFFERING OF THE DYNEEMA® PROJECT FOR PARTICIPATING BRANDS
– A MIX OF ELEMENTS –



#2 Business Support for brands

Sneak preview

Dyneema® is continuously developing new fibers and fabrics. Participants in The Dyneema® Project will have a sneak preview and/or first option on these new mill-developed fabrics.

OFFERING OF THE DYNEEMA® PROJECT FOR PARTICIPATING BRANDS
– A MIX OF ELEMENTS –



#3 Sales Support

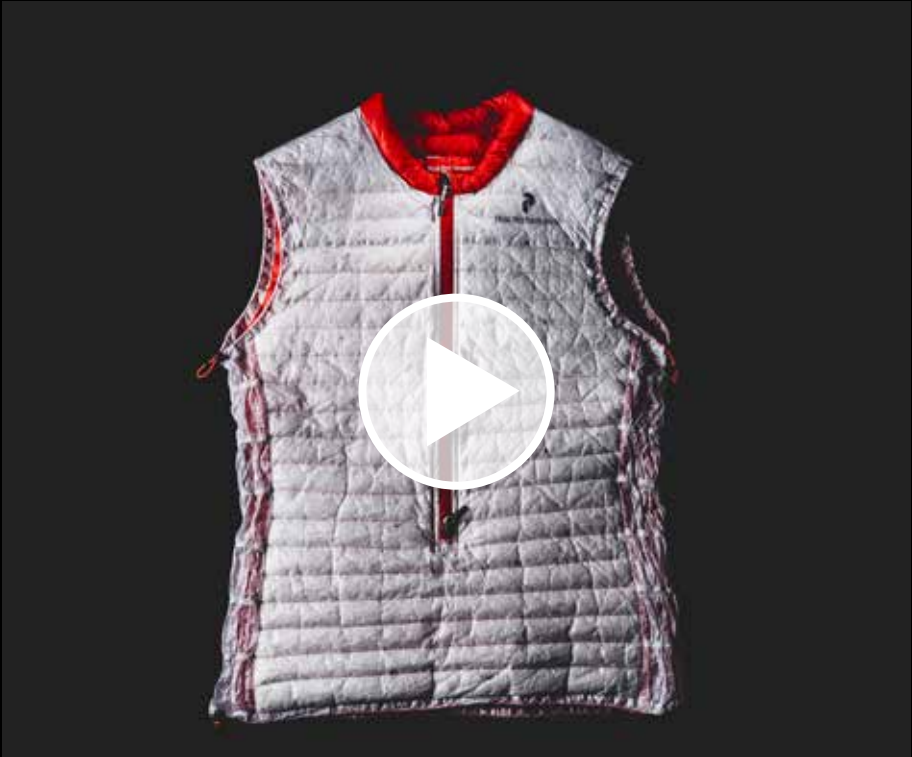
For brands

Sales tools as well as Dyneema® experts are available for presentations and one-to-ones with press, sales teams and/or retail buyers to explain the properties of the product.

For mills

DSM Dyneema sells co-developed fabrics into the market. Sales tools as well as experts are available for presentations and one-to-ones with press and buyers to explain the properties and possibilities of the product.

OFFERING OF THE DYNEEMA® PROJECT FOR PARTICIPATING BRANDS
– A MIX OF ELEMENTS –



#4

Communications Support: Storytelling in the Broadest Sense

Online video

Online videos will be produced for a number of The Dyneema® Project collaborations to highlight the creative process behind a specific fabric or product.

Collaborative promotional efforts

Dyneema® will actively support promotional activities related to collaborations within The Dyneema® Project. This can involve storytelling by means of video and social activation, digital global PR and co-branded communications in advertising, events etc.

#5 POS support

Labeling

The Dyneema® Project labels as well as a diversity of POS tools for GTM and/or retail support will be made available upon agreement.

#6 Free publicity

The Dyneema® Project can provide tailor-made press releases, and will actively reach out to its network that includes the world's best blogs, websites and press.

#7 The Dyneema® Project Website and social media

The Dyneema® Project collaborations will be shared on its online home: www.thedyneemaproject.com and The Dyneema® Project Facebook/Instagram and digital platforms of partners.

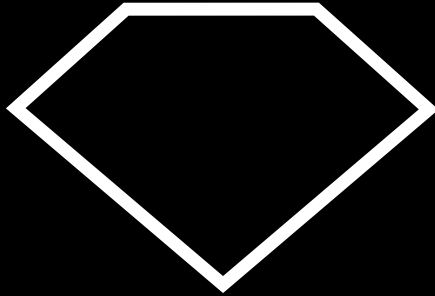


#8

Overall partnership

A continued dialogue based on a shared commitment to create successful and relevant products.

THE
DYNEEMA[®]
PROJECT



AN ELITE PROGRAM FOR
PREMIUM BRANDS