

IN BRIEF

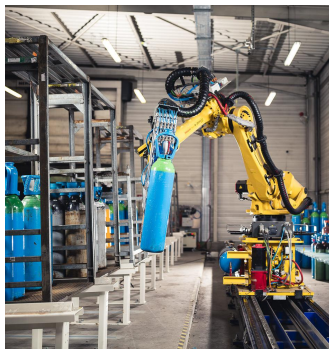
Industrial Merchant

Industrial Merchant is, by nature, a highly 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, or 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. Industrial Merchant teams understand the way these markets are changing and together with customers they invent and develop new gas applications, new products or services contributing to customers' operational efficiency and future challenges.

Diversity (geographies, markets, customers, products) and close proximity with customers make Industrial Merchant a perfect playground for data and digital which unlocks improved performance, along with an enhanced customer and employee experience.



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?

Around **95%** of Industrial Merchant's customer base is **small customers who favor simplicity, flexibility and quality of service**: they mainly order cylinder gas and hardgoods.

44%

of Group Revenues in 2019

9,755 M€

Revenues in 2019

~34,000
employees

Figures at 31 dec 2019

20 million
cylinders

+2 million
customers

Qlixbi:

A breakthrough innovation!



Metal Fabrication is a key industry for Air Liquide since its creation and welding its main gas application. The Group was instrumental in developing the technology that drove the emerging dockyard and railway industries, and soon extended to all areas of industry.

Launched in 2019, Qlixbi is a **breakthrough packaged gas offer including a new generation of gas cylinder and a suite of digital services** designed to revolutionize the customer experience in welding.