NEWS RELEASE
Mitsui Chemicals
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MITSUI CHEMICALS,INC.

April 4, 2017

Mitsui Chemicals, Inc.

Cooperation in Materials with Keio SDM in Exhibition at Salone del Mobile. Milano

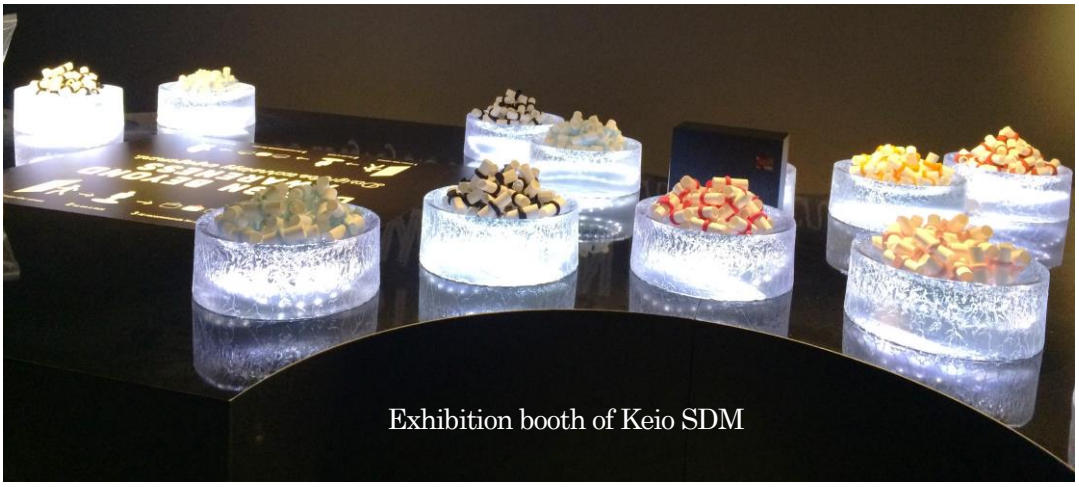
Mitsui Chemicals, Inc. (President & CEO: Tsutomu Tannowa) announced today that it has cooperated in the area of materials with the Graduate School of System Design and Management, Keio University ("Keio SDM"), which exhibited at Salone del Mobile. Milano (Milano Design Week 2017), one of the world's largest design exhibitions, held in Milan, Italy from April 4, 2017 to April 9, 2017. An opportunity for collaboration arose with a request from Keio SDM, ahead of the exhibition at Salone del Mobile. Milano, and Mitsui Chemicals provided cooperation in materials and technologies (Milastomer™ , STABiO™, SWP™).

■Exhibition of Keio SDM

Keio SDM exhibited an installation to experience the integration of humanity and the optimum solution with artificial intelligence (AI), using cutting-edge technology with "Design Beyond Awareness" as a theme. Mitsui Chemicals cooperated with Keio SDM in the concept exhibition together with AgIC Inc. and Nichinan Co., etc.

DESIGN BEYOND AWARENESS
Design for technology engagement.

-Period
April 4, 2017 to April 9, 2017
-Venue:
Superstudio Più, Via Tortona, 27, Milano, Italy



Exhibition booth of Keio SDM

Colorful rings made from Milastomer™

■About the Materials

①Milastomer™

Milastomer™ is a thermoplastic elastomer with light weight, good flexibility, abrasion resistance, good color development and excellent hygiene. Mitsui Chemicals cooperated in the production of colorful rings.

②STABiO™ http://www.mitsuichem.com/service/packaging/coatings/stabio/

STABiO™ is a bio-based isocyanate characterized by high transparency, non-yellowing and low-temperature polymerization. It succeeded in embedding an inkjet printed-circuit using a PET film which has a problem with heat resistance, and it was used as a transparent sensor.

③SWP™ http://swp-mitsui.com/

Mitsui Chemicals produced light tags that explained installation through soft light, taking advantage of SWP (synthetic pulp) with special functions such as a high level of whiteness and thermally inducted change into transparency.

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