

CELANESE CORP

FORM 8-K (Current report filing)

Filed 12/07/09 for the Period Ending 12/07/09

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): December 7, 2009

CELANESE CORPORATION

(Exact name of registrant as specified in its charter)

DELAWARE (State or other jurisdiction of incorporation)

001-32410 (Commission 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 of the following provisions (see General Instruction A.2. below):

[] Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

[] 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 9, 2009, David N. Weidman, chairman and chief executive officer of Celanese Corporation (the "Company"), will address attendees of the Bank of America Merrill Lynch 2009 Global Industries Conference in New York. The slideshow presentation that will accompany the remarks made by Mr. Weidman and other investor relations professionals of the Company, during the conference and at 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 www.celanese.com 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.

Exhibit(s)

(d)

Exhibit Number Description

99.1 Slide Presentation related to the presentation to be given by Celanese Corporation at the Bank of America Merrill Lynch 2009 Global Industries Conference on December 9, 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.

Date: December 7, 2009

CELANESE CORPORATION

By:/s/ Robert L. Villaseñor

Name : Robert L. Villaseñor Title : Associate General Counsel and Assistant Secretary

Exhibit Index

Evhibit	Number	Description

99.1 Slide Presentation related to the presentation to be given by Celanese Corporation at the Bank of America Merrill Lynch 2009 Global Industries Conference on December 9, 2009 in New York





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 are based upon current expectations and beliefs and various assumptions. There can be no assurance that the company will realize these expectations to 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 or to reflect the occurrence of anticipated or unanticipated events or circumstances.

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

- ▶ Operating 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 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.
- 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, a measure used by management to measure performance of its equity investments, is defined as the proportional operating profit plus the proportional depreciation and amortization of its equity investments. 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 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, 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 forecast would 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 information.

Results Unaudited

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 Celanese shareholder value through leading franchises Celanese (\$ million) 2009 3Q YTD Revenue: \$3,694 2009 3Q YTD Op. EBITDA: \$620 **Advanced Engineered Consumer Specialties Industrial Specialties Acetyl Intermediates Materials** \$745 2009 3Q YTD Revenue 2009 3Q YTD Revenue: \$817 2009 3Q YTD Revenue: 2009 3Q YTD Revenue: \$1,860 2009 3Q YTD Op. EBITDA: \$84 2009 3Q YTD Op. EBITDA: \$283 2009 3Q YTD Op. EBITDA: \$90 2009 3Q YTD Op. EBITDA: \$229

Strong financial performance in a challenging year

Portfolio well-positioned to deliver and execute



	Portfolio Characteristics	Financial Impact
Acetyl Intermediates (Acetic Acid, Vinyl Acetate Monomer, Acetyl Derivatives)	A global leaderAdvantaged technologySuperior cost position	Capital efficientMore stable EBITDA
Advanced Engineered Materials (Engineered Thermoplastics and Polymers)	Industry-leading technologyStrong product pipeline	Higher growthMargin expansion
Industrial Specialties (Vinyl Emulsions and Polymers)	Upstream integrationEmerging economy opportunitiesGrowth through innovation	Asia growthIncreased demand for low VOC
Consumer Specialties (Acetate Flake and Tow, High Intensity Food Sweetener)	Stable cash generationIndustry-leading partnerships in Asia	Cash flowStable

Balanced portfolio creates a unique hybrid business model

4

Celanese's strategic DNA remains consistent



FOCUS

Participate in businesses where we have a sustainable competitive advantage

REDEPLOYMENT

Divest non-core assets and revitalize underperforming businesses

Celanese Strategic Pillars

INVESTMENT

Leverage and build on advantaged positions that optimize our portfolio

GROWTH

Aggressively align with our customers and their markets to capture growth

5

Why Celanese? Why Celanese Now?

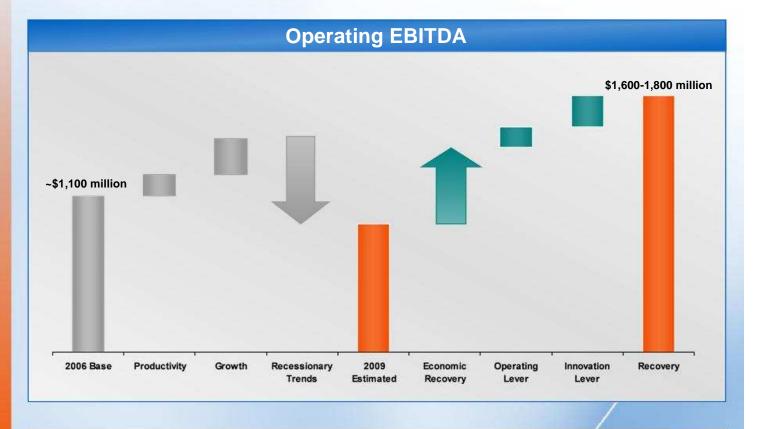


	Celanese Advantages	Celanese Levers of Value
Earnings Power Expansion	 Sustainable fixed spending reductions Efficient and scalable capital Global macro trends driving customer growth 	Operating Innovation
Economic Recovery	 Balanced footprint in key regions Recovering conditions in key end-use industries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

Increasing the earnings power of the business through multiple levers

Increased earnings power drives significant shareholder value





Second half 2009 performance provides platform for future growth

Levers build significant earnings power of the portfolio



١		Econo	mic Reco	overy	Expand	led Earnir	ngs Power
	Group	Capital Structure Lever	Demand Lever	Geographic Lever	Operating Lever	Innovation Lever	2009E to Recovery EBITDA Growth*
EBITDA	Advanced Engineered Materials		X	X	X	X	\$275-325MM
Contract	Consumer Specialties			X	X		\$10-60MM
Operating	Acetyl Intermediates		X	X	X	X	\$275-375MM
	Industrial Specialties		Х	X	X	X	\$75-125MM

Earnings power of portfolio expected to double from today's level

* "2009 to Recovery EBITDA Growth" based on Nov. 20, 2009 first call consensus EBITDA estimate and management's previous Recovery range of \$1.6 - 1.8 billion.

Well defined path forward - delivering today

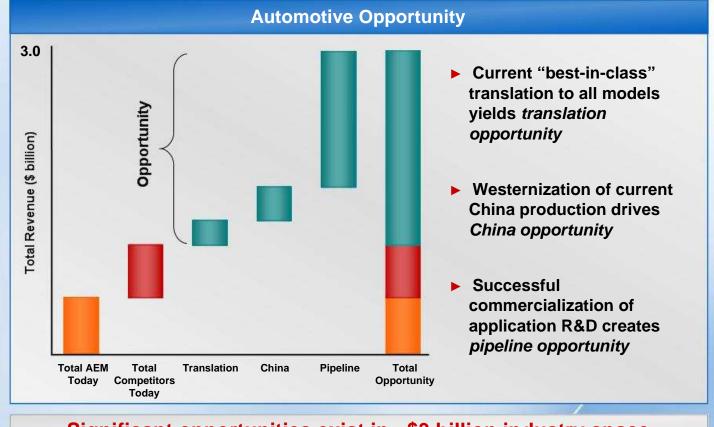


Advanced Engineered Materials	Launch of innovative impact modified POM	2010+: \$500 millionapplication opportunitygrowth
Consumer Specialties	 MOU announced for Acetate expansion project with current China partner 	2011+: Increased earnings through JV dividends
Acetyl Intermediates	 Nanjing successfully expanded to 1.2 kt/a acid capacity Pardies site closure project on schedule for completion end of 2009 Jiangxi Jiangwei VAM sourcing agreement 	 2010+: \$40-50 million operating margin improvement Strengthen derivatives position
Industrial Specialties	Nanjing VAE / Emulsion capacity expansion	➤ 2011+: Volume expansion supporting growth in China

Recent strategic actions build earnings power of portfolio

AEM: Application development creates current - and future - opportunities



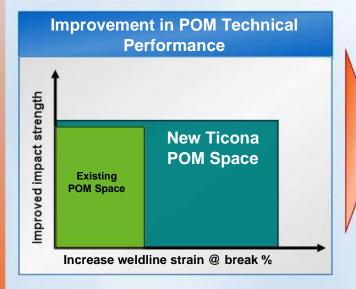


Significant opportunities exist in ~\$3 billion industry space

10

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

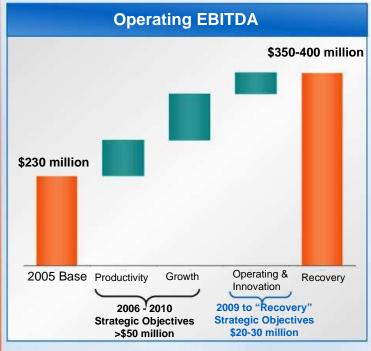
- Design freedom
- Superior impact and weldline strength

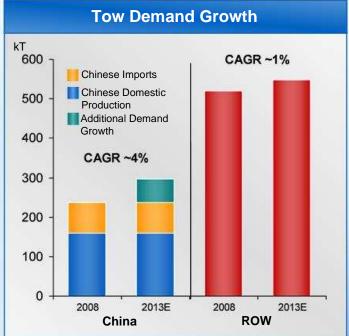
Technology enables additional \$500 million application space opportunity

4.

CS: Acetate Tow demand in China will drive worldwide growth







MOU announced for expansion project with current China partner

Source: Celanese internal estimates

Al: A growing franchise in an attractive industry



A Growing Franchise

- Proven execution and leadership capability
- Significant value from downstream derivatives
- Build upon advantages to optimize returns over the long-term

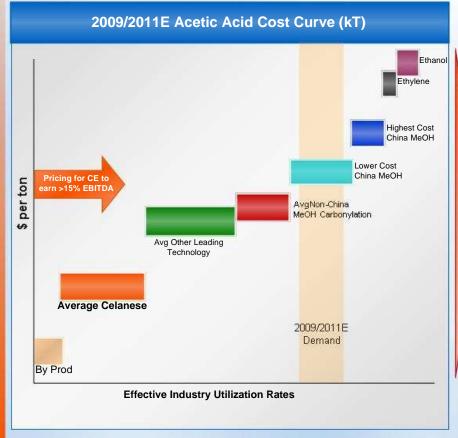
An Advantaged Business in an Attractive Industry

- Long-term growth rates in excess of GDP
- Favorable position on a steep industry cost curve
- Advantaged raw material and conversion position
- ► Flexible manufacturing and low-cost capacity

Technology leadership at the heart of Acetyl competitive position

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





- Manufacturing realignment and Nanjing expansion further improving cost position
- Majority of planned capacity additions and expansions may be disadvantaged
- Reinvestment economics challenged for non-leading technologies

Source: Celanese internal estimates

.,

IS: Global leader in emulsions systems for environmentally-friendly paints and coatings





US interior paint market changing

- Consumer perception favoring "greener" building products
- Regulation shifting to low-VOC content
- Celanese building off of a European leadership position



Celanese EcoVAE ® Progress

- ▶ 14 new customers utilizing EcoVAE ®
- Projects with six major paint producers
- Launching new EcoVAE ® products
 - Low-VOC exterior paint
 - Acrylic replacement in Non-Flats
- Expanding EcoVAE ® products to Asia

Global opportunity of \$400-500 million - Nanjing expansion announced to meet growing China demand

4 6

2010 Earnings Improvement



Volume Driven

AEM: Destocking complete

Al: Technology, 2009 FIFO effect

 \rightarrow

\$80 - \$100

► IS: Asia growth focus

CS: Sustain performance

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 Low 20% range vs. 29%

Represents approximately \$1.00 per share in 2010 earnings improvement

\$ in millions

16





Hybrid portfolio well positioned

20	010E Cash Genera	ation off EBITDA Base
\$ in millions	2010E	Comments
Cash Taxes	\$140 - \$160	Consistent with earnings growth and lower tax rate
Capital Expenditures	\$240 - \$260	Continued focus on cost reduction and growth through Nanjing VAE expansion
Reserve/Other	\$110 - \$130	Increase primarily related to fixed spending reduction efforts
Net Interest	\$200 - \$210	Unchanged from 2009
Pension	\$40 - \$50	No significant increase expected in 2010
Adjusted Free Cash Outflows	\$730 - \$810	

Strong cash generation continues throughout economic cycle





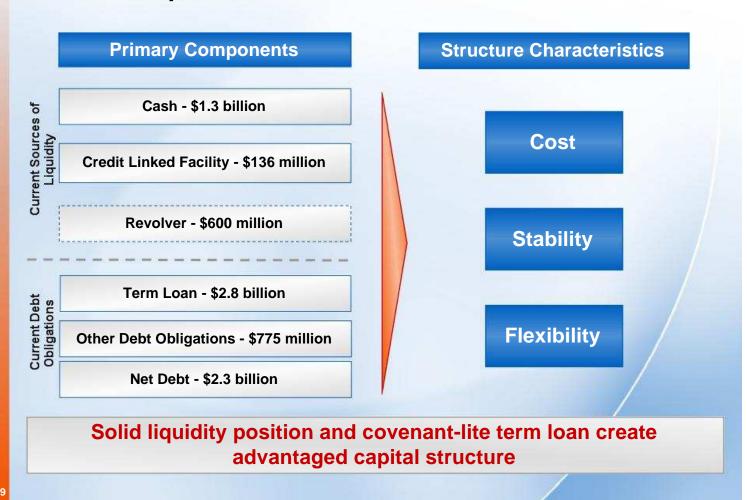
\$ million Available Cash	
Cash (as of 9/30/2009)	\$1,293
Kelsterbach Spending	~(\$300)
Operating Cash	~(\$300)
Cash Available for Strategic Purposes	~\$700

- ► Ticona Kelsterbach relocation cash flow neutral through end of 2010
- Expect to continue to generate positive free cash flow
- Productivity investments expected to be self-funding

Significant cash available for strategic purposes after anticipated cash commitments

Celanese capital structure





Why Celanese? Why Celanese Now?



	Levers of Value		Shareholder Value
Earnings Power Expansion	Operating	Track record	\$1.6-1.8 billion recovery earningsRapid earnings growth of
Earning Expa	Innovation	of execution	the current base - \$1.00/share growth in 2010
mic	Geographic	High return	 Over \$2 billion of cash generation through 2014 Returns continue to exceed weighted
Economic Recovery	Demand	opportunities	average cost of capital
Щк	Capital Structure		More stable earnings profile
	0''('		
	Significant value	e upside over cur	rent share price

20



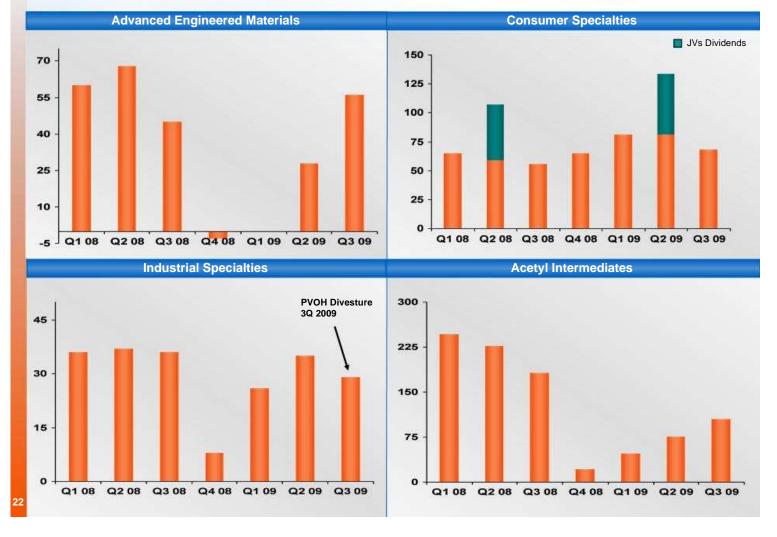


Celanese Corporation

December 2009

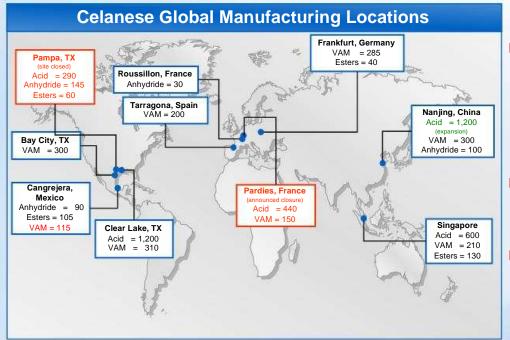
Segment Operating EBITDA Recovery





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

2:

Delays in project startups likely to continue



Forecast Capacity Expansions ¹

Company	Capacity	2007	2008	2009	2010	2011
BP / Sinopec	550 kt	X	X	X		
Sipchem	430 kt	A	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			A	XX	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	

Company Announced Startup

CE 2005 Update

CE 2006 Update

CE 2007 Update

Current Update

SU = Actual plant startup

HC = Highest Cost

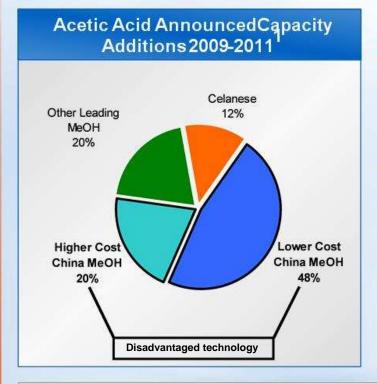
Viability of many higher cost projects is in question

¹ Celanese internal analysis and opinion

٠,

Significant differentiation in technology of announced expansions





- 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

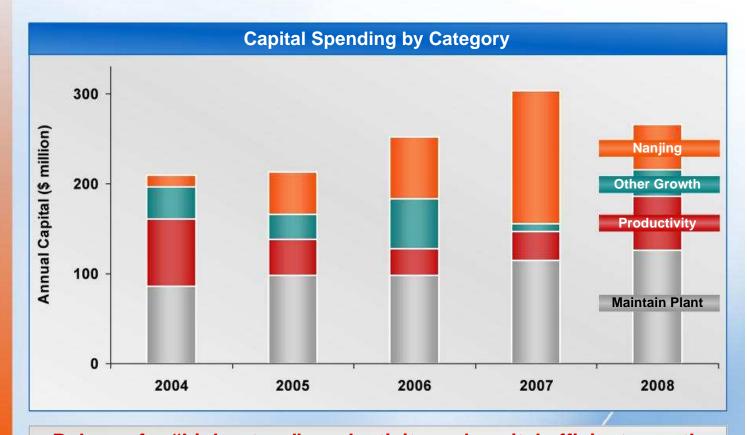
Majority of announced capacity additions challenged in today's pricing environment

¹ Source: Celanese internal estimates, Tecnon 2008. Based on nameplate capacity

٠,

Efficient use of cash





Balance for "high return" productivity and capital efficient growth

Note: Not including Kelsterbach plant relocation

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



Reg G: Reconciliation of Operating EBITDA

		200	column on	
(in Smillions)	2003	2008	2008	2008
Net Sales				
Advanced Engineered Materials	220	212	696	988
Consumer Specialties	1/2	280	817	889
Industrial Speciaties	236	378	745	1,129
Acety Intermediates	999	1,066	1,880	3,219
Other Activities	*	*	-	
Intersegment eliminations	(68)	(178)	(887)	3
Total	1,304	1,823	3,694	5,537
Operation Profit (Loss)				
Advanced Environment Materials	2	43	6	Ca
Consume Socialize	: 0	5 6	184	32
Colonia december	3 :	7 :	5 1	2 '
Industrial Speciaties	3	18	2	22
Acety Intermediates	(30)	8	7	425
Other Activities	(22)	(2)	(100)	(106)
Total	65	181	181	592
Equity Earnings, Cost - Dividend Income and Other Income (Expense)	nd Other Income (Expense)			
Advanced Engineered Materials	=	12	8	32
Consumer Specialties		-	98	49
Industrial Specialties		*.5	N	
Aastyl Intermediates	23	8	83	98
Other Activities 1		12	12	17
Total	33	88	123	193
Other Charges and Other Adjustments ²				
Artenned Engineered Meterials	-			
Construct Specialize				
Industrial Occupation	90	ď	48	
Anath Intermediates	82	, ç	8	22
Other Arthurson 1		ē c	\$ \$	3 0
Total	70	8	100	99
Demeciation and Amortization Expense				
Advanced Engineered Materials	11	19	8	28
Consumer Specialties	13	13	37	40
Industrial Specialties	=	15	8	43
Aosyl Intermediales	72	88	82	102
Other Activities	10	2	o	
Total	73	88	216	250
Operating EBTDA				
Advanced Engineered Materials	99	45	2	173
Consumer Specialties	89	88	283	228
Industrial Specialties	29	38	8	109
Acetyl Intermediates	105	182	82	665
Other Activities 1	44	-	-	3
		(S)	88	9