

Press Release

Essen, Germany, April 8, 2024

Brenntag and Knowde enter into a strategic partnership to master product data with AI

- **The strategic partnership will accelerate the application of Artificial Intelligence (AI) to Product Data Management in chemical distribution**
- **Comprehensive and harmonized product information globally will create the infrastructure for advanced customer centric service offerings**

Brenntag, the global market leader in chemicals and ingredients distribution, today announced a strategic partnership with Knowde, the pioneering digital customer experience platform for the ingredients, polymers, and chemical industry. This collaboration marks a significant step forward in utilizing Artificial Intelligence (AI) to address the chemical industry's uniquely complex Product Data Management challenges.

Christian Kohlpaintner, Chief Executive Officer of Brenntag SE, stated: "The rapid advancements in Artificial Intelligence over the last few years have enabled massive shifts in end-to-end data value creation. We are excited to be partnering with Knowde, a leader in the application of AI to chemical distribution data, to utilize their approach for our Product Data Management – knowing that this will be a pioneering step in the chemical distribution industry."

Brenntag and Knowde will jointly focus on transforming the management of "unstructured" product information into a structured, harmonized, and multi-dimensional dataset, housed in a product information management (PIM) solution. Knowde's AI-powered Knowledge Engine will be used to standardize product information, including applications and attributes, to enhance the experience for Brenntag customers and supply partners. Through their partnership, the two companies will streamline the product onboarding and sales processes, accelerate the integration of new acquisitions, improve sustainability tracking, and facilitate more sophisticated customer interactions.

Ali Amin-Javaheri, CEO of Knowde, commented on the collaboration: "As the global market leader, Brenntag's scale and complexity in the chemical distribution industry are second to none. Knowde's software solutions will enable them to better leverage their data to fully capitalize on their comprehensive portfolio and unique global footprint. Companies like Brenntag that embrace digitalization will have a significant competitive advantage. We look forward to partnering with Brenntag's team to accelerate their digital transformation and unlock innovative new opportunities for growth."

Ewout van Jarwaarde, Chief Executive Officer of Brenntag Essentials and Brenntag Management Board member responsible for the Digital and Data domain, added: “Artificial Intelligence is fundamental to our digital and data transformation, as we continue to shape our industry and adapt to this new age in order to become easiest to do business with. Working alongside Knowde, we aim to modernize our product information, bringing greater knowledge and value to both our supply partners and customers, while taking another step towards driving sustainability in our industry.”

This partnership with Knowde is among several initiatives Brenntag is undertaking to unlock value from its comprehensive set of data. The company is already utilizing AI across various areas, including sales, where it empowers the sales team to make informed decisions for sustained growth, customer service, and the optimization of demand and supply for AI-powered integrated business planning.

About Knowde:

Knowde is the leader in master data management for the ingredient, polymer, and chemical industries. The world’s leading suppliers and distributors trust Knowde to accelerate their digital transformation and drive business growth. Knowde’s software unlocks the power of data, allowing businesses to enable their internal teams, power their digital tools, deliver amazing customer experiences on their websites, and expand their reach by listing products on the industry’s largest marketplace. Knowde is backed by top-tier investors, including Coatue and Sequoia Capital. For more information, visit software.knowde.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 17,700 employees worldwide and operates a network of about 600 sites in 72 countries. In 2023, Brenntag generated sales of 16.8 billion EUR. The two global divisions, Brenntag Essentials and Brenntag Specialties, provide a diversified and broad 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. Brenntag pursues an ambitious sustainability agenda 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, in the DAX since September 2021. In addition, the Brenntag SE shares are listed in the DAX 50 ESG and DAX ESG Target. For more information, visit www.brenntag.com.

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