

News Release

Your Contact

Nina Diergardt

+49 6151 72-7589

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Merck KGaA, Darmstadt, Germany and BrandWatch Technologies Form Long-Term Partnership

- **Strategic cooperation strengthens sales and marketing in the core U.S. and European markets**
- **Merck KGaA, Darmstadt, Germany expands Securalic® product range for brand and product protection**

Darmstadt, January 21, 2016 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, is expanding its cooperation with BrandWatch Technologies into a strategic partnership. As a result, Merck KGaA, Darmstadt, Germany is extending its Securalic® product portfolio by a variety of new, hidden security features as well as the associated readers, thus consolidating its position in the core markets of the United States and Europe. The U.S. partner BrandWatch is a leading supplier in the field of security features. Through the cooperation, it is tapping into new distribution channels for its materials and detectors.

“With this agreement, we will strengthen our position in the security field,” said Michael Weiden, head of Functional Materials at Merck KGaA, Darmstadt, Germany. In recent years, Merck KGaA, Darmstadt, Germany has made a name for itself as a global player in this sector. In place of easily copied standard solutions, the company develops an individual security concept for each brand protection program.

The BrandWatch product range increases the array of possible combinations. The hidden security solutions can be verified only by means of detectors. In this way, high-quality brand-name products can be protected against imitation and consumer protection is bolstered. The life-threatening product piracy of pharmaceuticals and their packaging is also made more difficult through the Securalic® security concepts.

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Merck KGaA

Group Communication Performance Materials
Frankfurter Strasse 250
64293 Darmstadt · Germany
www.emdgroup.com

Phone: +49 6151 72-7589
Fax: +49 6151 72-917589
E-mail: pm_communications@emdgroup.com
www.emd-pm.com

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They are part of an unbroken verification chain against product piracy and economic crime. Security pigments invisibly identify goods such as paint, plastic and printing products. Readers are used to make the hidden markings visible; one benefit of this is the ability along the supply chain to quickly and reliably differentiate high-quality originals from inferior copies that are damaging to business.

“We’re pleased to have found a global partner who is represented in all target markets, has a good technical infrastructure and possesses many years of experience in the high-security sector – such as in protection against the forgery of banknotes and identification cards,” said Neil Ivey, CEO of BrandWatch Technologies, about the cooperation with the considerably larger partner. For Michael Heckmeier, Head of Pigments & Functional Materials at Merck KGaA, Darmstadt, Germany, the new partnership is primarily of expansive significance. He said, “We are strengthening ourselves in one of our strategic growth fields with new, innovative security solutions that we develop exclusively for our customers.”

About security concepts for brand protection from Merck KGaA, Darmstadt, Germany:

Merck KGaA, Darmstadt, Germany, offers unique, individual security solutions in a multi-level concept under the brand name Securalic®. Regardless of whether customers want visible, hidden or even forensic security features or a combination thereof, Securalic® security concepts meet almost every wish. They can be easily integrated into an existing product design. In addition to the actual products, Merck KGaA, Darmstadt, Germany, also offers the associated technical detectors and their programming and has thus become part of the global security chain.

About BrandWatch Technologies:

Established in 2001, BrandWatch Technologies is a global leader in brand security and product authentication solutions. Our brand security programs protect critical infrastructures such as agriculture, government, banking, defense, law enforcement, consumer products, transportation, and public health. We focus on securing supply chains, reducing liability, detecting counterfeits, implementing track and trace, identifying grey market diversion, and verifying product recycle chains. The company’s technology originated in military research and has received several certifications as to its stability, longevity and durability.

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About Merck KGaA, Darmstadt, Germany:

Merck KGaA, Darmstadt, Germany, is a leading science and technology company in healthcare, life science and performance materials. Around 50,000 employees work to further develop technologies that improve and enhance life – from biopharmaceutical therapies to treat cancer or multiple sclerosis, cutting-edge systems for scientific research and production, to liquid crystals for smartphones and LCD televisions. In 2014, Merck KGaA, Darmstadt, Germany, generated sales of € 11.3 billion in 66 countries.

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Founded in 1668, Merck KGaA, Darmstadt, Germany, is the world's oldest pharmaceutical and chemical company. The founding family remains the majority owner of the publicly listed corporate group. Merck KGaA, Darmstadt, Germany, holds the global rights to the Merck KGaA, Darmstadt, Germany, name and brand. The only exceptions are the United States and Canada, where the company operates as EMD Serono, MilliporeSigma and EMD Performance Materials.