

Media Release

Clariant signs agreement with PT Martina Berto, Tbk on distribution of natural ingredients

- **Next step in Clariant’s personal care strategy to expand portfolio of natural ingredients**
- **Collaboration to add South East Asia biodiversity ingredients in personal care portfolio**
- **Clariant to distribute and partner with the nature expert PT Martina Berto, Tbk in the global market**

Singapore, October 1, 2018 – Clariant, a world-leader in specialty chemicals, has signed an agreement today on a partnership with PT Martina Berto, Tbk (Martina Berto), a manufacturer of cosmetic products and herbal medicine based in Indonesia under the Martha Tilaar Group. With this partnership, Clariant will get access to unique South East Asia plants and algae, with potential to explore and invent new sustainable solutions globally.

The cooperation between Martina Berto and Clariant began in 2015 and reaches the next level with the signing of the agreement today. Based on the cooperation, Martina Berto will gain global access for its innovative products by leveraging Clariant’s global distribution resources. Building on the expertise of Martina Berto, Clariant will enhance its capabilities as “nature expert” with access to biodiversity of Indonesia and build on/expand its ethical sourcing commitment. This represents another strategic step for the Personal Care business after its already successful collaborations with the Nature Experts: CRM (Mediterranean biome), Beraca (Brazilian biome) and BioSpectrum (Asia biome) which all increase the biome diversity of ingredients for customers.

“We’re very excited about this very important agreement today with PT Martina Berto, Tbk. Our collaboration is based on our common enthusiasm for 100% natural ingredients and to make use of the great biodiversity of Indonesia. We will further strengthen our position towards sustainable ingredients and boost our natural based innovations,” said Francois Bleger, Head of Clariant Business Unit Industrial & Consumer Specialty, Asia Pacific Region.

A strong pillar of Martina Berto’s commitment is their “Green Movement Program” which focuses on the partnership with the local farmer community by providing guidance on how to explore the natural resources in a sustainable manner and to improve the local life quality.

The Martha Tilaar Group that Martina Berto is formed under is fully committed to utilizing Indonesia’s natural richness to produce quality products leveraging the nation’s innovation. Since its establishment, Martina Berto has focused on producing innovative cosmetic products by combining wisdom of local culture and research carried on various Medicinal, Cosmetic and Aromatic (MAC) plants from nature. The research included fruits and flowers like Sariayu Putih Langsung and Mangosteen extract which are cultivated to develop new ingredients for innovative personal care products.



Hans Herrel, Clariant Head of Indonesia; Francois Bleger, Clariant’s Head of Business Unit Industrial & Consumer Specialties for Asia Pacific Region; Kilala Tilaar, Corporate Director of Creative and Innovation as well as Martha Tilaar Group; Mr. Jumain Appe, Director General of Innovation strengthening at the Ministry of Research, Technology and Higher Education (from left to right) after the successful signed partnership agreement. (Photo: Clariant)

GLOBAL MEDIA RELATIONS

STEFANIE NEHLSSEN

Phone +41 61 469 63 63
 stefanie.nehlsen@clariant.com

REGIONAL MEDIA RELATIONS

ECHO HE

Phone +86 21 2248 30 85
 echo.he@clariant.com

Follow us on [Twitter](#), [Facebook](#), [Google Plus](#), [LinkedIn](#).

www.clariant.com

Clariant is a globally leading specialty chemicals company, based in Muttenz near Basel/Switzerland. On 31 December 2017 the company employed a total workforce of 18 135. In the financial year 2017, Clariant recorded sales of CHF 6.377 billion for its continuing businesses. The company reports in four business areas: Care Chemicals, Catalysis, Natural Resources, and Plastics & Coatings. Clariant’s corporate strategy is based on five pillars: focus on innovation through R&D, add value with sustainability, reposition portfolio, intensify growth, and increase profitability.