## **Supporting Information**

## Pd-catalyzed substitution of the OH group of nonderivatized allylic alcohols by phenols

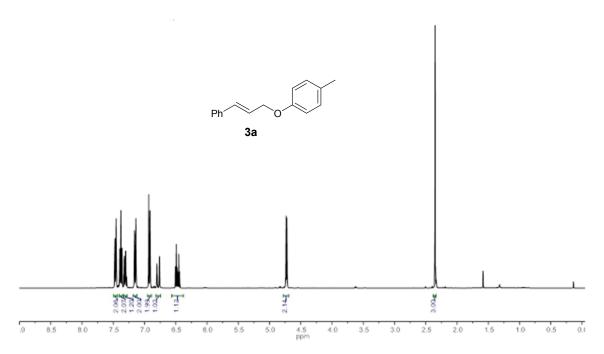
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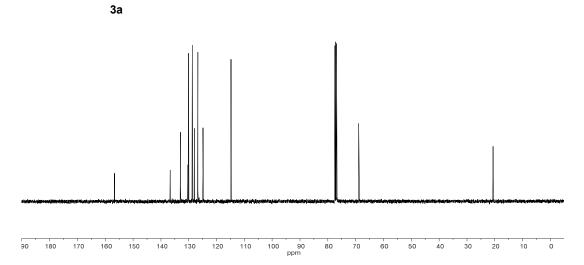
E-mail: joseph.samec@su.se

## Checklist of characterization data of all compounds

Compounds	Known/ New compound	<sup>1</sup> H-NMR	<sup>13</sup> C-NMR	IR	HRMS
Ph 3a	Known	$\checkmark$	V	V	V
Ph O	Known	$\checkmark$	V	V	$\sqrt{}$
Ph 3c	Known	<b>√</b>	<b>√</b>	V	<b>V</b>
Ph 3d	Known	V	V	V	V
Ph 3e #Bu	Known	$\sqrt{}$	$\sqrt{}$	V	$\sqrt{}$
Ph OMe	Known	<b>√</b>	<b>V</b>	V	<b>V</b>
Ph 3g	Known	<b>√</b>	<b>√</b>	V	V
Ph O F	Known	$\checkmark$	V	V	V
31	Known	<b>√</b>	<b>√</b>	V	V
Ph 3j	Known	V	V	V	V
Ph OMe	Known	V	V	V	V
Ph 3I	Known	V	V	V	V
Ph 3m	New	$\checkmark$	$\sqrt{}$	V	V
3n	Known	V	V	V	V
30	Known	$\sqrt{}$	V	V	V



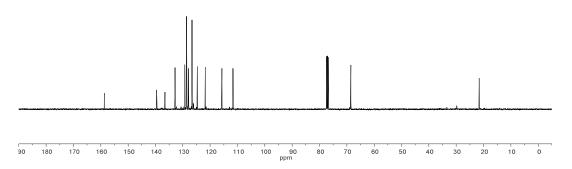
<sup>1</sup>H NMR (400 MHz, CDCl<sub>3</sub>) of compound **3a** 



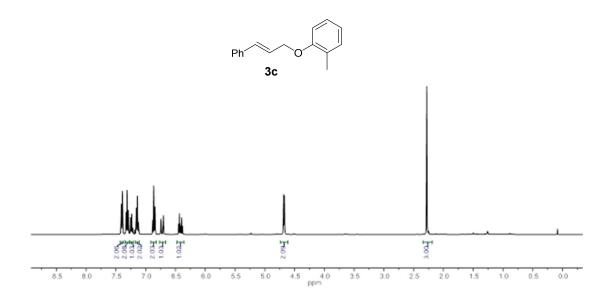
 $^{13}C$  NMR (100 MHz, CDCl $_{\!3})$  of compound  $\boldsymbol{3a}$ 

Ph 3b

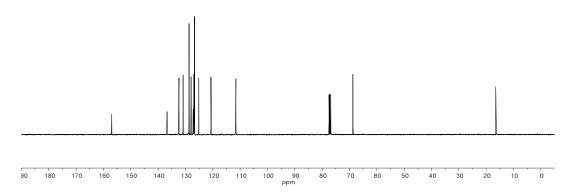
<sup>1</sup>H NMR (400 MHz, CDCl<sub>3</sub>) of compound **3b** 



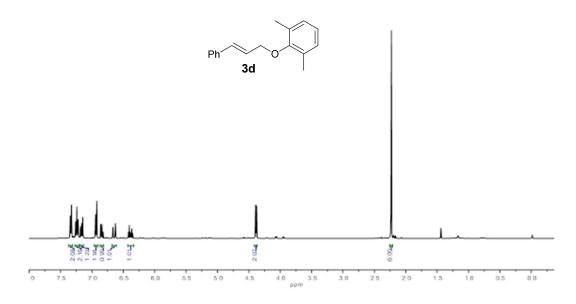
<sup>13</sup>C NMR (100 MHz, CDCl<sub>3</sub>) of compound **3b** 



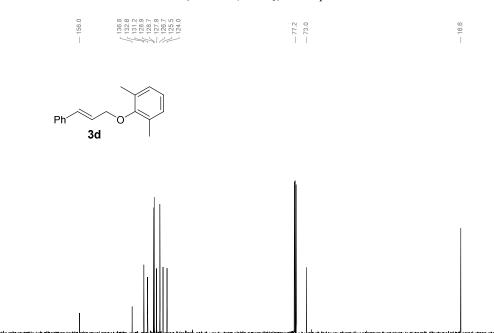
<sup>1</sup>H NMR (400 MHz, CDCl<sub>3</sub>) of compound **3c** 



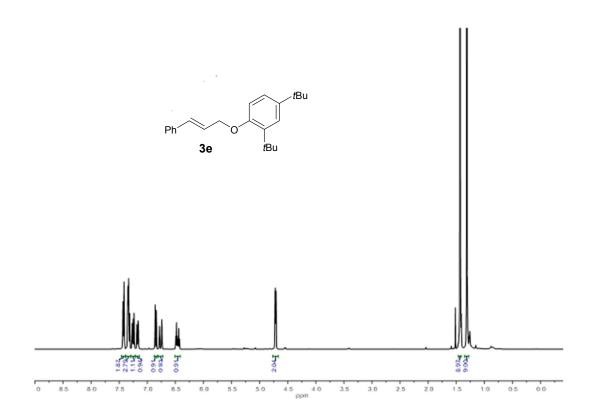
 $^{13}\text{C}$  NMR (100 MHz, CDCl<sub>3</sub>) of compound 3c



<sup>1</sup>H NMR (400 MHz, CDCl<sub>3</sub>) of compound **3d** 

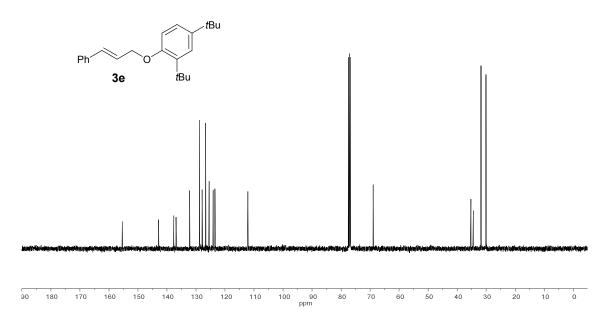


 $^{13}$ C NMR (100 MHz, CDCl<sub>3</sub>) of compound **3d** 

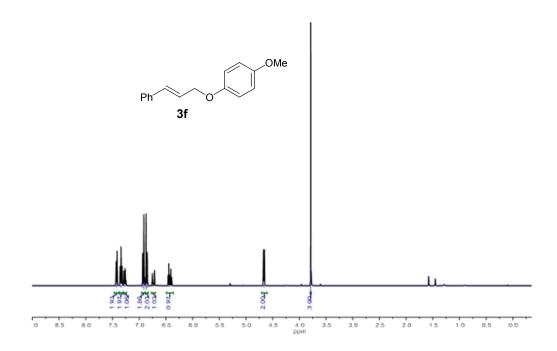


<sup>1</sup>H NMR (400 MHz, CDCl<sub>3</sub>) of compound **3e** 



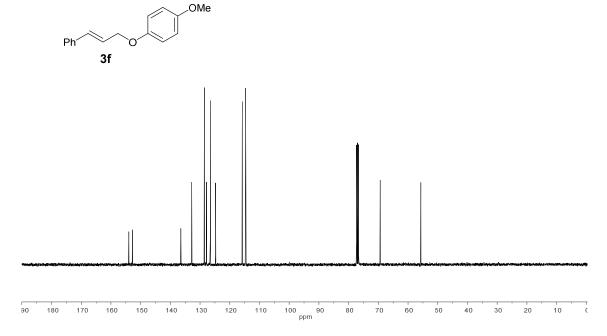


 $^{13}$ C NMR (100 MHz, CDCl<sub>3</sub>) of compound 3e

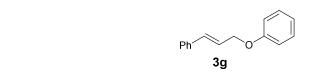


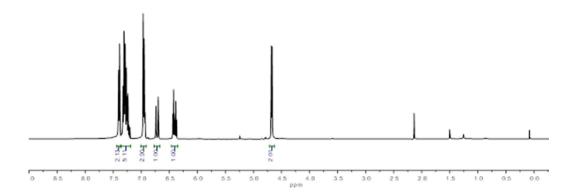
<sup>1</sup>H NMR (400 MHz, CDCl<sub>3</sub>) of compound **3f** 



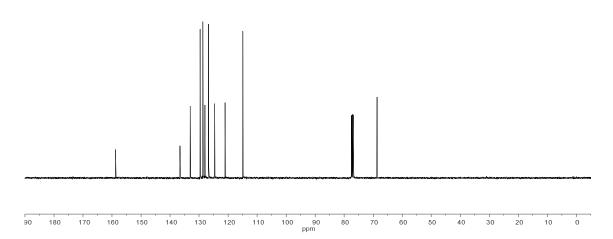


<sup>13</sup>C NMR (100 MHz, CDCl<sub>3</sub>) of compound **3f** 

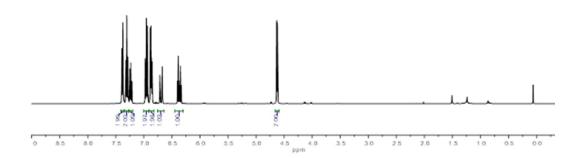




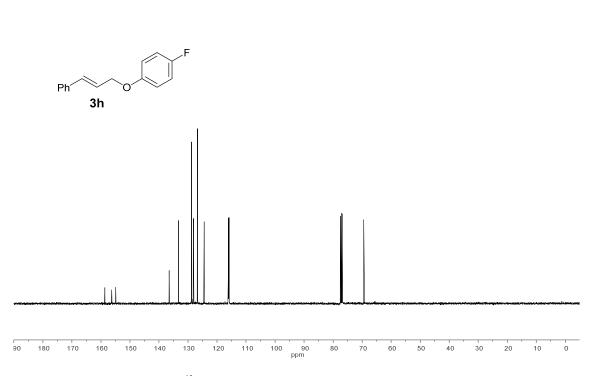
 $^{1}\text{H NMR}$  (400 MHz, CDCl<sub>3</sub>) of compound 3g



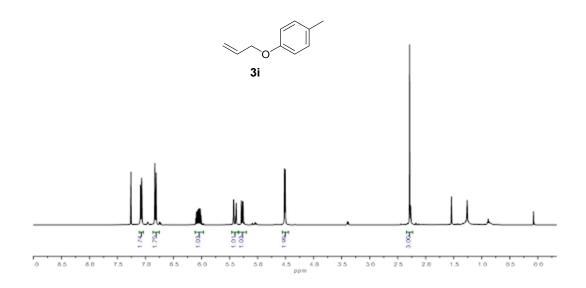
<sup>13</sup>C NMR (100 MHz, CDCl<sub>3</sub>) of compound **3g** 



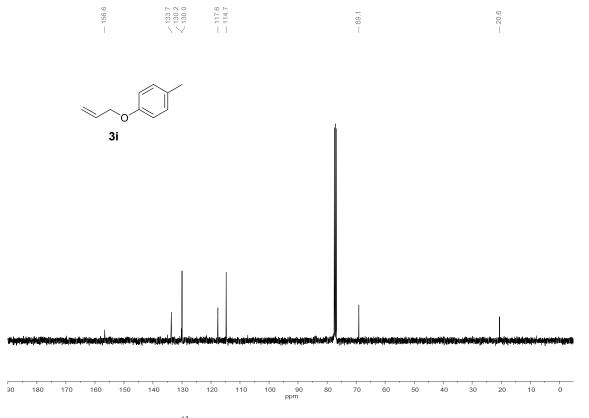
<sup>1</sup>H NMR (400 MHz, CDCl<sub>3</sub>) of compound **3h** 



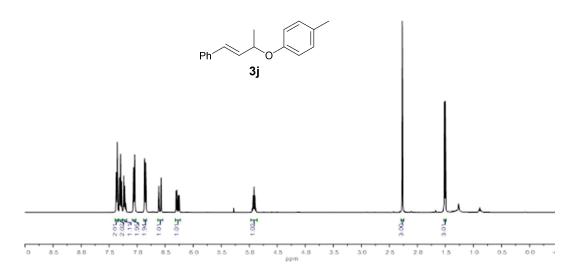
 $^{13}C$  NMR (100 MHz, CDCl $_{\!3})$  of compound  $\boldsymbol{3h}$ 



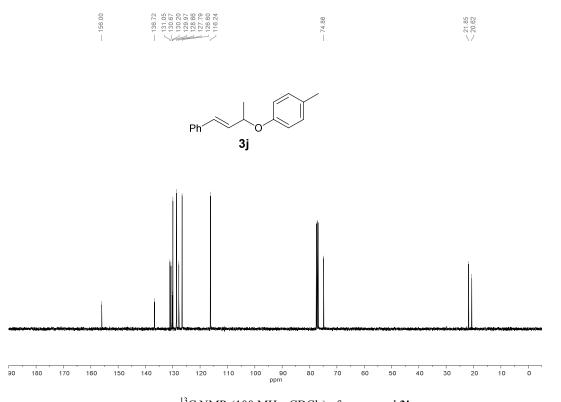
<sup>1</sup>H NMR (400 MHz, CDCl<sub>3</sub>) of compound **3i** 

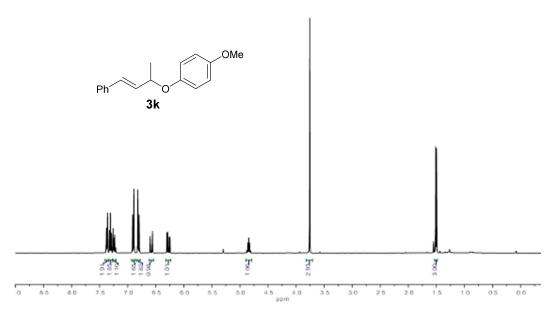


 $^{13}\text{C}$  NMR (100 MHz, CDCl3) of compound 3i

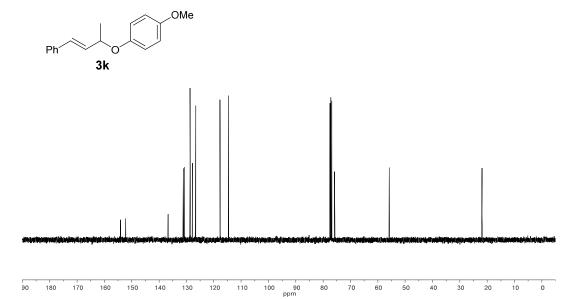


<sup>1</sup>H NMR (400 MHz, CDCl<sub>3</sub>) of compound **3j** 

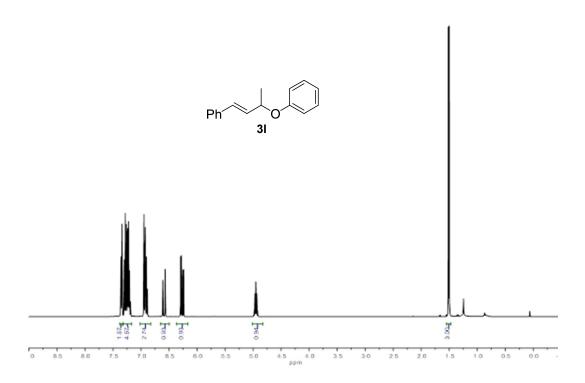




<sup>1</sup>H NMR (400 MHz, CDCl<sub>3</sub>) of compound **3k** 

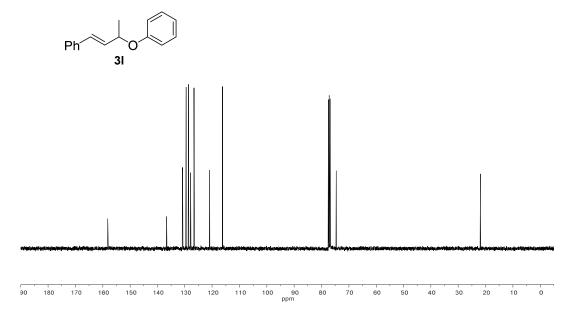


 $^{13} C$  NMR (100 MHz, CDCl $_{\! 3})$  of compound 3k

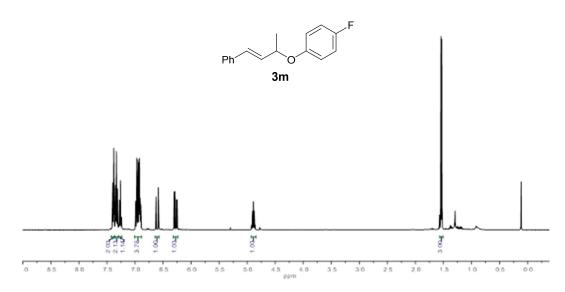


<sup>1</sup>H NMR (400 MHz, CDCl<sub>3</sub>) of compound **31** 

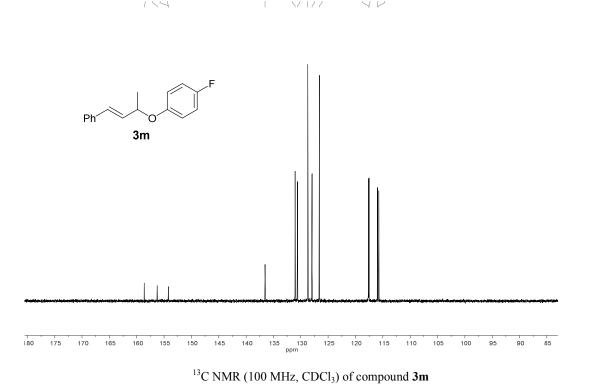




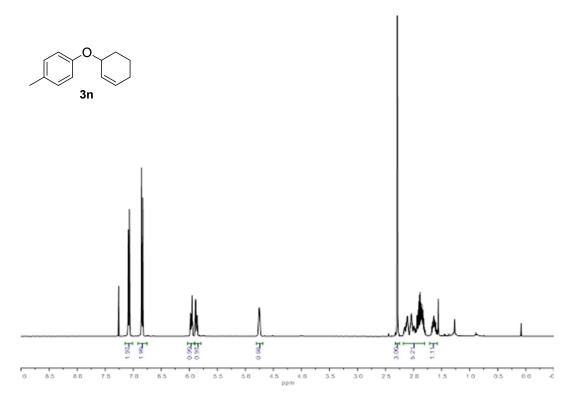
<sup>13</sup>C NMR (100 MHz, CDCl<sub>3</sub>) of compound **31** 



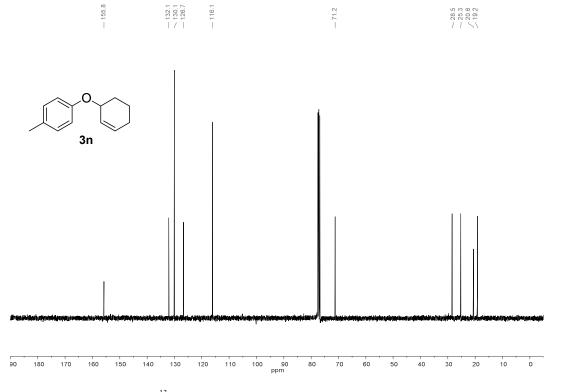
 $^{1}$ H NMR (400 MHz, CDCl<sub>3</sub>) of compound 3m



S15

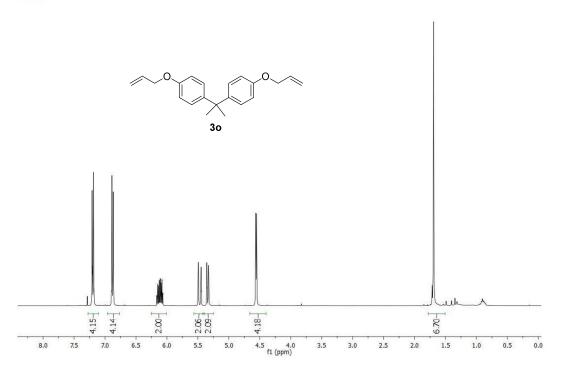


 $^{1}\text{H NMR}$  (400 MHz, CDCl<sub>3</sub>) of compound 3n



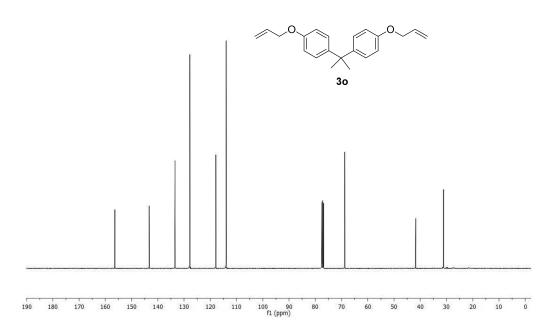
 $^{13} C$  NMR (100 MHz, CDCl $_{3})$  of compound  $\boldsymbol{3n}$ 

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 $^{1}\text{H NMR}$  (400 MHz, CDCl<sub>3</sub>) of compound 30

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 $^{13}\text{C}$  NMR (100 MHz, CDCl $_3$ ) of compound  $\boldsymbol{3o}$