

PRESS RELEASE

Augsburg, March 2, 2022

Leading role of the company in the field of digitalization confirmed once again

PCI is “Digital Champion” again in 2022

Augsburg, March 2, 2022 – In February 2022, PCI Augsburg GmbH was once again awarded "Digital Champion" by Focus Money in its latest company study. The study annually selects companies that actively accept the challenges of digitalization and find their own answers and develop solutions. The award confirms the leading role PCI plays with regard to digitalization.

The Corona pandemic in particular has further accelerated the digitalization process. Companies must adapt to this challenge in the best possible way to remain competitive and able to act. Against this background, Focus Money selected the "Digital Champions" for the fourth time. For the study, the approximately 12,500 largest companies in Germany were analyzed in the study period from January 1 to December 31, 2021. PCI Augsburg GmbH had already been honored with this award in 2019.

On behalf of Focus Money and Deutschland Test, and with the scientific support of the renowned Hamburg Institute of International Economics (HWWI), the Institute for Management and Economic Research analyzed 12,500 German companies and evaluated the results in the areas of digitalization, technology and innovation.

The methodology is based, on the one hand, on so-called social listening with a focus on tonality and reach. A total of 438 million online sources were

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recorded and analyzed. In parallel, the Institute for Management and Economic Research evaluated detailed questionnaires.

PCI Augsburg GmbH is one of the leading manufacturers of construction chemical products in Germany with over 1,200 employees and nearly 350 million euros in sales. The company offers innovative and sustainable products and solutions for the construction trends of tomorrow. PCI has thus been the market leader in the German-speaking tile-laying sector for more than 40 years.

PCI has long-standing digital expertise and was among the first in the industry to offer customers a "live chat" with technology experts. Customers benefit from an extensive range of digital application and training videos which is continuously being expanded. For example, the sections "PCI presents - PCI explains - PCI asks" offer interesting facts in an entertaining format as well as tips and tricks for customers' everyday problems. The "PCI Theme Week" deals with a series of topics thematically coherent for different target groups in the form of individual daily modules. In 2021, the company launched its new website with new applications and further developed it with additional functions in 2022. For example, an online system finder helps users to easily put together harmonized product systems for individual requirements.

Stephan Tschernek, Head of Marketing PCI Group, is pleased: "The renewed award by Focus Money is further confirmation that PCI is an industry leader in the field of digitalization. We are continuously developing our wide range of digital solutions with the ultimate goal of providing customers with practical benefits for their everyday needs."

PCI has already won numerous awards including e.g. "Company of the Year" (Focus Money, 2022), "Trendsetter of the German Economy" (F.A.Z.-Institut, 2021), "Brand of the Century" for the THOMSIT brand in the flooring sector (ZEIT Verlag, annually since 2019) or "German Traditional Brand" (PLUS X AWARD, 2019) as well as many product awards.

Images



Stephan Tschernek, Head of Marketing PCI Group (Link to high-resolution [Photo](#))

About PCI

PCI Augsburg GmbH is part of MBCC Group and leader in the tile laying materials sector for specialist firms in Germany, Austria and Switzerland. In addition, the company supplies product systems for waterproofing, concrete protection and repair, as well as a complete product range for the flooring sector. The PCI Group employs a staff of more than 1,200 in Europe and generated sales of significantly over €350 million net in 2021. Further information about PCI on the Internet under www.pci-augsburg.de.

About MBCC Group

The MBCC Group is one of the leading suppliers of construction chemicals and solutions worldwide and has emerged from the carve-out of the former BASF Construction Chemicals business from BASF Group. We offer innovative and sustainable products and solutions for the construction industry across different sectors, such as buildings, structures, underground construction, new construction, as well as for renovation. Our strong brands Master Builders Solutions®, PCI®, Thermotek®, Wolman®, Fire Protectors®, Colorbiotics®, Watson Bowman Acme®, TPH® and Bluey® and Nautec™ are well established in the marketplace. With our innovations, we address sustainability challenges in the industry. MBCC Group consists of approximately 70 legal entities worldwide and is home to around 7,500 construction experts in over 60 countries. For more information go to: www.mbcc-group.com.

We build sustainable performance.

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