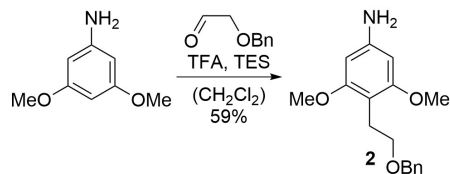


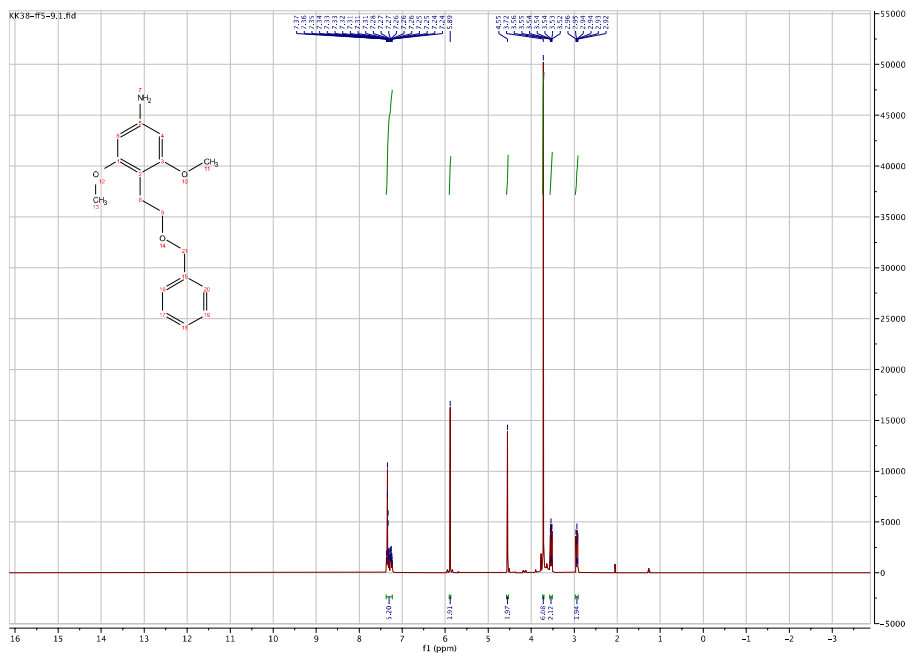
Supplementary Material on SolQ2Br

4-(2-(benzyloxy)ethyl)-3,5-dimethoxyaniline (2):

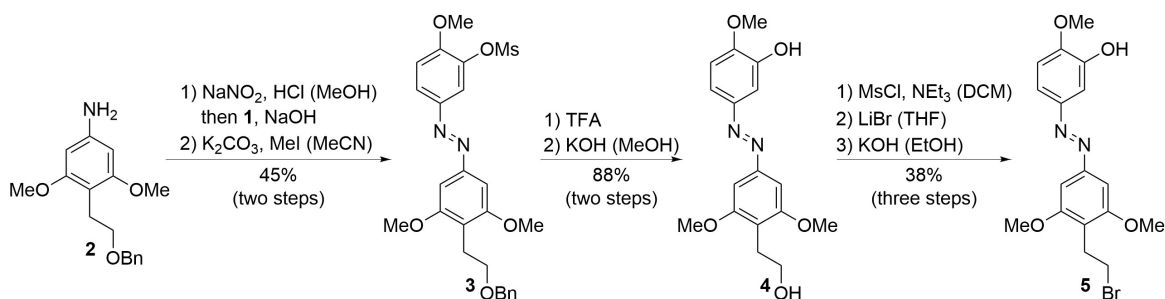


Analogously to the elegant *para*-alkylation procedure for electron rich anilines optimised by Augustine [<https://doi.org/10.1055/s-2008-1078207>], to a solution of commercially available 3,5-dimethoxyaniline (1.0 g, 6.7 mmol, 1.0 eq.) and benzyloxyacetaldehyde (1.0 g, 6.7 mmol, 1.0 eq.) in DCM (25 mL) was added trifluoroacetic acid (TFA, 1.0 mL, 13 mmol, 2.0 eq.). The mixture was stirred at room temperature for 10 min before being cooled in an ice bath. To this cooled solution triethylsilane (1.8 mL, 11 mmol, 1.7 eq.) was added dropwise. The reaction mixture was allowed to warm to ambient temperature and left stirring for 3 h. The crude mixture was then diluted with KH₂PO₄/K₂HPO₄-buffer (50 mL) and extracted with DCM (4 x 50 mL). The combined organic phases were washed with brine (1 x 100 mL), dried over Na₂SO₄, filtered and concentrated *in vacuo*. Flash column chromatography on silica (hexane:EtOAc, 5:1 → 1:1 + 1% MeOH) gave aniline **2** as a beige solid (1.1 g, 3.8 mmol, 57%).

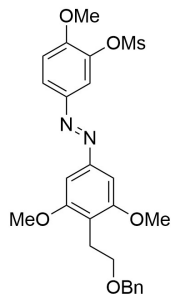
TLC (hexane:EtOAc 1:1): R_f = 0.40 [UV, CAM]. **¹H NMR** (400 MHz, CDCl₃, 300 K): δ[ppm] = 7.38 – 7.20 (m, 5H), 5.89 (s, 2H), 4.55 (s, 2H), 3.72 (s, 6H), 3.54 (dd, *J* = 8.8, 7.0 Hz, 2H), 2.94 (dd, *J* = 8.8, 7.0 Hz, 2H). **HRMS-ESI (m/z)**: calc. for [C₁₇H₂₂NO₃]⁺ ([M+H]⁺): 288.15942; found: 288.15941.



Supplementary Material on SolQ2Br



5-(4-(2-(benzyloxy)ethyl)-3,5-dimethoxyphenyl)diazenyl)-2-methoxyphenyl methanesulfonate (**3**):

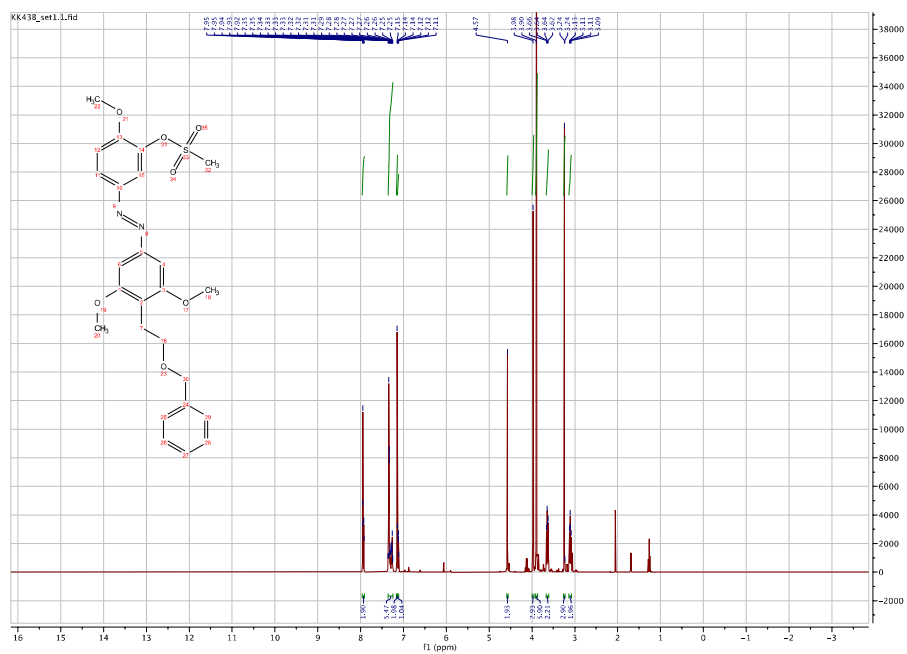


To the aniline **2** (0.56 g, 1.95 mmol, 1.0 eq.) were added methanol (MeOH, 5 mL) and conc. HCl (1 mL), while cooling the mixture in an ice bath. An aqueous solution of NaNO₂ (2.3 M, 0.80 mL, 1.95 mmol, 1.2 eq.) was added dropwise and the mixture was left stirring for 15 min in the cold. This diazonium solution was then transferred dropwise into a well-stirred cold solution of phenol **1** (0.44 g, 2.34 mmol, 1.2 eq.) in aqueous NaOH (2.0 M, 1.2 mL, 1.2 eq.). During and after the addition, the pH was maintained at 9 < pH < 12 by adjusting when necessary. The mixture was left stirring overnight until complete consumption. MeOH was removed under reduced pressure and the crude aqueous mixture was extracted with ethyl acetate (EtOAc, 3 x 20 mL). The combined organic layers were then washed with water (2 x 20 mL), brine (2 x 20 mL), dried over Na₂SO₄ and filtered. The crude *para*-phenolic intermediate was concentrated and used without further purification.

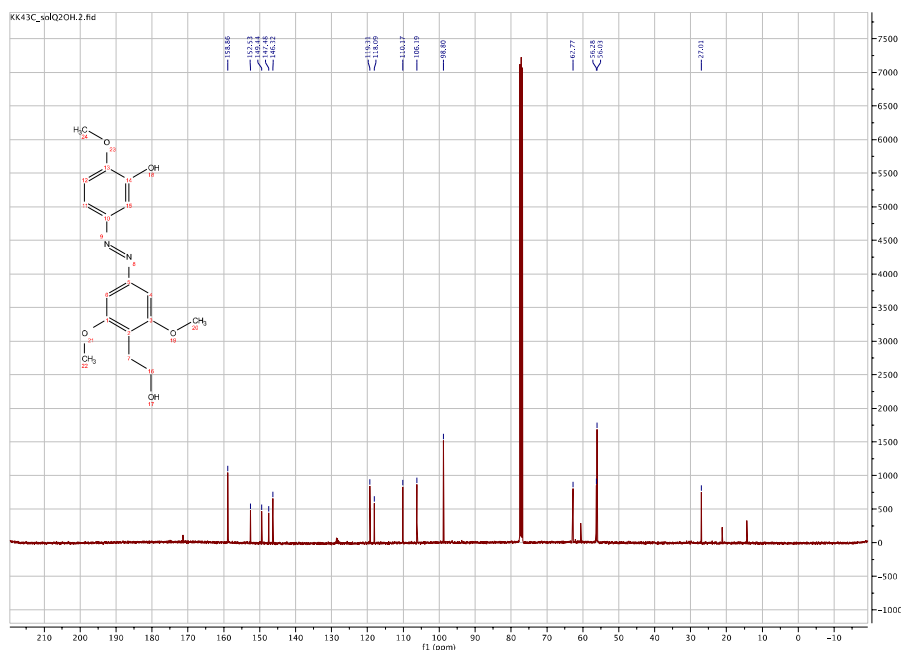
To a solution of the crude intermediate in acetonitrile (MeCN, 5 mL) were added an excess of finely ground K₂CO₃ and methyl iodide (0.15 mL, 2.41 mmol, 1.2 eq.). The reaction mixture was heated to 80 °C for 1 h until full conversion was observed via TLC. The crude mixture was then diluted with water (30 mL) and extracted with EtOAc (3 x 15 mL). The combined organic phases were washed with water (2 x 10 mL), brine (1 x 10 mL), dried over Na₂SO₄ and filtered. The crude was concentrated *in vacuo* and purified by flash column chromatography on silica (hexane:EtOAc, 5:1 → 1:1) to yield the azobenzene **3** as an orange solid (0.44 g, 0.88 mmol, 45%).

TLC (hexane:EtOAc 1:1): R_f = 0.47 [UV, CAM]. **¹H NMR** (400 MHz, CDCl₃, 300 K): δ [ppm] = 7.95 – 7.92 (m, 2H), 7.36 – 7.24 (m, 5H), 7.15 (s, 2H), 7.13 (d, *J* = 8.0 Hz, 1H), 4.57 (s, 2H), 3.98 (s, 3H), 3.90 (s, 6H), 3.64 (dd, *J* = 8.3, 7.1 Hz, 2H), 3.24 (s, 2H), 3.11 (dd, *J* = 8.3, 7.1 Hz, 2H). **¹³C NMR** (101 MHz, CDCl₃, 300 K): δ [ppm] = 158.95 (s, 2C), 153.64 (s, 1C), 152.08 (s, 1C), 146.58 (s, 1C), 138.88 (s, 1C), 138.81 (s, 1C), 128.33 (s, 2C), 127.65 (s, 2C), 127.42 (s, 1C), 125.14 (s, 1C), 118.45 (s, 1C), 117.31 (s, 1C), 112.48 (s, 1C), 98.81 (s, 2C), 72.56 (s, 1C), 68.89 (s, 1C), 56.45 (s, 1C), 55.92 (s, 2C), 38.60 (s, 1C), 24.04 (s, 1C). **HRMS-EI (m/z)**: calc. for [C₂₅H₂₈N₂O₇S]⁺ ([M+H]⁺): 500.16117; found: 500.1612.

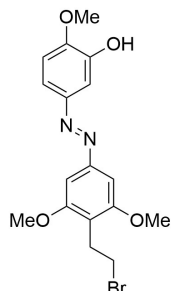
Supplementary Material on SolQ2Br



Supplementary Material on SolQ2Br



5-((4-(2-bromoethyl)-3,5-dimethoxyphenyl)diazenyl)-2-methoxyphenol (**5**, solQ2Br):



The conversion of **4** to **5** was carried out similar to literature procedures. [10.1002/adsc.201100736]

To the azobenzene **4** (27 mg, 0.08 mmol, 1.0 eq.) was added anhydrous DCM (2 mL) under an atmosphere of nitrogen while cooling the mixture in an ice bath. To this cooled solution triethylamine (30 μ L, 0.22 mmol, 2.8 eq.) and MsCl (20 μ L, 0.26 mmol, 3.3 eq.) were added. The reaction mixture was then allowed to warm to ambient temperature and left stirring overnight until consumption of the starting material was observed by LC-MS. The crude mixture was diluted with water (10 mL) and extracted with DCM (3 x 5 mL). The combined organic phases were washed with water (2 x 5 mL), brine (1 x 5 mL), dried over Na₂SO₄, filtered and concentrated under reduced pressure.

To this crude bismesylated azobenzene in THF (3 mL) was added solid LiBr in excess. The reaction mixture was heated to 75°C for 24 h and reaction progress was monitored via LC-MS. Following completion of the reaction after additionally stirring at room temperature for 60 h, the mixture was diluted with water (10 mL) and extracted with EtOAc (3 x 5 mL). The combined organic layers were washed with water (2 x 5 mL), brine (1 x 5 mL), dried over Na₂SO₄ and filtered. The crude was concentrated *in vacuo* and used without further purification.

The crude was dissolved in 1% KOH in ethanol (2 mL). The reaction mixture was stirred at room temperature for 15 min and the amount of KOH was adjusted to 5% until full conversion was observed via TLC. The mixture was then diluted with water (15 mL) and extracted with EtOAc (3 x 10 mL). The combined organic layers were washed with water (2 x 10 mL), brine (1 x 10 mL), dried over Na₂SO₄ and filtered. The

Supplementary Material on SolQ2Br

crude was concentrated under reduced pressure and purified by column chromatography (hexane:EtOAc, 5:1 → 1:1) to yield **solQ2Br (5)** as an orange solid (12 mg, 0.03 mmol, 38%).

TLC (hexane:EtOAc 1:1): $R_f = 0.59$ [UV, CAM]. **$^1\text{H NMR}$** (400 MHz, CDCl_3 , 300 K): δ [ppm] = 7.56 (dd, $J = 8.4, 2.3$ Hz, 1H), 7.53 (d, $J = 2.3$ Hz, 1H), 7.13 (s, 2H), 6.99 (d, $J = 8.4$ Hz, 1H), 5.72 (br. s, 1H), 3.99 (s, 3H), 3.92 (s, 6H), 3.48 (dd, $J = 9.3, 7.1$ Hz, 1H), 3.28 (dd, $J = 9.3, 7.1$ Hz, 1H). **$^{13}\text{C NMR}$** (101 MHz, CDCl_3 , 300 K): δ [ppm] = 158.78 (s, 2C), 152.83 (s, 1C), 149.47 (s, 1C), 147.48 (s, 1C), 146.32 (s, 1C), 119.44 (s, 1C), 117.96 (s, 1C), 110.16 (s, 1C), 106.14 (s, 1C), 98.66 (s, 2C), 56.30 (s, 1C), 56.00 (s, 2C), 31.07 (s, 1C), 27.53 (s, 1C). **HRMS-ESI (m/z)**: calc. for $[\text{C}_{17}\text{H}_{20}\text{BrN}_2\text{O}_4]^+$ ($[\text{M}+\text{H}]^+$): 395.06010; found: 395.06013.

