

CRISMACHEM S.L. innovation strategy

CRISMACHEM has an Innovation Management System as the main element for achieving the company's innovation objectives. These objectives are implemented through the Innovation Management System by establishing the policy and developing the innovation strategy, which includes the main lines to be followed by the company in this field:

- innovation in raw materials or development of chemical specialities.
- customer-focused end product innovation.
- Organisational and process innovation within the company.

CRISMACHEM's strategy is flexible and adaptable, as it takes into account the results of internal/external analysis and the needs and expectations of stakeholders, with a clear focus on enhancing collaboration with representatives and customers. It has the support of senior management, as the main promoter, which allocates the resources required to achieve the planned strategic, tactical and operational objectives. In addition, the strategy relies on operational processes and innovation support resources for its deployment: identification of opportunities, creation and validation of concepts, development of solutions, generation of projects, deployment of solutions, knowledge management, collaboration, intellectual property, protection and/or transfer of results, and strategic monitoring and intelligence. All these activities are monitored through the establishment of innovation performance indicators.

It is the responsibility of the company's management to ensure that this Strategy is reviewed, communicated, implemented and achieves the satisfaction of all stakeholders.

CRISMACHEM S.L.'s innovation purpose

CRISMACHEM 's innovation purpose is to be recognised as a leading company and technological partner by all stakeholders related to the company's activity in the distribution of raw materials and chemical specialities for the construction sector, aspiring to generate new technology and knowledge of its own. To this end, we are committed to innovation as the main driver in achieving this goal. At CRISMACHEM, we innovate with a view to responding to current problems and future challenges in construction materials, improving society in a sustainable way. To this end, we seek to add value for our customers, who in turn incorporate our technology into solutions or products that ultimately find their way into people's everyday lives.

It is the responsibility of the company's management to ensure that this innovation purpose is reviewed, communicated, implemented and achieves the satisfaction of all stakeholders.



Marcelo Montoro del Arco

CEO of Crismachem

In Alcalá de Henares, on 24 July 2025