

News Release

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Merck KGaA, Darmstadt, Germany unveils new product brand eyrise™ at Glasstec 2018 and announces the commercial launch of its new solar shading product eyrise™ s350

- **eyrise™ s350 offers instantaneous glass switching for immediate solar protection as well as unparalleled size, shape and color range**
- **Launch follows the recent opening of the Liquid Crystal Windows factory in Veldhoven, near Eindhoven, in The Netherlands**
- **Impressive iteration of contribution to Oscar Niemeyer's prestigious architectural project is showcased at Glasstec 2018**

Darmstadt, Germany, October 23, 2018 – Merck KGaA, Darmstadt, Germany, the vibrant science and technology company, unveiled their new product brand eyrise™ and announced the commercial availability of eyrise™ s350 in the EU and North America. Thanks to its unique features, eyrise™ s350 provides a *lightwellness* experience, as well as exceptional design freedom. An immediate shading comfort is achieved by cutting solar glare on-demand while preserving transparency and color neutrality. Furthermore, customers are provided with an unrivaled range of sizes, shapes and colors to accomplish their creative visions.

The launch of eyrise™ s350 marks the 350th anniversary of Merck KGaA, Darmstadt, Germany which has pioneered the liquid crystals business for the past 50 years. "We are proud to utilize our expertise and position as a market and technology leader in liquid crystals to offer unprecedented possibilities for the use of dynamic glass in architecture in a smarter, more versatile, and more sustainable fashion"

Page 1 of 4



Merck KGaA

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News Release

says Johannes Canisius, Head of the Liquid Crystal Windows business at Merck KGaA, Darmstadt, Germany.

eyrise™ s350 will be officially launched at Glasstec 2018 where Merck KGaA, Darmstadt, Germany is presenting its impressive Niemeyer XS pavilion, a six-meter-high version of its contribution to the Niemeyer Sphere located at the headquarters of the crane manufacturer Kirow in Leipzig, Germany. The prestigious architectural project is one of the last works of renowned Brazilian architect Oscar Niemeyer and will be realized using triangular versions of the liquid crystal windows produced by Merck KGaA, Darmstadt, Germany to achieve the desired design.

The launch of the eyrise™ brand follows the company's recent opening of its Liquid Crystal Windows factory in Veldhoven, near Eindhoven, in The Netherlands. In addition to the Kirow Niemeyer Sphere, further eyrise™ projects are underway, including the first full-façade installation for FC Group's new headquarter building in Karlsruhe, Germany. The building is planned to open in 2019 and is designed by the architects at 3deluxe.

Addressing rising demand for dynamic glass

For modern architecture, finding harmony between the aesthetic qualities of glass and the necessity of functional shading continues to pose a challenge, fueling the rising demand for a new and dynamic approach. Liquid crystal windows produced by Merck KGaA, Darmstadt, Germany offer a groundbreaking solution delivering benefits beyond existing smart glass products which include a transition time of less than one second, an extensive variety of shapes and unrivaled sizes options up to 3.5 meters x 1.6 meters. Unlimited color options provide additional design flexibility. Merck KGaA, Darmstadt, Germany tailors liquid crystal windows to specific color requirements, which means customers have the unique opportunity to envision their color of choice to realize their aesthetic expression and bring it to life.

For users, the company's sun protection applications offer immediate solar shading whilst preserving a view to the outdoors, creating a *lightwellness* experience. The solution enables the ability to manage unwanted solar heat and glare without blocking the intake of natural light. In both the dark and the bright state, the

News Release

windows remain transparent and color-neutral, leaving the view outside unobstructed and preserving the natural color-rendering of their interior space as well. This makes venetian blinds and additional light sources obsolete. The light transmittance of the windows can be adjusted individually and controlled through building management systems with a transmission variable that could begin as low as 1%. By enabling this more efficient use of day light, and subsequently minimizing the need for air conditioning, eyrise™ dynamic windows contribute to a significant reduction in energy consumption. The privacy window variant also offers an instant switch from transparent to translucent, allowing the natural light to pass through while preventing those outside from being able to look inside. This offers an ideal solution for flexible confidentiality in areas such as board rooms, hotels, or meeting rooms.

Merck KGaA, Darmstadt, Germany does not see itself as a competitor to glass and window manufacturers, but rather will supply the modules enabling them to make these smart glass elements, windows and façades. In addition, the company assists architects, designers as well as window and façade makers in an advisory capacity.

Showcasing groundbreaking innovation at Glasstec 2018 and beyond

During Glasstec 2018, Merck KGaA, Darmstadt, Germany is showcasing its impressive Niemeyer XS pavilion at Glass Technology Live, an area dedicated to the exhibit of all technology pieces. The six-meter-high partial iteration of the Niemeyer Sphere allows attendees to experience both the outdoor and indoor impact of the dynamic window technology.

The company will also showcase its dynamic liquid crystal window technology and new products at BAU – the world’s leading trade fair for architecture – in January 2019.

For more information about eyrise™ s350, please visit www.eyrise.com

News Release

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About Merck KGaA, Darmstadt, Germany

Merck KGaA, Darmstadt, Germany, a leading science and technology company, operates across healthcare, life science and performance materials. Around 51,000 employees work to make a positive difference to millions of people's lives every day by creating more joyful and sustainable ways to live. From advancing gene editing technologies and discovering unique ways to treat the most challenging diseases to enabling the intelligence of devices – the company is everywhere. In 2017, Merck KGaA, Darmstadt, Germany, generated sales of € 15.3 billion in 66 countries.

The company holds the global rights to the name and trademark "Merck" internationally. The only exceptions are the United States and Canada, where the business sectors of Merck KGaA, Darmstadt, Germany operate as EMD Serono in healthcare, MilliporeSigma in life science, and EMD Performance Materials. Since its founding 1668, scientific exploration and responsible entrepreneurship have been key to the company's technological and scientific advances. To this day, the founding family remains the majority owner of the publicly listed company.