

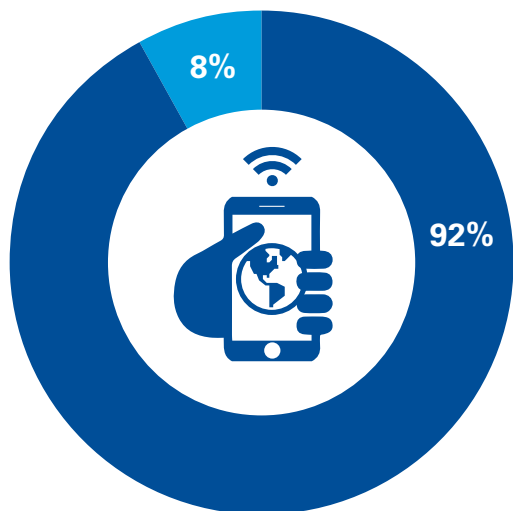
Chemistry 4.0: Reinventing the chemical company with digital transformation

Webcast highlights

During our recent REACTION Magazine webcast, **Dr. Bernhard Kneissel**, Director Deal Advisory, Strategy, KPMG in Germany discussed reinventing chemical companies with digital transformation.

Throughout the webcast, participants provided their feedback on key industry issues with the results shown below:

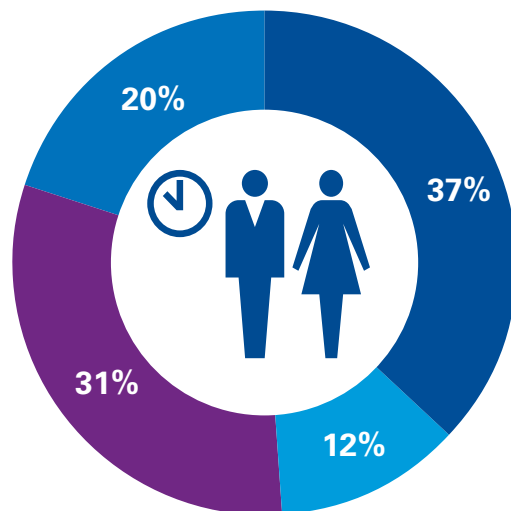
Do you believe digital transformation has become a part of the fourth and latest industrial revolution?



- A** Yes
- B** No

Number of respondents = 50*

From the list below, what component holds back innovation the most at your company?

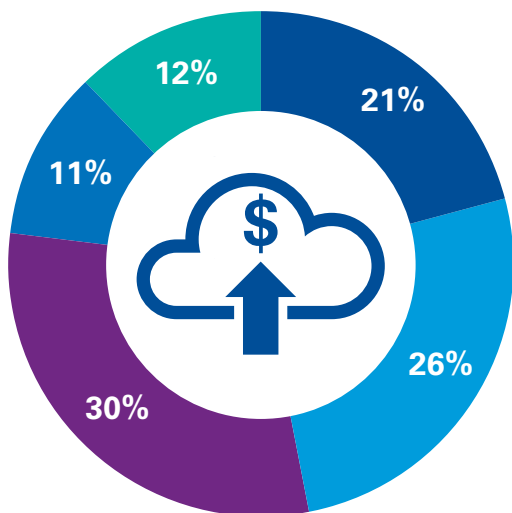


- A** Lack of budget
- B** Lack of skilled workers
- C** Lack of know-how to evaluate potential of technology
- D** Lack of acceptance of technology in the company

Number of respondents = 51*

*Source: Chemistry 4.0: Reinventing the chemical company with digital transformation, Global Chemicals Institute webcast, KPMG International

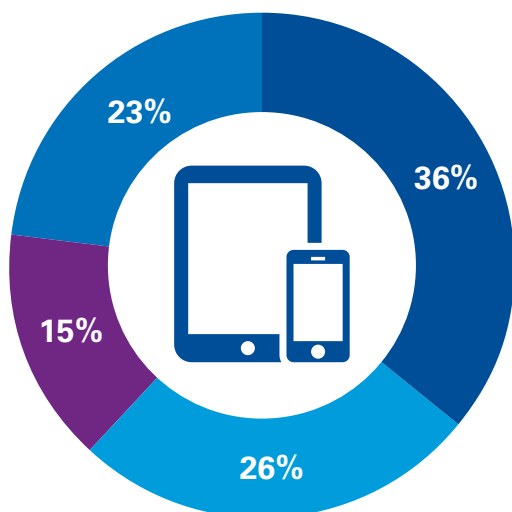
How does digitization support your company in providing customer driven innovation?



- A Provide better end-customer solutions and new services
- B Support better promotion planning, forecasting and monitoring of customer demand
- C Improve connectivity, increase customer proximity and strengthen customer loyalty
- D Facilitate out-of-the-box thinking about product and service delivery
- E Other

Number of respondents = 47*

The biggest use I have for digital technology in my company is:

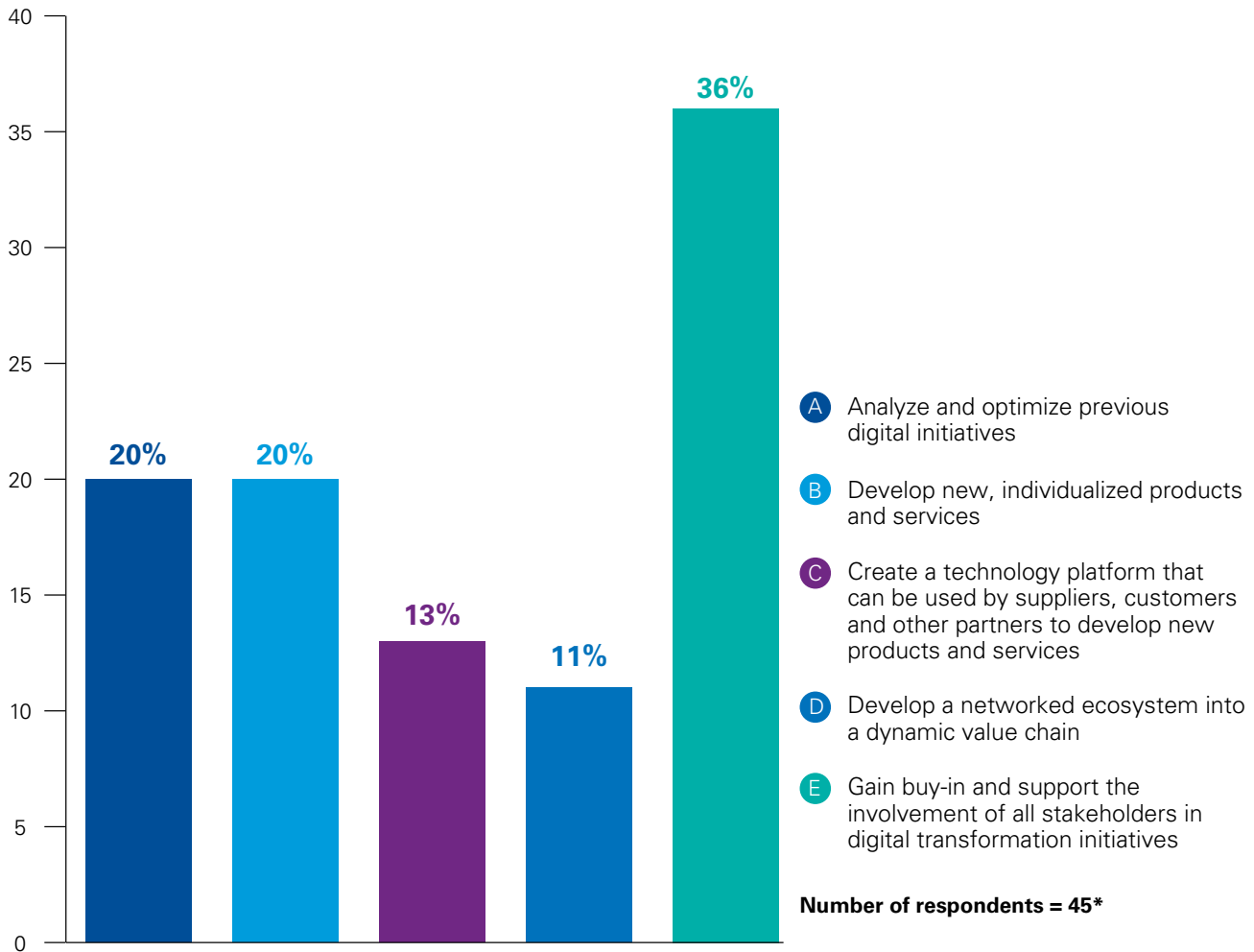


- A Smarter manufacturing
- B Stronger customer relationships
- C Faster innovation
- D Other

Number of respondents = 47*

*Source: Chemistry 4.0: Reinventing the chemical company with digital transformation, Global Chemicals Institute webcast, KPMG International

During the transformation process, what step is the most important for your company to complete?



**Note: Percentages might not add up to 100% due to rounding.

*Source: Chemistry 4.0: Reinventing the chemical company with digital transformation, Global Chemicals Institute webcast, KPMG International

Contacts

Paul Harnick

Global Head of Chemicals & Performance Technologies

KPMG in the UK

T: +44 20 76948532

Dr. Bernhard Kneissel

Director

Deal Advisory, Strategy

KPMG in Germany

T: +49 221 2073 1606

kpmg.com/chemicals

kpmg.com/reaction

kpmg.com

kpmg.com/socialmedia



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2018 KPMG International Cooperative ("KPMG International"), a Swiss entity. Member firms of the KPMG network of independent firms are affiliated with KPMG International. KPMG International provides no client services. No member firm has any authority to obligate or bind KPMG International or any other member firm vis-à-vis third parties, nor does KPMG International have any such authority to obligate or bind any member firm. All rights reserved.

The KPMG name and logo are registered trademarks or trademarks of KPMG International.

Designed by Evaluateserve.

Publication name: Chemistry 4.0: Reinventing the chemical company with digital transformation webcast highlights

Publication number: 135587-G

Publication date: June 2018