

ECOLAB ACQUIRES ONLINE TRAINING PROVIDER LOBSTER INK

Acquisition significantly expands Ecolab's customer training capabilities

ST. PAUL, Minn. – Feb. 8, 2019 – Ecolab Inc., the global leader in water, hygiene and energy technologies and services, has acquired Lobster Ink, a leading provider of end-to-end online customer training solutions. Lobster Ink is a privately held company based in Geneva with core competencies in applied learning science, high-quality training content curation and the delivery of learning experiences through their software as a service (SaaS) platform to successfully meet the unique training needs of hospitality and foodservice companies in 130 countries globally. Sales were approximately \$24 million in 2018.

Addressing customers' growing need for effective training, this acquisition combines Lobster Ink's innovative customer training capabilities and digital platform with Ecolab's expertise in food safety, hygiene, water management and public and planet health.

“Training is a cornerstone of Ecolab’s operating model. This acquisition strengthens the training opportunities and learning experiences we offer, adding options including online learning content that can be accessed by customers at any time on any connected handheld device to help ensure proper hygiene, food safety procedures and other critical processes are followed,” said Chief Operating Officer Tom Handley. “It is an example of our continued investment in innovations to solve customer challenges through science, service, digital-driven training and solutions.”

About Ecolab

A trusted partner at nearly three million customer locations, Ecolab (ECL) is the global leader in water, hygiene and energy technologies and services that protect people and vital resources. With annual sales of \$14 billion and 48,000 associates, Ecolab delivers comprehensive solutions, data-driven insights and on-site service to promote safe food, maintain clean environments, optimize water and energy use, and improve operational efficiencies for customers in the food, healthcare, energy, hospitality and industrial markets in more than 170 countries around the world. www.ecolab.com

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ABOUT LOBSTER INK

Embrace change. Accelerate progress.

Lobster Ink is a leading online training company driven to assist multinational organizations accelerate transformative change by building workforce capability.

Lobster Ink's online learning platform, coupled with their category-leading curriculum design and production capability enables more than 1 million people across 200 countries with the practical skills and knowledge necessary to deliver measurable behavior change.

From course design to production, translation, distribution and committed customer service, Lobster Ink provides an unrivaled end-to-end training solution that is proven to reduce "seat-time" while improving learning outcomes for leading global brands.

For more information, visit www.lobsterink.com

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