

SIMONA AMERICA Industries Expands Rob Ferguson's Role to Lead Polyethylene Business Segment Strategy

SIMONA AMERICA Industries is pleased to announce the expansion of Rob Ferguson's responsibilities following his successful first year with the company. Since joining SIMONA AMERICA Group in July 2025 as Market Development Manager, Rob has played an important role in advancing strategic growth initiatives, strengthening customer relationships, and identifying new opportunities across key markets.

In addition to his market development responsibilities, Rob has assumed the role of PE Segment Manager for SIMONA AMERICA Industries, where he will lead the commercial strategy, product portfolio management, and growth initiatives for the company's polyethylene product offerings.

With more than 20 years of experience in the performance plastics industry, Rob brings a unique blend of commercial leadership, market expertise, and customer-focused innovation. In his expanded role, he will oversee product lifecycle management, portfolio optimization, inventory and stocking programs, pricing strategy, competitive analysis, new product development initiatives, and customer engagement efforts. He will work closely with operations, sales, customer service, marketing, finance, and technical teams to ensure SIMONA's polyethylene solutions continue to deliver value to customers while supporting profitable growth.

Rob will also be responsible for identifying emerging market opportunities, leading 'Voice of Customer' initiatives, coordinating product launches, developing product training programs, and supporting the creation of technical and marketing resources that strengthen SIMONA's position in key industries.



Rob Ferguson

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"We are excited to add Rob as Commercial Business Segment Manager, initially concentrating on marine, outdoor living, and playground applications," said Chris Art, Vice President of Sales, SIMONA AMERICA Industries. "Rob will assume responsibility for our existing business while identifying new customer needs and market expectations. He will also lead new business development efforts as SIMONA AMERICA Industries continues to expand its olefin capacity, bringing both his market knowledge and vision for the future to support long-term growth."

Alicia Spence, Vice President of Sales and Distribution Strategy for SIMONA AMERICA Group, added, "Since joining SIMONA, Rob has demonstrated a strong ability to connect market opportunities with customer needs. His strategic approach, industry expertise, and collaborative leadership make him exceptionally well-positioned to guide the future growth of our polyethylene product portfolio while continuing to drive business development initiatives across the organization." Please join us in congratulating Rob on his expanded role and wishing him continued success as he helps shape the future growth of SIMONA AMERICA Industries.

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