



Courtesy of SQM

## Qloseness with its clients: SQM Launches the Element Q, its New Corporate Identity



■ The multinational company SQM with sales in more than 100 countries, commercial offices in 22 countries, and a turnover of roughly US\$ 800 million has launched a new corporate communication strategy, with a special event during Horti Fair 2004, gathering 170 SQM's guests,

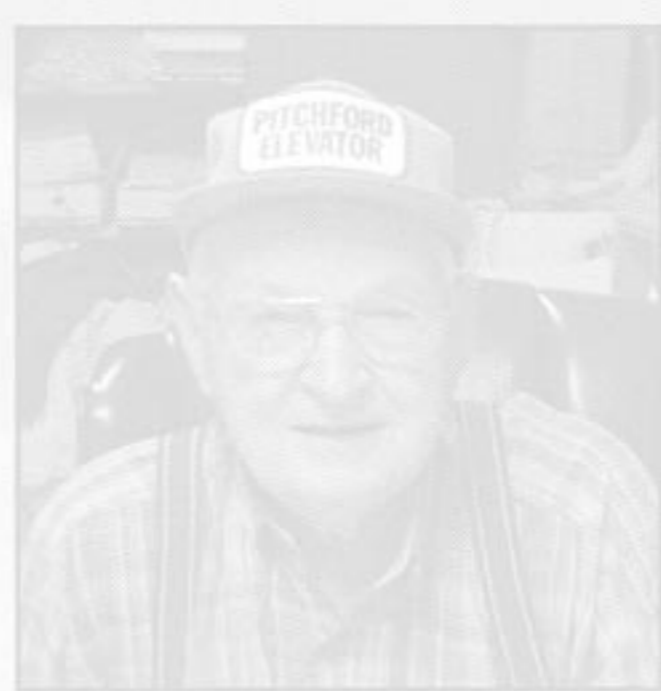
the most important clients, customers, partners and joint ventures around the world. The new identity was presented by Mr. Eugenio Ponce, Senior Commercial Vice President and by Mr. Frank Biot, Specialty Plant Nutrition Commercial Vice President.

"In the past decade, we have consolidated our position, becoming the leading company in the worldwide industry of Plant Nutrition, with solid competitive advantages and intentions to continue growing. SQM no longer makes or sells products. Today SQM's goal is to be the closest partner providing business solutions, through integral specialty plant nutrition programmes", said Biot.

"Today one of the most important strategic priorities of the company is to consolidate this leadership not just at the production level of the business, but throughout the whole distribution chain. It is for this reason that we have invested in the development of a unique and consistent corporate identity for SQM, one that summarizes our most cherished values and, of course, transmits the benefits that are most important for our clients around the world. SQM's new corporate identity is constructed on this value: closeness with our clients", said Ponce. Mr Ponce also explained that, supporting this new logo, the company developed a new asset, called The

Element Q. "This asset summarizes the benefits that SQM's clients expect from the company's international business formulae, namely Qloseness, Quality, Qommitment, Qrop, Qompromise, Qnowledge, Qreativity, Qare. The Element Q is our unique warranty seal which, when contained in all our brands, will cause an accelerated growth in the business of our clients around the world", continued Ponce. Mr Ponce concluded that "From now on, SQM stands for The Worldwide Business Formula. From now on our clients businesses will be powered by Element Q".

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