

All information, around the clock and everywhere: In the digital pioneersClub

- KraussMaffei launches the digital service platform pioneersClub
- Customers receive information on all their machines at a glance
- Spare parts can be ordered on special conditions fast and at any time

(Munich, April 19, 2021) Together with its customers, KraussMaffei has developed the virtual pioneersClub: A service platform that makes rapid reaction times possible – and further strengthens the personal contact between the customers and KraussMaffei. The pioneersClub is now being officially launched.

The platform is designed primarily for digital customer service. At the center is the personalized machine overview. Here, customers can call up all the information on their machines centrally, for example the manual or machine-specific construction plans. The platform is suitable both for stationary and mobile machines: All the data are thus available at any time at any place. If customers require a specific spare part for a machine, they can find it in the stored spare parts catalog. The order is made via the integrated online shop, which customers can access around the clock and purchase spare parts on special conditions.

In event of questions, the pioneersClub provides the appropriate network: Customers can get in touch with their individual contact partner at KraussMaffei via the platform.

Until now, access to the pioneersClub – as a first step - has been available to customers from Germany and Switzerland. They can register free of charge via pioneersclub.kraussmaffei.com, or by sending a mail to the

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pioneersClub team at pioneersclub@kraussmaffei.com. Registration will also be possible in other countries by the end of the year.

The KraussMaffei pioneersClub team is looking forward to further developing the pioneersClub together with our customers. Among other things, an area with applications and training for the machines is planned. "We are eagerly awaiting further ideas and suggestions from our customers, for they know best what they need in their daily work. We thus remain in close contact with our customers and can shape the digital future together with them. Just like in a club – the pioneersClub," says Frank Wiedemann, Head of Digital Customer Experience.

KM_2021_04_pioneersClub.jpg

The machines always in sight

Mobile or stationary: In the pioneersClub, customers can order spare parts or call up information about their machines anywhere.

You can obtain further information and photos in print quality at:

www.kraussmaffei.com

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KraussMaffei – Pioneering Plastics

KraussMaffei is among the world's leading manufacturers of machinery and systems for the production and processing of plastics and rubber. Our brand stands for cutting-edge technologies – for more than 180 years. Our range of services covers all areas of injection molding machinery, extrusion technology and reaction process machinery. This gives KraussMaffei a unique selling point in the industry. With the

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high innovative power of our standardized and individual product, process, digital and service solutions, we can guarantee customers sustained additional value over the entire value-adding chain. Our range of products and services allow us to serve customers in many sectors including the automotive, packaging, medical and construction industries, as well as manufacturers of electrical and electronic products and household appliances. KraussMaffei employs around 4.700 people all over the world. With more than 30 subsidiaries and over 10 production plants, as well as about 570 commercial and service partners, we are represented internationally close to our customers. Since its foundation in 1838, the company's headquarters have been in Munich.

In April 2016, the Chinese state-owned company China National Chemical Corp. Ltd. ("ChemChina"), one of the leading chemical companies in China, became the majority shareholder of KraussMaffei Group. At the end of 2018, ChemChina listed the KraussMaffei Group as KraussMaffei Company Ltd. in Shanghai. The listing opened up access to the Chinese capital market and local investors.

Further information: www.kraussmaffei.com

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