

## **CELANESE CORP**

## FORM 8-K (Current report filing)

## Filed 11/30/09 for the Period Ending 11/30/09

Address 222 W. LAS COLINAS BLVD., SUITE 900N

IRVING, TX, 75039-5421

Telephone 972-443-4000

CIK 0001306830

Symbol CE

SIC Code 2820 - Plastic Material, Synthetic Resin/Rubber, Cellulos (No Glass)

Industry Commodity Chemicals

Sector Basic Materials

Fiscal Year 12/31

### UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

### FORM 8-K

Current Report

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): November 30, 2009

### **CELANESE CORPORATION**

(Exact name of registrant as specified in its charter)

**DELAWARE** (State or other jurisdiction of incorporation)

001-32410 (Comm i ssion File Number) 98-0420726 (IRS Employer Identification No.)

1601 West LBJ Freeway, Dallas, Texas 75234-6034

(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code: (972) 443-4000

Not Applicable

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any o	t the following provisions (see
General Instruction A.2. below):	
Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230,425)	
[] Written communications pursuant to Rule 425 under the Securities Act (17 Ct R 250.425)	

- [] Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- [] Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- [] Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

### Item 7.01 Regulation FD Disclosure.

On December 1, 2009, Sandra Beach Lin, corporate executive vice president, and Roeland Polet, vice president, Ticona Engineering Polymers, will address attendees of the 2009 Citi Basic Materials Conference in New York. The slideshow presentation that will accompany the remarks made by Ms. Lin and Mr. Polet and other investor relations professionals of the Company during the conference and other investor sessions is being furnished to the Securities and Exchange Commission and is attached hereto as Exhibit 99.1 and is incorporated herein solely for purposes of this Item 7.01 disclosure. A webcast of the presentation and a replay of the webcast will be available on the Company's website at <a href="https://www.celanese.com">www.celanese.com</a> under Investor/Presentations & Webcasts.

The information set forth in this Item 7.01, as well as statements made by representatives of the Company during the course of the presentation, includes "forward-looking statements". All statements, other than statements of historical facts, included in this Item 7.01, the attached Exhibit 99.1, or made during the course of the presentation, that address activities, events or developments that the Company expects, believes or anticipates will or may occur in the future are forward-looking statements.

In connection with the disclosure set forth in this Item 7.01, the information in this Current Report, including the exhibits attached hereto, is being furnished and shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act."), or otherwise subject to the liabilities of such section. The information in this Current Report, including the exhibits, shall not be incorporated by reference into any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any incorporation by reference language in any such filings. This Current Report will not be deemed an admission as to the materiality of any information in this Current Report that is required to be disclosed solely by Regulation FD.

### Item 9.01 Financial Statements and Exhibits.

(d) Exhibit(s)

Exhibit Number Description

99.1 Slide Presentation related to the presentation to be given by Celanese Corporation at the Citi Basic Materials Conference on December 1, 2009 in New York

### **SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

### CELANESE CORPORATION

Date: November 30, 2009 By: \( /s/\) Robert L. Villaseñor

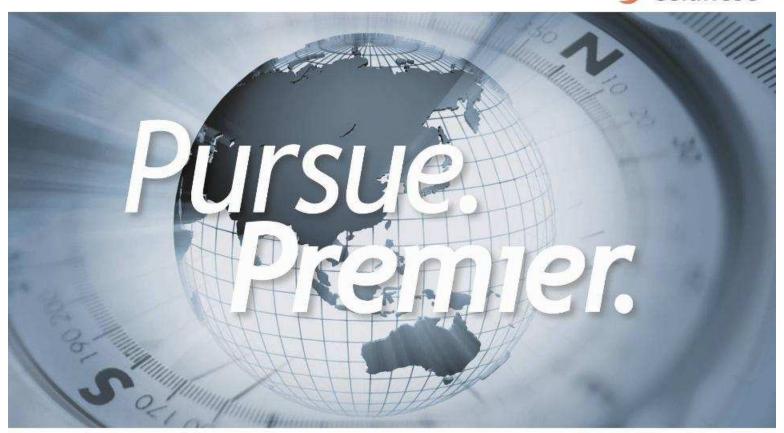
Name: Robert L. Villaseñor

Title: Associate General Counsel and Assistant Corporate Secretary

### **Exhibit Index**

Exhibit Numb	per Description
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**Celanese Corporation** 

December 2009



## Forward Looking Statements, Reconciliation and Use of Non-**GAAP Measures to U.S. GAAP**

### Forward-Looking Statements

This presentation may contain "forward-looking statements," which include information concerning the company's plans, objectives, goals, strategies, future revenues or performance, capital expenditures, financing needs and other information that is not historical information. When used in this release, the words "outlook," "forecast," "estimates," "expects," "anticipates," "projects," "plans," "intends," "believes," and variations of such words or similar expressions are intended to identify forward-looking statements. All forward-looking statements are based upon current expectations and beliefs and various assumptions. There can be no assurance that the company will realize these expectations or that these beliefs will prove correct. There are a number of risks and uncertainties that could cause actual results to differ materially from the forward-looking statements contained in this release. Numerous factors, many of which are beyond the company's control, could cause actual results to differ materially from those expressed as forward-looking statements. Certain of these risk factors are discussed in the company's filings with the Securities and Exchange Commission. Any forward-looking statement speaks only as of the date on which it is made, and the company undertakes no obligation to update any forward-looking statements to reflect events or circumstances after the date on which it is made or to reflect the occurrence of anticipated or

#### Reconciliation of Non-U.S. GAAP Measures to U.S. GAAP

This presentation reflects five performance measures, operating EBITDA, affiliate EBITDA, adjusted earnings per share, net debt and adjusted free cash flow, as non-U.S. GAAP measures. The most directly comparable financial measure presented in accordance with U.S. GAAP in our consolidated financial statements for operating EBITDA is operating profit; for affiliate EBITDA is equity in net earnings of affiliates; for adjusted earnings per share is earnings per common share-diluted; for net debt is total debt; and for adjusted free cash flow is cash flow from operations.

### Use of Non-U.S. GAAP Financial Information

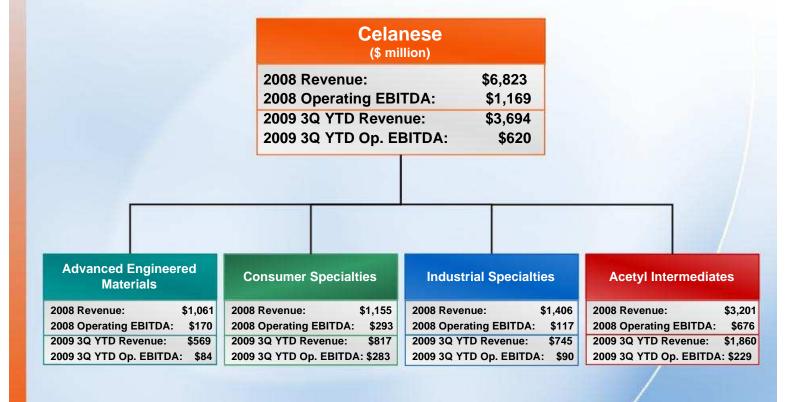
- Departing EBITDA, a measure used by management to measure performance, is defined as operating profit from continuing operations, plus equity in net earnings from affiliates, other income and depreciation and amortization, and further adjusted for other charges and adjustments. We may provide guidance on operating EBITDA and are unable to reconcile forecasted operating EBITDA to a U.S.GAAP financial measure because a forecast of Other Charges and Adjustments is not practical. Our management believes operating EBITDA is useful to investors because it is one of the primary measures our management uses for its because a forecast of Other Charges and Adjustments is not practical. Our management believes operating EBITDA is useful to investors because it is one of the primary measures our management uses for its planning and budgeting processes and to monitor and evaluate financial and operating results. Operating EBITDA is not a recognized term under U.S. GAAP and does not purport to be an alternative to operating profit as a measure of operating performance or to cash flows from operating activities as a measure of liquidity. Because not all companies use identical calculations, this presentation of operating EBITDA may not be comparable to other similarly titled measures of other companies. Additionally, operating EBITDA is not intended to be a measure of free cash flow for management's discretionary use, as it does not consider certain cash requirements such as interest payments, tax payments and debt service requirements nor does it represent the amount used in our debt covenants.

  Affiliate EBITDA, including Celanese Proportional Share of affiliate information on Table 8, is not a recognized term under U.S. GAAP and is not meant to be an alternative to operating cash flow of the equity investments. The company has determined that it does not have sufficient ownership for operating control of these investments to consider their results on a consolidated basis. The company believes that investments are the proportional content of the security investments to consider their results on a consolidated basis. The company believes that
- investors should consider affiliate EBITDA when determining the equity investments' overall value in the company.
- Adjusted earnings per share is a measure used by management to measure performance. It is defined as net earnings (loss) available to common shareholders plus preferred dividends, adjusted for other charges and adjustments, and divided by the number of basic common shares, diluted preferred shares, and options valued using the treasury method. We may provide guidance on an adjusted earnings per share basis and are unable to reconcile forecasted adjusted earnings per share to a GAAP financial measure without unreasonable effort because a forecast of Other Items is not practical. We believe that the presentation of this non-U.S. GAAP measure provides useful information to management and investors regarding various financial and business trends relating to our financial condition and results of operations, and that when U.S. GAAP information is viewed in conjunction with non-U.S. GAAP information, investors are provided with a more meaningful understanding of our ongoing operating performance. This non-U.S. GAAP information is not intended to be considered in isolation or as a substitute for U.S. GAAP financial information.
- The tax rate used for adjusted earnings per share approximates the midpoint in a range of forecasted tax rates for the year, excluding changes in uncertain tax positions, discrete items and changes in management's assessments regarding the ability to realize deferred tax assets. We analyze this rate quarterly and adjust if there is a material change in the range of forecasted tax rates; an updated fore not necessarily result in a change to our tax rate used for adjusted earnings per share. The adjusted tax rate is an estimate and may differ significantly from the tax rate used for U.S. GAAP reporting in any given reporting period. It is not practical to reconcile our prospective adjusted tax rate to the actual U.S. GAAP tax rate in any future period.
- Net debt is defined as total debt less cash and cash equivalents. We believe that the presentation of this non-U.S. GAAP measure provides useful information to management and investors regarding changes to the company's capital structure. Our management and credit analysts use net debt to evaluate the company's capital structure and assess credit quality. This non-U.S. GAAP information is not intended to be considered in isolation or as a substitute for U.S. GAAP financial information.
- Adjusted free cash flow is defined as cash flow from operations less capital expenditures, other productive asset purchases, operating cash from discontinued operations and certain other charges and adjustments. We believe that the presentation of this non-U.S. GAAP measure provides useful information to management and investors regarding changes to the company's cash flow. Our management and credit analysts use adjusted free cash flow to evaluate the company's liquidity and assess credit quality. This non-U.S. GAAP information is not intended to be considered in isolation or as a substitute for U.S. GAAP financial

The results presented in this presentation, together with the adjustments made to present the results on a comparable basis, have not been audited and are based on internal financial data furnished to management. Quarterly results should not be taken as an indication of the results of operations to be reported for any subsequent period or for the full fiscal year.

# Celanese diversified portfolio delivers shareholder value through leading franchises





Strong financial performance in a challenging year

# Portfolio well-positioned to deliver and execute



	Portfolio Characteristics	Financial Impact
Advanced Engineered Materials (Engineered Thermoplastics and Polymers)	<ul><li>Industry-leading technology</li><li>Strong product pipeline</li></ul>	<ul><li>Higher growth</li><li>Margin expansion</li></ul>
Consumer Specialties (Acetate Flake and Tow, High Intensity Food Sweetener)	<ul><li>Stable cash generation</li><li>Industry-leading partnerships in Asia</li></ul>	<ul><li>Cash flow</li><li>Stable</li></ul>
Acetyl Intermediates (Acetic Acid, Vinyl Acetate Monomer, Acetyl Derivatives)	<ul><li>A global leader</li><li>Advantaged technology</li><li>Superior cost position</li></ul>	<ul><li>Capital efficient</li><li>More stable EBITDA</li></ul>
Industrial Specialties (Vinyl Emulsions and Polymers)	<ul><li>Upstream integration</li><li>Emerging economy opportunities</li><li>Growth through innovation</li></ul>	<ul><li>Asia growth</li><li>Increased demand for low VOC</li></ul>

Balanced portfolio creates a unique hybrid business model

## Why Celanese? Why Celanese Now?

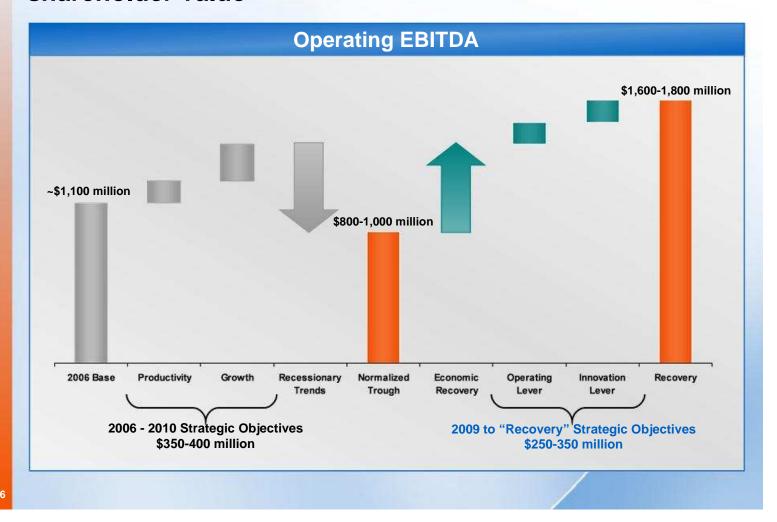


### **Celanese Levers of Value Celanese Advantages Earnings Power** Sustainable fixed spending **Operating** Expansion reductions Efficient and scalable capital Global macro trends driving Innovation customer growth Balanced footprint in key Geographic regions Economic Recovery Recovering conditions in key Demand end-use industries Attractive balance sheet with Capital Structure strong cash generation

Increasing the earnings power of the business through multiple levers

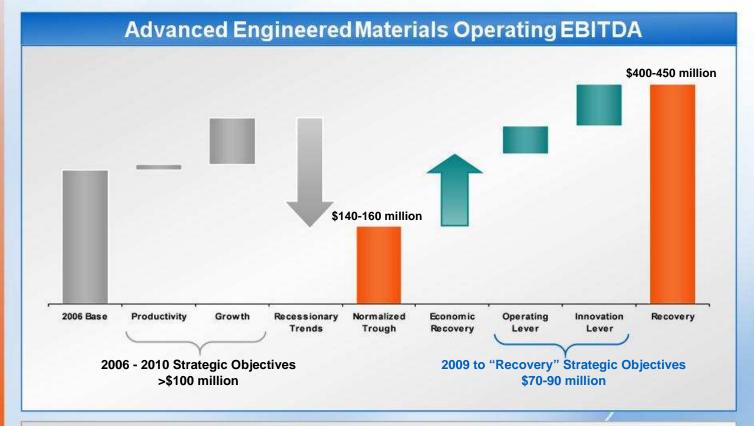
## shareholder value





## **New initiatives increase earnings**





Earnings power improvement substantial with initiatives - innovation will play a key role

### **Providing valuable solutions to extreme** Celanese requirements **AEM "Sweet Spot"** Intensive engineering **Excellent** ▶ Highly specificationdriven functional parts **Products** Leading-edge technical, industry and Highly engineeredpolymersapplication expertise high performanceportfolio Extraordinary **Extreme** Requirements **Engineering** Collaborative engineering **Precise applications** in complex right people - right place right time

environments

# Value of technology and performance is differentiated





# Product portfolio unmatched in the industry

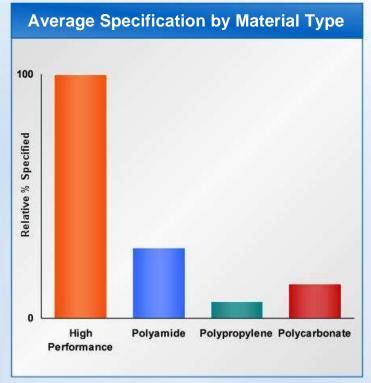


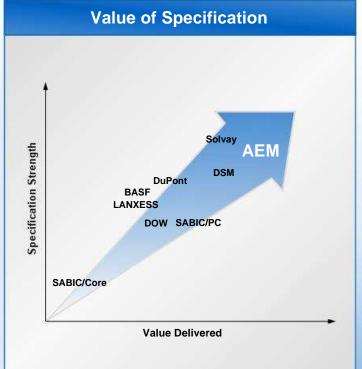
Key Products	Ticona	DuPont	DSM	Sabic	Solvay	BASF	Major End Uses
Hostaform ® Polyacetal Copolymer (POM)	+++	+++				++	Auto Appliances Fuel
Vectra ® Liquid Crystal Polymer (LCP)	+++	++			++		Tech Fibers Connectors
GUR ® Ultra-high molecular weight polyethylene (UHMW-PE)	++++		++	+			Battery Membranes Filtration Joint Replacements
Fortron ® Polyphenylensulfide (PPS)	++++	++	+++	++	++	+	Auto Emissions Filtration

**AEM** clear leader in key high performance polymers

## Specification position demonstrates strength 🥌 Celanese of the franchise





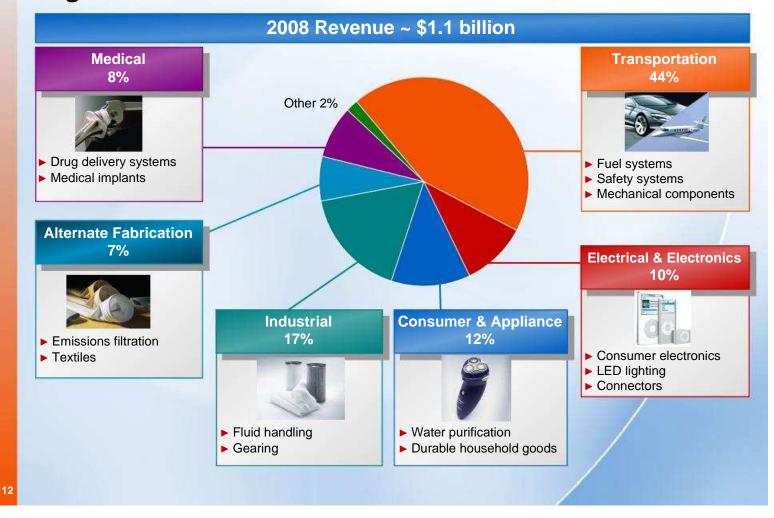


Specification drives sustainable value for high performance polymers

Source: Celanese internal estimates

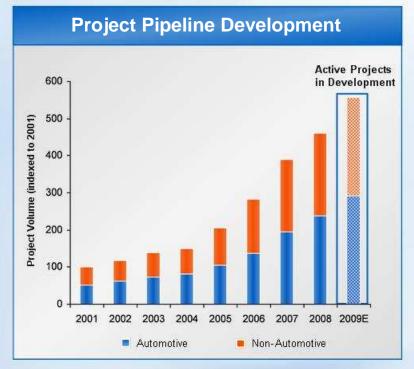
# Broad range of end-use applications to targeted value-added niches





# Robust and balanced pipeline continues to grow with emphasis on automotive programs



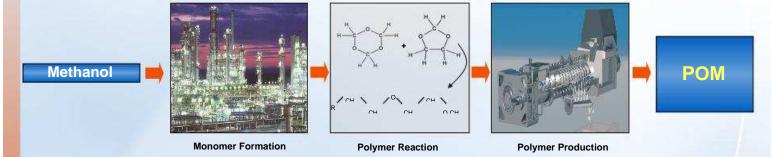


- Continued increases in new project opportunities with focus on:
  - High-growth end-segments
  - Regional penetration
- Pipeline drivers continue to be:
  - Regulatory trends
  - Consumer preferences
  - Geographic shift to adopt Western standards
  - Productivity emphasis

Innovation remains a key element to growth trajectory

# Polyacetal (POM) - key engineered polymer provides technology platform for continued growth





### **Unique Properties:**

- Inherent lubricity
- Chemical resistance
- Long-term fatigue strength

## Primary Applications:

- Automotive fuel systems
- Consumer appliances
- Medical delivery devices
- Fluid handling



Estimated global POM market size is ~\$2 Billion\*

\* At 90% industrial utilization rate Source: Celanese internal estimates

## Over 48 years of Hostaform® POM production



- innovation through product and application development



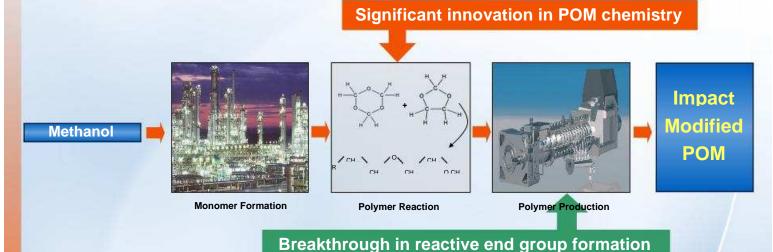
# 48 years of innovative development

Technology breakthrough drives further innovation...

1!

# Innovative backbone modification results in breakthrough new POM product





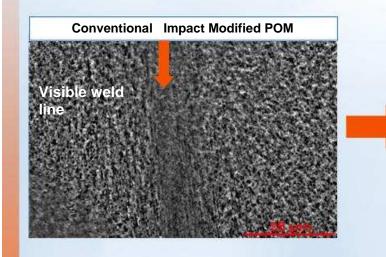
 Activation of end groups allow for significant enhancement to current Ticona's POM properties

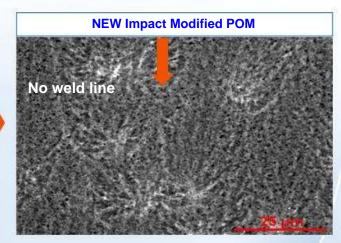


Filed more than 100 patents for intellectual property protection

## Innovative technology drives improved impact 🥌 Celanese performance & weld line strength







- Improved impact strength by 75%
- Best in class weldline performance by 300%
- Higher stiffness (modulus) Up to 25%
- Reduce cooling times for molded parts by 30%
- **Elevated heat deflection temperature**

Significant improvement in polymer performance in end applications and part manufacturability

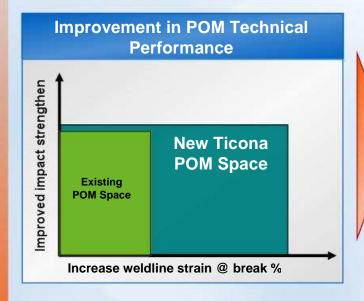
# New POM product family offers design freedoms and access to new growth opportunities





# Ticona: Growing application space through innovation





# **Incremental \$500 Million Application Opportunity**

### **Automotive Applications**

- Chemical resistance
- Superior impact & weldline strength
- ► Elevated heat deflection temperature

### **Industrial Applications**

- ► Higher stiffness (Modulus)
- ▶ Improved slip & wear performance
- Less mold deposit

### **Consumer Applications**

- Design freedom
- Superior impact and weldline strength

Technology enables additional estimated \$500 million application space opportunity

1 Q

# Changing automotive environment favors high performance plastics



	Global Automotive Trends					
	Regulatory		Cons	umer	Manufacturing	
2	Emissions Fuel Efficiency		Adoption of Western Standards	"Green" Initiatives	Global Platforms	Productivity
North America	<b>√</b>	<b>✓</b>		<b>√</b>	$\checkmark$	✓
Europe	<b>√</b>	<b>✓</b>		$\checkmark$	$\checkmark$	✓
Asia	<b>√</b>		<b>✓</b>	<b>√</b>		✓

Indifferent to producer, model or manufacturing location... AEM delivers solutions globally

# Ticona is well-positioned to capitalize on growth opportunities





Efficient engines



Ticona high temperature polymers for turbo-charged engines







Hybridengine systems



Ticona polymers in hybrid vehicle systems







Alternative fuels



New Hostaform ® POM products meet more aggressive conditions in fuel delivery systems







Metal replacement



Ticona portfolio for components in door module

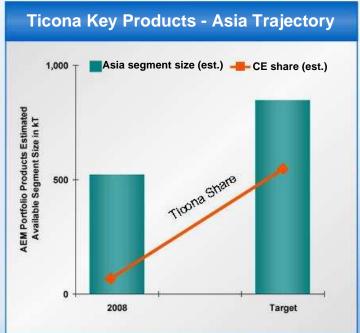




# We are making progress in Asia... and the platform is in place to capture growth



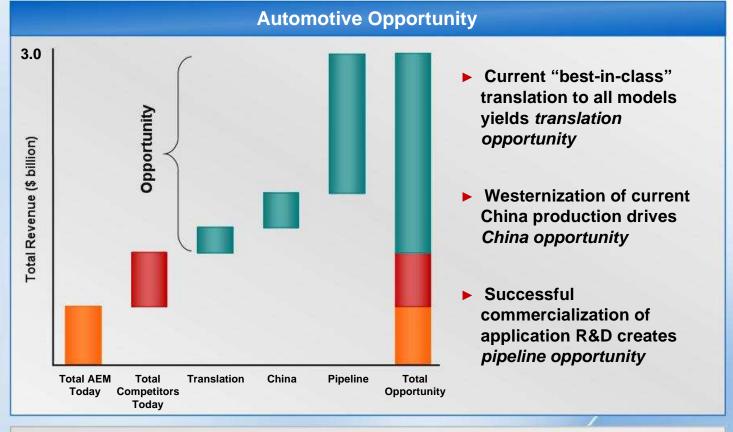




Source: Form 10-K, Celanese internal estimates

# **AEM:** Application development creates current - and future - opportunities

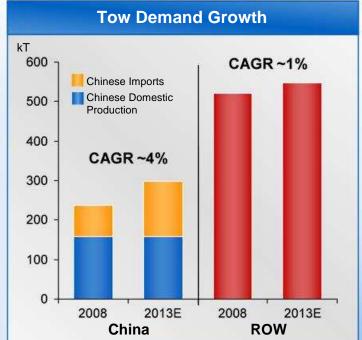




# Acetate Tow demand in China will drive worldwide growth







Well-positioned for growth in China with the right partner

Source: Celanese internal estimates

## 2010 Earnings Improvement



**Volume Driven** 

AEM: Destocking complete

▶ CS: Sustain performance

▶ AI: Technology, 2009 FIFO effect

IS: Asia growth focus

\$80 - \$100

**Productivity Driven** 

- Pardies & Cangrejera closures
- ▶ Other manufacturing realignment
- SG&A realignment

At least \$100

**Tax Rate** 

- Sustain lower tax rate
- Benefits of manufacturing and administrative restructuring
- Cash taxes rate expected to be similar



Represents approximately \$1.00 per share in 2010 earnings improvement

\$ in millions

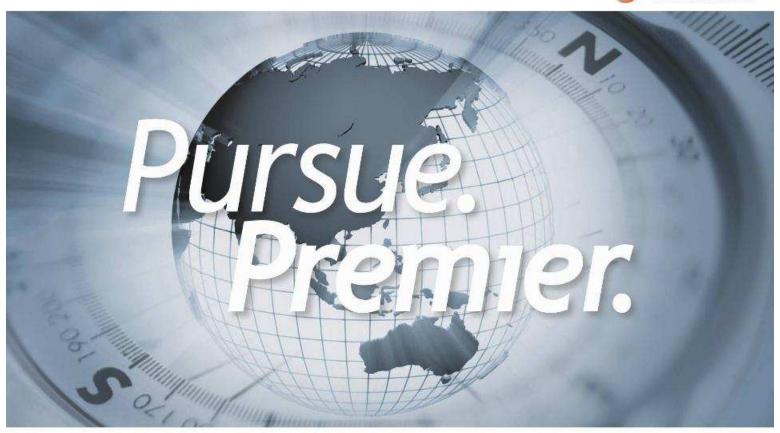
# Why Celanese? Why Celanese Now?



	Levers of Value		Shareholder Value
Earnings Power Expansion	Operating  Innovation	Track record of execution	<ul> <li>\$1.6-1.8 billion recovery earnings</li> <li>Rapid earnings growth of the current base - \$1.00/share growth in</li> </ul>
	Geographic	High return	<ul> <li>2010</li> <li>Over \$2 billion of cash generation through 2014</li> <li>Returns continue to</li> </ul>
Economic	Demand  Capital Structure	opportunities	<ul><li>exceed weighted average cost of capital</li><li>More stable earnings</li></ul>
	O'ititi		profile

Significant value upside over current share price



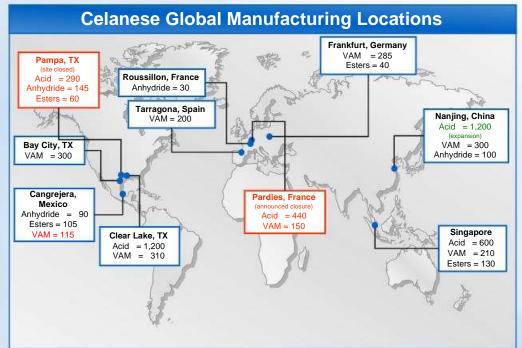


**Celanese Corporation** 

December 2009

# Leading global footprint positioned to meet customer demand





- Utilization of all global Celanese acetic acid and downstream sites to meet global customer needs
- Ensure all Celanese sites have a leading cost structure
- Strategy to remove high cost facilities

Celanese well-positioned globally to meet changing demand landscape

All values shown in kT per year

## Delays in project startups likely to continue



### Forecast Capacity Expansions <sup>1</sup>

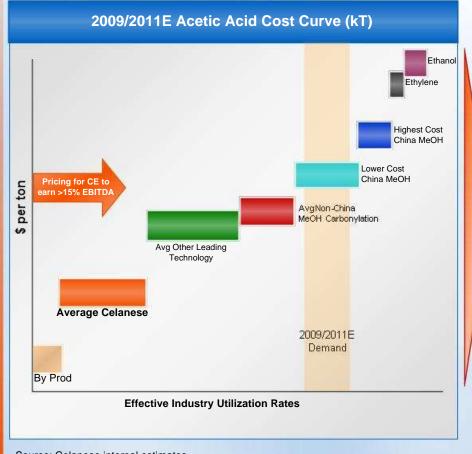
Company	Capacity	2007	2008	2009	2010	2011
BP / Sinopec	550 kt	X	<b>X</b>	X		
Sipchem	430 kt	A	X	X X X		
Sopo (expansion)	600 kt			A	X	? Timing in question
Wujing (expansion)	500 kt			A		Timing in question
Yangkuang Cathay	350 kt			A SU		
Henan Shunda	200 kt		A	SU		НС
Tianjin Bohei	200 kt		124-12-1	A	XX X	НС
Hualu Hensheng	200 kt		AX	SU		НС
Henan Yima	200 kt				A	х нс
Yunan Yunwei	200 kt			A		× нс
Kingboard	400 kt			A	X	

## Viability of many higher cost projects is in question

<sup>1</sup> Celanese internal analysis and opinion

# Al: New capacity not expected to impact Celanese's advantaged position on the cost curve





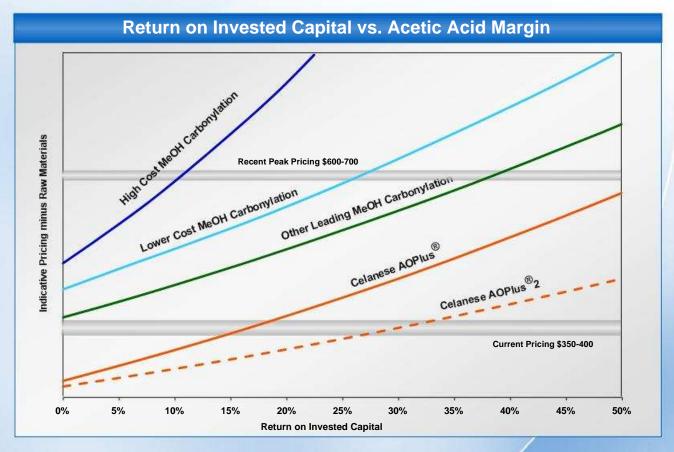
- Majority of planned capacity additions and expansions may be disadvantaged
- Reinvestment economics challenged for non-leading technologies

Source: Celanese internal estimates

30

### Al: Celanese is able to achieve >15% ROIC when others are not able to profitably reinvest



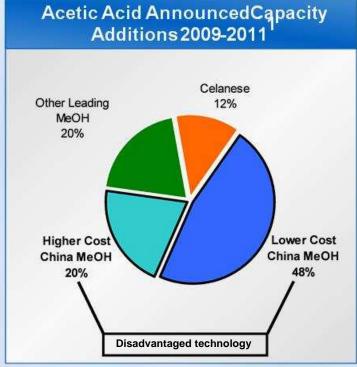


Source: Celanese internal estimates; available public data

announced expansions

Significant differentiation in technology of





- Facilities under construction anticipated to be completed and started up
- ~70% of announced capacity additions will have difficulty covering variable cost
- Pressure will be on uncompetitive projects that have not made significant progress

Majority of announced capacity additions challenged in today's pricing environment

<sup>1</sup> Source: Celanese internal estimates, Tecnon 2008. Based on nameplate capacity

## Positive cash generation and portfolio improvements enhance our cash position



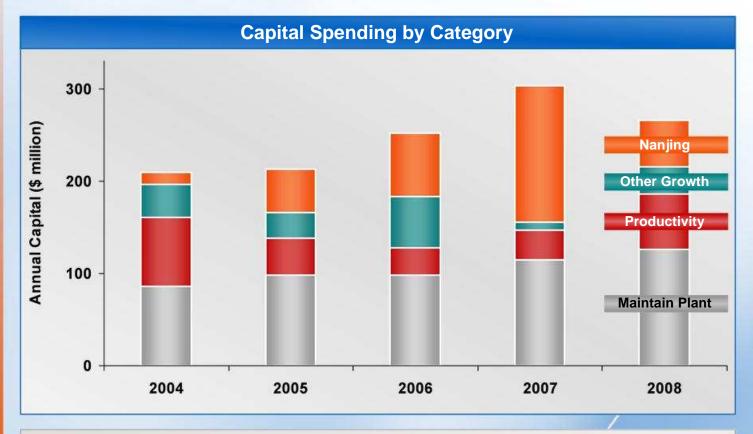
\$ million Available Cash	
Cash (as of 9/30/2009)	\$1,293
Kelsterbach Spending	~(\$300)
Operating Cash	~(\$300)
Cash Available for Strategic Purposes	~\$700

- ► Ticona Kelsterbach relocation cash flow neutral through end of 2010
- Expect to continue to generate positive free cash flow

Significant cash available after anticipated cash commitments

### Efficient use of cash



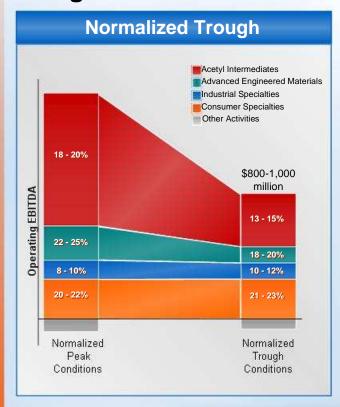


Balance for "high return" productivity and capital efficient growth

Note: Not including Kelsterbach plant relocation

### Hybrid portfolio well positioned in peak or trough conditions



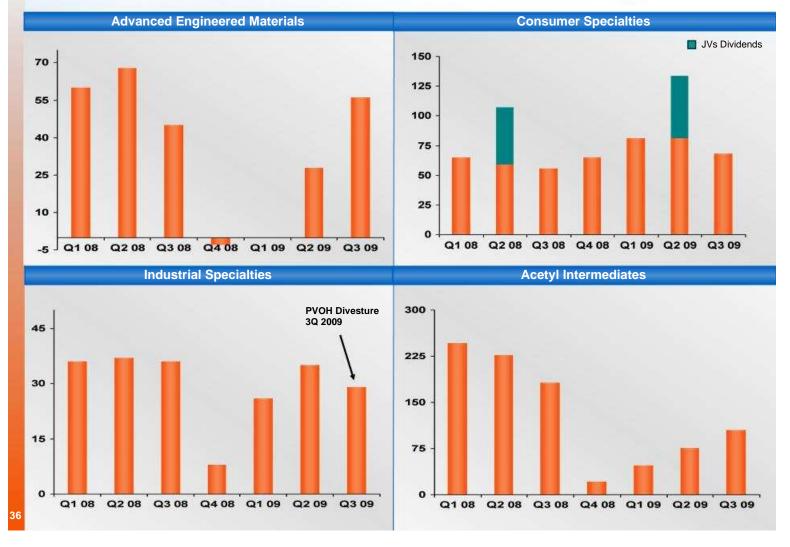


2009E Cash Flow Guidance					
\$ in millions	2009E <sup>2</sup>				
Cash Taxes	\$40 - \$50				
Capital Expenditures	\$165 - \$175				
Reserve/Other	\$80 - \$90				
Net Interest	\$200 - \$210				
Pension	\$40 - \$50				
Adjusted Free Cash Outflows	\$525 - \$575				
Dividends / Debt Service	\$75 - \$100				
Total Cash Outflows	\$600 - \$675				

Positive cash generation even in normalized trough

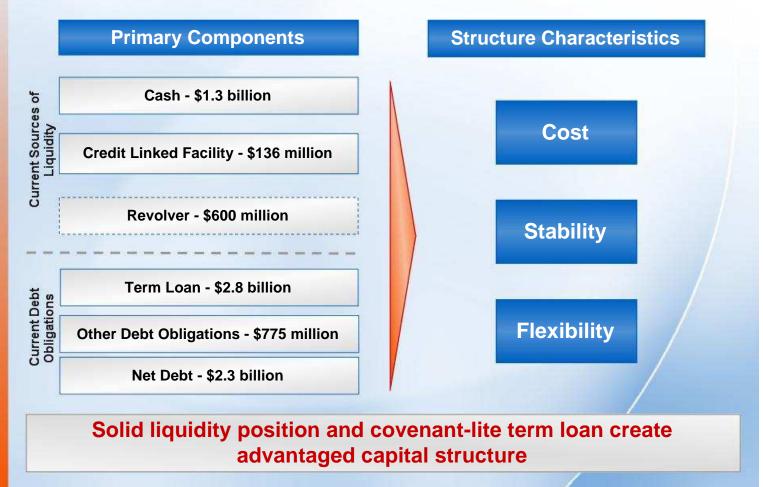
### **Segment Operating EBITDA Recovery**





### Celanese capital structure





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Segment Data and Reconciliation of Operating Profit (Loss) to Operating EBTDA - a Non-U.S. GAAP Measure



### Reg G: Reconciliation of Operating EBITDA

	September 30,	r30,	September 30,	30
fin S millions)	5003	2008	2009 200	2008
Net Sales				
Advanced Engineered Materials	220	272	686	988
Consumer Specialties	1/2	1 28	817	989
Industrial Speciaties	236	378	145	1,129
Aosy Intermedales	98	000	1,000	3,219
Other Activities			-	- !
Intersegment eliminations	(88)	(1/8)	(282)	(%)
Total	1,304	1,823	3,984	5,537
Constitut Briffs (1 cee)				
Art count Environment Materials	7	2	•	Od
And could by the survey as	7 (	2 5	1 101	8 00
Colsular specialis	76	7 5	8 6	200
Industrial Speciaties	3	18	2 8	8 5
Adayy memedates	(ne)	8	7	675
CINE AZIMBES	(22)	(77)	(00)	(00)
Total	99	151	181	592
Foulty Farrings, Cost - Dividend Income and Other Income (Expense)	Other Income (Exmense)			
Actoroed Fromward Materials	14	12	8	32
One may Sperialize		-	1 55	40
Industrial Specialise			3	,
Analyl Informations	2	22	8	8
Other Artuities	•	3 \$	3 5	4 6
Total	33	2 2	433	403
Com	20	8	291	201
Other Charges and Other Adiastments <sup>2</sup>				
Actorized Engineered Materials	1			en
Consumer Specialities	•			
Industrial Specialties	(26)	e	(18)	11
Aostvi Intermediates	. 18	13	8	33
Other Activities 1	8	e	13	18
Total	10	92	100	99
Deveoration and Americanism Europea				
Artement Emirace and Materials	43	40	2	88
Consumer Specialises	13	5 52	3 6	80
Industrial Speciaties	=	5	×	43
Acres Intermediates	77	56	82	102
Other Activities	40	2	o	7
Total	73	88	216	250
Droceline FRITA				
Arbanned Environment Materials	92	45	84	173
Consumer Sectables	88	9 SF	283	208
Industrial Speciaties	29	8	8	109
Acetyl Intermediates	105	281	82	665
Other Activities 1	65	(4)	(98)	(64)

## Reg G: Reconciliation of Consumer Specialties Operating EBITDA: 2000-2008



	Twelve months ended December 31,								
(in \$ millions)	2008	2007	2006	2005	2004	2003	2002	2001	2000
Net Sales	1,155	1,111	876	839	763	706	683	691	623
Operating Profit(Loss)	190	199	165	128	42	46	64	92	68
Equity Earnings, Cost - Divident									
Income and Other Income	47	40	24	3	6	4	12	12	10
Other Charges and Adjustments Depreciation and Amortization	3	(16)	*	(13)	49	11	10	17	13
Expense	53	51	39	42	48	65	51	53	54
Operating EBITDA	293	274	228	160	146	126	137	174	146

### Reg G: Reconciliation of Celanese Operating 🥌 Celanese **EBITDA: 2001**



(in \$millions)	
Total Celanese	2001
GAAP Operating Profit	(470)
Depreciation & Amortization	372
Special charges & other adjustments	472
Equity Earnings and Other Income(Expe	58
Operating EBITDA	432