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Arkema Accelerates Digitalization, Launching Brand Pavilion at Alibaba 1688.com

On May 28, the 1st anniversary of Arkema's flagship store at Alibaba 1688.com, Arkema announced that its flagship store was officially upgraded to a brand pavilion, launching the e-commerce operation model "1+N" (i.e., Arkema + distributors). Through Alibaba's mature e-commerce platform, experience, big data and traffic, combined with effective marketing moves, Arkema aims to develop more diverse business channels, bring more business opportunities, and drive organic business growth. The opening ceremony of the brand pavilion was held in Alibaba's Hangzhou Headquarters. Mr. Xavier Durand-Delacre, Senior Vice President of Arkema Asia Pacific and President of Arkema Greater China, Ms. Xiaoyu Zhang, Regional President of Arkema's Technical Polymers business in Asia Pacific, Ms. Congshan Li, General Manager of Alibaba Industrial Brands and Ms. Xuelian Qiu, Alibaba Industrial Brand Pavilion Director, along with several representatives of Arkema's distributors, attended the ceremony.

"Alibaba 1688.com provides a very good window for interaction and communication between buyers and sellers. Through 1688.com, we can more clearly understand client intentions and demands, access a wider variety of clients, explore a client pool we're not used to approaching, and develop different sales channels," Mr. Xavier Durand-Delacre, President of Arkema Greater China, said. "Upgrading to a brand pavilion is a further attempt to develop our e-commerce business in China, and it also marks an important milestone in accelerating our digital strategy centered on the customer experience."



Mr. Xavier Durand-Delacre, Senior Vice President of Arkema Asia Pacific and President of Arkema Greater China in a speech

Arkema has achieved better performance than expected from the launch of its flagship store, and sebacic acid, glycerin and other important products have been in hot sale. Through Alibaba 1688.com, Arkema can

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directly communicate with end users and learn more about their real needs, which also helps Arkema in its subsequent product innovation. With the rapid development of the flagship store, Arkema's flagship store has been upgraded to a brand pavilion. Along with distributors, it aims to fully mobilize resources and provide products and services more conveniently and easily.



Arkema Alibaba 1688 Brand Pavilion launch ceremony

"We're very pleased to see high-quality suppliers like Arkema continuously developing and consolidating on Alibaba 1688.com," Ms. Congshan Li, General Manager of Alibaba Industrial Brands said. "In August 2017, we established an industrial brand pavilion on 1688.com to create a brand-owned B2B e-commerce platform. As a global leading specialty chemicals company, Arkema, in just one year, Arkema has upgraded its flagship store to a brand pavilion, becoming one of the leading companies to try the '1+N' e-commerce operation model – a win for both Arkema and 1688.com."



Ms. Congshan Li, General Manager of Alibaba Industrial Brands in a speech

This upgrade has attracted a number of reliable distributors from all over the country to join. Through the brand pavilion, Arkema authorizes distributors in specific markets to assure the authenticity of the products, working together to bring clients higher-quality and more complete products, and providing faster delivery service. In the meantime, a variety of high performance materials has been brought on sale from Arkema TPA for the first time, including Kynar® PVDF fluoroplastics, Rilsan® PA11, Rilsamid® PA12, Risan® Fine Powders, Platamid® copolyamide hotmelt adhesives, and Oleris® heptatonic acid – each available in multiple models.

In the future, Arkema will bring more products online and invite more high quality distributors, further implementing the “1+N” e-commerce operation model and moving forward in the field.

For more information, please visit the Arkema Alibaba Brand Pavilion at arkemacn.1688.com.

*A designer of materials and innovative solutions, **Arkema** shapes materials and creates new uses that accelerate customer performance. Our balanced business portfolio spans high-performance materials, industrial specialties and coating solutions. Our globally recognized brands are ranked among the leaders in the markets we serve. Reporting annual sales of €8.8 billion in 2018, we employ approximately 20,000 people worldwide and operate in close to 55 countries. We are committed to active engagement with all our stakeholders. Our research centers in North America, France and Asia concentrate on advances in bio-based products, new energies, water management, electronic solutions, lightweight materials and design, home efficiency and insulation. www.arkema.com*

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