

PRESS RELEASE

Augsburg, January 27, 2023

PCI is overall winner in price-performance ratio, customer trust, service quality and sustainability in the construction chemicals category also in 2023

Focus award for PCI as "Company of the Year 2023"

Augsburg, January 27, 2023 – PCI Augsburg GmbH was honored Company of the Year for the second time in a row and again took first place in the construction chemicals category. The key criteria were value for money, customer trust, service quality and sustainability.

PCI Augsburg GmbH had already received the "Company of the Year 2022" award in January last year. For the current study, 19,000 companies were analyzed in the period from February 1, 2021 to August 31, 2022. With 100 out of 100 possible points, PCI once again took first place in the construction chemicals category.

The IMWF Institute for Management and Economic Research carried out the meta-study "Company of the Year 2023" on behalf of Focus Money and Deutschland Test. It honors those companies that had performed particularly well in the individual studies "Prize Winner 2022", "Highest Trust 2022", "Customer Favorites 2022" and "Germany's Best - Sustainability 2022".

The criteria of these four studies are the price-performance ratio, customer trust and the credibility of companies and brands (seriousness, recommendation, trust), service quality and sustainability (in addition to ecological sustainability, economic and social sustainability are also considered). The methodology is based on so-called social listening with a

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focus on tonality and reach. A total of several hundred million online sources were recorded and analyzed. Each of the four categories mentioned above contributes 25% of the overall result. The "Company of the Year 2023" award is given based on the number of points achieved in the overall ranking. The point score is calculated on a sector-specific scale from 0 to 100 points. The winner in the respective industry sector receives 100 points and thus sets the benchmark for all other companies examined within the industry. The study can be accessed online at the following link: <https://deutschland-test.de/rankings/unternehmen-des-jahres>.

PCI Augsburg GmbH is one of the leading manufacturers of construction chemical products in Germany with around 1,150 employees and a turnover of almost 350 million euros. The company offers innovative and sustainable products and solutions for tomorrow's construction trends. PCI has thus been the market leader in the German-speaking tile laying sector for more than 40 years.

PCI has already won numerous awards, including e.g. "Germany's most sought-after employer" and "Germany's training champion" (FAZ Institute, 2022), "Highest Quality 2022" (FAZ Institute, 2022) or "Digital Champion" (Focus Money, 2021 and 2022). The THOMSIT brand has been "Brand of the Century" (ZEIT Verlag) in the flooring sector since 2019. The company has won the Architects' Darling Award from Heinze Verlag several times in various categories, most recently in 2022 with the PCI brand with two product awards in gold and bronze.

"We are very proud to have achieved first place with the highest possible number of points for the second time in a row. The categories of the four studies are essential for our company because they correspond exactly to the criteria that are the focus of PCI: quality, brand trust, excellent service and

sustainability. For us, the renewed award is confirmation of the continuity of our services,” says Stephan Tschernek, Head of Marketing at the PCI Group.

Images



PCI Augsburg GmbH, the picture shows the headquarters in Augsburg, was once again honored "Company of the Year" by Focus in 2023. ([Link to high-resolution photo](#))



The PCI Augsburg GmbH is pleased about the renewed award, in the picture the official certificate. ([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®, 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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