



IMCD Investor Day & Lab Experience

Creating a world of opportunity
Investing in excellence

September 24, 2024





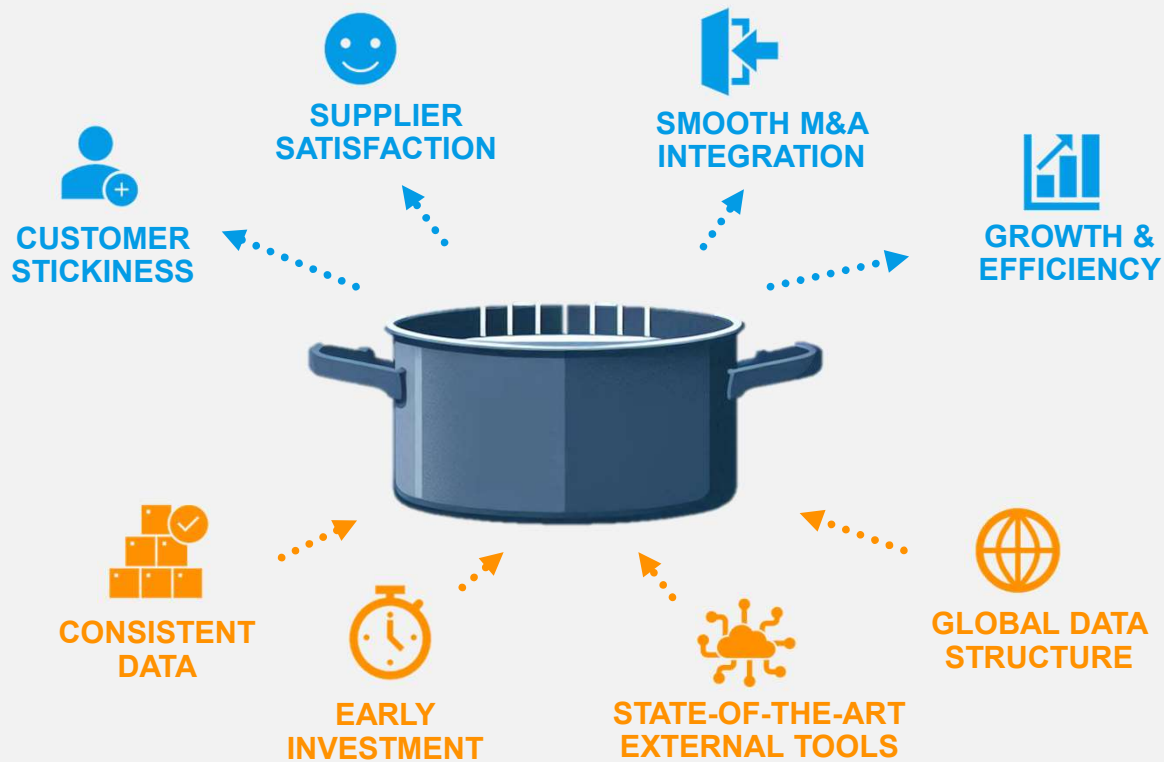
Marcus Jordan

COO

Agenda

- Introduction & update on our business
- A review: 10 years listed
- **Digital excellence as differentiator**
- Sustainability - a world of opportunity
- IMCD Italy – the IMCD culture in action

IMCDigital our superpower - Our “secret” digital recipe that has been cooking in the kitchen for >20 years



Leadership position through IMCD's continuous IT investment

Primed for speed in the digital transformation

○ Not started ● Completed



	Status
3. Shaper: Industry shaping with future technologies including AI <ul style="list-style-type: none"> Predictive cross-selling with AI Maximum efficiency in operations and commercial processes 	
2. Accelerator: Capitalize on our data with analyses and tools <ul style="list-style-type: none"> Fingertip access to global KPIs to drive commercial and operational excellence Fast and reliable digitally enabled processes (efficiency driver) Smart analytics and intuitive tools delivering a tailored customer experience (growth driver) 	
1. Differentiator: Establish a central data & systems foundation (one CRM, one ERP) <ul style="list-style-type: none"> Single source of data globally (ERP, CRM, centralized data lake) Seamless information flows between IMCD BGs, companies and HQs Robust policies and data standards 	
Horizon 1	Horizon 2
Horizon 3	

ONE central data hub, enabling rapid value creation

Quickly bolt on new technologies globally – a competitive advantage



Commercial accelerator

Tool: SalesAssistant, MyIMCD & CC360

Global customer insights, product suggestions and omnichannel offering



Innovation accelerator

Tool: Digital labs & Alchemy

Instant lab connectivity & and knowledge sharing



Operational accelerator

Tool: AI, RPA, MyIMCD

Automation of processes



Marketing accelerator

Tool: MyIMCD, country websites

Search engine optimization, intelligent search and conversion optimization



Performance accelerator

Tool: Salesforce tableau & onestream

24/7 access to and transparency on global financial, commercial and operational performance



Partnering accelerator

Tool: Mulesoft & API

Seamless data interfaces with suppliers, customers and 3rd parties

Digital is at the core of IMCD's value creation, enabling customer stickiness, supplier satisfaction, growth and efficiency



Customer stickiness

- Maximizing omnichannel
- Personalize customer experience
- Simplify with intelligent product finder



Hyland



Supplier satisfaction

- Leverage market intelligence (cross-selling)
- Drive business simplification
- Full IT connectivity (API)



IMCD growth & efficiency

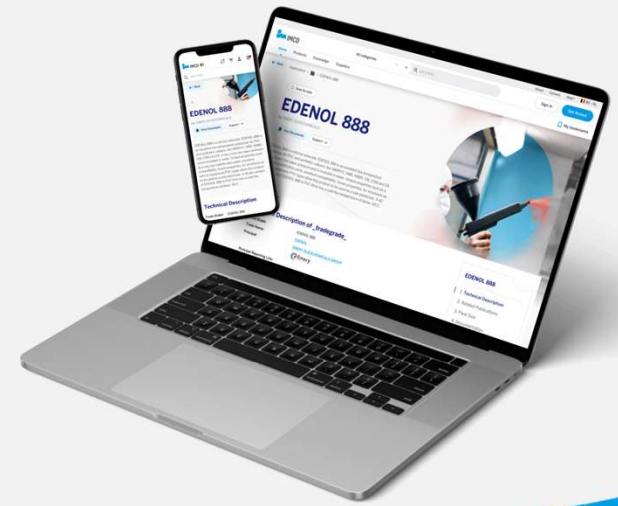
- Drive commercial visibility & excellence
- Drive operational excellence through performance tracking
- Control finances with fingertip access
- Increase efficiency with AI/bots



MyIMCD providing a seamless online customer experience

Global web-to-portal driving omnichannel connectivity

- **Seamless customer experience** with intuitive navigation to the products and knowledge needed
- **High service level** through direct access to information and self-service functions
- **Findability of our products and accumulated knowledge** through intelligent search engine



Inspirational content with new formulatory advice



Intelligent search to explore and filter



SEO (search engine optimization)



Online customer support



Digital order overview & tracking

MyIMCD is highly valued by customers

”

Our **R&D operations used to cost a lot of resources**. Since the launch of MyIMCD we now **exclusively use the portal** whenever possible, and it has led to **increased business** with IMCD.

”

Start-up ran by GenZ/Millennials, Food & Nutrition, North America

”

Suppliers with **efficient portals** are always **avored**, as they enable **faster access to necessary information**. After trying out your portal, I immediately requested access for all 10 members of my R&D team, as **the portal saves us considerable time**.

”

Head of R&D of large customer, Food & Nutrition

”

Products are easily available in MyIMCD, it is easy to navigate and view our historic orders... The portal also helps to find TDS and MSDS, which we require for our process. IMCD's portal helps... **find new products** and in case of any inquiries **we can always easily contact technical or salespeople**.

”

Product Developer & Purchaser of a medium-sized customer, Coatings & Construction, India

”

The portal allows me to **review all of the orders placed** by my team; **identify any discrepancies** and if needed **resolve them within minutes** by calling IMCD's Customer Service. This **significantly simplifies the workflow** and makes life easier.

”

Head of purchasing at a high value account, North America



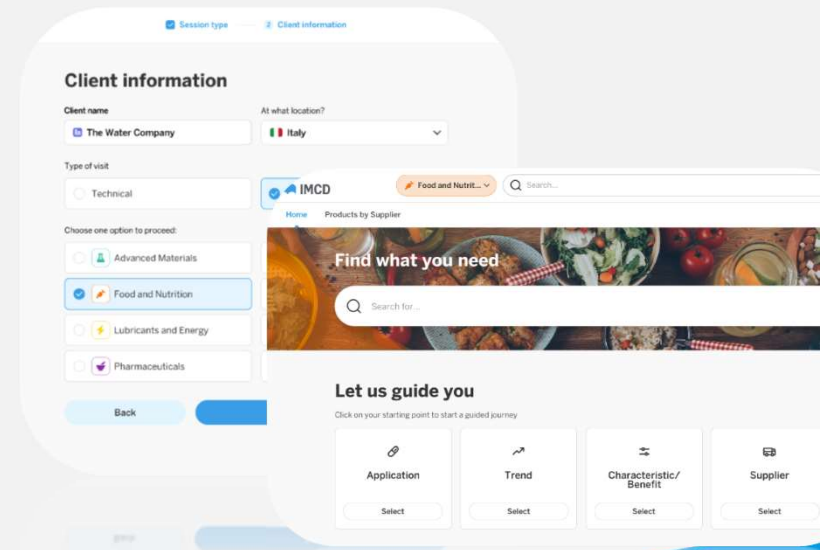
Demo MyIMCD



IMCD SalesAssistant supporting our commercial team to accelerate growth

- **“Right hand” support for IMCD’s commercial team** maximizing sales opportunities (cross-selling) through intelligent product guidance
- **Globally 24/7 access to IMCD product library**, content and services
- **Time saving** enabling our sales teams to support more customers in a day

To be launched externally early 2025



Product suggestions that match the needs of the customer e.g., application or characteristics



Alternative products with similar characteristic to tailor to exact requirements



Trends and content relevant to each customer



Order history with complementary product suggestions



Demo SalesAssistant

Session type Client information

Client information

Client name: At what location?:

Type of visit:

- Technical
- Food and Nutrition**
- Lubricants and Energy
- Pharmaceuticals

Choose one option to proceed:

- Advanced Materials
- Food and Nutrition**
- Lubricants and Energy
- Pharmaceuticals

[Back](#)

IMCD

Home Products by Supplier

Find what you need

Let us guide you

Click on your starting point to start a guided journey

Application	Trend	Characteristic/ Benefit	Supplier
<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>