

Predictive Intelligence

Systems Selector

An intuitive and responsive digital app accessible via desktop and mobile devices that allows Dow PU customer interface teams to quickly explore current Dow PU commercial system formulations.

Systems Selector Capabilities

- **Simple and visual search of current Dow PU commercial system formulations** leveraging centralized global product portfolios data.
- Exploration can be done by **market segment** or **technical properties**.
- **Access to Dow PU formulation Subject Matter Experts (SMEs)** via chat feature.
- If search yields no existing product or system, provides an **engagement option to use the Formulation Designer capability** for faster discovery and invention of new system chemistry using Artificial Intelligence (AI) and Machine Learning.

Systems Selector Benefits



Increase efficiency

- **Centralized global product portfolios data** enabling thorough cataloguing and searching
- **Access to product information**, dynamically retrieving TDS and SDS
- Simple and **visual search of product & formulation properties**
- **Faster and user-friendly systems formulation discovery** through a step-by-step guided search function to help find recommended commercial systems that meet customer needs
- **Product properties filters** to refine search based on required customer product specifications



Aid innovation

- **Saved Searches** making formulation views available to all internal team members, facilitating collaboration between Commercial, TS&D and Account Managers
- **Ability to save to CRM** to minimize points of user maintenance
- **Microsoft Teams integration** for enhanced internal team collaboration
- **SME Finder** to help quickly identify relevant internal expert contacts



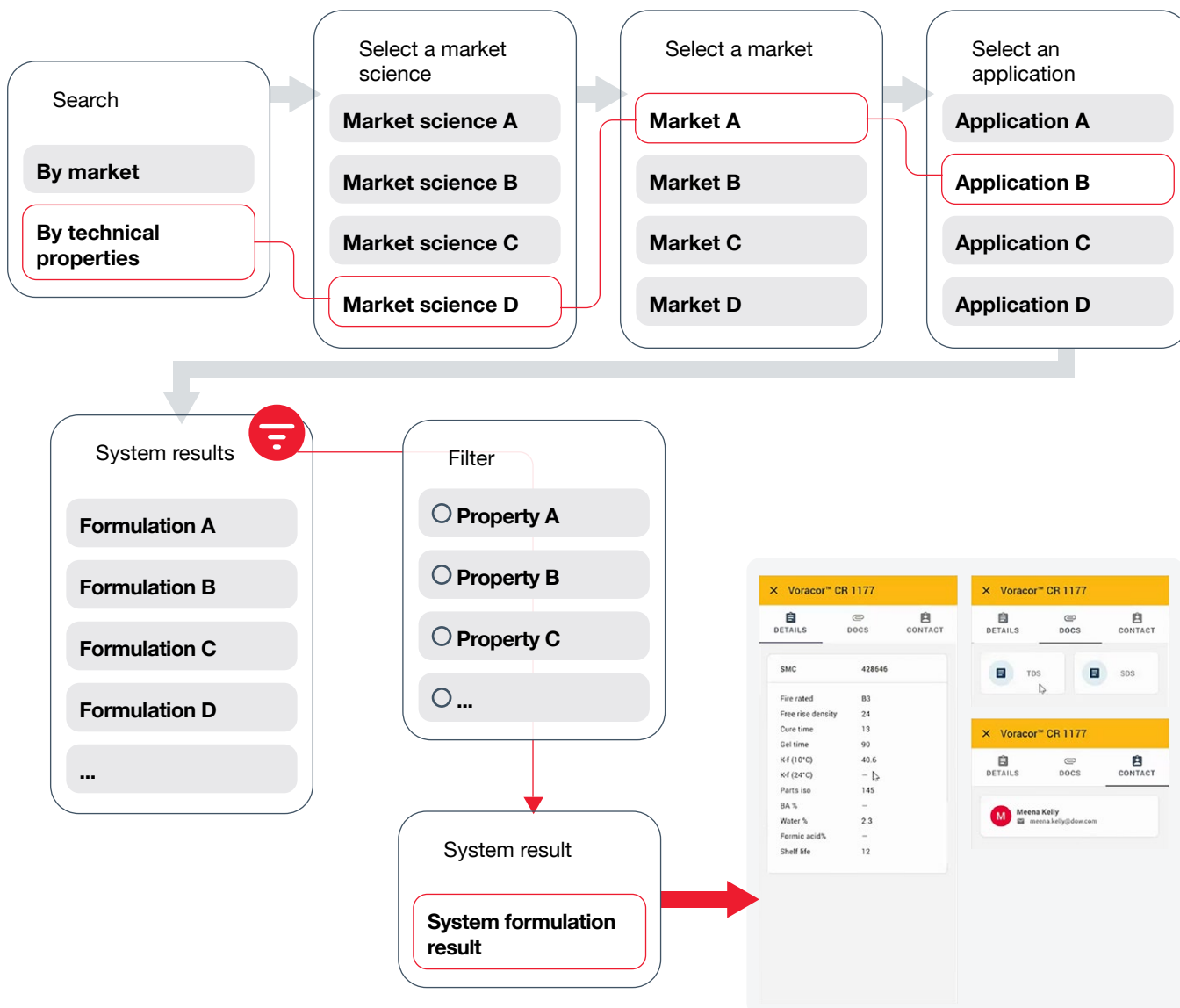
Drive growth

- The properties and formulation ingredients searched by customers interacting will be a source of business intelligence **to predict market and technology trends**
- **Ability to cross-sell existing formulations/products** into new applications
- **Access point to Formulation Designer capability** when no commercial products are found in the Systems Selector

Systems Selector Usage

Internal Capability

How does it work?



About Dow

Dow (NYSE: DOW) combines global breadth; asset integration and scale; focused innovation and materials science expertise; leading business positions; and environmental, social and governance leadership to achieve profitable growth and help deliver a sustainable future. The Company's ambition is to become the most innovative, customer centric, inclusive and sustainable materials science company in the world. Dow's portfolio of plastics, industrial intermediates, coatings and silicones businesses delivers a broad range of differentiated, science-based products and solutions for its customers in high-growth market segments, such as packaging, infrastructure, mobility and consumer applications. Dow operates manufacturing sites in 31 countries and employs approximately 37,800 people. Dow delivered sales of approximately \$57 billion in 2022. References to Dow or the Company mean Dow Inc. and its subsidiaries. For more information, please [visit www.dow.com](http://www.dow.com) or follow [@DowNewsroom](https://twitter.com/DowNewsroom) on Twitter.

Dow Europe GmbH

Bachtobelstrasse 4
8810 Horgen
Switzerland

US

Toll Free 800 441 4DOW
989 832 1542

International

Europe / Middle East + 800 36 94 63 67

Italy + 800 783 825

Asia / Pacific + 800 77 76 77 76

+ 60 37 958 3392

South Africa + 800 99 5078

dow.com

Notice: No freedom from infringement of any patent owned by Dow or others is to be inferred. Because use conditions and applicable laws may differ from one location to another and may change with time, the Customer is responsible for determining whether products and the information in this document are appropriate for the Customer's use and for ensuring that the Customer's workplace and disposal practices are in compliance with applicable laws and other governmental enactments. Dow assumes no obligation or liability for the information in this document. No warranties are given; all implied warranties of merchantability or fitness for a particular purpose are expressly excluded. This document is intended for global use.