

Press release

New platform steelbuy, powered by tk accelis, launches in the U.S.

- steelbuy, backed by tk accelis Trading NA, has launched in the U.S.
- Digital B2B platform for various flat-rolled metals
- Launch supports tk accelis' strategy to expand in North America and drive supply chain digitization

tk accelis has launched its new B2B platform steelbuy USA. A digital marketplace, steelbuy USA connects service centers, mills and buyers of flat-rolled metals in the U.S. on a single platform, simplifying the transaction process and making inventory more transparent. Backed by decades of experience in materials distribution in North America, steelbuy is going to complement tk accelis' existing materials business by reaching new buyers and sellers beyond traditional networks.

The platform focuses on flat-rolled carbon steel, coated steel, including coils, sheets, aluminum, and stainless steel with the option to grow following a market-by-market expansion. Now live, the platform is onboarding initial buyers and sellers and already has more than 54,000 short tons of material listed. Headquartered in Houston, Texas, steelbuy USA's goal is to connect buyers and sellers across the country and provide a new, efficient channel to search and move live inventories, request quotes and transact online.

While other sectors have rapidly moved the sale of their products online, the steel industry has continued to rely on traditional methods of manual RFQ rounds, ordering by email, phone, or fax. steelbuy presents a comprehensive digital solution to complement and simplify these traditional channels.

"This modernization of steel trading is long overdue," says Chris Shipp, Director of steelbuy USA. "steelbuy is not intended to replace established sales channels. Instead, it adds a faster and more transparent digital option that responds to the changing expectations of the market."

The U.S. launch of steelbuy aligns with tk accelis' strategy to expand in North America and drive supply chain digitization.

About us

tk accelis is a global leader in materials distribution and services across the entire supply chain. tk accelis combines three fields of activity in a seamless offering: materials distribution & trading, customized processing, and supply chain management. With a growing range of data-driven services, tk accelis is consistently driving the digitalization of supply chains. The company calls this integrated approach "Materials as a Service." Around 15,500 employees serve more than 250,000 customers from around 400 locations in the core markets of Europe and North America. In fiscal year 2024/25 and according to thyssenkrupp AG's segment reporting, tk accelis generated total sales of €11.4 billion.

More information at: www.tkaccelis.com

Images are available for download via the following link:

https://transfer.thyssenkrupp.com/public/q160114r_aa1adbd5fd55dcb027f396/

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