

## Press Release

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### **kloeckner.i and diva-e join forces in the field of digital strategy and implementation consulting**

- End-to-end digital consulting for maximum customer value added
- Next step for a highly evolved innovation partnership
- Focus on digital solution implementation for consulting service customers

**Berlin/Jena, Germany, April 29, 2019** – kloeckner.i, the digital unit of international steel distributor Klöckner & Co, and diva-e, leading Transactional Experience Partner for digital business, have intensified their cooperation and will now offer their consulting services jointly.

Over the past five years, kloeckner.i has accumulated vast experience in digitalizing the internal processes and sales channels of Klöckner & Co. The cultural change within the Group that accompanied its digitalization was also successfully supported by kloeckner.i. For example, the Group has already achieved significant progress in establishing agile working practices and an open failure culture. This has resulted in Klöckner & Co now generating more than a quarter of its annual sales of almost €7 billion through digital channels.

diva-e is a longstanding digital partner of kloeckner.i. Thanks to diva-e's support in the technical development of software and platforms, Klöckner & Co online shops selling steel and metal products have already been launched in six countries. Most recently, the partnership reached another milestone by developing the online shops into platforms through which 30 third-party vendors now sell complementary products. In addition to supporting Klöckner & Co, diva-e provides services to numerous other market leaders and "hidden champions" in a variety of industries. Its unwavering focus is the

development of services and products that create digital experiences and generate sustainable business success.

Christian Dyck, CEO of kloeckner.i, explains: “On the back of successfully digitalizing Klöckner & Co, we began offering digital consulting services to external companies at the start of the year. To do this, we cooperate with selected premium partners such as diva-e to ensure we are able to offer our customers a top-quality, end-to-end consulting and implementation package.”

Sirko Schneppe, Managing Director and CSO diva-e Platforms, says: “kloeckner.i and diva-e have a wealth of experience in digitalizing traditional companies. So pooling our consulting and solutions portfolio is the logical next step in our longstanding successful collaboration. Both partners are passionate not only about developing theoretical digital concepts, but also implementing actual digital projects with quantifiable economic benefits.”

The partners will be presenting their joint consulting and solutions portfolio for the first time at the OMR Festival 2019 in Hamburg on May 7 and 8, 2019. Visitors can find them at booth C12-C15 in Hall B6 West Expo, where those interested will have the opportunity to speak directly to digital experts from the two companies. Appointments can be arranged in advance at [www.diva-e.com/en/news/omr2019/](http://www.diva-e.com/en/news/omr2019/).

**About Klöckner & Co:**

Klöckner & Co is one of the largest producer-independent distributors of steel and metal products and one of the leading steel service companies worldwide. Based on its distribution and service network of around 160 locations in 13 countries, Klöckner & Co supplies more than 100,000 customers. Currently, the Group has around 8,600 employees. Klöckner & Co had sales of some €6.8 billion in fiscal 2018. As a pioneer of change in the steel industry, Klöckner & Co is in the process of digitalizing its entire supply and value chain. In addition, its digital unit, kloeckner.i, is increasingly providing consulting services for external business clients. XOM Materials, an independent venture launched by the Klöckner & Co Group, is geared to develop into the leading industry platform for steel, metal and related products.

The shares of Klöckner & Co SE are admitted to trading on the regulated market segment (Regulierter Markt) of the Frankfurt Stock Exchange (Frankfurter Wertpapierbörse) with further post-admission obligations (Prime Standard). Klöckner & Co shares are listed in the SDAX® index of Deutsche Börse.

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**About kloeckner.i:**

To bring all projects within the Group-wide digitalization strategy together under one roof, Klöckner & Co launched kloeckner.i in 2014 – a dedicated Group Center of Competence for Digitalization in Berlin. kloeckner.i's main tasks are the development, testing and Group-wide rollout of digital solutions together with management of the Group's online marketing activities. Some 90 employees now work at kloeckner.i in the fields of product innovation and development, UX and design, online marketing, business analytics and customer care. Since the beginning of 2019, digital consulting services are also provided to companies outside the Group. Through integration into Klöckner & Co's proprietary B2B marketplace, kloeckner.i additionally provides consulting customers with easy entry into e-commerce.

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**About diva-e:**

diva-e is Germany's leading Transactional Experience Partner (TXP) creating digital experiences that engage customers and create sustainable success for businesses. With over 20 years' digital business experience, diva-e covers the full length of the digital value chain from strategy to technology and creation. Its comprehensive portfolio of services and products in the fields of Planning & Innovation, Platforms & Experiences, Growth & Performance, and Data & Intelligence translate to higher sales, competitive advantages and a tangible increase in transactions. diva-e works with the world's leading technology partners, including Adobe, SAP Hybris, Spryker, e-Spirit, intelliAd and BloomReach.

diva-e currently has around 700 employees at 11 locations in Germany. Carl Zeiss, Conrad, dm-drogerie markt, EDEKA, E.ON, FC Bayern Munich, Sky and Thomas Cook

are some of the many leading companies and “love brands” that have placed their trust in diva-e. Further information can be found at: [www.diva-e.com](http://www.diva-e.com)

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