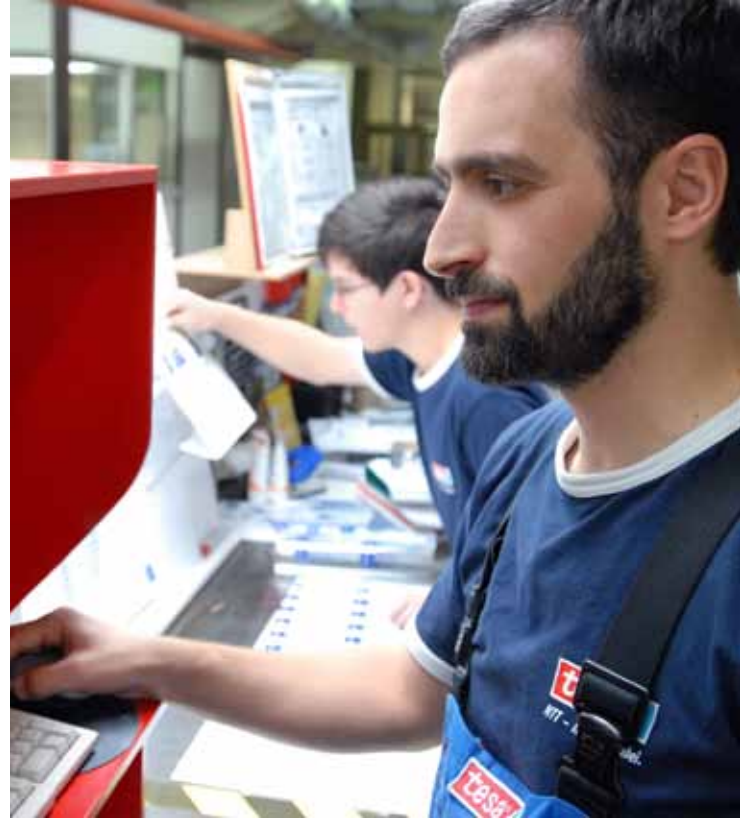


tesa SE: Our Responsibility – Our Commitment and Involvement

Report 2008



A vivid tradition of responsibility



UN Photo/Mark Garten

Global Compact

The date: January 31, 2001. The location: the World Economic Forum, in Davos. Then-UN Secretary General Kofi Annan calls on companies that operate internationally to take an active stance in meeting the challenges presented by globalization. His vision: a global pact based on universally accepted social and environmental principles.

Today, companies from more than 80 countries, international employee associations, civil society organizations, governments, and United Nations organizations are involved in the Global Compact. Under the auspices of the new UN Secretary General, Ban Ki-Moon, the world's largest corporate citizenship initiative is moving forward.

The ten principles on which the pact is based, which cover the areas of human rights, labor standards, environmental protection, and the fight against corruption, have long formed part of the corporate values of tesa. Our membership in the Global Compact underscores this vivid tradition.

All of tesa SE's activities related to commitment and involvement are subject to a continuous improvement process. We published our first Global Compact Report for 2006/2007, and now we have documented our most recent activities in the current issue, the Communication on Progress 2008, which highlights our progress with regard to the ten principles of the UN Global Compact and our own corporate social responsibility strategy.



The ten principles of the UN Global Compact

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

Communication on Progress 2008

As a member of the United Nations Global Compact, we have committed to report annually on the progress of our initiatives. This helps facilitate a regular interchange of information with those around us and documents our projects aimed at putting the ten principles of the Global Compact into practice. The Communication on Progress 2008 provides you with an overview of our worldwide commitment and involvement in the fields of human rights and labor standards, environmental protection, the fight against corruption, and society. tesa has traditionally pursued a continuous improvement process. With 51 affiliates spread across different countries worldwide, there is a

large number of projects involved. For that reason, this report is limited to a representative selection of initiatives that have been undertaken for the first time or recently concluded. In line with the communication channels used by our stakeholders, the Communication on Progress 2008 also marks the switch from a printed version to an online one. Beyond the advantage of better accessibility, an online report also offers opportunities for active dialogue and regular updates. You can also visit our Responsibility Web pages on www.tesa.com/responsibility for comprehensive information on the topics of the environment, quality, employees, and social matters.



Declaration of Support

Membership based on firmly held convictions

We are firmly convinced that binding values and a sustainable business policy are prerequisites for economic success.

>> page 4



Human Rights and Labor Standards

The human factor

Conduct guidelines and new activities in the areas of fostering employee qualifications and occupational health and safety leave their mark on 2008. >> page 5



Environmental Protection

Worldwide initiatives

At present, tesa is making progress on over 60 environmental projects. Examples from the areas of energy, solvents, waste, and certification. >> page 10



Fighting Corruption

Proper conduct

In our Code of Conduct and Purchasing Charter, we take a clear stance on the rules of conduct that apply on a binding basis at tesa. >> page 16



Social Projects

Strategy with regional facets

With its focus on children and young people, our social commitment and involvement is reflected in over 40 projects worldwide.

>> page 17

Declaration of Support



“The UN Global Compact corresponds to our own values and the sustainable business policy implemented by tesa.”

In its role as one of the world’s leading manufacturers of self-adhesive system solutions, tesa offers innovative products for industry and trade, and for consumers. Each and every one of those products was invented to solve a problem. We can now look back over more than 100 years of history as a brand and extremely successful international development. Many different people have contributed to this, right up to the present day.

We are firmly convinced that having a business policy that is designed for sustainability is an absolute prerequisite for economic success. This idea has been reflected in our values and actions over generations. Our membership in the United Nations Global Compact underscores this approach and provides a wider framework for our ecological and social activities.

We implement the ten principles of the UN Global Compact in a systematic fashion. Wherever possible, we exert our influence and proactively seek to further promote our binding rules of conduct. In 2008, we created a firm basis for our values and guidelines by setting them out in the tesa Code of Conduct and the tesa Purchasing Charter. These two steps have raised our profile as a responsible “citizen of the world” while at the same time raising our own expectations – expectations our partners and collaborators must meet. Along our global value chain, all of the players are called upon to do their part to ensure sustainable development.

In our capacity as a technology enterprise that both conducts research and produces goods, we take our responsibility for ensuring a clean, healthy, and undamaged environment very

Thomas Schlegel,
Chief Executive
Officer of tesa SE



seriously. The tesa environmental goals, which apply worldwide, are aimed at fulfilling this responsibility and thus also form part of our strategy. Areas of emphasis in this regard include economical consumption of raw materials and energy, prevention of unnecessary waste, and proper recycling. One particular focal point of our corporate strategy is the development and use of innovative, solvent-free production technologies. We already manufacture the majority of our products using methods that are water-based and therefore more eco-friendly.

The idea of leaving as healthy and undamaged a world as possible behind for future generations is also at the core of our corporate social responsibility strategy. Our focus in this regard lies on assisting and supporting children and young people. Under the auspices of a central steering committee, all of the companies in the tesa Group have the opportunity to design their social involvement in ways that are specifically aligned to regional needs and concerns – in many cases with volunteer support.

We will continue to act sustainably, following the spirit of the UN Global Compact, into the future. In times such as these, with a difficult world economic situation, it is all the more important to ensure continuity, trust, and a long-term approach.

Human Rights and Labor Standards

The human factor as a determinant of success

People are the very foundation of our business success – people like our own employees as well as customers and suppliers. With this in mind, compliance with and furtherance of international human rights are just as much a part of our principles as unimpeachable labor standards. This reporting year, we pursued these principles with initiatives including the internationally appli-

cable tesa Code of Conduct and the introduction of our worldwide tesa Purchasing Charter, which governs our cooperation with suppliers. In addition, our below-average accident rates, numerous initiatives aimed at raising employee qualifications, and awards as an employer document our commitment and involvement in 2008.



Code of Conduct

Binding rules of conduct

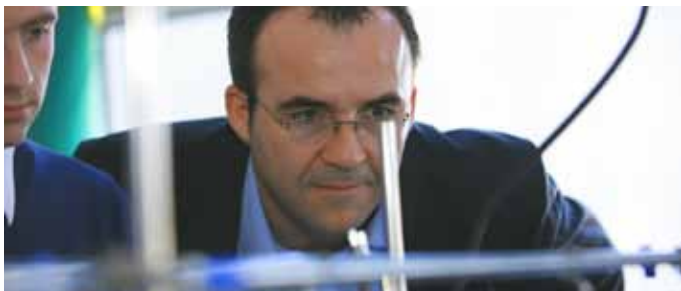
The tesa Code of Conduct sets out clear conduct guidelines – aligned to our values and the principles of the UN Global Compact. >> page 6



Purchasing Charter

Standards for strategic purchasing

The tesa Purchasing Charter defines our minimum standards, binding worldwide, for our cooperation with suppliers. >> page 7



Employee Qualification

Awards as a top employer

Our employees are our most valuable capital. Our corporate culture and targeted employee support initiatives take this fact into account. >> page 8



Occupational Health and Safety Management

Below-average accident figures

We raised our already stringent worldwide occupational health and safety standards once again in 2008 and received two awards. >> page 9

Code of Conduct



The tesa Code of Conduct sets out clear conduct guidelines – aligned to our values and the principles of the UN Global Compact.

Binding rules of conduct

Respect, honesty, trust, tolerance, and integrity – these are the principles we apply in our business, principles that have not only made us successful in the past, but will also continue to guide our actions into the future. To put these ideas even more firmly into practice worldwide, tesa SE established a mandatory code of conduct in 2008. The conduct guidelines it contains are derived from our corporate values and the ten principles of the UN Global Compact.

The tesa Code of Conduct applies all around the world. Its clear rules and criteria help us to create a guiding framework and strengthen others' trust in the performance and integrity of the tesa Group. No matter the position or title, we expect all employees to abide by our ethical principles and consistently apply them in everything they do. We demand that our executives not only demonstrate exemplary compliance with the rules of conduct, but also ensure at the same time that they are actively communicating the rules to others. All of our executives were required to complete an e-learning program on the Code of Conduct and they will receive further support for the ongoing communication process; we will provide them with presentations, for instance. In addition, at the beginning of 2009, the Code of Conduct was made an integral component of our introductory seminars for new employees, training sessions for junior management talent, and our Sales Qualification Program.

The Code of Conduct embodies our most important principles across six thematic areas:

1. Compliance with laws and regulations

We conduct business legally and ensure strict compliance with the laws of the countries in which we operate.

2. Fair competition

We do not secure market advantages through unfair or illicit practices.

3. Protection of tesa assets

We are careful in our dealings with the company's proprietary and copyrighted information, assets, and resources.

4. Socially compatible working environment

We ensure a socially compatible, safe, and motivational working environment. We categorically reject all forms of child labor, forced labor, discrimination, and similar practices. And we expect our business partners to do the same.

5. Personal integrity

We encourage the utmost in personal integrity and fairness among our employees and avoid situations in which personal interests conflict, or could conflict, with those of our company.

6. Social commitment and involvement

We take our responsibility toward future generations seriously and actively work toward sustainable development across all the relevant sectors – in economic, ecological, and social terms.



Download „Code of Conduct“

Purchasing Charter



To provide a standardized framework for our internationally applicable core principles, the Strategic Purchasing division of tesa established the tesa Purchasing Charter.

Minimum standards for strategic purchasing

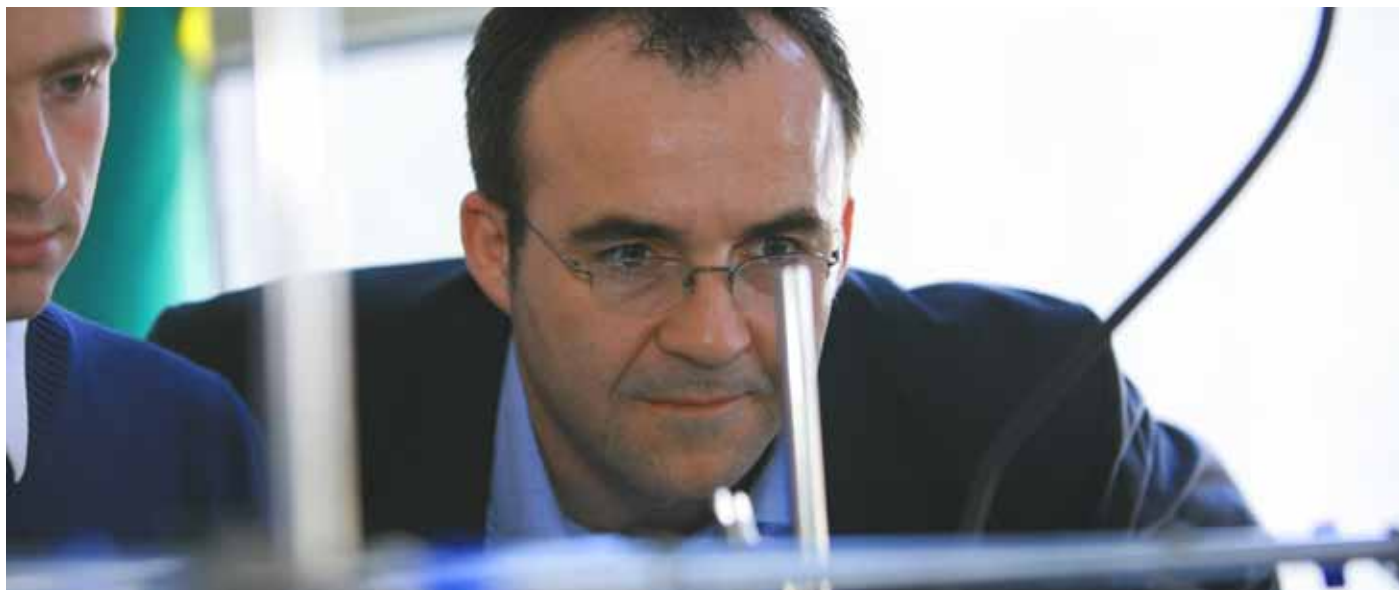
We at tesa are firmly convinced that sustainable, responsible corporate conduct must go beyond the individual company itself. That's why our internal rules of conduct have long applied to our cooperation with suppliers around the globe as well. To provide a standardized framework for our internationally applicable core principles, the Strategic Purchasing division of tesa established the tesa Purchasing Charter during this reporting year. Aligned to the ten fundamental principles of the UN Global Compact, it specifies the minimum standards we apply worldwide in the areas of human rights, labor standards, environmental protection, and the fight against corruption. Incorporated into our contract terms and conditions, they ensure that suppliers make a binding commitment to operate in accordance with the UN Global Compact.

In our cooperation with suppliers, we put a high priority on a continuous improvement process that includes jointly established goals and monitoring of the degree to which they are met, regular site visits, and certification under the ISO 14001 environmental standard and ISO 9001 quality standard. Starting in 2009, we are also supporting compliance with our minimum standards by implementing our SRM (supplier relationship management) process. Under this process, supplier qualification, evaluation, and development will follow the same systematic approach throughout the entire tesa Group – from initial contact via a questionnaire to in-plant product qualification and finally to uniformly designed local audits.



Download „Purchasing Charter“

Employee Qualification



**Our employees are the most important capital for securing our success.
Our corporate culture and targeted employee support initiatives take this fact into account.**

Awards as a top employer

All over the world, employee integration and personnel development are among the most important factors contributing to our success. Because of its excellent ratings in this area, the tesa plant in Offenburg was named one of the top employers of 2008 by the magazine "Junge Karriere," published by the Handelsblatt publishing group, and by the consulting firm CRF. This award rates companies in the categories of compensation, market leadership, work-life balance, job security, development opportunities, and internal climate and culture. Providing important data, facts, and a specific points rating, the ratings give recent graduates and young professionals guidance for their career development.

In 2008, the company also won a comparable title in Switzerland, where Swiss multimedia business magazine "Cash" chose tesa Bandfix AG as one of that country's top employers. The outstanding rating, in which the wholly owned subsidiary of tesa SE ranked sixth out of 81 companies right off the bat, was based on information from the company's own employees. They gave their employer top marks in an extensive survey on organizational structures, corporate culture, management behavior, goals, performance incentives, and knowledge transfer.

In the 2008 reporting year, we continued to expand our extensive range of continuing education measures. As part of the Sales Qualification Program, which was instituted the year before and is aimed at about 1,500 marketing and sales employees, we were able to train about 800 participants over 320 days of in-

struction. We now offer training in 19 languages and have begun the international rollout of our uniform global standards. In 2009 we will continue the implementation of this international continuing education program, comprising 14 different training units, and train additional target groups.

We promote international cooperation between our employees through continuing education programs such as the Competencies Development Process, which involves a six-month project completed alongside the employee's regular work. The aim is not only to have employees work conceptually on a specific focus project, but also to ensure the personal development of participants, who are required to have three to five years' management experience. With support from an external coach, they are able to gain new perspectives outside of their own day-to-day working lives. Self-organization and international teamwork are among the particular skills participants learn. In 2008, one team focused on the Eastern European market and its potential prospects for tesa scribos. The wholly owned tesa subsidiary offers effective security solutions to protect brand names and products from tampering and counterfeiting.

Occupational Health and Safety



We raised our already stringent worldwide occupational health and safety standards once again in 2008 and received two awards.

Below-average accident figures

Prevention is the best form of protection from injuries and job-related health risks. Our extraordinarily low accident rates demonstrate that we are on the right track with our occupational health and safety initiatives and training measures at all of the plants. In 2008, this was reflected in factors that included two awards from the Occupational Health and Safety Office of the City of Hamburg: The agency gave both the tesa plant in Hamburg and tesa affiliate acos GmbH its highest rating, "company with an exemplary occupational health and safety system." Our establishment of concrete goals, below-average rate of accidents, and recording and assessment of even accidents that are not required to be reported as well as the extensive programs in place to promote health at the workplace weighed particularly in our favor.

All around the world, tesa is subject to our Occupational Safety Guidelines, which are aligned to the international OHSAS 18001 standard. Regular employee training on conduct that is conducive to safety and health, prevention of explosions and fires, fire extinguishing drills, detailed operating procedures for all production facilities, and targeted employee training have ensured that the number of days of work missed due to occupational accidents subject to mandatory reporting fell once again in 2008. Since 2005, tesa has achieved an overall reduction averaging 11 percent worldwide.

At tesa, systematic identification and assessment of risks associated with potential hazards forms the cornerstone of our ability to preclude faults, mistakes, and improper conduct in advance wherever possible. In this context, in 2008 we were able to conclude the worldwide implementation of our top principle – an analysis tool used to determine the causes of problems in three categories: technical, organizational, and personal. And to further promote occupational health and safety on an international level, we have also incorporated this topic into a regular exchange of information and experience between all of the technical executives at our affiliates.

In 2009 as well, we plan to further expand on our occupational health and safety system. For example, we will be introducing uniform processes for project planning of new systems and facilities. The aim of this initiative is to take precautionary measures to prevent potential hazards early on, even during the planning and construction phase.

Environmental Protection

Worldwide initiatives

Leaving a clean, healthy, and undamaged environment behind for subsequent generations is one of tesa's stated corporate goals. In pursuing this aim, we take a precautionary approach, promoting the international exchange of information between our environmental experts and actively taking the initiative in pushing appropriate measures forward. This approach ranges from continuous monitoring of specific key indicators such as waste, CO₂ emissions, and energy use to developing our own technologies for solvent-free production. We also work specifically on products that help our customers – to save energy, for example – and

make sure that our suppliers apply comparable standards. In total, our environmental commitment and involvement encompasses more than 60 individual projects. By way of example, the section that follows cites some of our initiatives in the fields of energy, solvent-free technologies, waste, and certification. For more information on our environmental program and the pertinent guidelines and goals, please visit Responsibility/Environment. The content there also offers a look at our worldwide business processes as specified in the tesa Integrated Management System (IMS).



Environmental Goals 2007 – 2012

International activities

Clearly formulated goals are the key to our ambitious environmental program, which encompasses projects spanning the entire globe. >> page 11



Energy

Heat recovery drives down demand

Exemplary projects in Offenburg and Hamburg ensure reduced energy use and CO₂ emissions. >> page 12



Reduced Solvent Use

Innovative technologies

Our R&D-team uses innovative technologies to establish lower-impact production processes that do not use solvents. >> page 13



Waste Management

Raising awareness

tesa reinforces its efforts to reduce waste and ensure proper recycling through initiatives aimed at raising awareness. >> page 14



Certification

Environmental management system expanded

High standards at our locations in China and Singapore impressed auditors during the process of obtaining certification under the ISO 14001:2004 environmental standard. >> page 15

Environmental Goals: 2007 through 2012



Clearly formulated goals are the key to our ambitious environmental program, which encompasses projects spanning the entire globe.

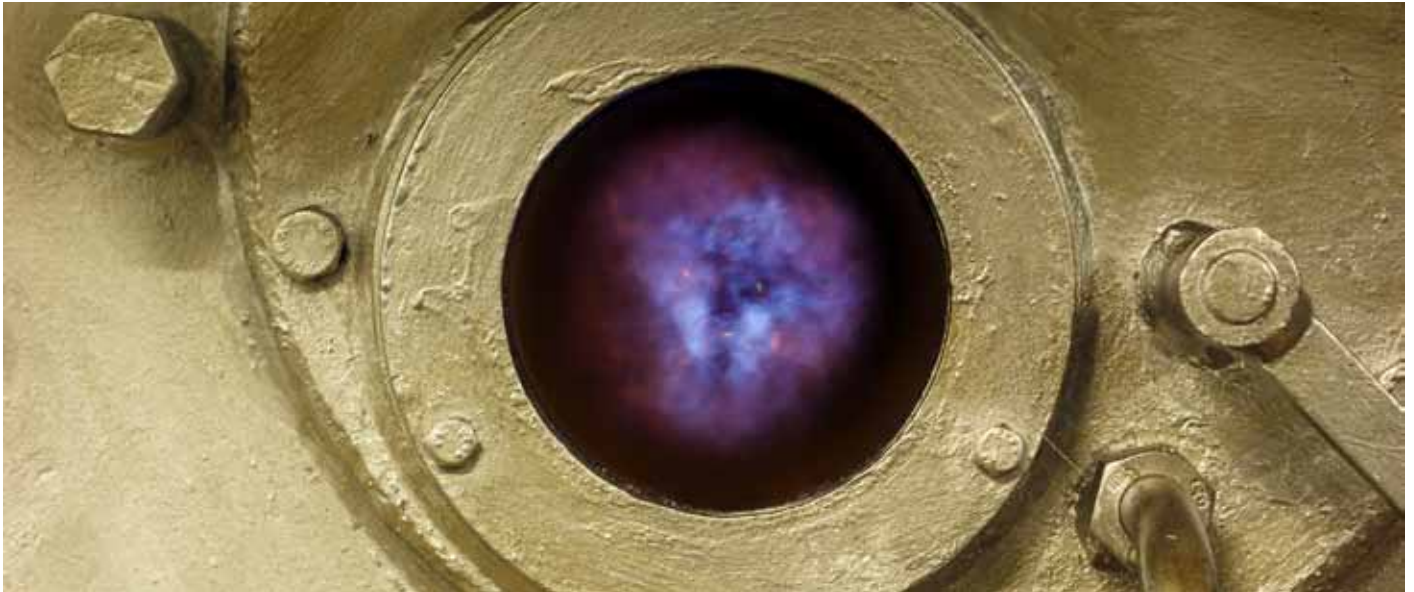
International activities

After the successful conclusion of our first environmental program, which ran from 2001 through 2006, we have once again set ambitious, binding goals for ourselves for the next five-year period. The degree to which we meet these internationally applicable environmental goals is determined through a global monitoring program based in each case on constant production quantities. Now, for the first time, our environmental goals for the period from 2007 through 2012 also include emissions of volatile organic compounds (VOCs). Over the past two years, we have been able to reduce these emissions by 22 percent, thus already exceeding our intermediate goal for 2008. The same also applies to our use of solvents and energy: we have achieved a drop of seven percent in both. We also posted a six-percent decrease in CO₂ emissions for 2008.

Environmental goals 2007 through 2012

VOC Emission	- 50 %
Solvents used	- 15 %
Energy consumed	- 10 %
Waste	- 5 %
CO ₂ Europe	- 10 %

Energy



Exemplary projects in Offenburg and Hamburg ensure reduced energy use and CO₂ emissions.

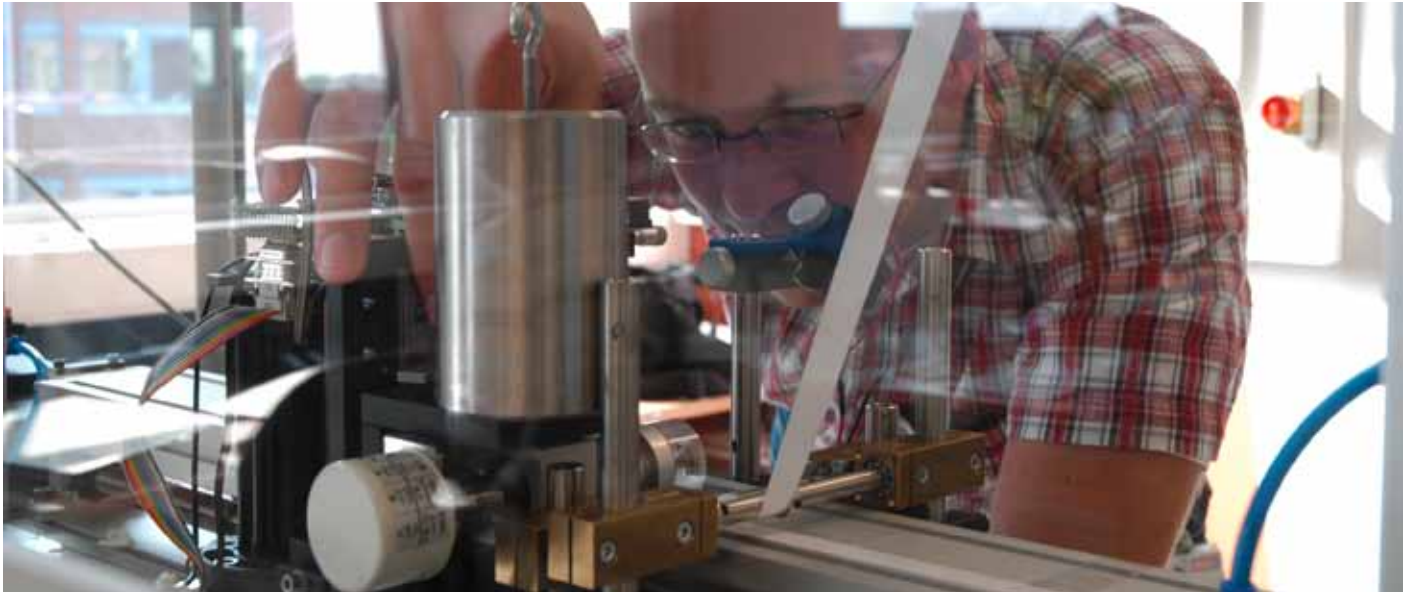
Heat recovery drives down demand

One good example of our activities aimed at reducing our energy consumption is the implementation of a new heat recovery system at the tesa plant in Offenburg. At that facility, all central heating units are connected via a feed and return line, along with circulation pumps, so that waste heat generated during processes can be recovered and used for heating purposes. A central control unit ensures that the available energy is automatically fed into circulation.

At the tesa plant in Offenburg, replacing the energy used for heating by recirculating waste heat generated during processes led to a drop of 9,000 megawatt-hours in 2008. As a result, emissions of harmful CO₂ also fell, by nearly 2,300 metric tons. In the long term, the company hopes to use the positive experience the tesa plant in Offenburg is currently gaining with the new heat recovery system to deploy this landmark technology at other locations as well.

Another system for saving energy through heat recovery was also put into operation at one of the production buildings at the tesa plant in Hamburg, where a reduction of 200 megawatt-hours was achieved. The Hamburg location also secured additional energy savings by modernizing a polymerization facility used to produce adhesive masses. A ventilation system used in this facility, which had been optimized the year before, showed its first effects in 2008, successfully pushing energy use down by 480 megawatt-hours. Our plans call for us to build further on these positive results in 2009: By modernizing another ventilation system, we hope to decrease our energy consumption by an additional 500 megawatt-hours.

Reduced Solvent Use



Our research and development team uses innovative technologies to establish lower-impact production processes that do not use solvents.

Environmentally friendly technologies

Part of our continuous improvement process, and an essential component of the tesa environmental program, is our consistent shift toward environmentally friendly production technologies. Since the first large-scale system for solvent-free coating was put into operation at the tesa plant in Offenburg in 2002, we have been determinedly expanding on this technology, which was developed and patented by tesa. For instance, our Center for Research & Development in Hamburg is tasked both with improving existing solutions and with working on additional innovative technologies – including in areas in which solvent-free production is not yet possible.

The tesa plants in Offenburg, Italy, and Malaysia have produced the majority of their products without using solvents for several years now. In 2007, we began shifting production of our products to the new, solvent-free technology in Suzhou, China, as well. By 2008 we had already been able to raise the percentage of water-based adhesives at this location to 43 percent. This figure is currently 57 percent in Malaysia, 63 in Italy, and 65 percent at the German plant in Offenburg.

In the case of products that for technical reasons cannot yet be produced without solvents, we are pursuing the principle of environmentally compatible production through our use of solvent recovery systems. One example of this is the system in Malaysia, which we have further optimized since it first came online two years ago. After the improved system was installed, 2008 saw the amount of solvents recovered and fully recycled rise to 70 percent. At the same time, implementation of this process has led to a considerable drop in VOC emissions.

Waste Management



tesa reinforces its efforts to reduce waste and ensure proper recycling through initiatives aimed at raising awareness.

Raising awareness

Producing goods of any kind necessarily involves generating waste. When it comes to reducing the quantity of waste generated and protecting both the environment and natural resources, we believe that raising general awareness of the problem is tremendously important. At some of our locations, the high importance of this topic is reflected in the fact that the indicator of waste quantities is even included in the personal targets set for the responsible employees to meet. This ensures that when problems occur, all of the relevant departments are involved in the resolution process, which raises each and every person's awareness of the issue. Beyond that, we are always looking for new technical solutions that enable us to recycle as much as possible.

Around the world, we offer regular training courses to make sure that everyone involved becomes aware of how to prevent unnecessary waste and how to recycle properly. In 2008, for example, we successfully held training seminars on recycling for all machine operators at our location in Italy and equipped all machines with system-specific guidelines. We plan to make further progress in implementing our concept for actively raising awareness of these issues at an international level, and take the next steps in further developing it, in 2009 as well.

Certification



High standards at our locations in China and Singapore impressed auditors during the process of obtaining certification under the ISO 14001:2004 environmental standard.

Environmental management system expanded

The certifications obtained by our Asian locations in China and Singapore in 2008 marked the further expansion of our environmental management system. Now all tesa plants are certified under the ISO 14001:2004 standard, which sets globally recognized requirements for environmental management systems. Based on the principle of continuous improvement, this standard follows the Plan-Do-Check-Act (PDCA) cycle – a concept that applies internationally at tesa.

The tesa plant in Suzhou, which opened in 2005, won approval across the board during the certification process. The auditors especially highlighted the excellent teamwork at the plant as well as employees' broad knowledge and high awareness with respect to environmentally relevant processes. The human re-

sources department's strong commitment to, and high involvement in, environmental activities, team-building, and team training as well as in clearly designating the environmental officers to the authorities also weighed in our favor, as did the internal audits that are performed.

The production site in Singapore also presented an exemplary environmental management system. The plant scored points especially for its unambiguous identification of all environmentally relevant aspects and environmental impacts of individual processes conducted there.

Fighting Corruption



In our Code of Conduct and Purchasing Charter, we take a clear stance on the rules of conduct that apply on a binding basis at tesa.

Integrity and proper conduct

Integrity and responsibility are vital and essential components of our actions. We conduct our business as a company in strict compliance with laws and regulations. All around the world, the tesa Group categorically rejects all forms of corruption and of unlawful or immoral conduct. This applies equally to our own actions and to those of our suppliers. This reporting year, we defined the standards that apply to our cooperation with partners in our new tesa Purchasing Charter.

Companies that conduct business worldwide have to rely to some degree on the sense of responsibility on the part of other parties, including our stakeholders. We offer our employees the best possible support to ensure that they are able to act in accordance with the values and standards of tesa. The Code of Conduct implemented in 2008 serves as a framework in this regard, setting out specific points to observe. Its content provides clear guidance and fosters both integrity and responsible conduct. And if questions arise in individual cases, the Compliance Manager is available to act in an advisory capacity.

Social Projects

Strategy with regional facets

In 2008, a number of new projects embodied the extensive social commitment and involvement of tesa SE and its affiliates. These new projects are in line with our Corporate Giving Strategy, which we first formulated the year before and, in this reporting year, also incorporated into our new tesa Code of Conduct. The Corporate Giving Strategy specifies the topics on which our activities focus while also giving our affiliates the ability to adjust their approaches regionally according to local circumstances. On the whole, we set great store by long-term initiatives that demonstrate sustained effectiveness and are aligned to the specific conditions and situations that apply in the region.

Our commitment and involvement focusing on children and young people encompasses four main areas. Alongside fostering creativity, promoting education, and developing future talent in science and technology, these main areas also include providing

support to institutions that assist sick and socially disadvantaged children.

In our most recent activities, we have focused in particular on volunteerism among tesa employees. Examples of this concept of “corporate volunteering” include our support for the Hamburg-based foundation “MENTOR – die Leselernhelfer Hamburg e.V.” and the assistance provided to the Suzhou Sunshine School, in China, for children from families of migrant workers.

We have raised the total number of our social projects over the previous year from 26 to 43. We would like to present a few of these projects, which span all the fields in which we are active, as examples. For information on further activities, please visit Responsibility/Society.



Promoting Creativity

Multifaceted commitment

“Tesalino & Tesalina,” “Stiftung Mittagskinder”, and “MENTOR – die Leselernhelfer Hamburg e.V.” are all involved in fostering children’s creativity. >> page 18



Promoting Education

Improving educational opportunities

Educating children and young people is part of our corporate giving strategy. Examples from China, Malaysia, and Mexico. >> page 19



Promoting the next generation in science and technology

Early specialization

In our role as a technology company, we are committed to training future talent, and we support specific educational institutions. >> page 20



Supporting institutions that aid sick or socially disadvantaged children

Improving opportunities

With scholarships, sponsorships, and volunteer work, we are committed to helping disadvantaged children and young people. >> page 21

Fostering Creativity



“Tesalino & Tesalina,” “Stiftung Mittagskinder”, and “MENTOR – die Leselernhelfer Hamburg e.V.” are all involved in fostering children’s creativity.

Germany

Tesalino & Tesalina visit the rainforest and campaign on its behalf

In 2008, the two adhesive friends Tesalino & Tesalina inspired 58,000 children to write stories and do arts and crafts projects. For the ninth time in a row, we teamed with Stiftung Lesen (the Reading Foundation) in inviting a large number of elementary schools to participate in a countrywide creativity competition aimed at furthering reading and writing skills and sparking children’s imaginations. From January through April, about 2,300 participating classes followed Tesalino and Tesalina on an imaginary journey of discovery to the tropical rainforest. The species-rich world of plants and animals found there offered a wealth of inspiration for the children’s projects, as did the hot topics of nature conservation and climate change. In a fitting complement to these topics, tesa linked the competition to support for a reforestation project organized by the World Wildlife Fund (WWF) in Borneo. Donations added 5,000 new trees to the forest there.

Circus fever bonds children together

About 120 socially disadvantaged children in Hamburg receive free, regular healthy meals, help with homework, and competent social and educational care from the nonprofit „Stiftung Mittagskinder“ foundation. With support from the tesa plant in Hamburg, a large number of them were able to discover a whole new side of themselves during the 2008 summer vacation: For one week, the children attended a very special school, where they honed their previously unknown talents at juggling, doing magic tricks, and riding a unicycle. With assistance from the coaches at Circus

Mignon, they even got to hold a performance under the big top to cap off the week, each of them fulfilling his or her dream of becoming a star in the ring. And the program taught the children, aged five to eleven, more than just a circus trick: They used all their senses, gained a sense of belonging to a group, and learned to have confidence in themselves and others. After all, there are a lot of tricks that only work if you can depend on others.

Reading makes children smart – and happy

Children love books. Supposedly, anyway. But to most boys and girls who have a hard time reading, the world of stories remains a hidden one. And however great a loss that seems, it pales by comparison to the disadvantages that those who have difficulty reading suffer at school and on the job. For nine years now, tesa has championed the cause of enabling schoolchildren to attain the gold standard in education as part of the company’s corporate giving strategy. Our longstanding involvement with Stiftung Lesen (the Reading Foundation) was joined in 2008 by our support for „MENTOR – die Leselernhelfer Hamburg e.V.“. Along with the company’s funding for “mentor-student tandems,” tesa employees are encouraged to get involved themselves as active reading tutors. There are a few requirements: love of books, reading, and reading aloud, and a desire to pass along their knowledge and enthusiasm for books to children aged eight to 16, for one hour a week – without pressure, and without talking down to the students or lecturing them. tesa also allows employees to use part of their work time for volunteering.

Promoting Education



Improving educational opportunities – Educating children and young people is part of our corporate giving strategy. Examples from China, Malaysia, and Mexico.

China

Schooling for children of migrant workers

According to estimates, between 150 and 200 million migrant workers in China have moved from rural regions to the booming cities and coastal regions in recent years. For children who belong to these families, there is hardly any opportunity to complete a continuous education. To improve their prospects, employees of the tesa plant in Suzhou got involved in assisting the neighboring Suzhou Sunshine School in 2008. Scholarships and assistance with instruction are intended to provide help where it is needed, emphasizes Plant Manager See Thai Ang: "Our hope is that we can help ease the way for these children and enable them to have a successful future." At the same time, a team of employees provides active, regular support by organizing charity auctions and ongoing events such as shared learning and by arranging recreational activities.

Malaysia

Early computer skills

Since the beginning of 2008, the Malaysian tesa affiliate has been supporting the nearby Shepherd's Centre, a home that cares for orphaned, neglected, and needy children, teens, and young adults ranging in age from three to 22 years. Focusing on education and development, the tesa employees foster important computer skills in particular. tesa provided the boys and girls with ten modern computers in a room specially renovated for this purpose. And the support for the care home is set up as a long-term arrangement. tesa employees will continue to volunteer and help the children and youths once a week in developing their

computer skills. In addition, the youngest ones also look forward to playing and reading together.

Mexico

Scholarship program for disadvantaged children

The tesa affiliate in Mexico joined the team of supporters contributing to the Foundation for the Protection of Children (Fundación para la Protección de la Niñez) in 2008. Together with its sponsors, the private institution has been able to help more than 100,000 disadvantaged children throughout the country in recent years. The Foundation focuses on health, fighting poverty, culture, and education. tesa Mexico is contributing by endowing its own scholarship program and by ensuring that a number of children in Mexico City receive the necessary learning materials as well as school uniforms and school meals. By doing so, the tesa affiliate is supporting the children during the phase of their lives when they are developing their own sense of self and self-confidence.

Developing Future Talent in Science and Technology



Early specialization – In our role as a technology company, we are committed to training future talent, and we support specific educational institutions.

Brazil

Expertise for professional practice

In 2008, tesa Brazil and the Escola Theobaldo de Nigris (SENAI) further expanded on the partnership they had started the year before. New on the class schedule at the school of graphics and design, one of the best known worldwide in this industry: training courses for the paper industry. For example, in August and September 2008, tesa employees offered the teaching units “Cellulose and Paper Technology” and “Processes Used in Paper Production” for the first time. In further practical and theoretical courses, students also acquire important knowledge about adhesive tapes for the printing market. In addition, tesa provides printing plate mounting tapes and organizes extracurricular events and programs such as visits to companies. Thus tesa Brazil often facilitates the initial contact between students and the paper industry.

Germany

Active promotion of junior management talent

tesa SE remained an active supporter of the Northern Institute of Technology (NIT) in 2008. In a two-year dual-track graduate program, students at NIT can earn the degrees of MBA in Technology Management and Master of Science at the same time. Each student in this internationally oriented curriculum is required to have perfect English skills as well as a previous engineering degree and initial professional experience. tesa supports the NIT by awarding scholarships and by providing practical instruction units and internships as well as assigning topics for degree theses. In addition, one tesa HR manager is actively participating in

the NIT industry advisory board, thereby promoting targeted cooperation between academic institutions and the industrial sector. And depending on current vacancies, graduates also have the opportunity to start an international career at tesa.

Switzerland

Promotion of training and continuing education at tesa Bandfix AG

As one of the currently 17 members of the “Sponsorengruppe für die Weiterbildung im Maler- und Gipsgewerbe” (Sponsor Group for Continuing Education in the Painting and Plastering Trades), tesa Bandfix AG supports selected schools and workshops in Switzerland. The association, which was founded back in 2000, focuses on providing ideas and funding to support specific course programs aimed primarily at foremen and certified master craftsmen in the trades of painting and plastering. In addition, tesa Bandfix AG expanded its commitment to training painters and flexo print specialists in 2008. In various cities in Switzerland, a tesa employee volunteers to provide instruction on topics such as adhesive technology and applications engineering or the theory and practice of mounting printing plates.

Support for Institutions for Sick and Socially Disadvantaged Children



Improving opportunities – With scholarships, sponsorships, and volunteer work, we are committed to helping disadvantaged children and young people.

Colombia **Sponsorships for socially disadvantaged children**

Children with developmental disorders, especially autism, receive therapeutic care at the Centro Internacional De Investigación Clínico-Psicológico Maria Eugenia Colmenares which is funded solely by private sources. Through targeted sponsorships, tesa Colombia supports those children whose parents cannot afford the fees on their own. The goal of the center is to provide the children, who range in age from three months to 12 years, with clear guidance, focusing on developing their abilities to learn autonomously, play with peers, and deal with fears and aggression. Within just a few years, this approach is intended to help children stabilize their personalities to such an extent that they can attend conventional schooling and get by in everyday life.

China **Sponsorships and volunteering**

At the Shanghai Children's Welfare House, sick and disabled orphans find a new home. tesa Shanghai maintains sponsorships for ten of these children. tesa employees' commitment to the facility also includes a volunteering program. The program involves regular visits to the facility that focus on shared play, singing, and reading with the children. Employees also use events such as tesa family days and Christmas parties to brighten the boys and girls' everyday lives, including by collecting monetary donations, toys, clothing, and books.

Contact:

tesa SE
 Quickbornstraße 24
 D-20253 Hamburg
 Tel.: +49(0) 40-4909-6597
 Fax: +49(0) 40-4909-2236
responsibility@tesa.com
www.tesa.com/company/responsibility