

Strategy

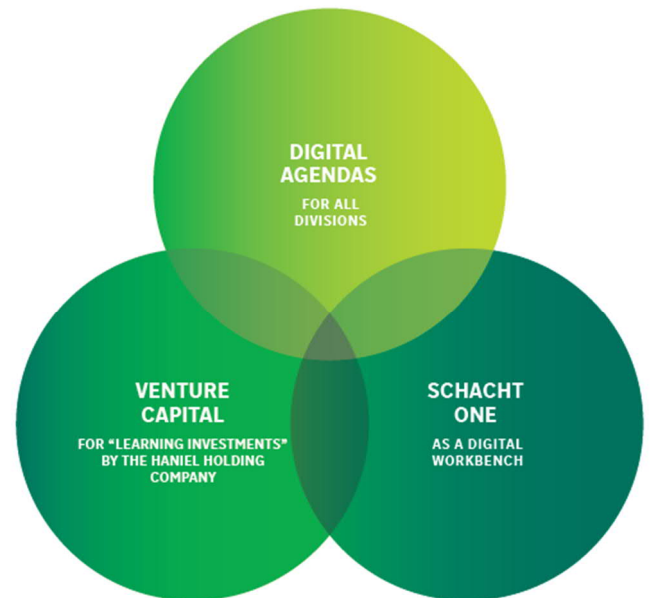
Haniel continues to pursue its digital transformation strategy and supports its divisions in their ongoing efforts to digitalise their business models. While the divisions concentrate on their operating businesses, the Holding Company oversees strategic management. Its guiding principle is active and long-term oriented portfolio management.

Digital transformation

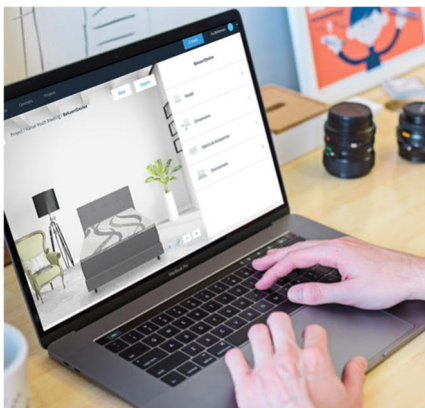
Working closely with Haniel, every division has developed its own [Digital Agenda](#) and begun to transform its existing value chain.

They receive support from Haniel's digital unit [Schacht One](#), which makes digital ideas market-ready as quickly as possible.

By investing in selected [venture capital funds](#), Haniel also indirectly invests in start-ups, develops its network with digital entrepreneurs and gains insight which the Holding Company passes on to the divisions.



Digital milestones achieved by the divisions



BekaertDeslee

The [3D Configurator](#) enables customers to configure, store and refine mattress designs themselves with just a few simple clicks.

They can manage their projects in BD Cloud and share them with colleagues and customers.

[More information on digitalisation at BekaertDeslee](#)

CWS-boco

The strategic investment in the Berlin-based start-up [Jonny Fresh](#), a B2C platform that picks up and washes private laundry and textiles, provides CWS-boco with insights into efficient customer interaction via app and the flexible logistics processes behind it. The business unit uses this know-how to develop and establish new customer-centric solutions on the market.

[More information on digitalisation at CWS-boco](#)





ELG

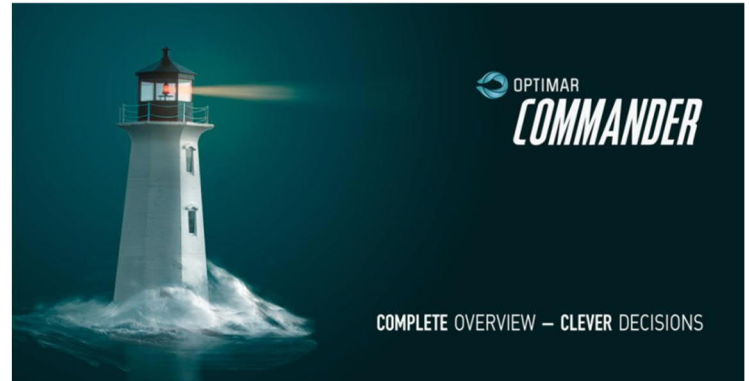
At the end of June, ELG founded its own innovation unit, EIE Services GmbH. Going forward, the division will bundle all digitalisation initiatives and projects under this unit and will receive inspiration for its own digital transformation thanks to its close cooperation with the start-up scene. By developing remetal.de, ELG created an online portal which enables owners of scrap to find fair, highly experienced buyers for their scrap metals at any time – regardless of quantity, quality or location.

[More about digitalisation at ELG](#)

Optimar

The "[Commander](#)" digital platform combines every component of automated fish handling systems and offers a host of options for managing, monitoring and examining operations.

[More about digitalisation at Optimar](#)



ROVEMA

ROVEMA develops machines which already meet the requirements of the Internet of things, in that they are easy to network and render production data available at the push of a button. Among other things, the [Human Machine Interface](#) allows remote access to the machines and presents concise information so that key process parameters are immediately available and readily understood.

[More about digitalisation at ROVEMA](#)



TAKKT

As part of its [digitalisation](#) efforts, TAKKT founded the newport group at the beginning of the year. It bundles the European web-focused brands and thus enables a more agile and targeted market position of the online business models aimed at small to medium-sized customers. Acquisitions in digital companies such as [Equip4Work](#) accelerate TAKKT's digital transformation.

[More about digitalisation at TAKKT](#)



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