

ICL-IP Announces Next-Generation Flame Retardant Strategy

BEER SHEVA, Israel, December 18

ICL Industrial Products ("ICL-IP"), a subsidiary of ICL Ltd. (TASE:ICL), today reported that it has begun a program designed to accelerate the market's transition to sustainable flame retardant solutions.

The program is comprised of two components:

1. the acceleration of ICL-IP's development of next-generation, polymeric flame retardants; and
2. a three-year phase-out (with extension of 1 year for essential uses) of ICL-IP's sales of Deca-BDE in the US market.

Deca-BDE, one of the world's most effective and widely used flame retardants, has been the focus of environmental controversy over the past several years in spite of extensive studies concluding that it offers no health or environmental risk. In response to the market growing concern, the Company has taken a pro-active decision to phase out its Deca-BDE sales in the U.S. while increasing its focus on the development and marketing of polymeric flame retardant alternatives.

"We are proud to lead the industry in its transition to ever more environmentally-friendly products and a positive environmental profile for all our manufacturing operations," commented Ilan Elkan, V.P Flame Retardant Business unit for ICL-IP. "Given the extreme importance of fire safety in the design of modern products, it is critical that all product transitions be carried out in a responsible manner. Today, Deca-BDE is being used in thousands of products to bring them into compliance with local and international fire safety standards and regulations - standards that have emerged to save lives and property. It goes without saying that replacement products must be equally safe and effective, both from a performance and from an environmental perspective.

"It is clear that advanced R&D is the key to the development of next-generation flame retardants and other chemical solutions. As we evaluate the Deca-BDE-alternatives in our flame retardant portfolio, we are following emerging scientific and technological developments to identify those that meet our strict criteria for functionality, sustainability and toxicological profile. We

expect to launch new flame retardant products over the next two -three years to replace Deca-BDE in its traditional applications, and also look forward to launching other high-value 'green' products."

As part of its transition plan, ICL-IP continues its dialogue with government regulators and stakeholders. It plans to carry out review processes with its Deca-BDE customers to chart a safe and orderly transition towards their use of alternative flame retardant products.

Flame retardants are widely used in professional and consumer products in the Electrical and Electronic (E&E) sector, and in the construction and building and transportation sectors. They are also used in textiles to enable upholstered furniture to comply with fire safety standards in public places and buildings.

About ICL Industrial Products

ICL Industrial Products (ICL-IP) is the industrial chemicals arm of ICL, a major chemical company active in the global markets of performance and specialty chemicals, fertilizers and metallurgy.

ICL Industrial Products produces and markets bromine and bromine-based products, phosphorous based products, magnesia products and chlorine-based salts. ICL-IP business units produce and market Flame Retardants; Drilling Fluids; Space & Soil Fumigation Products; Biocides; Pharmaceutical and Agrochemical Intermediates; Dead Sea Salts.

ICL-IP draws on the vast resources of the Dead Sea, one of the world's largest and most concentrated resources of bromine, magnesium and potassium salts. ICL-IP supplies more than a third of the global demand for bromine. The company's economies of scale are unmatched in the industry; its plant by the Dead Sea is the world's largest bromine plant, and is back-integrated to chlorine (bromine production's main raw material) through its own and ICL Group's chlorine sources.