

# IN BRIEF

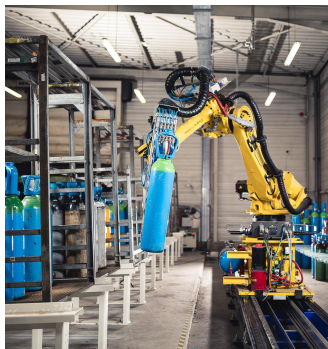
## Industrial Merchant

**Industrial Merchant** is a local business, which serves more than two million customers with industrial gases, equipment, hardgoods and associated services.

It provides all types of customers with gas using the supply mode best adapted to their needs: either via a small on-site production unit for customers with major volume requirements, in liquid form distributed by trucks for medium-scale quantities, or in cylinders for smaller volumes and use on building sites.

Now **the Group's largest business line** since the acquisition of Airgas in 2016, Industrial Merchant serves a very diverse set of markets. Leveraging the infinite potential of molecules, Industrial Merchant invents new gas applications contributing to customers' operational efficiency and markets future challenges.

Being a highly transactional business, Industrial Merchant teams embrace **data and digital** to continuously improve its proximity to customers and operational efficiency as well as taking the integration of its operations to the next level.



### 2019 highlights

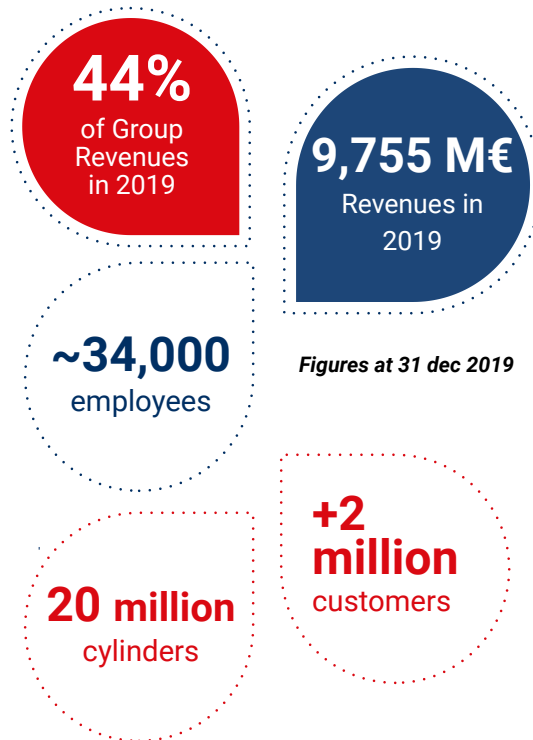
Acquisition by Airgas of Tech Air in the United States and acquisition of Southern Industrial Gas in Malaysia.

Launch of Qlixbi, a disruptive innovation that combines technical and digital innovation in the field of welding.

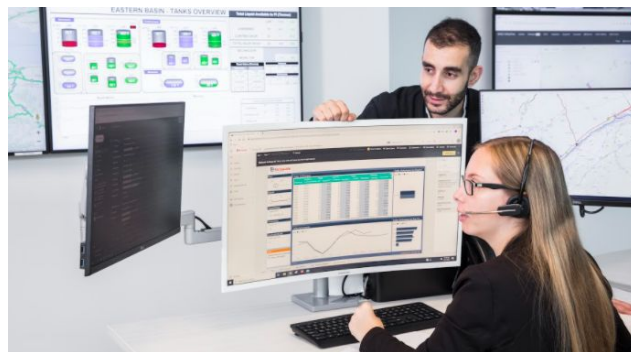
Inauguration of the first robotic order preparation line at Feyzin, France (photo).

## DID YOU KNOW?

Every 12 seconds, Air Liquide delivers bulk gases to one of its customers across the world.



## Integrated Bulk Operations (IBO): Digitalizing the Bulk Gas Supply Chain



From molecule sourcing to customer delivery, the use of digital tools and data analytics throughout the Bulk Supply Chain enable the streamlining of all the steps, to deliver better customer experience, higher operational performance and lower carbon footprint.

The implementation of IBO will contribute to Air Liquide Climate Objectives, which include reducing by 10% the carbon footprint of its products through the optimization of both production and transportation.