



Press Release

Kassel (Germany), November 5, 2019

Stronger focus on the customer

New internet website and modern appearance

K+S has enhanced its corporate design. The company is creating a new corporate framework for operating and acting as "One K+S". All in line with the Shaping 2030 strategy.

The One K+S idea is reflected in the new K+S website: Emotional, friendly and modern. The redesign is also closely related to the bundling of K+S's potash, salt, waste disposal, and logistics activities in Germany which was announced yesterday. The previously independent websites of the German Group companies have been combined into one, newly-designed website. There is now a greater focus on the customer segments of Agriculture, Industry, Consumers, and Communities.

During the redesign, the K+S logo was also further developed: The colors are now brighter and more contemporary. The logo is more modern, can be used flexibly, and is also more clearly recognizable in digital media.

Note to editors

For more information on the new K+S corporate design and logo, please refer to our [explanatory video](#). The address of the redesigned website is www.kpluss.com.



About K+S

K+S considers itself a customer-focused, independent minerals company for the Agriculture, Industry, Consumers, and Communities segments and wants to grow the EBITDA to € 3 billion by 2030. Our more than 14,000 employees enable farmers to provide nutrition for the world, solutions that keep industries going, improve daily life for consumers and provide safety in the winter. We continually meet the growing demand for mineral products from production sites in Europe, North and South America as well as a worldwide sales network. We strive for sustainability because we are deeply committed to our responsibilities to people, environment, communities and economy in the regions in which we operate. Learn more about K+S at www.kpluss.com.

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