PLATFORM SPECIALTY PRODUCTS CORPORATION

Platform Update Presentation

CS Conference June 2014

Disclaimer

Please note that this presentation is intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. In this presentation, we may discuss events or results that have not yet occurred or been realized, commonly referred to as “forward-looking statements” within the meaning of the federal securities laws, including statements regarding the impact of the acquisition of Chemtura AgroSolutions on the business and financial results of Platform Specialty Products Corporation (“Platform”) including sales, adjusted EBIT, adjusted EBITDA, capital expenditures, cash flows, the ability of Platform to close the Chemtura AgroSolutions acquisition and to raise the funds needed to close such acquisition, Platform's earnings per share, expected or estimated revenue, the outlook for Platform’s markets and the demand for its products, estimated sales, segment earnings, net interest expense, income tax provision, restructuring and other charges, cash flows from operations, consistent profitable growth, free cash flow, future revenues and gross operating and adjusted EBITDA margin improvement requirement and expansion, organic net sales growth, bank debt covenants, the success of new product introductions, growth in costs and expenses, the impact of commodities and currencies and Platform’s ability to manage its risk in these areas, Platform’s ability to raise new debt and to consummate acquisitions, including, but not limited to, the proposed Chemtura AgroSolutions acquisition, and the impact in general of acquisitions, divestitures, restructurings, and other unusual items, including Platform's ability to successfully integrate and obtain the anticipated results and synergies from its consummated and future acquisitions.

These projections and statements are based on management's estimates and assumptions with respect to future events and financial performance and are believed to be reasonable, though are inherently uncertain and difficult to predict. Actual results could differ materially from those projected as a result of certain factors. A discussion of factors that could cause results to vary is included in Platform’s periodic and other reports filed with the Securities and Exchange Commission, including under the heading “Risk Factors” in Platform’s Annual Report on Form 10-K for the fiscal year ended December 31, 2013. Platform undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

This presentation also contains non-GAAP financial measures that may not be directly comparable to other similarly titled measures used by other companies, including combined net sales, adjusted EBIT, adjusted EBITDA, combined capital expenditures and combined adjusted diluted EPS. For purposes of Regulation G, a non-GAAP financial measure is a numerical measure of a company’s historical or future financial performance, financial position or cash flows that excludes amounts, or is subject to adjustments that have the effect of excluding amounts, that are included in the most directly comparable measure calculated and presented in accordance with GAAP in the statements of operations, balance sheets, or statements of cash flows of such company; or includes amounts, or is subject to adjustments that have the effect of including amounts, that are excluded from the most directly comparable measure so calculated and presented. Pursuant to the requirements of Regulation G, Platform has provided reconciliations of the non-GAAP financial measures to the most directly comparable GAAP financial measures in the Appendix of this presentation. These non-GAAP measures are provided because management of Platform uses these financial measures in monitoring and evaluating Platform’s ongoing financial results and trends. Management uses this non-GAAP information as an indicator of business performance, and evaluates overall management with respect to such indicators. These non-GAAP measures should be considered in addition to, but not as a substitute for, measures of financial performance prepared in accordance with GAAP.

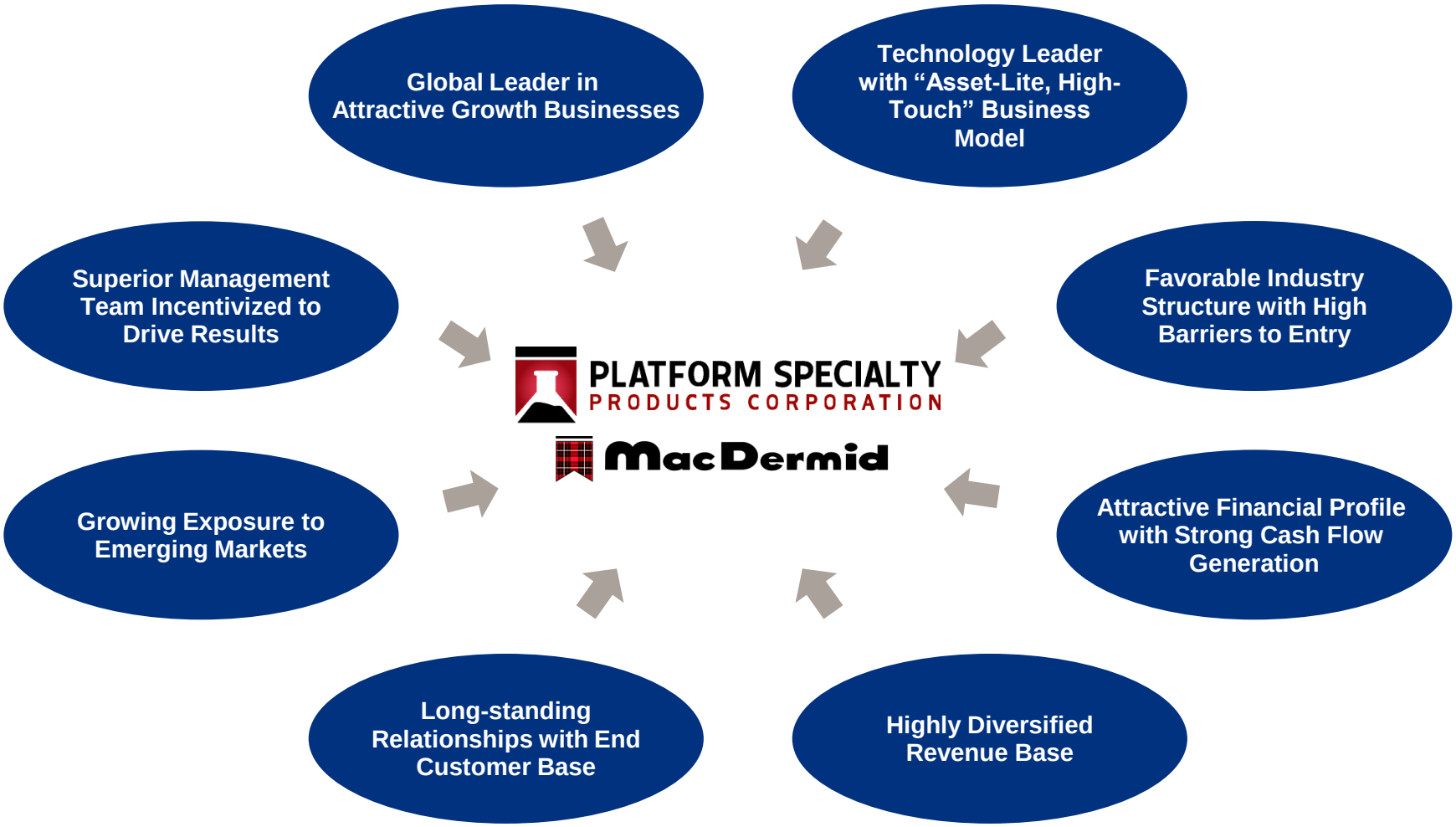
Financial information relating to Chemtura AgroSolutions was derived from segment reporting in Chemtura’s periodic reports and earnings press releases, including 2013 Form 10-K and Q1 2014 Form 10-Q. Consequently, we cannot assure you that the 2013 and 2014Q 1 financial results and information of the Chemtura AgroSolutions Business contained in this presentation are accurate or complete, or that such results or information would not be materially different if they were based on carve out audited financial statements.

Agenda

- **Platform (MacDermid) Overview**
- Acquisition Overview
- Chemtura AgroSolutions Overview
- Financial Overview
- Q&A

Appendices

Platform (MacDermid) – Investment Highlights



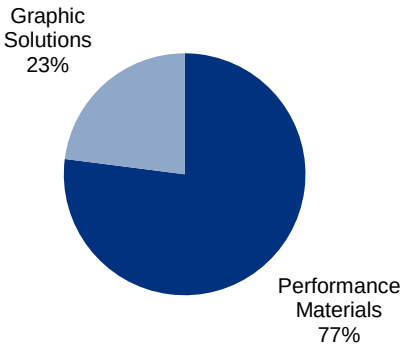
Platform (MacDermid) – Business Overview

Business Description

- Global producer of high specialty chemicals for plating and surface coatings, printed circuit boards and other electronic applications, water-based hydraulic control fluids and photopolymers
- Dynamic chemistries typically represent a small portion of customers' costs, but they are critical to the performance of their products
- "Asset-lite, high-touch" business model
- Commitment to R&D and product innovation accelerates growth and sustains margins
- #1 or #2 market share in majority of businesses
- Serves more than 3,500 customers through direct sales force in 24 countries
- 15 low-cost manufacturing sites and 23 local technical service facilities worldwide
- Approximately 2,000 people in the global network, including 1,000 technical staff

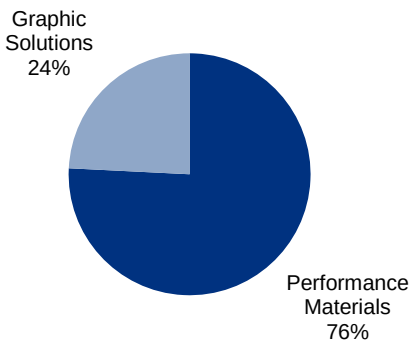
2013 – Sales and Adj. EBITDA Breakdown

2013 Sales by Segment



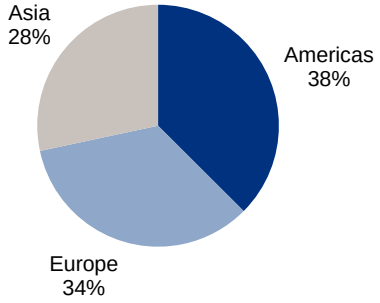
2013 Sales: $746 Million

2013 EBITDA by Segment



2013 EBITDA: $180 Million
margin: 24.1%

2013 Sales by Geography



Global, High Technology Producer of Dynamic Chemistries

Note: For a reconciliation of Non-GAAP financials please refer to page 34 of this presentation.

Favorable Industry Structure with High Barriers to Entry

Technical Barriers	■ 90 years of process know-how and expertise ■ “Dynamic chemistries” – complex chemical compositions ■ Over 750 patents
Infrastructure Barriers	■ Industry-leading R&D and service infrastructure with 23 centers globally ■ Global low-cost manufacturing footprint
High Value Added	■ Products designed collaboratively to meet specific customer needs / applications ■ Highly technical post-sale service – network of 1,000 specially trained service personnel ■ Extensive knowledge of local markets

Superior and Innovative Products

+

Technical Service

+

High Customer Switching Costs

+

Long-Term Customers Relationships

=

Leading Market Position

- Gross margin average of >45% for 20+ years
- Market share of at least 15 – 30% in all major markets

No New Entrant in Over 50 years

Technology Leader with "Asset-Lite, High-Touch" Business Model

Commitment to R&D and Technical Service



Value Creation

Investment in Innovation

Platform (MacDermid) invests in customer driven research and development

- R&D centers of excellence
- Over 750 patents
- New strategic processes represented ~10% of proprietary sales in 2013
- Customer specific application know-how



Investment in Service

Platform (MacDermid) invests in local service capability that delivers value, whenever and wherever the customers need it

- 23 local technical service facilities and research & development centers
- Industry recognized training events
- Training & retaining the most knowledgeable people within the industries



Over one half of Platform (MacDermid)'s employees reside in the "bookends"

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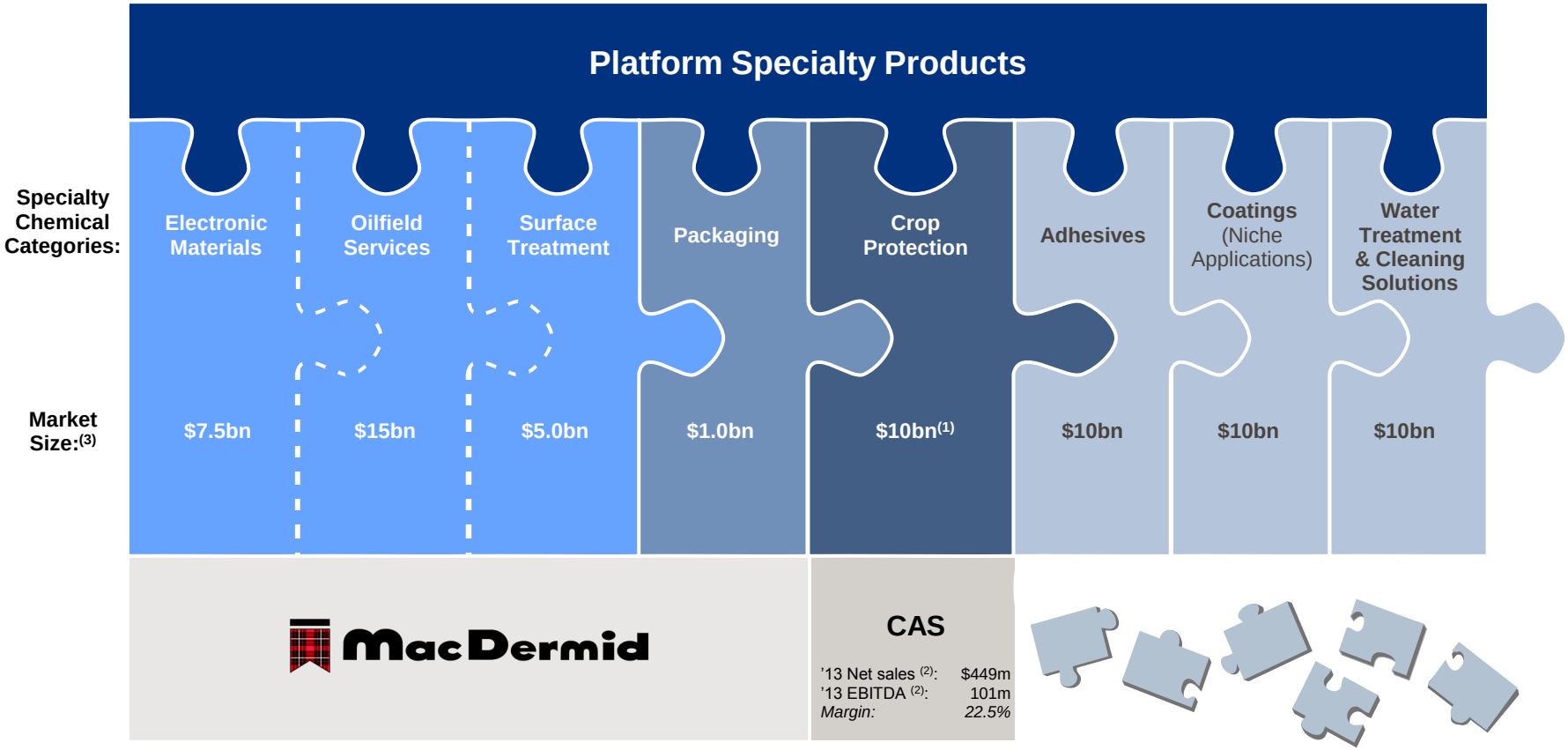
Chemtura AgroSolutions is a Perfect Match to Our Strategic Criteria for Acquisitions

On April 17th, 2014, Platform announced a definitive agreement to acquire Chemtura AgroSolutions ("CAS")

Platform's Investment Criteria	CAS
"Asset-Lite, High-Touch" Business Model that Drives Free Cash Flow	☑
Experienced Management Team with Track Record of Success	☑
Leading Positions in Niche Markets	☑
Diversified Revenue Base	☑
Available at a Reasonable Price that is Accretive to Intrinsic Value per Share	☑

CAS is Platform's Second Investment in Building a World Class / World Scale Specialty Chemicals Company

On April 17th, 2014, Platform announced a definitive agreement to acquire Chemtura AgroSolutions ("CAS")



Note: Market Sizes based on management estimates.
1. Asset-Lite only.
2. Adjusted Financials. Please refer to page 27 for a reconciliation of Chemtura AgroSolutions' Non-GAAP financials.
3. Reflects estimated sales.

CAS Acquisition: Transaction Overview

Overview	■ Total consideration value of approximately $1 billion − Cash purchase price of $950 million, subject to working capital and other adjustments − Stock consideration of 2 million common shares of Platform − Implied Multiple of 9.8x 2013 EBITDA pre-synergies (1)
Pro Forma Impact	■ Combined 2013 Net Sales and Adjusted EBITDA of $1.2 billion and $281 million (pre-synergies) respectively ■ Accretive to margins, cash flow and earnings per share ■ Attractive return on capital
Expected Sources of Funding	■ Transaction expected to be financed through a combination of equity (PIPE), debt and cash on hand ■ Attractive, low-cost financing
Timing	■ Expected to close in Q4 2014 ■ Subject to customary closing conditions and regulatory approvals

Note: Financials are non-GAAP. For a reconciliation of non-GAAP numbers, please refer to the Appendix of this presentation.
1. Assumes $20/share for stock consideration for a total consideration value of $990 million, and 2013 EBITDA of $101 million.

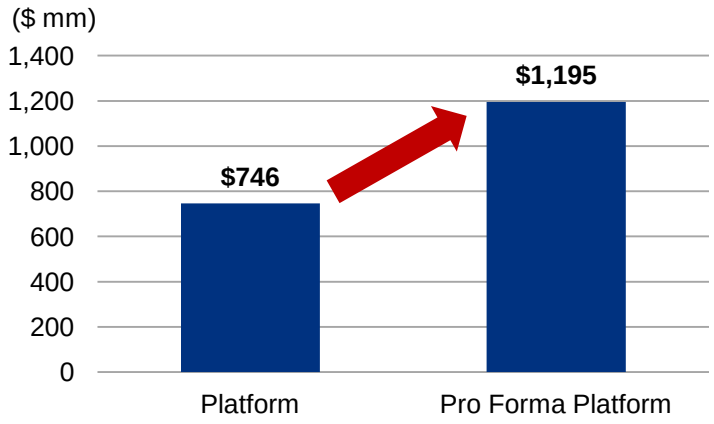
Acquisition of CAS: Strategic Rationale

"Asset-Lite, High-Touch" Business Model	■ Double high value positioning – high-tech, high-touch ■ Value-added R&D, global product registration process, sales and customer service ■ Strong Free Cash Flow generation with limited exposure to petrochemical-based raw materials
Proven and Experienced Management Team	■ Management team with 25+ years of average agricultural industry experience ■ Demonstrated track record of performance ■ Have restored profitability and positioned the business for innovation-driven, profitable growth
Leading Niche Player in Seed Treatment and Crop Protection	■ Strong heritage in high growth seed treatment segment ■ Presence in fast-growing economies ■ Balanced exposure to row crops such as corn, soybeans and cereals as well as specialty niche crops such as tree and vine fruits, nuts, vegetables and ornamentals
Secular Growth Trends in Favorable Industry Structure	■ Favorable, long-term secular fundamentals (e.g. "mega-trends" such as population growth, increasing standards of living, changing diets, non-food need for crops and depleting natural resources) result in the demand for more crop yield ■ Strong long-term crop pricing encourages farmers to use agrochemicals to increase yield ■ Grow business through product licensing and acquisitions
Diversified Portfolio of Products and Global Distribution Network	■ Broad global presence with more than 1,500 product registrations through its attractive portfolio of category-leading brands, such as Acramite®, Dimilin®, Omite®, Pantera®, Vitavax®, and Rancona™ ■ Robust product development and registration capabilities and expertise ■ Global distribution footprint with sales in 100+ countries and a presence in fast growing economies ■ Distribution network consisting of more than 1,000 distributor outlets in North America ■ Internationally, direct sales force services over 3,000 distributors, dealers, cooperatives, seed companies and large growers

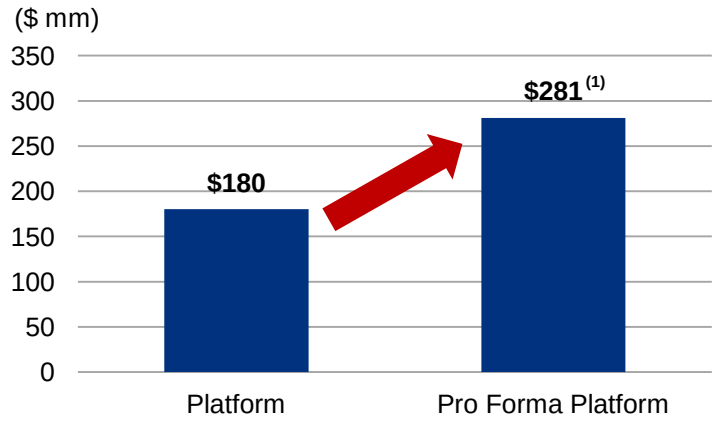
CAS Enhances Platform's Scale and Growth Profile

Scale

2013 Combined Net Sales

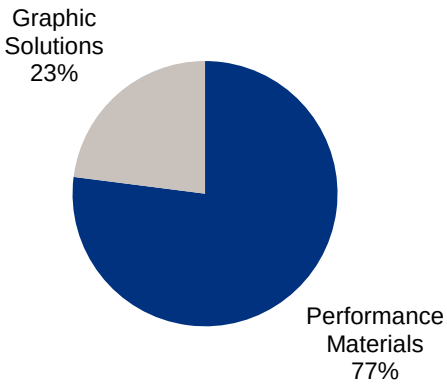


2013 Combined Adjusted EBITDA

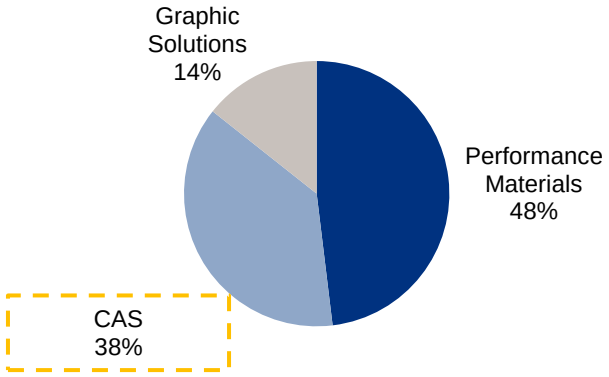


Growth Profile

2013 Platform Net Sales



2013 Combined Net Sales



Note: Financials are non-GAAP. For a reconciliation of non-GAAP measures, please refer to page 26 and 27 of this presentation.
1. Pre-synergies.

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CAS – Business Overview

Leading and fast growing provider of agrochemicals and seed treatment products for a wide variety of crop applications

Business Description

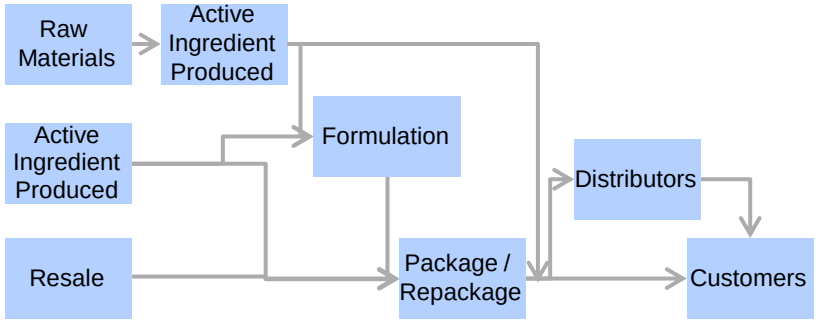
Key Performance Drivers

- Expanding global market access through strong channels: sells in 100+ countries and positioned in high growth economies
- Broad portfolio package in key crops to offer complete solutions
- Extensive supply arrangements with technology partners in addition to global manufacturing/formulation capability
- Critical competencies in product registration

Key Growth Drivers

- New seed treatment formulations to enhance yields and protect seeds and young plants from insects and diseases and improve germination
- Vigorous program of new product introductions
- Benefiting from global growth in agricultural demand
- Increased distribution revenues
- Strength in niche crops and geographies
- Geographically diverse
- Diversified portfolio of registered, branded products
- Strong distribution channels
- In-house and in-licensed technology
- Global manufacturing model
- Leader in formulation capability

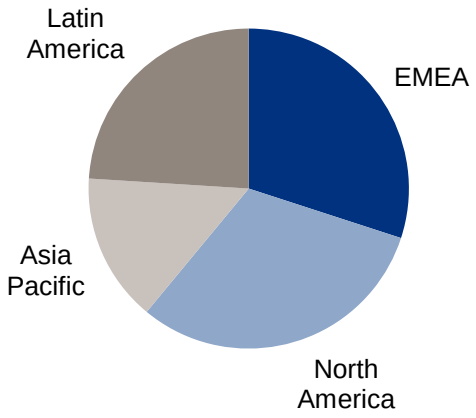
Key Products	Key End-Use Applications
▪ Seed Enhancement ▪ Fungicides ▪ Miticides ▪ Insecticides ▪ Growth regulators ▪ Herbicides ▪ Adjuvants	▪ Tree nuts, fruits, citrus and vines (global) ▪ Select row crops and cereals (global seed treatment) ▪ Oil seed rape and soybean (Eastern Europe and Latin America) ▪ Tea and rice (Asia Pacific) ▪ Tobacco and ornamentals (North America)



CAS – Geographic Diversification

Global distribution footprint with sales in 100+ countries and a presence in fast growing economies

Sales by Region



CAS Operates in over 100 Locations Worldwide



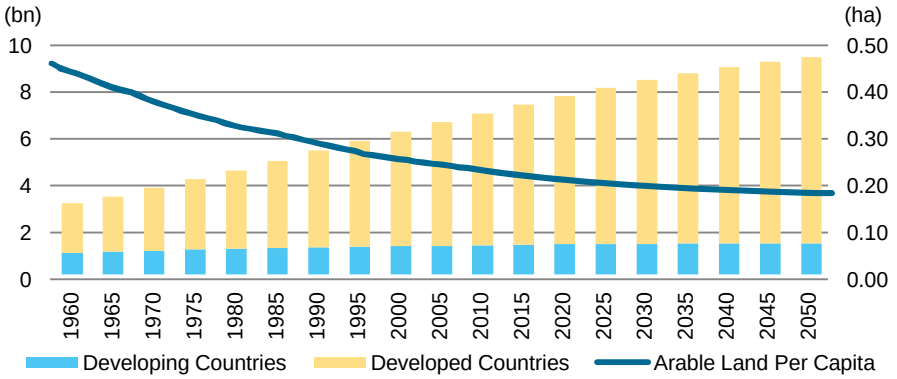
Crop Protection: Favorable and Sustainable Industry Fundamentals

Several global mega-trends require ever increasing yields and protections for crops

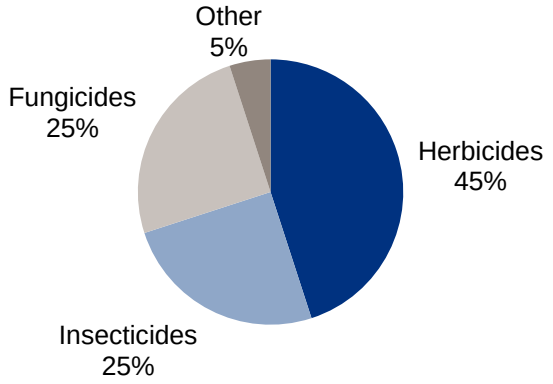
Overview

- Long term demand for agriculture products is expected to increase significantly due to:
  1. Population growth
     - FAO estimates that global agricultural production would have to increase by 60% by 2050 to meet the increased demand for food of a global population of 9.1bn
  2. Shrinking arable land
     - Increasing population will decrease arable land per capita
  3. Per capita food consumption, especially in less-developed countries
     - Increasing incomes lead to higher protein diets
     - A shift toward a more protein-rich diet will increase demand for grains and oilseeds for feed use
       - 5-6 lbs of grain feed required per lb of beef
       - 4 lbs of grain feed required per lb of pork
       - 2 lbs of grain feed required per lb of poultry
  4. Biofuel consumption

Global Population Growth and Arable Land Per Capita



Estimated Crop Protection Industry Sales By Product



~$45 billion market

Source: FAO, management estimates.

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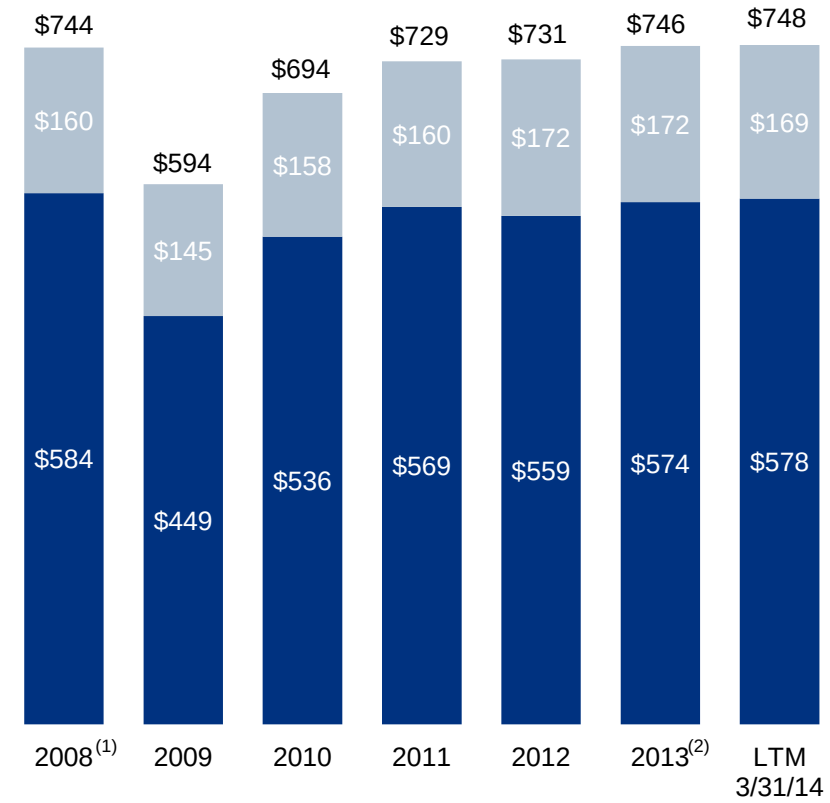
Platform's Historical Performance

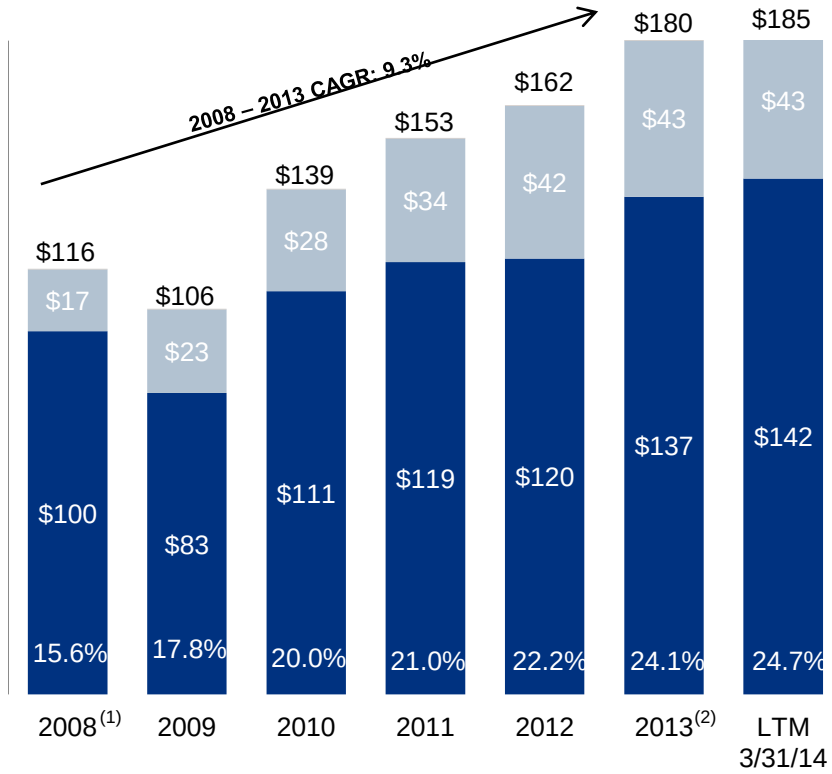
Net Sales

($ in millions)



Adjusted EBITDA and % of Sales (3)

($ in millions)



Performance Materials

Graphic Solutions

Note: Totals and/or margins may not tie due to rounding.

1. 2008 has been adjusted for sale of the Offset Blankets business.
2. Includes Predecessor and Successor combined periods.
3. For a reconciliation of non-GAAP measures, please refer to page 26 of this presentation.

CAS' Historical Performance

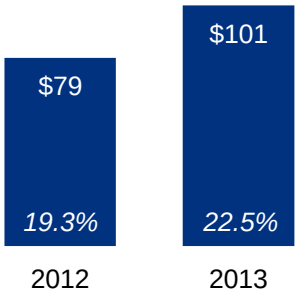
2013A vs. 2012A

Net Sales

($ in millions)



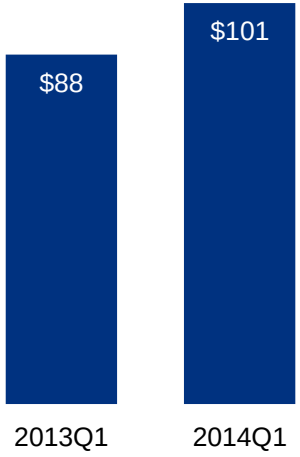
EBITDA (1)



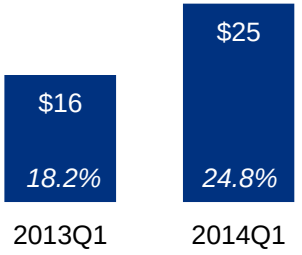
2014Q1 vs. 2013Q1

Net Sales

($ in millions)



EBITDA (1)



Note: Chemtura AgroSolutions financials from Chemtura 2014 Q1 10-Q filing, Earnings Release Investor Presentations and 10-K filings. For a reconciliation of non-GAAP measures, please refer to page 27 of this presentation.

1. EBITDA based on sum of segment operating income and depreciation and amortization and stock-based compensation expense.

Strategic and Financial Highlights of the Transaction

- ✓ Natural building block in our “Asset-Lite, High-Touch” specialty chemicals businesses with leading positions in niche categories
- ✓ Enhances Platform’s portfolio
- ✓ Establishes strong vehicle for future growth supported by mega-trends and barriers to entry
- ✓ Immediately accretive to earnings per share
- ✓ Attractive return on capital

Conclusion

- ✓ Global Leader in Attractive Growth Businesses
- ✓ Highly Diversified Revenue Base
- ✓ Long-standing Relationships with Blue-chip End Customer Base
- ✓ Favorable Industry Structure with High Barriers to Entry
- ✓ Technology Leader with “Asset-Lite, High-Touch” Business Model
- ✓ Attractive Financial Profile with Strong Free Cash Flow Generation
- ✓ Superior Management Team Incentivized to Drive Results

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Appendix

Platform (MacDermid) – Key Facts

Last Twelve Months Ended March 31, 2014

($ in millions)

Sales:	$748
Adjusted EBITDA:	$185
Margin:	*24.7%*

Performance Materials
Sales: $578
Adjusted EBITDA: $142
Margin: 24.5%

- Specialty chemicals for plating and surface coatings, printed circuit boards and other electronic applications, and water-based hydraulic control fluids

Graphic Solutions
Sales: $169
Adjusted EBITDA: $43
Margin: 25.6%

- Photopolymers

Top End Users

- Stanley Black & Decker
- Molex
- Exxon Mobil
- Petrobras
- Printpack Inc.
- General Motors
- LG
- Samsung
- SGS International
- Chevron
- Ford
- Multek
- Shell
- Statoil
- Bemis

Applications

Electronic



Industrial



Offshore



Graphics



Automotive

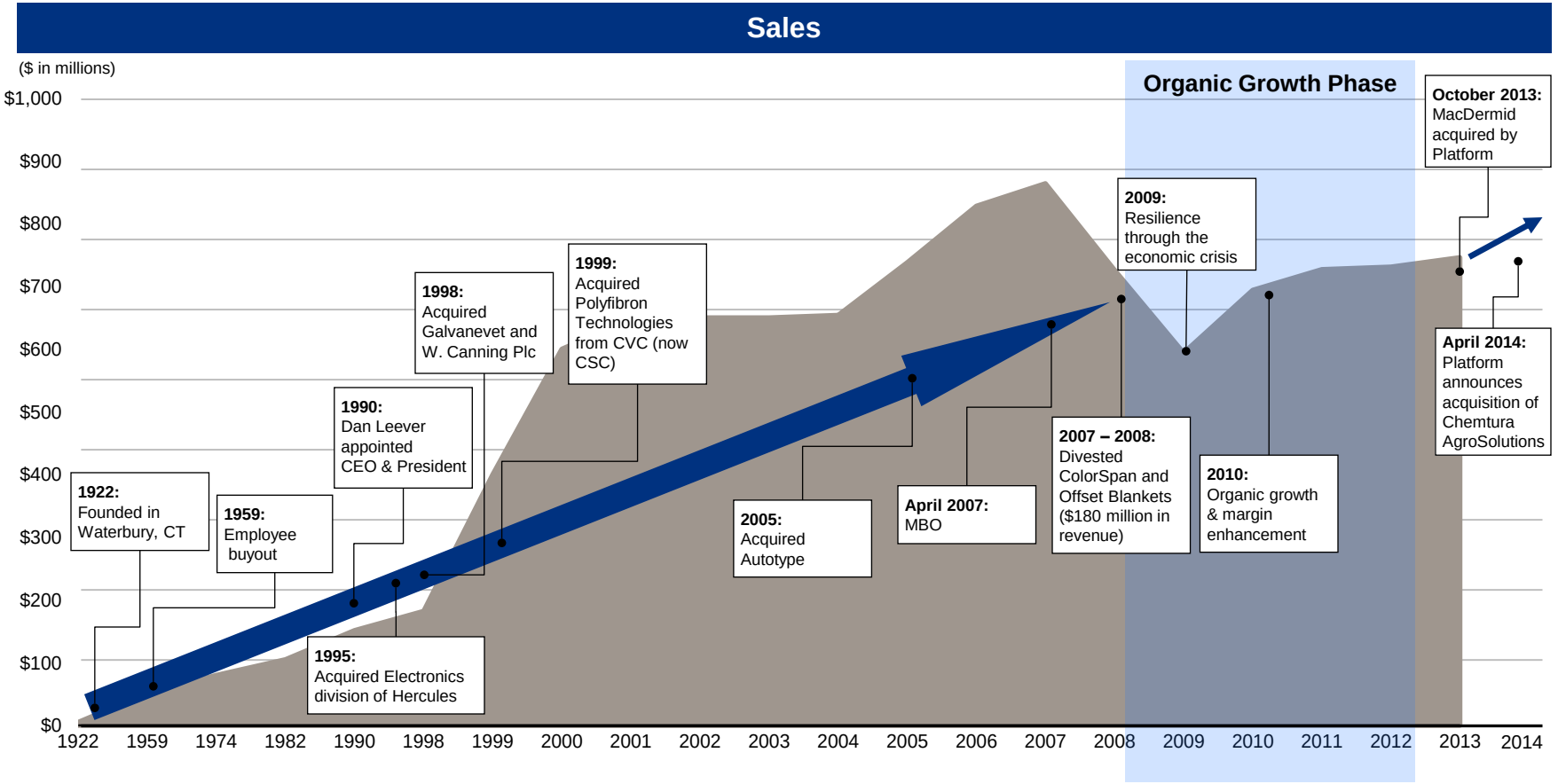


Products Represent a Small Cost to the Customer, yet are Critical to the Performance of their End Products

Note: For a reconciliation of Non-GAAP financials please refer to page 26 of this presentation.

Platform (MacDermid) Has A Long Standing History

Platform (MacDermid) has evolved into one of the leading specialty chemical companies through a combination of organic growth and strategic acquisitions



Platform Reconciliation of Net Income to Adjusted EBITDA Predecessor (MacDermid)/Successor Combined

(in millions)	Quarter ended March 31		Year ended December 31		
	2013	2014	2012	2013	
Net income (loss)	$15.2	$(7.4)	$46.0	$(181.0)	
Adjustments to reconcile to net income (loss):					
Income tax expense (benefit)	6.3	2.1	24.6	7.1	
Interest expense	11.7	7.8	49.7	51.8	
Depreciation and amortization expense	9.9	16.9	42.2	45.6	(1)
Unrealized gain on foreign currency denominated debt	(4.1)	-	(5.7)	(1.1)	(2)
Equity based compensation expense	0.0	-	0.2	9.3	(3)
Restructuring and related expenses	1.6	-	1.2	8.0	(4)
Purchase accounting inventory step-up (MRD Deal)	-	12.0	-	-	
Non cash fair value adjustment to contingent consideration	-	13.0	-	-	
Non cash charges related to preferred dividend rights	-	-	-	172.0	(5)
Predecessor loss on extinguishment of debt	-	-	-	18.8	
Manufacturer's profit in inventory (purchase accounting)	-	-	-	23.9	(6)
Predecessor Acquisition costs	-	-	-	19.4	(7)
Successor Acquisition costs	-	-	-	12.7	(8)
Other expense (income)	0.3	1.5	4.2	(6.4)	(9)
Income/ (loss) from disposal of product line			-	-	
Adjusted EBITDA	$40.9	$45.9	$162.4	$180.1	

2014Q1 and 2013 Footnotes:

1. Includes $31.3m in 2013 and $27.1m in 2012 for the amortization expense that is added back in the "As Adjusted" Income Statement.
2. Predecessor's adjustment to other income for non-cash gain on foreign denominated debt.
3. Predecessor's company stock compensation and long term incentive plan expense included in operating expenses.
4. Includes restructuring expenses of $4.4m and $3.1m of reorganization costs adjusted out of operating expenses and $0.3 million of reorganization costs adjusted out of cost of sales.
5. Non-cash charge related to preferred stock dividend rights adjusted out of operating expenses.
6. Manufacturer's profit in inventory purchase accounting adjustment associated with the MacDermid acquisition on October 31, 2013. Adjusted out of cost of sales.
7. Predecessor transaction costs associated with the MacDermid acquisition. Adjusted out of operating expenses.
8. Transaction costs associated with the MacDermid acquisition. Adjusted out of operating expenses.
9. Primarily the reversal of one-time gain associated with retirement plan curtailment executed in conjunction with the MacDermid acquisition.

Chemtura AgroSolutions' Non-GAAP Financials

($ millions)	Chemtura AgroSolutions 3 months Ended 3/31/2014	Chemtura AgroSolutions 12 months Ended 12/31/2013
Net Sales per Chemtura 2014Q110-Q and 2013 10-K	$101	$449
Segment Operating Income per Chemtura 2014Q1 10-Q and 2013 10-K	$22	$88
% margin	*21.8%*	*19.6%*
Depreciation and Amortization per Chemtura 2014 Q1 Earnings Release and 2013 10-K	$3	$12
% of sales	*3.0%*	*2.7%*
Stock-based Compensation	-	$1
EBITDA [(1)]	$25	$101
% margin	*24.8%*	*22.6%*

Note: Chemtura AgroSolutions financials from Chemtura 2014 Q1 10-Q filing, 2014Q1 Earnings Release and 2013 10-K filing.

1. EBITDA based on sum of segment operating income and depreciation and amortization and stock-based compensation expense.