

Digital Transformation as opportunity for established industries – LANXESS

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LANXESS – A globally operating specialty chemicals company



Specialty chemicals company



- Spin-off from Bayer in 2004
- Specialty chemicals portfolio: chemical intermediates, additives, specialty chemicals and plastics

Global success story



- Approximately 14,300 employees in 33 countries
- Global sales of EUR 6.8 billion in 2019

Strategy of profitability and resilience



- Strengthening of leading position in medium-sized markets
- Consolidation in Europe, expansion in USA and Asia

LANXESS – a global specialty chemicals group

Advanced Intermediates	Specialty Additives	Consumer Protection	Engineering Materials
			
<ul style="list-style-type: none">▪ Advanced Industrial Intermediates▪ Inorganic Pigments	<ul style="list-style-type: none">▪ Lubricant Additives Business▪ Polymer Additives▪ Rhein Chemie	<ul style="list-style-type: none">▪ Liquid Purification Technologies▪ Material Protection Products▪ Saltigo	<ul style="list-style-type: none">▪ High Performance Materials▪ Urethane Systems

Group Functions and countries

Business unit set up fosters dedication and entrepreneurship

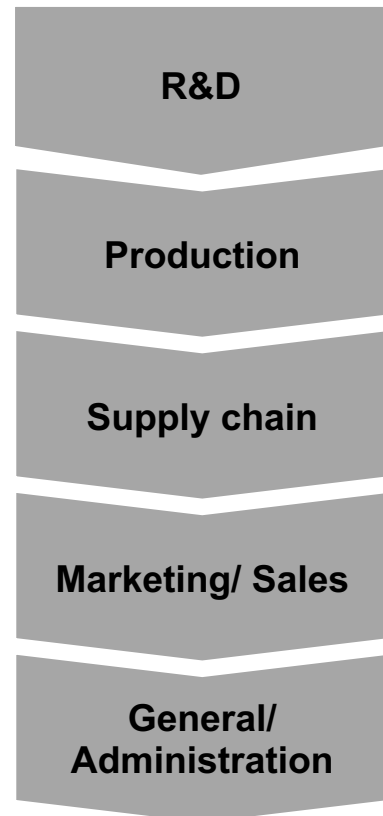
Vision: fully integrated and digitalized value chain with strong technology partners

From...

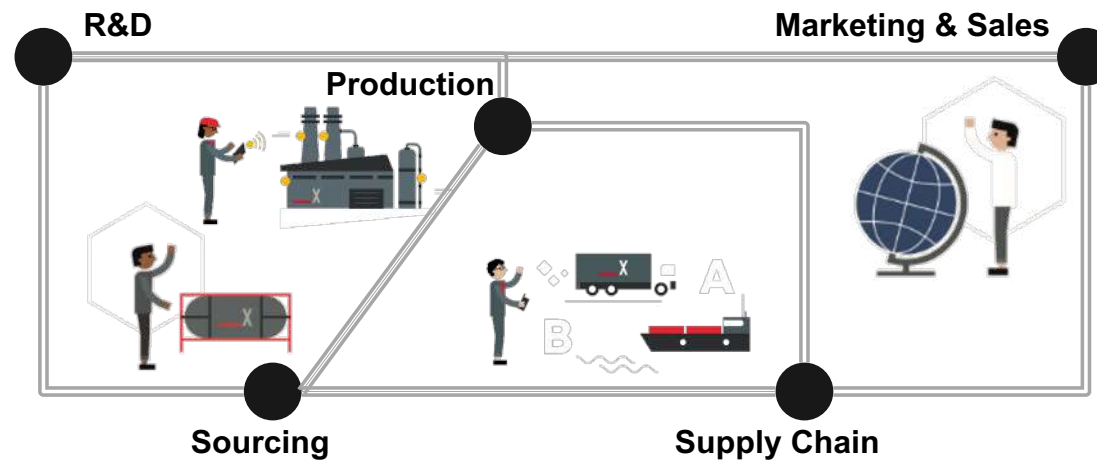
To...

Digital LANXESS

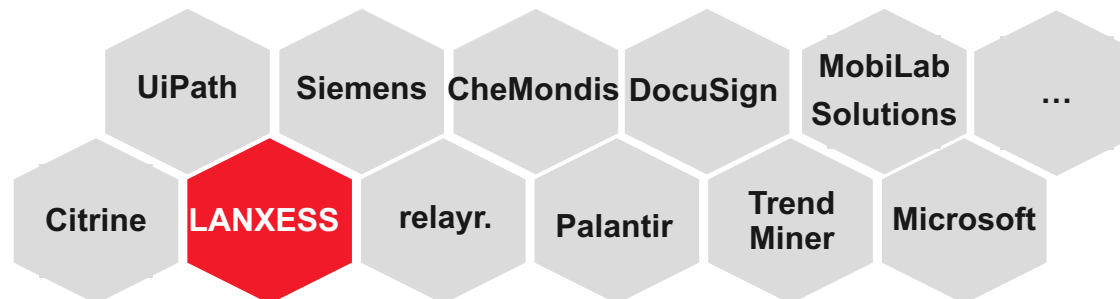
From itemized elements ...



... towards a fully integrated digitalized value chain ...



... and a digital partner ecosystem ...



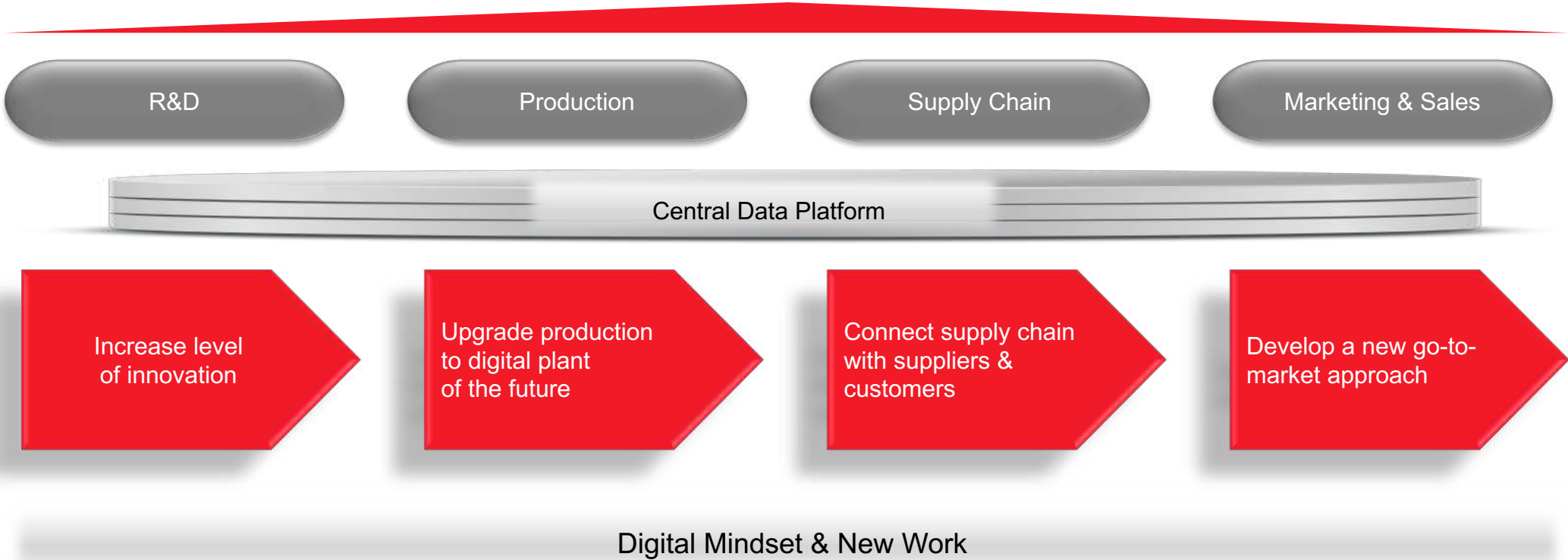
... we build the foundation for LANXESS in the digital age

- Data analytics embedded in all LANXESS BUs/GFs
- Digitalized operations & maintenance workflows established
- Digital engineering/asset lifecycle management embedded
- Automated business processes and digital tools to facilitate daily routines
- Digital Mindset and New Work culture
- Digital Marketplace as new sales channel

Digital Innovation takes place at the entire Value Chain – with a central data platform as its core



Digital LANXESS Energizing Chemistry



We are convinced

Data has the potential to make a difference and to bring us forward

However, data in itself is powerless – it becomes live through people

That is why we want to connect all of our data with all of our people

By doing so we can inspire, be innovative and create sustainable value



Change Management – Activating & Enabling our people

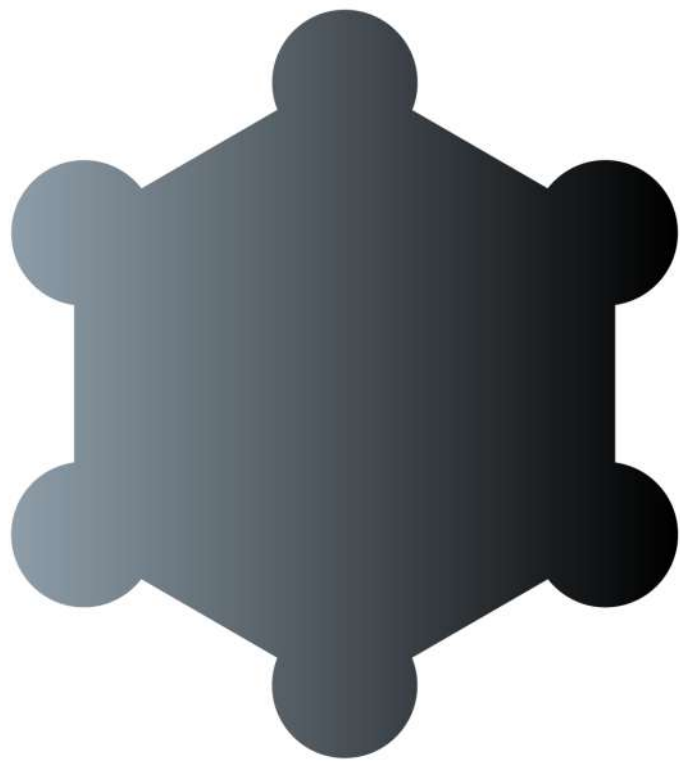
We need more Change-Activists!

- Build an anchor that is clear, optimistic and that shows the benefits
- Develop a community to support the movement
- Spark a beginner's mindset, and at the same time be ready for times of frustration
- Enable your people through the right training



Empower people from understanding towards self-acting!

*Want to discuss in more detail? Contact me on LinkedIn:
www.linkedin.com/in/joerg-hellwig-87830a45*

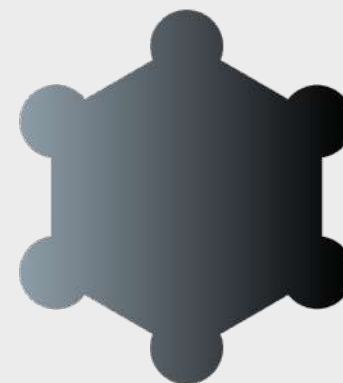


CheMondis

CheMondis – Europe's fast growing marketplace for the chemical industry

CheMondis as independent digital marketplace for the chemical industry

- CheMondis is a B2B platform for chemical manufacturers and distributors to buy and sell their products
- Business model is based on profound chemical expertise, high technology competence and clear customer and market focus
- CheMondis operates fully independent with own infrastructure and market presence



CheMondis



Higher marketing & distribution reach



Digital business model



New value creation

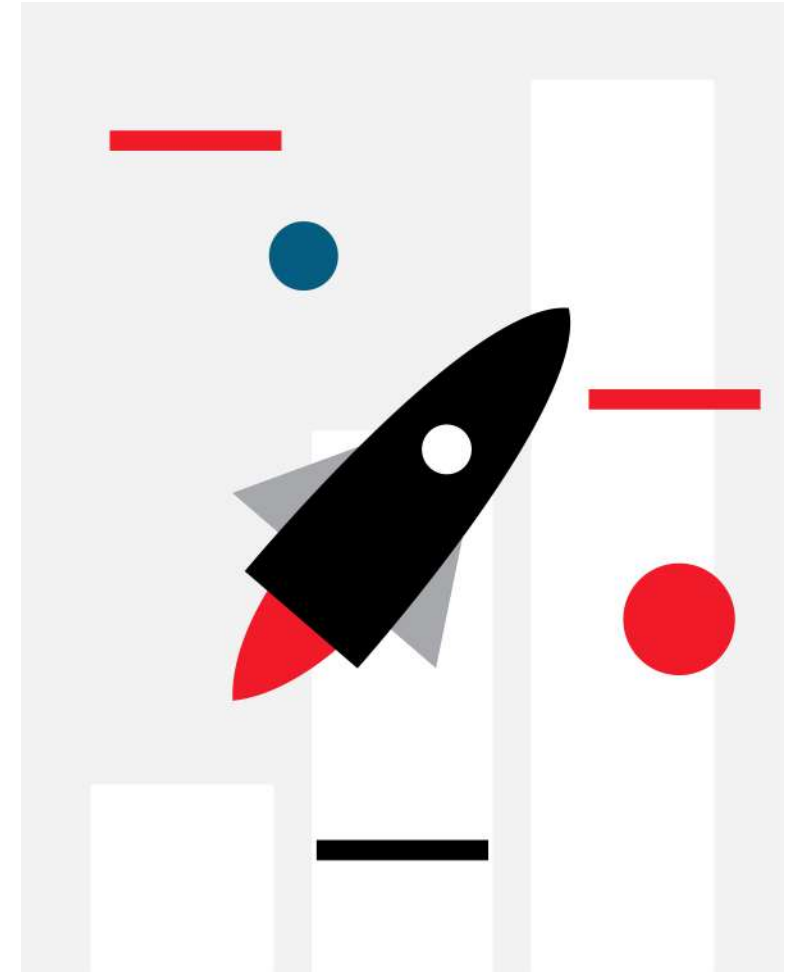
CheMondis connects professional suppliers and buyers of chemical products

Digital Transformation at LANXESS

Becoming a smarter company

- We are embracing data and new technologies
- We empower our people, allow better knowledge transfer and facilitate their everyday work
- To our customers, we remain a strong partner meeting their needs in the digital age

LANXESS to be digital leader in the chemical industry



LANXESS

Energizing Chemistry