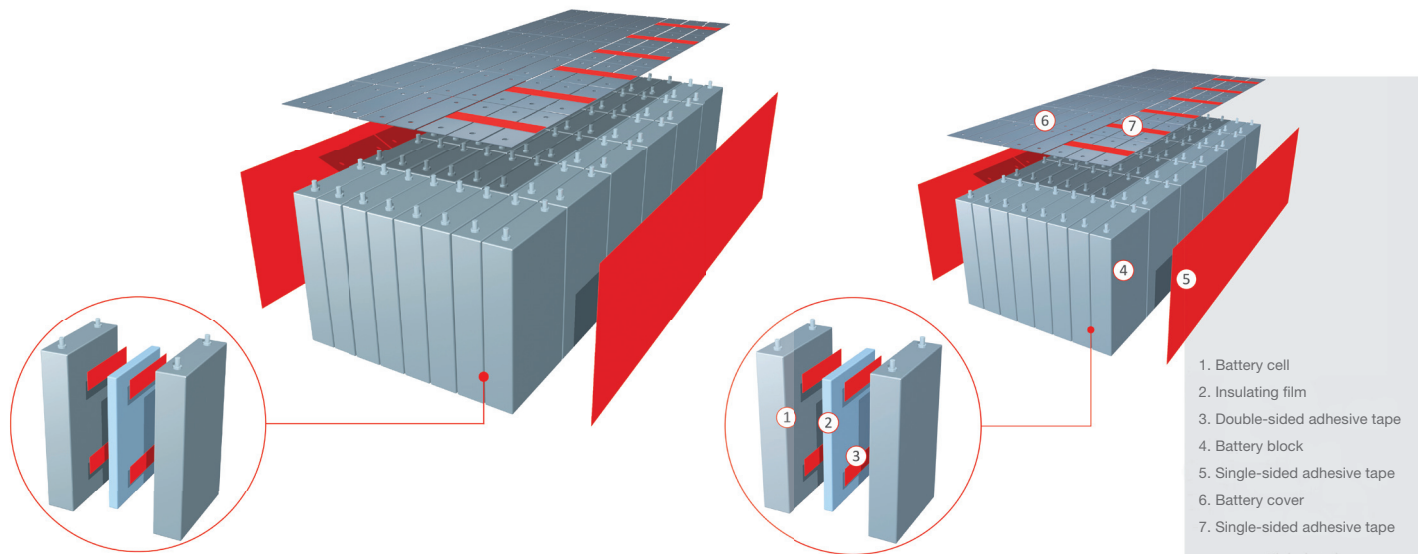


Norderstedt, March 22, 2016

Automotive/electric mobility With a broad range of adhesive tapes, tesa® gives full support for electric solutions



Each battery cell generates heat and electrical voltage that needs to be shielded. Double-sided adhesive tape and a special film are used to connect the cells with each other and insulate them so that no power surges, known as “overvoltage,” can occur. The battery block is wrapped in non-flammable products from the tesa product range.

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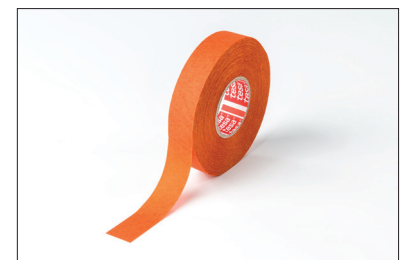
tesa is among the most important providers worldwide in the wire harnessing market segment, with a wide range of products. Depending on the intended use, these tapes are required to be extremely resistant to abrasion, extreme temperatures, and chemicals while also damping noise.

(©tesa SE. All rights reserved.)



The increasingly complex structure of wire harnesses and cramped quarters in the engine compartment and vehicle interior are a major challenge for manufacturers of wire harnesses. tesa Automotive offers an extensive range of products for wire harnessing, consisting of fabric, nonwoven fabric, and film backings with high-quality adhesives.

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In 2014, tesa was awarded a patent for an orange adhesive tape whose color does not fade, even at high temperatures, over a vehicle’s entire lifespan. It sends a clear message to firefighters who are salvaging a car after an accident: Do not cut this cable!

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Norderstedt, March 22, 2016

Consumer
tesa® Smart Mounting System sets trends on the DIY market

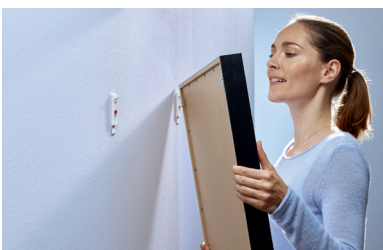


The key visual for the **tesa® Smart Mounting System** generates high recognition value internationally in stores and in advertising materials.
(©tesa SE. All rights reserved.)

The tesa® Adjustable Adhesive Nail – an adjustable solution for sensitive, textured surfaces.
(©tesa SE. All rights reserved.)



The tesa® Adjustable Adhesive Nail – very easy to mount and height-adjustable.
(©tesa SE. All rights reserved.)



The tesa® Adjustable Adhesive Nail – ideal for evenly arranging pictures.
(©tesa SE. All rights reserved.)



The tesa® Smart Mounting System – all highlights at a glance.
(©tesa SE. All rights reserved.)

Norderstedt, March 22, 2016

Craftsmen tesa expands market presence for its brand for craftsmen



Strong partners: Being a reliable partner to professional craftsmen – that's the goal of the tesa® Professional line. Alongside a wide range of high-quality products, personal contact with the pros is a major area of focus. A team of tesa field reps visits customers on site upon request. Advice and assistance are also available via the new service hotline and the redesigned website. (©tesa SE. All rights reserved.)



The full **tesa® Professional product range** offers a broad selection of products for professionals who work in exterior and interior design alike.
(©tesa SE. All rights reserved.)



Gentle to use: **tesa® Professional precision masking products** based on special wash paper guarantee perfect results.
(©tesa SE. All rights reserved.)

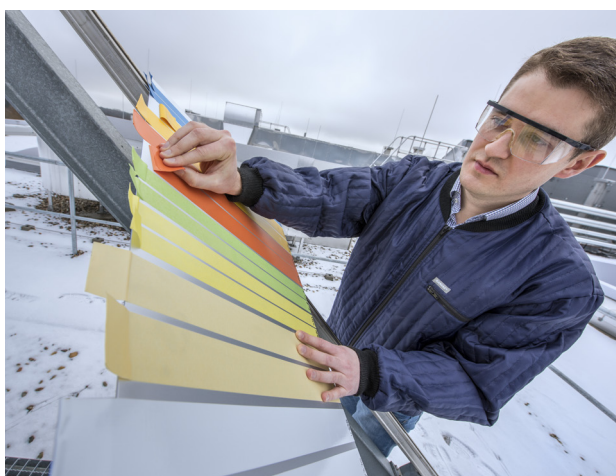
Norderstedt, March 22, 2016

New building in Norderstedt The integrated building complex for 1,000 employees was dedicated recently



The new tesa SE building complex in Norderstedt combines the company headquarters and research and technology center at a single site. At 160 million euros, it is the largest investment in the company's history. Right now about 1,000 employees work at the new complex, which is located on Hugo-Kirchberg-Straße.

(©tesa SE. All rights reserved.)



There is a weathering unit on the roof of the new tesa building. Individual strips of tape or larger items, such as entire solar panels with adhesive bonding in place, can be subjected to practical testing under real-world weather conditions here.

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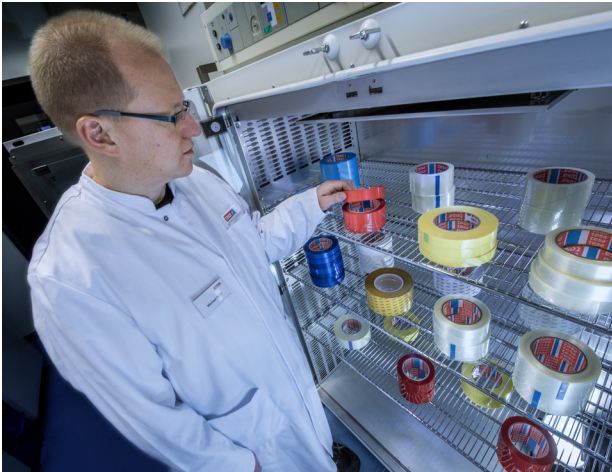


Close physical proximity and streamlined communication channels between R&D and marketing characterize the new tesa SE building complex, which was completed in late 2015. About 280 researchers work here, tinkering with new and continuously improved adhesive tape products. Many of these products are able to replace conventional joining techniques such as riveting and welding.

(©tesa SE. All rights reserved.)

Norderstedt, March 22, 2016

New building in Norderstedt



The application technology team puts products to the test. A heat chamber is used to simulate the aging process in tapes, for example. This method speeds up time so the effects can be seen in just a short period.
(©tesa SE. All rights reserved.)



The holding power and adhesive resistance of tapes are tested using different weights. After the tapes successfully “hang in there,” tesa researchers know that a particular kind of tape meets the customer’s specific requirements.
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