

## Press Release

Essen and San Francisco, September 22, 2022

### **Brenntag partners with Salesforce to fundamentally evolve interactions with customers and supply partners**

Brenntag (ISIN DE000A1DAH0), the global market leader in chemicals and ingredients distribution, today announced a multi-year cooperation with Salesforce aimed at delivering effortless, data-driven, and personalized user experiences for its customers and supply partners.

“At Brenntag we put our customers and supply partners at the heart of what we do every day to ensure we are the easiest to do business with,” said Ewout van Jarwaarde, Chief Transformation Officer at Brenntag. “We are thrilled about the capabilities Salesforce will enable across our global organization, quickly expanding how we engage with our customers and supply partners in every interaction and leverage our data for even more targeted insights. It will allow Brenntag to offer an excellent as well as flawless customer and supply partner experience. The solutions will also benefit our internal teams' daily work and services by providing streamlined end-to-end processes, transparency and accelerated insight, and easy access to relevant data.”

Brenntag chose the Salesforce platform to support marketing, sales, service, field service, product management, direct procurement, industry market management, commercial excellence, and application development.

“Digital transformation begins and ends with the customer and supply partners which is why Brenntag’s vision and drive to evolve their customer experience is so impressive,” said Stefan Höchbauer, CEO Central Europe and global CRO of Manufacturing, Automotive and Energy at Salesforce.

In a fast paced and complex world, customers and supply partners want simple yet personalized interactions to work efficiently and pivot quickly when needed. With Salesforce solutions, Brenntag will develop personalized portals, APIs, mobile, e-commerce platforms and simplify in-person meetings with customers and supply partners.

Over the coming years, Brenntag will utilize a wide range of Salesforce cloud solutions across global markets and within its two divisions, Brenntag Essentials

and Brenntag Specialties. These include Pardot, CRM Analytics & Einstein Insights, Commerce Cloud, Experience Cloud, Sales Engagement, Digital Engagement, Field Services, CPQ, Slack and MuleSoft.

**About Salesforce:**

Salesforce, the global CRM leader, empowers companies of every size and industry to digitally transform and create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: [www.salesforce.com](http://www.salesforce.com).

**About Brenntag:**

Brenntag is the global market leader in chemicals and ingredients distribution. The company holds a central role in connecting customers and suppliers of the chemical industry. Headquartered in Essen, Germany, Brenntag has more than 17,000 employees worldwide and operates a network of about 700 sites in 78 countries. In 2021, Brenntag generated sales of around 14.4 billion EUR. The two global divisions, Brenntag Essentials and Brenntag Specialties, provide a full-line portfolio of industrial and specialty chemicals and ingredients as well as tailor-made application, marketing and supply chain solutions, technical and formulation support, comprehensive regulatory know-how, and digital solutions for a wide range of industries. In the field of sustainability, Brenntag pursues specific goals and is committed to sustainable solutions in its own sector and the industries served. Brenntag shares have been listed at the Frankfurt Stock Exchange since 2010, initially in the MDAX and since September 2021 in the DAX. In addition, the Brenntag SE shares are listed in the DAX 50 ESG and DAX ESG Target. For more information, visit [www.brenntag.com](http://www.brenntag.com).

**Press contact:**

Verena Blaschke

Brenntag SE

Global Communications

Telephone: +49 (201) 6496-1213

Robert Reitze

Brenntag SE

Global Communications

Telephone: +49 (201) 6496-2128

E-Mail: [global.communications@brenntag.com](mailto:global.communications@brenntag.com)

[www.brenntag.com](http://www.brenntag.com)