

BRENNTAG

Elemica Roadshow

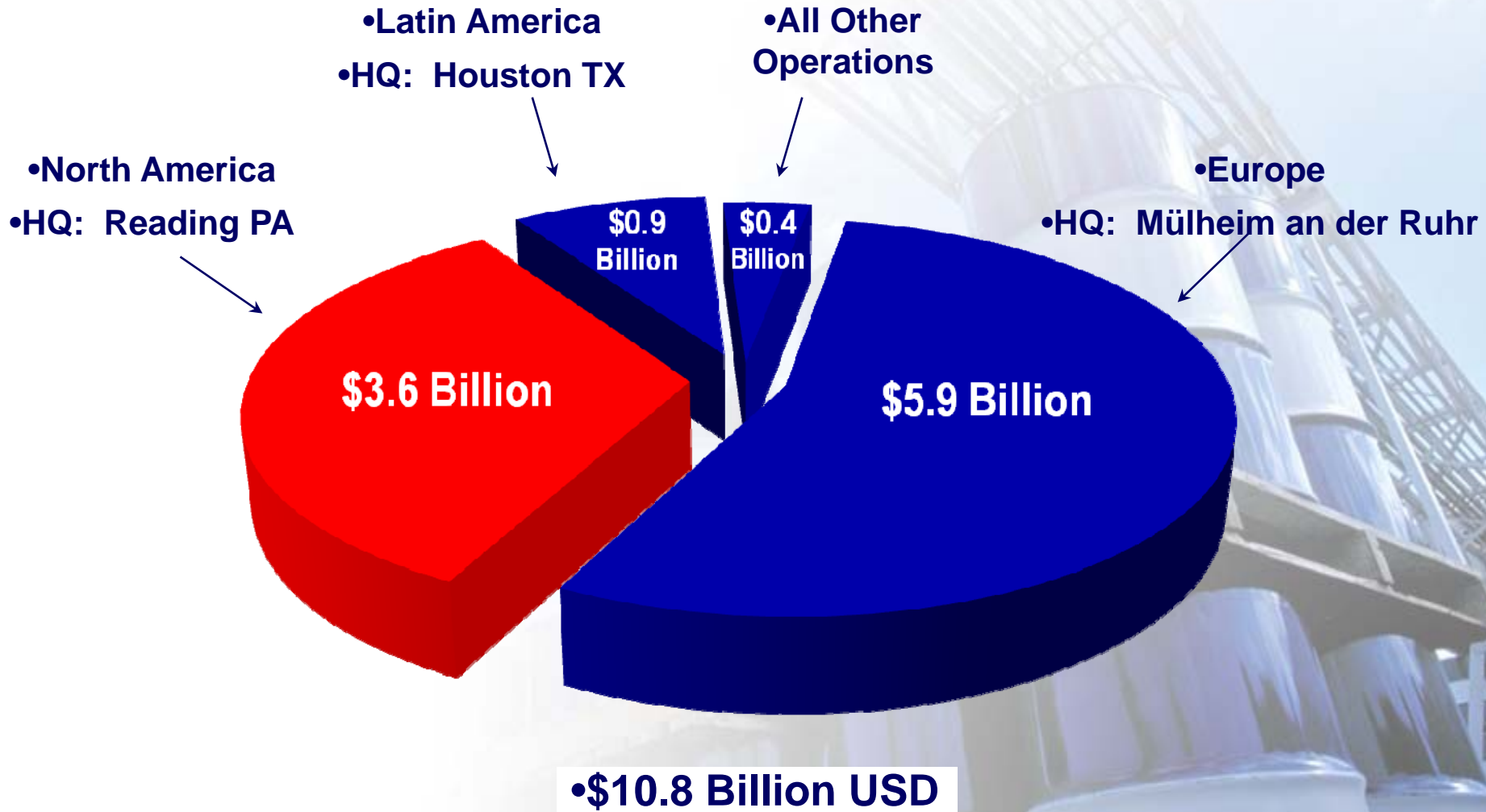


May 13, 2009 - Philadelphia

Agenda

- Brenntag at a glance
- Brenntag e-Business activities and goals
- Brenntag and Elemica
- Lessons learned

2008 Brenntag Global Sales



•Brenntag... The Glocal Distributor

•North America

- Position: # 3
- Sales: \$3.6 Billion
- Sites: 111
- Customers: >40,000
- Employees: 3,484

•Europe

- Position: # 1
- Sales: \$5.9 Billion
- Sites: 147
- Customers: >100,000
- Employees: 6,204

•Latin America

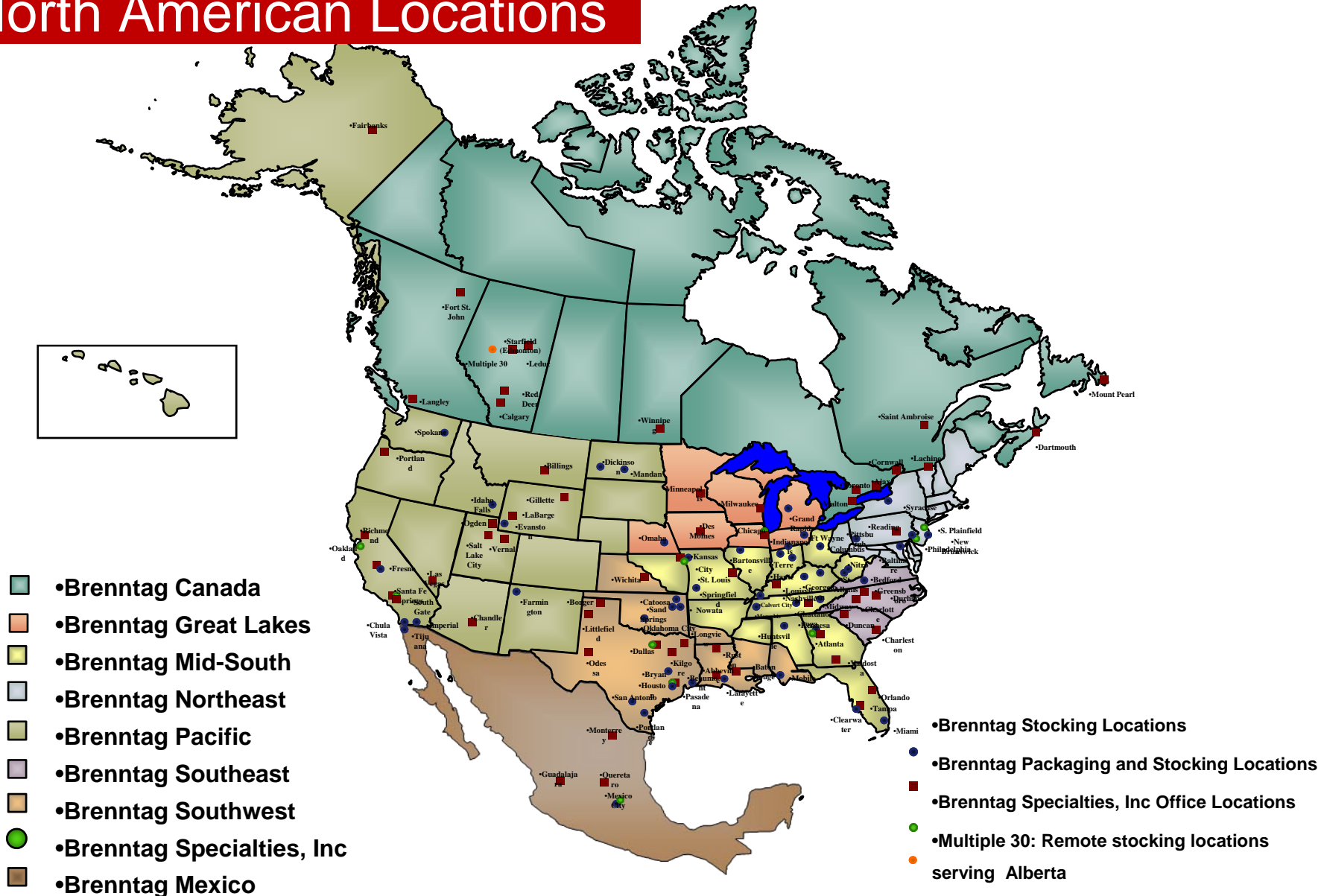
- Position: # 1
- Sales: \$0.9 Billion
- Sites: 45
- Customers: >25,000
- Employees: 1,054

•Asia

- Position: # 1
- Sale \$100 Million
- Sites: 18
- Employees: 196

•Over 165,000 customers worldwide

North American Locations



North American Statistics - 2008

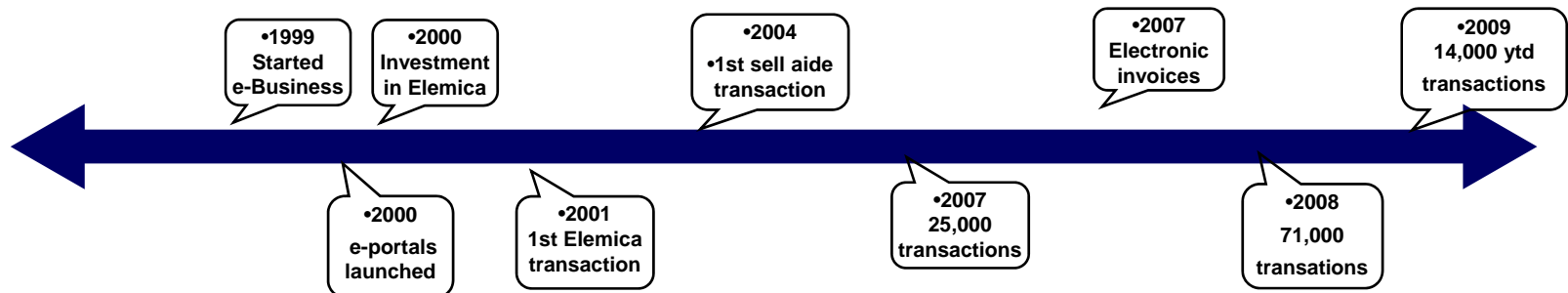
Brenntag North America	Statistics	Value to Customer
Annualized Sales	\$3.6 Billion	Financially stable - Extensive producer relationships thus providing security of supply
Stocking Locations	111	JIT Capability, local Customer focus, back-up inventories, reduction of Customer inventory costs
Number of Employees	3,484	380 trained sales professionals allows rapid access to help and support Customers
Number of Laboratories	35 Full Service	Quality dedication, developmental support and rapid technical response lower Customer's costs
Number of Customers	> 40,000	Focus on details - Extensive experience with unique Customer needs
Orders per Day	> 3,100	Highly efficient logistics system
SKU's	>28,000	Provide Customers with "one stop shopping" - Largest distribution offering of commercial and specialty products
Average Order Size	\$4,100 / 12,800 Pounds	Focus on taking care of the using sites
Storage / Warehouse	4.2 Million Sq. Ft. - Package 52 Million Gallons - Liquid 20,000 Cubic Ft. - Dry Bulk	<ul style="list-style-type: none"> - Provides Customers with supply assuredness - Multiple locations provide supply backup - Extensive packaging capability
Fleet	> 700 Tractors >1,000 Trailers / Tankers	<ul style="list-style-type: none"> - Ability to service Customers as needed - Reduce common carrier issues - JIT Capabilities

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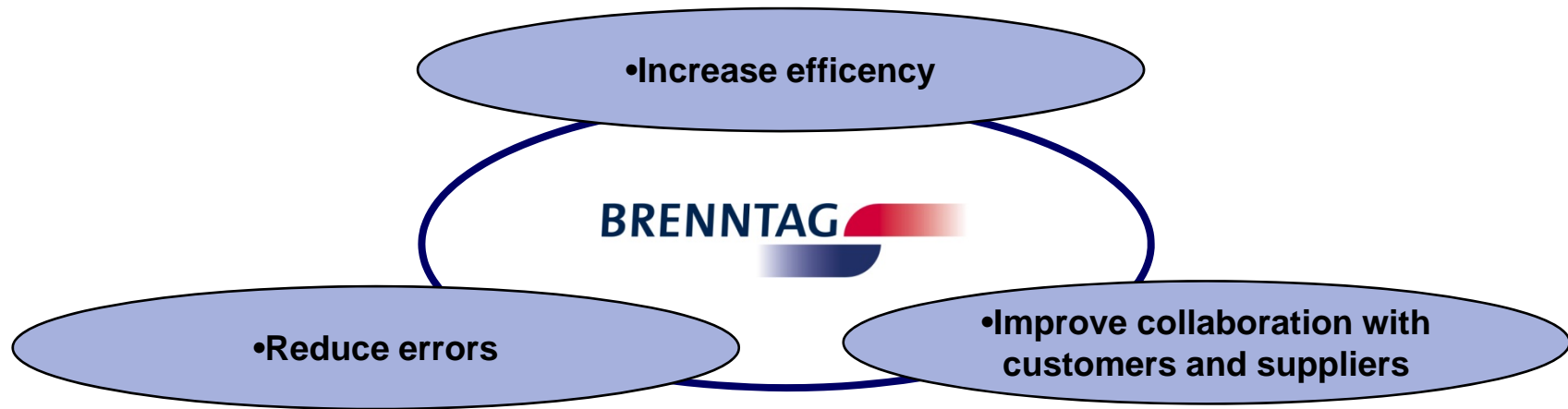
Brenntag's e-Business activities

- 1999 started e-business activities
- 2000 invested in Elemica
- 2000 launched customer portals mybrenntag.net & brenntag.cc
- 2001 first buy side transaction over Elemica
- 2004 first sell side transaction over Elemica
- 2007 first electronic invoices and 26k transactions processed
- 2008 71k transactions processed
- 2009 14k transactions processed ytd



Brenntag's general e-Business goals

- Reduction of internal process costs in business and IT
- Greater transparency
- Improved speed



- Reduction of typing and transmission errors
- Usage of standardized and approved processes
- Early error detection

- Strengthened brand image
- Additional channel to the market
- Better services
- Improved collaboration with our partners

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Business Benefits / Advantages in Today's Economy

- Improves customer/supplier relationship
- Provides further cost efficiencies by:
 - Standardizing order process, always a plus
 - Minimizing duplicate effort (double order entry) which can free up workload of CSR/Buyer should staff reduction be of issue
 - Eliminates errors, thus saving time and money
 - Identifies invoice discrepancies up front, preventing short pays, potentially allowing a reduced staff to work on other tasks
 - Postage & paper savings when using e-billing
- Faster processing
 - Accurate orders
 - Bulk orders

Elemica supports Job 7 - Commitment to Quality & Safety

- **It is the responsibility and privilege of Brenntag to take care of our Customers and their business interests by providing ...**

- **The Right Product**
- **In the Right Package**
- **In the Right Quantity**
- **At the Right Time**
- **At the Right Price**
- **With the Right Paperwork**
- **SAFELY Every Time**

- **As a part of our ongoing JOB 7 quality process, our Customers should expect no less than our best as we conduct our business together.**

Advantages for the supplier

- Faster order receipt gives greater flexibility in order scheduling
- Fewer errors in orders
- Minimal order or order change keying necessary
- Receipt acknowledgements, order confirmations & shipping notices all automatic
- Changes automatically reported
- In most cases no or little phone calls/faxes necessary
- Quicker payment turnaround

Advantages for the customer

- Fewer errors in the order process
- Immediate receipt acknowledgement
- Faster order confirmation
- Minimal order or order change keying necessary
- Automatic shipping notice where ASN is utilized
- No invoice keying required
- Both parties always have the same order information status

Future Opportunities

- Advanced Order Replenishment
 - Send inventory and demand levels to Elemica so Elemica can generate orders for stock items
 - Inventory Stratification
 - Better understanding of B and C requirements
 - OCP (One customer products)

Brenntag's reasons for connecting to Elemica



- Solid partner to our main suppliers and customers
- Most main suppliers as well as many customers are connected
- Low basic fees – pay for what you use
- Full ERP-to-ERP connectivity
- Easy integration thanks to a standard connectivity package
- Professional support by Elemica's implementation managers

•www.elemica.com

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Lessons learned

- Change Management is crucial
 - Example: Comfort level of buyers
 - Example: Critical mass issue – YOU NEED TO GET THERE
- Management support is indispensable
- Dedicated people needed in business and IT
- Sufficient budget required
- Order management brings great value on the sell side
- Main benefit on the buy side comes with electronic invoicing
- Multiple line items
 - Line item level verification
- Commercial issues weigh heavily (perception)
- Doesn't allow the competitive advantage it should
- Fair amount of upfront work involved
 - BDE's
 - Regional warehouses
 - Standard ERP