

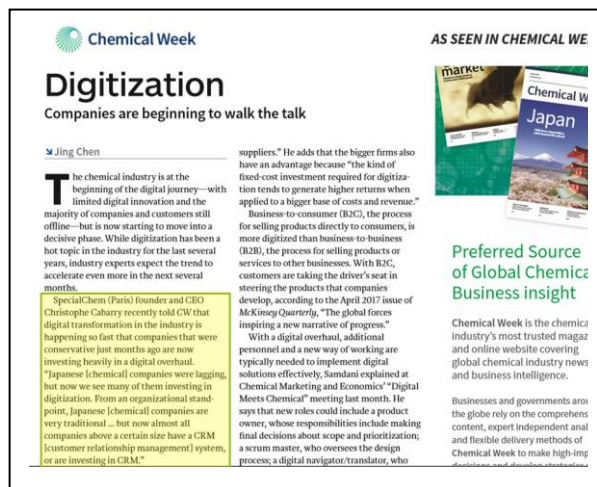
PRESS RELEASE

Chemical Week reports that Companies are Beginning to Walk the Talk in Digitalization

Almost all chemical companies above a certain size have a customer relationship management system (CRM) or are investing in CRM

PARIS, FRANCE and NEW YORK, NY, February 5, 2018. Chemical Week's February 5th issue included a feature in the "Companies" section entitled "Digitization – Companies are beginning to walk the talk" where Christophe Cabarry, SpecialChem CEO, was interviewed. While digitization has been a hot topic in the industry for the last several years, industry experts expect the trend to accelerate even more in the next several months.

Cabarry told Chemical Week that digital transformation in the chemical industry is happening so fast that companies that were conservative just months ago are now investing heavily in a digital overhaul. Now almost all companies above a certain size have a CRM (customer relationships management) system or are investing in CRM.



The screenshot shows a page from Chemical Week magazine. The main headline is "Digitization: Companies are beginning to walk the talk". The author is Jing Chen. The article discusses the rapid digital transformation in the chemical industry, mentioning that almost all companies above a certain size now have a CRM system. It also highlights the importance of digital marketing and the role of CRM in customer relationship management. The page includes a quote from Christophe Cabarry, CEO of SpecialChem, and a sidebar with the text "AS SEEN IN CHEMICAL WEEK" and "Preferred Source of Global Chemical Business insight".

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Download the complete Chemical Week article at <https://www.specialchem.com/company-news>. For information on SpecialChem's strategic and operational digital marketing services, visit www.bit.ly/SCmkt or contact alison.warner@specialchem.com.

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About SpecialChem

SpecialChem is a pioneer in digital marketing in the chemical industry. Since 2000, SpecialChem has managed over 400 business development programs rooted in digital methodologies for more than 70% of the top 100 chemical companies.

SpecialChem's 500,000+ registered members include engineers, formulators, product developers, marketers, applicators and brand owners. This global profiled network, combined with more than 3 million visitors per year, are unique assets for SpecialChem to offer digital marketing services to chemicals and materials suppliers, including bio-based products. Five technical websites include Polymer Additives, Plastics & Elastomers, Paints, Coatings & Inks, Adhesives & Sealants, Cosmetics & Personal Care.

For more information, visit www.specialchem.com.

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