

## Supporting information

### A Practical *ortho*-Acylation of Aryl Iodides via Palladium/Norbornene Catalysis Enabled by Moisture-insensitive Activated Esters

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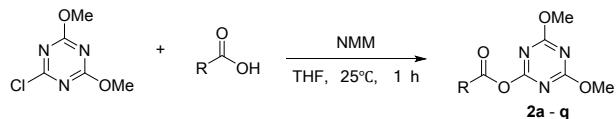
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## 1. General Information

Organic solvents were used without further purification. Purifications of reactions products were carried out by flash chromatography using silica gel (200-300 m). <sup>1</sup>H NMR (400 MHz), <sup>13</sup>C NMR (100 MHz), <sup>19</sup>F NMR (376 MHz) were measured on a Brucker Avance 400 MHz spectrometer. Chemical shifts are reported in parts per million (ppm,  $\delta$ ) downfield from residual solvents peaks and coupling constants are reported as Hertz (Hz). Splitting patterns are designated as singlet (s), doublet (d), triplet (t), ... Splitting patterns that could not be interpreted or easily visualized are designated as multiplet (m). Electrospray mass spectra were obtained using Bruker micrOTOF-Q II 10410 Mass Spectrometer. FT-IR spectra were obtained with a Nicolet 5700 spectrophotometer. Unless otherwise noted, all other commercially available reagents and solvents were used without further purification. All reactions were monitored by TLC.

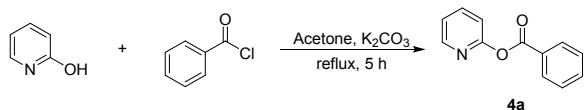
## 2. Experimental Procedures

### General procedure for the synthesis of different triazine ester:<sup>1</sup>



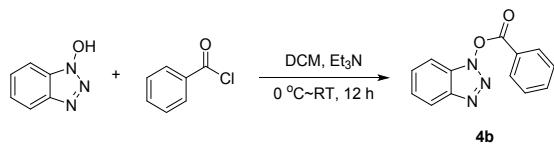
To the THF (8 mL) solution of 2-chloro-4,6-dimethoxy-1,3,5-triazine (1.404g, 8 mmol, 1.0 equiv) and 4-Methylmorpholine (NMM) (1.012g, 10 mmol, 1.25 equiv), carboxylic acid (8 mmol, 1.0 equiv) in THF (8 mL) was added dropwise. The reaction mixture was stirred at room temperature for 1 h. The by-product, NMM-HCl was filtrated off, and the crude product was obtained by rotary evaporation to remove the solvent. The solid was dissolved in ethyl acetate, and then washed with 10% citric acid solution for three times, water, and 0.5 mol/L NaHCO<sub>3</sub>, respectively. The organic layer was collected and dried by Na<sub>2</sub>SO<sub>4</sub>, and recrystallized to afford pure triazine esters **2a - q** (yield: 80-98%).

### General procedure for the synthesis of pyridine ester **4a**:<sup>2</sup>



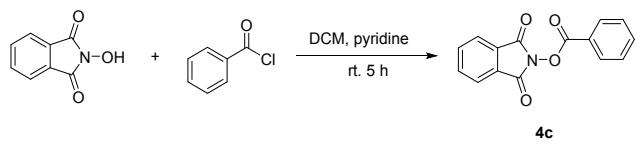
To the dry acetone (16 mL) solution of 2-hydroxypyridine (951.0 mg, 10 mmol, 1.0 equiv) and potassium (2.764 g, 20 mmol, 2.0 equiv) was added BzCl (2.811 g, 20 mmol, 2.0 equiv) dropwise under N<sub>2</sub> atmosphere. The reaction mixture was refluxed for 5 h. The reaction mixture was cooled to room temperature, washed with 1N hydrochloric acid, and dried over anhydrous Na<sub>2</sub>SO<sub>4</sub>. The residue was separated by column chromatography on a silica gel with eluent (petroleum ether/ethyl acetate = 15:1) to afford the corresponding pyridine ester **4a** as colorless oil (1.693 g, yield: 85%). **<sup>1</sup>H NMR** (400 MHz, CDCl<sub>3</sub>): δ 8.35 (d, *J* = 4.4 Hz, 1H), 8.13 (d, *J* = 8.0 Hz, 2H), 7.73 (t, *J* = 7.6 Hz, 1H), 7.53 (t, *J* = 8.4 Hz, 1H), 7.40 (t, *J* = 7.6 Hz, 2H), 7.17-7.10 (m, 2H); **<sup>13</sup>C NMR** (100 MHz, CDCl<sub>3</sub>): δ 164.7, 158.1, 148.6, 139.5, 133.8, 130.3, 129.0, 128.5, 122.1, 116.6; HRMS (ESI) calcd for C<sub>12</sub>H<sub>9</sub>NO<sub>2</sub> [M]<sup>+</sup> 199.0633, found 199.0631.

**General procedure for the synthesis of N-hydroxybenzotriazole ester **4b**:**



To a solution of *1H*-benzo[*d*][1,2,3]triazol-1-ol (540.5 mg, 4 mmol, 1.0 equiv) and BzCl (618.6 mg, 4.4 mmol, 1.1 equiv) in DCM (10 mL) was added triethylamine (445.3 mg, 4.4 mmol, 1.1 equiv) dropwise for 15 minutes at 0 °C. The solvent was removed in vacuo after performing the reaction for 12 h under room temperature. The solid was dissolved in ethyl acetate, and then washed with 1N hydrochloric acid, water, and 0.5 mol/L NaHCO<sub>3</sub>, respectively. The organic layer was collected and dried by Na<sub>2</sub>SO<sub>4</sub>, and recrystallized to afford pure activated ester product **4b** as white solid (0.775 g, yield: 81%). <sup>1</sup>H NMR (400 MHz, CDCl<sub>3</sub>): δ 8.26 (d, *J* = 8.0 Hz, 2H), 8.10 (d, *J* = 8.8 Hz, 1H), 7.76 (t, *J* = 7.6 Hz, 1H), 7.60-7.52 (m, 3H), 7.48-7.41 (m, 2H); <sup>13</sup>C NMR (100 MHz, CDCl<sub>3</sub>): δ 162.7, 143.4, 135.5, 130.6, 129.1, 128.7, 128.7, 124.8, 124.6, 120.4, 108.3; HRMS (ESI) calcd for C<sub>13</sub>H<sub>9</sub>N<sub>3</sub>O<sub>2</sub> [M]<sup>+</sup> 239.0695, found 239.0697.

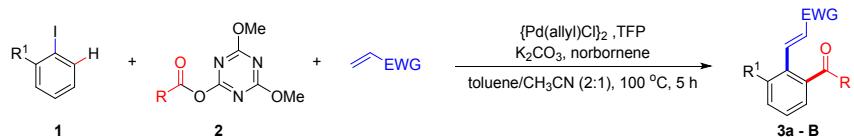
**General procedure for the synthesis of N-hydroxysuccinimide ester **4c**:**<sup>3</sup>



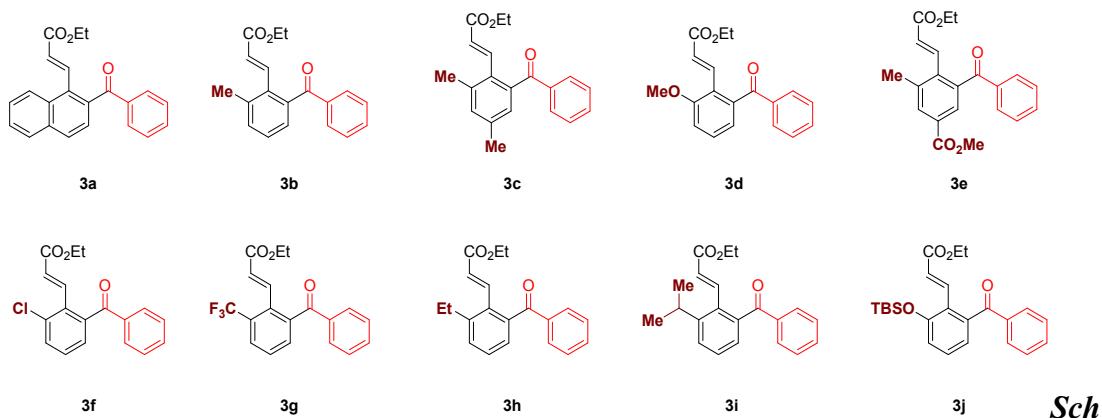
To a solution of 2-hydroxyisoindoline-1,3-dione (978.7 mg, 6 mmol, 1.0 equiv) and BzCl (927.8mg, 6.6 mmol, 1.1 equiv) in DCM (20 mL) was added pyridine (1.42 mL, 18 mmol, 3.0 equiv) drop wise for 15 minutes at room temperature. The solvent was removed in vacuo after performing the reaction for 5 h. Subsequently, distilled water (30 mL) with a drop of concentrated 1N hydrochloric acid was added to the crude mixture. The solid product was filtered and washed with water (twice) to afford pure N-hydroxysuccinimide ester **4c** as white solid (1.28g, yield: 80%). <sup>1</sup>H NMR (400 MHz, CDCl<sub>3</sub>): δ 8.19 (d, *J* = 7.6 Hz, 2H), 7.93-7.91 (m, 2H), 7.82-7.80 (m, 2H),

7.70 (t,  $J = 7.4$  Hz, 1H), 7.54 (t,  $J = 7.4$  Hz, 2H);  $^{13}\text{C}$  NMR (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  162.8, 162.0, 134.9, 134.8, 130.6, 128.9, 128.8, 125.2, 124.0; HRMS (ESI) calcd for  $\text{C}_{15}\text{H}_9\text{NO}_4$  [M] $^+$  267.0532, found 267.0529.

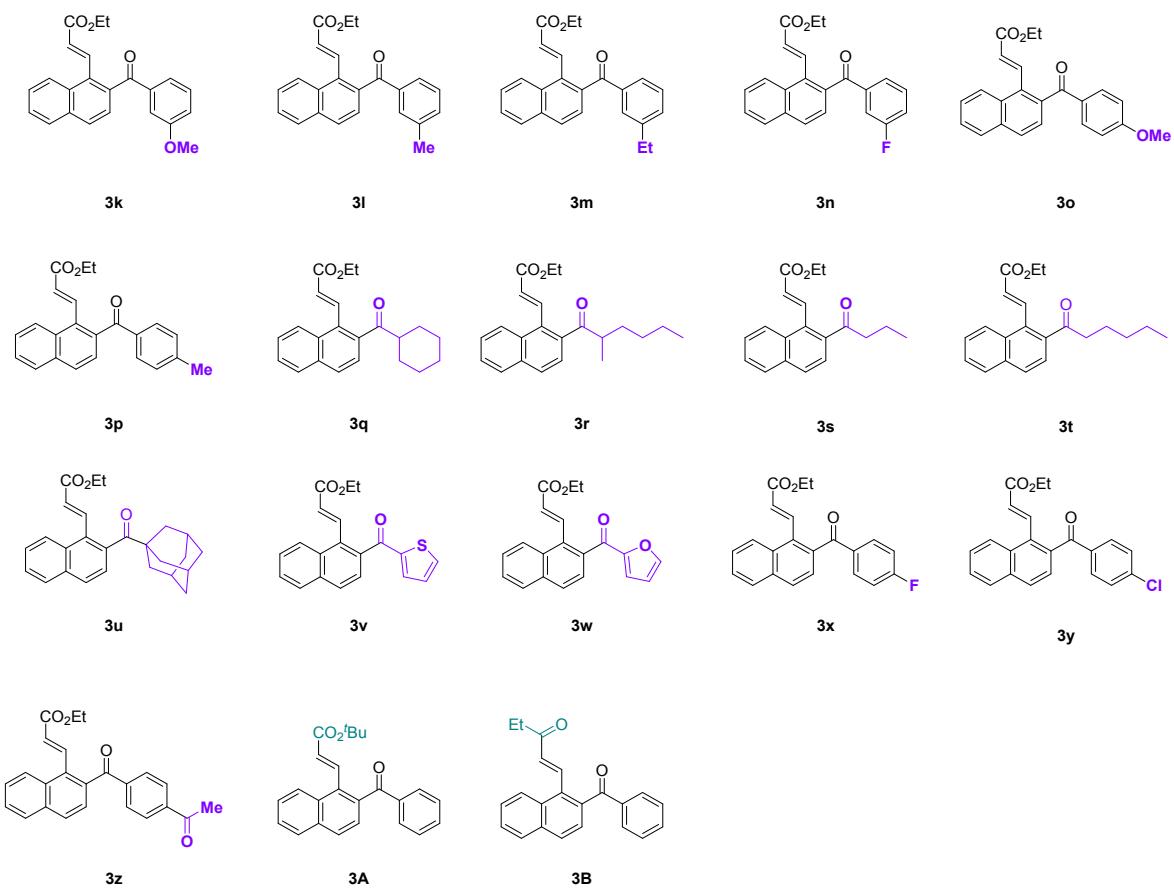
### Typical Experiment Procedure for isolated products:



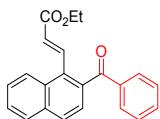
To a 25 mL of Schlenk tube were added triazine ester **2** (0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv). The mixture was evacuated and backfilled with  $\text{N}_2$  for three times, aryl iodide **1** (0.20 mmol, 1.0 equiv), acrylate (0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv), toluene (1.35 mL) and acetonitrile (0.65 mL) were then added. The Schlenk tube was screw capped and put into a preheated oil bath ( $100^\circ\text{C}$ ). After stirring for 5h, the reaction mixture was cooled to room temperature and purified with silica gel chromatography to give product **3a - B**.



**eme S1.** Reaction scope with respect to the aryl iodide.

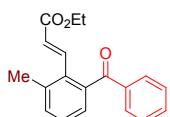


### 3. Characterization Data



#### Ethyl (E)-3-(2-benzoylnaphthalen-1-yl)acrylate (3a)

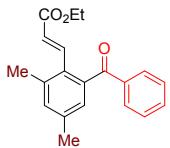
The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2a** (156.6 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3a** as colorless oil (60.6 mg, 92%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **1H NMR** (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  8.18-8.10 (m, 2H), 7.92 (d,  $J$  = 8.8 Hz, 2H), 7.74 (d,  $J$  = 7.6 Hz, 2H), 7.63-7.58 (m, 2H), 7.57-7.50 (m, 2H), 7.41 (t,  $J$  = 7.8 Hz, 2H), 6.11 (d,  $J$  = 16.0 Hz, 1H), 4.17 (q,  $J$  = 7.2 Hz, 2H), 1.25 (t,  $J$  = 6.8 Hz, 3H); **13C NMR** (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  198.2, 165.5, 140.9, 137.5, 136.5, 133.8, 133.2, 132.0, 130.9, 129.8, 128.8, 128.5, 128.5, 127.4, 127.4, 126.7, 125.2, 124.9, 60.5, 14.1; **IR** (KBr)  $\nu$  3059, 2980, 1717, 1666, 1307, 1279, 1249, 1179, 1033, 969, 818, 751, 715  $\text{cm}^{-1}$ ; **HRMS** (ESI) calcd for  $\text{C}_{22}\text{H}_{18}\text{O}_3$  [M]<sup>+</sup> 330.1256, found 330.1257.



#### Ethyl (E)-3-(2-benzoyl-6-methylphenyl)acrylate (3b)

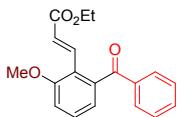
The reaction of 1-iodo-2-methylbenzene **1b** (43.6 mg, 0.20 mmol, 1.0 equiv), ester **2a** as colorless oil (156.6 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3b** (42.4 mg, 88%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **1H NMR** (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  7.64 (t,  $J$  = 8.4 Hz, 3H), 7.45 (t,  $J$  = 7.8 Hz, 1H), 7.34-7.22 (m, 4H), 7.17 (d,  $J$  = 6.4 Hz, 1H), 5.79 (d,  $J$  = 16.0 Hz, 1H), 4.03 (q,  $J$  = 6.8 Hz, 2H), 2.33 (s, 3H), 1.13 (t,  $J$  = 6.8 Hz, 3H); **13C NMR** (100 MHz,

$\text{CDCl}_3$ ):  $\delta$  198.3, 165.8, 141.7, 139.5, 137.5, 137.5, 133.3, 133.2, 132.1, 129.8, 128.4, 128.2, 126.4, 125.0, 60.4, 20.4, 14.1; **IR (KBr) v** 3061, 2990, 1717, 1668, 1449, 1311, 1280, 1178, 1035, 973, 783, 714  $\text{cm}^{-1}$ ; **HRMS (ESI)** calcd for  $\text{C}_{19}\text{H}_{18}\text{O}_3$  [M] $^+$  294.1256, found 294.1250.



### Ethyl (E)-3-(2-benzoyl-4,6-dimethylphenyl)acrylate (3c)

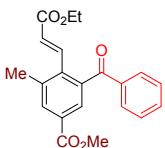
The reaction of 1-iodo-2,4-dimethylbenzene **1c** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2a** (156.6 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3c** as colorless oil (39.5 mg, 64%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **1H NMR** (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  7.72-7.67 (m, 3H), 7.53 (t,  $J$  = 7.6 Hz, 1H), 7.41-7.38 (m, 1H), 7.17 (s, 1H), 7.06 (s, 1H), 5.85 (d,  $J$  = 16.4 Hz, 1H), 4.10 (q,  $J$  = 6.8 Hz, 2H), 2.38 (s, 3H), 2.35 (s, 3H), 1.20 (t,  $J$  = 7.2 Hz, 3H); **13C NMR** (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  198.6, 166.0, 141.5, 139.7, 138.5, 137.5, 137.5, 133.1, 133.0, 130.3, 129.8, 128.4, 126.9, 124.3, 60.3, 21.0, 20.4, 14.1; **IR (KBr) v** 2980, 1716, 1667, 1448, 1305, 1176, 1037, 977, 721, 697  $\text{cm}^{-1}$ ; **HRMS (ESI)** calcd for  $\text{C}_{20}\text{H}_{20}\text{O}_3$  [M] $^+$  308.1412, found 308.1407.



### Ethyl (E)-3-(2-benzoyl-6-methoxyphenyl)acrylate (3d)

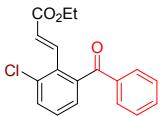
The reaction of 1-iodo-2-methoxybenzene **1d** (46.8 mg, 0.20 mmol, 1.0 equiv), ester **2a** (156.6 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3d** as white solid (55.8 mg, 89%) (petroleum ether/ethyl acetate = 20: 1 as

eluent). **<sup>1</sup>H NMR** (400 MHz, CDCl<sub>3</sub>): δ 7.76 (d, *J* = 7.6 Hz, 2H), 7.65 (d, *J* = 16.0 Hz, 1H), 7.55 (t, *J* = 7.2 Hz, 1H), 7.43-7.37 (m, 3H), 7.06 (d, *J* = 8.4 Hz, 1H), 6.96 (d, *J* = 7.2 Hz, 1H), 6.44 (d, *J* = 16.4 Hz, 1H), 4.11 (q, *J* = 6.8 Hz, 2H), 3.93 (s, 3H), 1.20 (t, *J* = 7.2 Hz, 3H); **<sup>13</sup>C NMR** (100 MHz, CDCl<sub>3</sub>): δ 197.7, 166.8, 158.7, 141.8, 137.8, 137.0, 133.5, 130.0, 128.5, 123.7, 121.8, 120.3, 112.3, 60.2, 55.7, 14.1; **IR (KBr) ν** 2982, 2925, 1711, 1670, 1630, 1584, 1449, 1285, 1173, 1068, 979, 889, 717 cm<sup>-1</sup>; HRMS (ESI) calcd for C<sub>19</sub>H<sub>18</sub>O<sub>4</sub> [M]<sup>+</sup> 310.1205, found 310.1206.



#### **Methyl (E)-3-benzoyl-4-(3-ethoxy-3-oxoprop-1-en-1-yl)-5-methylbenzoate (3e)**

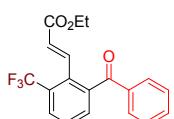
The reaction of methyl 4-iodo-3-methylbenzoate **1e** (55.2 mg, 0.20 mmol, 1.0 equiv), ester **2a** (156.6 mg, 0.60 mmol, 3.0 equiv), {Pd(allyl)Cl}<sub>2</sub> (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and K<sub>2</sub>CO<sub>3</sub> (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3e** as white solid (69.3 mg, 90%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **<sup>1</sup>H NMR** (400 MHz, CDCl<sub>3</sub>): δ 8.01 (s, 1H), 7.90 (s, 1H), 7.72-7.68 (m, 3H), 7.56 (t, *J* = 7.2 Hz, 1H), 7.41 (t, *J* = 7.6 Hz, 2H), 5.92 (d, *J* = 16.0 Hz, 1H), 4.12 (q, *J* = 7.2 Hz, 2H), 3.89 (s, 3H), 2.44 (s, 3H), 1.21 (t, *J* = 7.2 Hz, 3H); **<sup>13</sup>C NMR** (100 MHz, CDCl<sub>3</sub>): δ 197.2, 165.9, 165.4, 140.7, 139.7, 138.0, 137.7, 137.0, 133.5, 132.7, 129.82, 129.6, 128.6, 127.2, 126.0, 60.6, 52.3, 20.4, 14.1; **IR (KBr) ν** 2954, 2926, 1721, 1670, 1442, 1307, 1249, 1178, 1033, 980, 769, 720 cm<sup>-1</sup>; HRMS (ESI) calcd for C<sub>21</sub>H<sub>20</sub>O<sub>5</sub> [M]<sup>+</sup> 352.1311, found 352.1313.



#### **Ethyl (E)-3-(2-benzoyl-6-chlorophenyl)acrylate (3f)**

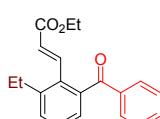
The reaction of 1-chloro-2-iodobenzene **1f** 47.7 mg, 0.20 mmol, 1.0 equiv), ester **2a** (156.6 mg, 0.60 mmol, 3.0 equiv), {Pd(allyl)Cl}<sub>2</sub> (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv),

norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3f** as colorless oil (30.6 mg, 37%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **1H NMR** (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  7.75-7.69 (m, 3H), 7.59-7.55 (m, 2H), 7.45-7.35 (m, 4H), 7.33-7.31 (m, 1H), 6.00 (d,  $J$  = 16.4 Hz, 1H), 4.12 (q,  $J$  = 6.7 Hz, 2H), 1.22 (t,  $J$  = 7.2 Hz, 3H); **13C NMR** (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  196.7, 165.4, 141.1, 139.2, 136.8, 134.7, 133.7, 132.4, 131.4, 129.9, 129.5, 128.7, 127.0, 126.4, 60.6, 14.1; **IR (KBr)**  $\nu$  2955, 2924, 1715, 1667, 1954, 1448, 1265, 1176, 1029, 975, 711, 622 cm<sup>-1</sup>; HRMS (ESI) calcd for  $\text{C}_{18}\text{H}_{15}\text{ClO}_3$  [M]<sup>+</sup> 314.0710, found 314.0713.



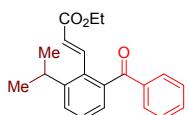
### Ethyl (E)-3-(2-benzoyl-6-(trifluoromethyl)phenyl)acrylate (**3g**)

The reaction of 1-iodo-2-(trifluoromethyl)benzene **1g** (54.4 mg, 0.20 mmol, 1.0 equiv), ester **2a** (156.6 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3g** as colorless oil (30.6 mg, 42%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **1H NMR** (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  7.86 (d,  $J$  = 7.6 Hz, 1H), 7.79 (d,  $J$  = 16.4 Hz, 1H), 7.67 (d,  $J$  = 8.0 Hz, 2H), 7.63 (d,  $J$  = 8.0 Hz, 1H), 7.59-7.55 (m, 2H), 7.44 (t,  $J$  = 7.2 Hz, 2H), 5.89 (d,  $J$  = 16.0 Hz, 1H), 4.11 (q,  $J$  = 7.2 Hz, 2H), 1.21 (t,  $J$  = 7.2 Hz, 3H); **13C NMR** (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  196.7, 164.9, 141.0, 138.9, 136.9, 133.8, 133.3, 131.8, 133.3 (q,  $J$  = 1.8 Hz), 131.8, 129.7, 129.6 (q,  $J$  = 30.2 Hz), 128.8, 128.4, 127.5 (q,  $J$  = 5.4 Hz), 127.4, 123.5 (q,  $J$  = 210.9 Hz), 60.7, 14.1; **19F NMR** (376 MHz,  $\text{CDCl}_3$ ):  $\delta$  -59.4 (s, 3F); **IR (KBr)**  $\nu$  2959, 2930, 1720, 1672, 1597, 1329, 1312, 1278, 1171, 1128, 1033, 764, 714 cm<sup>-1</sup>; HRMS (ESI) calcd for  $\text{C}_{19}\text{H}_{15}\text{F}_3\text{O}_3$  [M]<sup>+</sup> 348.0973, found 348.0968.



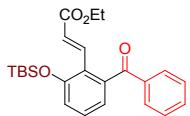
### Ethyl (E)-3-(2-benzoyl-6-ethylphenyl)acrylate (**3h**)

The reaction of 1-ethyl-2-iodobenzene **1h** (46.4 mg, 0.20 mmol, 1.0 equiv), ester **2a** (156.6 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3h** as colorless oil (57.1 mg, 83%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **1H NMR** (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  7.69 (d,  $J$  = 16.0 Hz, 1H), 7.61 (d,  $J$  = 8.0 Hz, 2H), 7.44 (t,  $J$  = 7.6 Hz, 1H), 7.33-7.28 (m, 4H), 7.20-7.15 (m, 1H), 5.77 (d,  $J$  = 16.0 Hz, 1H), 4.02 (q,  $J$  = 6.8 Hz, 2H), 2.65 (q,  $J$  = 7.6 Hz, 2H), 1.15-1.10 (m, 6H); **13C NMR** (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  198.4, 165.7, 143.5, 141.6, 139.6, 137.5, 133.1, 132.8, 130.4, 129.7, 128.4, 126.3, 125.2, 60.4, 26.5, 15.1, 14.1; **IR (KBr)**  $\nu$  2970, 2934, 1718, 1448, 1310, 1276, 1179, 1034, 981, 763, 715  $\text{cm}^{-1}$ ; HRMS (ESI) calcd for  $\text{C}_{20}\text{H}_{20}\text{O}_3$  [M]<sup>+</sup> 308.1412, found 308.1409.



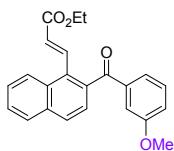
### Ethyl (E)-3-(2-benzoyl-6-isopropylphenyl)acrylate (**3i**)

The reaction of 1-iodo-2-isopropylbenzene **1i** (49.22 mg, 0.20 mmol, 1.0 equiv), ester **2a** (156.6 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3i** as colorless oil (51.5 mg, 80%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **1H NMR** (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  7.75 (d,  $J$  = 16.0 Hz, 1H), 7.63 (d,  $J$  = 7.6 Hz, 2H), 7.46 (d,  $J$  = 7.6 Hz, 1H), 7.40 (d,  $J$  = 8.0 Hz, 1H), 7.33 (t,  $J$  = 7.2 Hz, 3H), 7.19 (t,  $J$  = 4.0 Hz, 1H), 5.75 (d,  $J$  = 16.0 Hz, 1H), 4.04 (q,  $J$  = 7.2 Hz, 2H), 3.15-3.08 (m, 1H), 1.18 (d,  $J$  = 6.8 Hz, 6H), 1.14 (t,  $J$  = 7.2 Hz, 3H); **13C NMR** (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  198.4, 165.6, 147.9, 142.2, 139.5, 137.7, 133.1, 132.5, 129.7, 128.5, 128.4, 127.1, 126.2, 125.4, 60.4, 29.8, 23.5, 14.1; **IR (KBr)**  $\nu$  2956, 2924, 1719, 1669, 1460, 1376, 1310, 1286, 1176, 977, 761, 715, 670  $\text{cm}^{-1}$ ; HRMS (ESI) calcd for  $\text{C}_{21}\text{H}_{22}\text{O}_3$  [M]<sup>+</sup> 322.1569, found 322.1570.



**Ethyl (E)-3-(2-benzoyl-6-((tert-butyldimethylsilyl)oxy)phenyl)acrylate (3j)**

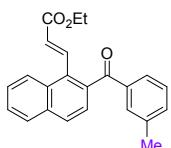
The reaction of tert-butyl((2-iodocyclohexa-2,4-dien-1-yl)oxy)dimethylsilane **1j** (69.66 mg, 0.20 mmol, 1.0 equiv), ester **2a** (156.6 mg, 0.60 mmol, 3.0 equiv), {Pd(allyl)Cl}<sub>2</sub> (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and K<sub>2</sub>CO<sub>3</sub> (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3j** as colorless oil (59.8 mg, 64%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **1H NMR** (400 MHz, CDCl<sub>3</sub>): δ 7.74-7.67 (m, 4H), 7.54 (t, *J* = 6.8 Hz, 1H), 7.46-7.38 (m, 3H), 7.35 (d, *J* = 7.6 Hz, 1H), 5.92 (d, *J* = 16.0 Hz, 1H), 4.75 (s, 3H), 4.12 (q, *J* = 7.2 Hz, 2H), 1.21 (t, *J* = 7.2 Hz, 3H), 0.95 (s, 9H); **13C NMR** (100 MHz, CDCl<sub>3</sub>): δ 198.0, 165.2, 140.6, 140.3, 139.3, 137.5, 133.2, 132.3, 129.8, 129.0, 128.4, 128.3, 127.5, 125.4, 62.8, 60.4, 25.8, 18.3, 14.10 -5.4; **IR (KBr) v** 3462, 2928, 1776, 1717, 1665, 1995, 1449, 1285, 1179, 1027, 763, 714 cm<sup>-1</sup>; HRMS (ESI) calcd for C<sub>24</sub>H<sub>30</sub>O<sub>4</sub>Si [M]<sup>+</sup> 410.1913, found 410.1916.



**Ethyl (E)-3-(2-(3-methoxybenzoyl)naphthalen-1-yl)acrylate (3k)**

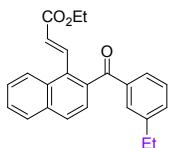
The reaction of 1-iodo-2,4-dimethylbenzene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2b** (174.8 mg, 0.60 mmol, 3.0 equiv), {Pd(allyl)Cl}<sub>2</sub> (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and K<sub>2</sub>CO<sub>3</sub> (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3k** as colorless oil (48.9 mg, 68%) (petroleum ether/ethyl acetate = 20 : 1 as eluent). **1H NMR** (400 MHz, CDCl<sub>3</sub>): δ 8.08-8.01 (m, 2H), 7.82 (d, *J* = 8.0 Hz, 2H), 7.52-7.50 (m, 2H), 7.42 (d, *J* = 8.4 Hz, 2H), 7.28 (s, 1H), 7.19 (t, *J* = 7.6 Hz, 1H), 7.10 (d, *J* = 6.8 Hz, 1H), 7.00 (d, *J* = 8.0 Hz, 1H), 6.00 (d, *J* = 16.0 Hz, 1H), 4.09 (q, *J*

= 7.2 Hz, 2H), 3.72 (s, 3H), 1.17 (t,  $J$  = 7.2 Hz, 3H); **<sup>13</sup>C NMR** (100 MHz, CDCl<sub>3</sub>):  $\delta$  198.1, 165.6, 159.7, 140.9, 138.9, 136.6, 133.8, 132.0, 130.9, 129.5, 128.8, 128.5, 127.4, 126.7, 125.3, 124.9, 122.9, 119.9, 113.5, 60.5, 55.4, 14.1; **IR (KBr)  $\nu$**  2960, 1715, 1667, 1594, 1368, 1283, 1179, 1036, 978, 878, 799, 759, 685 cm<sup>-1</sup>; **HRMS (ESI)** calcd for C<sub>23</sub>H<sub>20</sub>O<sub>4</sub> [M]<sup>+</sup> 360.1362, found 360.1360.



### Ethyl (E)-3-(2-(3-methylbenzoyl)naphthalen-1-yl)acrylate (3l)

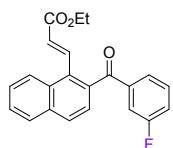
The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2c** (181.9 mg, 0.60 mmol, 3.0 equiv), {Pd(allyl)Cl}<sub>2</sub> (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and K<sub>2</sub>CO<sub>3</sub> (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3l** as colorless oil (59.0 mg, 86%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **<sup>1</sup>H NMR** (400 MHz, CDCl<sub>3</sub>):  $\delta$  8.11-8.03 (m, 2H), 7.87-7.84 (m, 2H), 7.55-7.52 (m, 3H), 7.44-7.42 (m, 2H), 7.29 (d,  $J$  = 8.0 Hz, 1H), 7.23-7.19 (m, 1H), 6.04 (d,  $J$  = 8.4 Hz, 1H), 4.11 (q,  $J$  = 7.2 Hz, 2H), 2.28 (s, 3H), 1.19 (t,  $J$  = 7.6 Hz, 3H); **<sup>13</sup>C NMR** (100 MHz, CDCl<sub>3</sub>):  $\delta$  198.4, 165.6, 140.9, 138.3, 137.5, 136.7, 134.1, 133.8, 131.9, 130.9, 130.1, 128.8, 128.5, 128.3, 127.4, 127.3, 127.2, 126.6, 125.3, 124.9, 60.5, 21.2, 14.1; **IR (KBr)  $\nu$**  2979, 2926, 1717, 1666, 1601, 1464, 1369, 1281, 1179, 1035, 975, 800, 755, 685 cm<sup>-1</sup>; **HRMS (ESI)** calcd for C<sub>23</sub>H<sub>20</sub>O<sub>3</sub> [M]<sup>+</sup> 344.1412, found 344.1415.



### Ethyl (E)-3-(2-(3-ethylbenzoyl)naphthalen-1-yl)acrylate (3m)

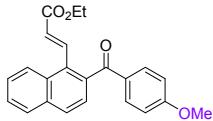
The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2d** (173.4 mg, 0.60 mmol, 3.0 equiv), {Pd(allyl)Cl}<sub>2</sub> (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv),

norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3m** as colorless oil (68.4 mg, 87%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **1H NMR** (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  8.11-8.04 (m, 2H), 7.86-7.83 (m, 2H), 7.60 (d,  $J$  = 8.0 Hz, 2H), 7.55-7.51 (m, 2H), 7.42 (d,  $J$  = 8.4 Hz, 1H), 7.16 (d,  $J$  = 8.0 Hz, 2H), 6.05 (d,  $J$  = 16.0 Hz, 1H), 4.10 (q,  $J$  = 7.2 Hz, 2H), 2.62 (q,  $J$  = 7.6 Hz, 2H), 1.20-1.16 (m, 6H); **13C NMR** (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  197.9, 165.7, 150.4, 140.9, 136.9, 135.1, 133.8, 131.7, 131.0, 130.2, 128.8, 128.5, 128.0, 127.4, 127.3, 126.6, 125.3, 124.9, 60.5, 28.9, 15.1, 14.1; **IR (KBr)**  $\nu$  2968, 2933, 1717, 1665, 1604, 1462, 1370, 1279, 1034, 970, 819, 762  $\text{cm}^{-1}$ ; **HRMS (ESI)** calcd for  $\text{C}_{24}\text{H}_{22}\text{O}_3$  [M]<sup>+</sup> 358.1569, found 358.1574.



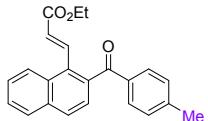
#### Ethyl (E)-3-(2-(3-fluorobenzoyl)naphthalen-1-yl)acrylate (**3n**)

The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2e** (167.4 mg, 0.60 mmol, 3.0 equiv), {Pd(allyl)Cl}<sub>2</sub> (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3n** as colorless oil (57.1 mg, 82%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **1H NMR** (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  8.13-8.06 (m, 2H), 7.91 (d,  $J$  = 8.4 Hz, 2H), 7.61-7.56 (m, 2H), 7.48 (d,  $J$  = 8.4 Hz, 1H), 7.44-7.41 (m, 2H), 7.37-7.31 (m, 1H), 7.24-7.20 (m, 1H), 6.04 (d,  $J$  = 16.0 Hz, 1H), 4.15 (q,  $J$  = 7.2 Hz, 2H), 1.23 (t,  $J$  = 7.2 Hz, 3H); **13C NMR** (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  197.0, 165.5, 163.9, 161.4, 140.8, 139.8, 139.7, 135.9, 134.0, 132.3, 130.9, 130.3, 130.2, 129.1, 128.5, 127.6, 127.6, 127.1, 125.7, 125.6, 125.3, 124.8, 120.4, 120.2, 116.3, 116.0, 60.6, 14.1; **<sup>19</sup>F NMR** (376 MHz,  $\text{CDCl}_3$ ):  $\delta$  -111.7 (s, 1F); **IR (KBr)**  $\nu$  3064, 2926, 1716, 1669, 1587, 1442, 1368, 1256, 1179, 1033, 978, 884, 805, 759  $\text{cm}^{-1}$ ; **HRMS (ESI)** calcd for  $\text{C}_{22}\text{H}_{17}\text{FO}_3$  [M]<sup>+</sup> 348.1162, found 348.1165.



**Ethyl (E)-3-(2-(4-methoxybenzoyl)naphthalen-1-yl)acrylate (3o)**

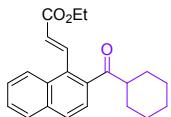
The reaction of 1-iodo-2,4-dimethylbenzene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2f** (174.8 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3o** as white solid (44.7 mg, 62%) (petroleum ether/ethyl acetate = 20 : 1 as eluent). **1H NMR** (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  8.18-8.11 (m, 2H), 7.94-7.91 (m, 2H), 7.72 (d,  $J$  = 8.4 Hz, 2H), 7.63-7.58 (m, 2H), 7.48 (d,  $J$  = 8.4 Hz, 1H), 6.89 (d,  $J$  = 8.4 Hz, 2H), 6.13 (d,  $J$  = 16.0 Hz, 1H), 4.18 (q,  $J$  = 7.2 Hz, 2H), 3.86 (s, 3H), 1.26 (t,  $J$  = 7.2 Hz, 3H); **13C NMR** (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  196.9, 165.8, 163.8, 140.9, 137.1, 133.7, 132.3, 131.3, 131.0, 130.3, 128.9, 128.5, 127.4, 127.2, 126.5, 125.2, 124.8, 113.8, 60.6, 55.5, 14.2; **IR (KBr) v** 2958, 2926, 1716, 1658, 1597, 1509, 1463, 1257, 1179, 1029, 970, 821, 767  $\text{cm}^{-1}$ ; **HRMS (ESI)** calcd for  $\text{C}_{23}\text{H}_{20}\text{O}_4$  [M]<sup>+</sup> 360.1362, found 360.1367.



**Ethyl (E)-3-(2-(4-methylbenzoyl)naphthalen-1-yl)acrylate (3p)**

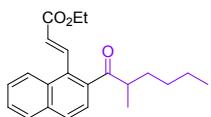
The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2g** (174.6 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3p** as colorless oil (57.8 mg, 84%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **1H NMR** (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  8.18-8.11 (m, 2H), 7.94-7.91 (m, 2H), 7.65-7.59 (m, 4H), 7.49 (d,  $J$  = 8.4 Hz, 1H), 7.21 (d,  $J$  = 8.0 Hz, 2H), 6.12 (d,  $J$  = 16.0 Hz, 1H), 4.18 (q,  $J$  = 7.2 Hz, 2H), 2.40 (s, 3H), 1.26 (t,  $J$  = 7.2 Hz, 3H); **13C NMR** (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  198.0, 165.7, 144.3, 141.0, 136.9, 135.0, 133.8, 131.7, 131.0, 130.1,

129.3, 128.8, 128.6, 127.4, 127.3, 126.6, 125.3, 124.9, 60.6, 21.7, 14.2; **IR (KBr)  $\nu$**  2923, 2857, 1714, 1659, 1603, 1461, 1377, 1263,  $\text{cm}^{-1}$ ; **HRMS (ESI)** calcd for  $\text{C}_{23}\text{H}_{20}\text{O}_3$  [M] $^+$  344.1412, found 344.1411.



**Ethyl (E)-3-(2-(cyclohexanecarbonyl)naphthalen-1-yl)acrylate (3q)**

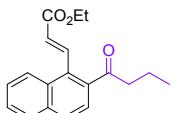
The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2h** (160.4 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3q** as colorless oil (57.9 mg, 86%) (petroleum ether/ethyl acetate = 25 : 1 as eluent).  **$^1\text{H NMR}$**  (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  8.38 (d,  $J$  = 16.0 Hz, 1H), 8.10 (t,  $J$  = 4.0 Hz, 1H), 7.86 (d,  $J$  = 8.4 Hz, 2H), 7.56 (t,  $J$  = 3.2 Hz, 2H), 7.47 (d,  $J$  = 8.4 Hz, 1H), 6.10 (d,  $J$  = 16.0 Hz, 1H), 4.30 (q,  $J$  = 7.2 Hz, 2H), 2.90 (t,  $J$  = 11.6 Hz, 1H), 1.80-1.66 (m, 5H), 1.45 (q,  $J$  = 11.6 Hz, 2H), 1.34 (t,  $J$  = 7.2 Hz, 3H), 1.28-1.18 (m, 3H);  **$^{13}\text{C NMR}$**  (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  210.0, 165.8, 141.9, 137.6, 133.8, 131.3, 130.9, 129.0, 128.3, 127.3, 127.2, 126.6, 125.3, 124.1, 60.7, 50.6, 29.0, 25.7, 25.5, 14.2; **IR (KBr)  $\nu$**  2931, 2854, 1718, 1639, 1449, 1369, 1306, 1263, 1177, 1035, 980, 824, 767  $\text{cm}^{-1}$ ; **HRMS (ESI)** calcd for  $\text{C}_{22}\text{H}_{24}\text{O}_3$  [M] $^+$  336.1725, found 336.1725.



**Ethyl (E)-3-(2-(2-methylhexanoyl)naphthalen-1-yl)acrylate (3r)**

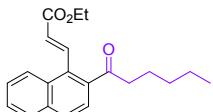
The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2i** (161.6 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3r** as colorless oil (40.2 mg, 60%) (petroleum ether/ethyl acetate = 25 : 1 as eluent).  **$^1\text{H NMR}$**  (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  8.38 (d,  $J$  = 16.4 Hz, 1H), 8.12 (t,  $J$  = 5.2 Hz,

1H), 7.90-7.89 (m, 2H), 7.59-7.57 (m, 2H), 7.52 (d,  $J$  = 8.4 Hz, 1H), 6.10 (d,  $J$  = 16.4 Hz, 1H), 4.34-4.26 (m, 2H), 3.15-3.07 (m, 1H), 1.71-1.65 (m, 1H), 1.42-1.33 (m, 4H), 1.25 (s, 4H), 1.13 (d,  $J$  = 6.8 Hz, 3H), 0.84 (t,  $J$  = 6.4 Hz, 3H);  $^{13}\text{C}$  NMR (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  210.5, 165.8, 142.1, 137.7, 134.0, 131.7, 131.0, 129.1, 128.4, 127.5, 127.3, 126.5, 125.6, 124.4, 60.8, 45.9, 33.0, 29.3, 22.7, 16.6, 14.3, 13.9; IR (KBr)  $\nu$  2959, 2859, 1719, 1640, 1462, 1373, 1305, 1263, 1177, 1036, 980, 822, 761  $\text{cm}^{-1}$ ; HRMS (ESI) calcd for  $\text{C}_{22}\text{H}_{26}\text{O}_3$  [M] $^+$  338.1882, found 338.1879.



### Ethyl (E)-3-(2-butyrylnaphthalen-1-yl)acrylate (3s)

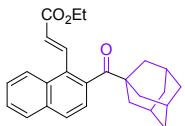
The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2k** (136.3 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3s** as colorless oil (49.8 mg, 84%) (petroleum ether/ethyl acetate = 30 : 1 as eluent).  $^1\text{H}$  NMR (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  8.37 (d,  $J$  = 16.0 Hz, 1H), 8.13 (d,  $J$  = 8.4 Hz, 1H), 7.88 (d,  $J$  = 8.0 Hz, 2H), 7.58 (d,  $J$  = 7.2 Hz, 3H), 6.09 (d,  $J$  = 16.0 Hz, 1H), 4.31 (q,  $J$  = 7.1 Hz, 2H), 2.83 (t,  $J$  = 7.2 Hz, 2H), 1.72 (q,  $J$  = 7.3 Hz, 2H), 1.36 (t,  $J$  = 7.0 Hz, 3H), 0.96 (t,  $J$  = 7.4 Hz, 3H);  $^{13}\text{C}$  NMR (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  206.0, 165.9, 142.3, 137.1, 134.1, 132.1, 131.0, 129.1, 128.3, 127.5, 127.3, 126.1, 125.8, 124.0, 60.7, 44.9, 18.0, 14.3, 13.7; IR (KBr)  $\nu$  2964, 2875, 1717, 1639, 1463, 1368, 1265, 1177, 1037, 983, 817, 751  $\text{cm}^{-1}$ ; HRMS (ESI) calcd for  $\text{C}_{19}\text{H}_{20}\text{O}_3$  [M] $^+$  296.1412, found 296.1416.



### Ethyl (E)-3-(2-hexanoylnaphthalen-1-yl)acrylate (3t)

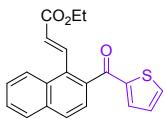
The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2j** (152.6 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0

equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3t** as colorless oil (56.3 mg, 87%) (petroleum ether/ethyl acetate = 30 : 1 as eluent). **1H NMR** (400 MHz, CDCl<sub>3</sub>): δ 8.37 (d, *J* = 16.0 Hz, 1H), 8.14-8.12 (m, 1H), 7.88 (d, *J* = 8.4 Hz, 2H), 7.59-7.57 (m, 3H), 6.10 (d, *J* = 16.0 Hz, 1H), 4.31 (q, *J* = 7.1 Hz, 2H), 2.84 (t, *J* = 7.4 Hz, 2H), 1.71-1.68 (m, 2H), 1.38-1.31 (m, 7H), 0.89 (t, *J* = 6.4 Hz, 3H); **13C NMR** (100 MHz, CDCl<sub>3</sub>): δ 206.2, 165.9, 142.3, 137.1, 134.1, 132.1, 131.0, 129.1, 128.3, 127.5, 127.3, 126.1, 125.8, 124.0, 60.7, 43.1, 31.3, 24.3, 22.4, 14.2, 13.9; IR (KBr) ν 2957, 2871, 1717, 1638, 1464, 1368, 1263, 1177, 1038, 816, 749 cm<sup>-1</sup>; HRMS (ESI) calcd for C<sub>21</sub>H<sub>24</sub>O<sub>3</sub> [M]<sup>+</sup> 324.1725, found 324.1722.



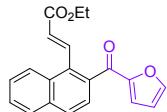
#### **Ethyl (E)-3-(2-((1s,3s)-adamantane-1-carbonyl)naphthalen-1-yl)acrylate (3u)**

The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2l** (191.6 mg, 0.60 mmol, 3.0 equiv), {Pd(allyl)Cl}<sub>2</sub> (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and K<sub>2</sub>CO<sub>3</sub> (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3u** as colorless oil (35.8 mg, 46%) (petroleum ether/ethyl acetate = 30 : 1 as eluent). **1H NMR** (400 MHz, CDCl<sub>3</sub>): δ 8.21 (d, *J* = 16.0 Hz, 1H), 8.07 (d, *J* = 8.0 Hz, 1H), 7.86 (t, *J* = 9.2 Hz, 2H), 7.56 (p, *J* = 6.8 Hz, 2H), 7.20 (d, *J* = 8.4 Hz, 1H), 6.21 (d, *J* = 16.0 Hz, 1H), 4.29 (q, *J* = 7.1 Hz, 2H), 1.99 (s, 3H), 1.86 (s, 6H), 1.65 (q, *J* = 12.5 Hz, 6H), 1.34 (t, *J* = 7.2 Hz, 3H); **13C NMR** (100 MHz, CDCl<sub>3</sub>): δ 214.5, 166.1, 141.4, 138.1, 132.9, 130.8, 128.7, 128.5, 128.4, 127.3, 127.0, 126.7, 124.7, 122.9, 60.7, 47.5, 38.9, 36.3, 27.9, 14.3; IR (KBr) ν 2905, 2851, 1717, 1686, 1452, 1280, 1179, 1033, 988, 860, 828, 799, 748 cm<sup>-1</sup>; HRMS (ESI) calcd for C<sub>26</sub>H<sub>28</sub>O<sub>3</sub> [M]<sup>+</sup> 388.2038, found 388.2042.



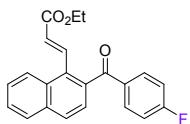
#### **Ethyl (E)-3-(2-(thiophene-2-carbonyl)naphthalen-1-yl)acrylate (3v)**

The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2m** (160.2 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3v** as yellow oil (41.7 mg, 62%) (petroleum ether/ethyl acetate = 20 : 1 as eluent). **1H NMR** (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  8.23 (d,  $J$  = 16.0 Hz, 1H), 8.15-8.11 (m, 1H), 7.95-7.92 (m, 2H), 7.72 (d,  $J$  = 5.2 Hz, 1H), 7.64-7.59 (m, 2H), 7.57 (d,  $J$  = 8.4 Hz, 1H), 7.34 (d,  $J$  = 3.6 Hz, 1H), 7.08 (t,  $J$  = 4.0 Hz, 1H), 6.18 (d,  $J$  = 16.0 Hz, 1H), 4.21 (q,  $J$  = 7.2 Hz, 2H), 1.29 (t,  $J$  = 7.2 Hz, 3H); **13C NMR** (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  190.0, 165.8, 144.6, 140.8, 136.4, 135.4, 135.2, 133.9, 131.7, 131.0, 128.9, 128.6, 128.2, 127.5, 127.5, 126.6, 125.4, 124.6, 60.6, 14.2; **IR (KBr)**  $\nu$  2927, 1716, 1642, 1512, 1463, 1410, 1369, 1281, 1179, 1047, 981, 861, 803, 727  $\text{cm}^{-1}$ ; **HRMS (ESI)** calcd for  $\text{C}_{20}\text{H}_{16}\text{O}_3\text{S} [\text{M}]^+$  336.0820, found 336.0821.



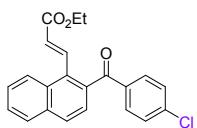
#### **Ethyl (E)-3-(2-(furan-2-carbonyl)naphthalen-1-yl)acrylate (3w)**

The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2n** (150.7 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3w** as colorless oil (34.6 mg, 54%) (petroleum ether/ethyl acetate = 20 : 1 as eluent). **1H NMR** (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  8.26 (d,  $J$  = 16.0 Hz, 1H), 8.12 (t,  $J$  = 6.0 Hz, 1H), 7.94-7.92 (m, 2H), 7.63-7.59 (m, 4H), 7.02 (d,  $J$  = 4 Hz, 1H), 6.54-6.53 (m, 1H), 6.11 (d,  $J$  = 16.4 Hz, 1H), 4.21 (q,  $J$  = 6.8 Hz, 2H), 1.28 (t,  $J$  = 4.0 Hz, 3H); **13C NMR** (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  185.0, 165.8, 152.6, 147.5, 141.0, 135.3, 134.1, 132.7, 131.0, 128.9, 128.6, 127.6, 127.5, 126.6, 125.5, 124.8, 120.8, 112.6, 60.7, 14.2; **IR (KBr)**  $\nu$  2926, 2853, 1715, 1653, 1563, 1463, 1391, 1279, 1179, 1029, 762  $\text{cm}^{-1}$ ; **HRMS (ESI)** calcd for  $\text{C}_{26}\text{H}_{10}\text{O}_4 [\text{M}]^+$  320.1049, found 320.1049.



**Ethyl (E)-3-(2-(4-fluorobenzoyl)naphthalen-1-yl)acrylate (3x)**

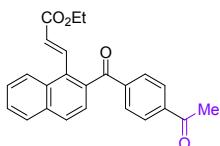
The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2o** (167.4 mg, 0.60 mmol, 3.0 equiv), {Pd(allyl)Cl}<sub>2</sub> (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and K<sub>2</sub>CO<sub>3</sub> (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3x** as colorless oil (32.8 mg, 47%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **1H NMR** (400 MHz, CDCl<sub>3</sub>): δ 8.15-8.09 (m, 2H), 7.94 (t, *J* = 3.6 Hz, 2H), 7.76 (m, 2H), 7.64-7.60 (m, 2H), 7.49 (d, *J* = 8.4 Hz, 1H), 7.09 (t, *J* = 8.4 Hz, 2H), 6.09 (d, *J* = 16.0 Hz, 1H), 4.18 (q, *J* = 6.8 Hz, 2H), 1.27 (t, *J* = 7.2 Hz, 3H); **13C NMR** (100 MHz, CDCl<sub>3</sub>): δ 196.8, 165.8 (d, *J* = 254.4 Hz), 165.6, 140.8, 136.3, 133.96 (CC,F, d, *J* = 2.9 Hz), 133.91, 132.49 (CC,F, d, *J* = 9.4 Hz), 131.9, 131.0, 129.1, 128.6, 127.56 (CC,F, d, *J* = 3.7 Hz), 126.9, 125.3, 124.8, 115.8 (d, *J* = 21.9 Hz), 60.6, 14.2; **19F NMR** (376 MHz, CDCl<sub>3</sub>): δ -104.3 (s, 1F); **IR (KBr)** *v* 2924, 2853, 1713, 1664, 1594, 1502, 1462, 1369, 1302, 1176, 1095, 1029, 966, 820, 763 cm<sup>-1</sup>; HRMS (ESI) calcd for C<sub>22</sub>H<sub>17</sub>FO<sub>3</sub> [M]<sup>+</sup> 348.1162, found 348.1165.



**Ethyl (E)-3-(2-(4-chlorobenzoyl)naphthalen-1-yl)acrylate (3y)**

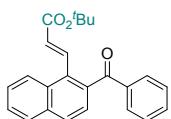
The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2p** (177.0 mg, 0.60 mmol, 3.0 equiv), {Pd(allyl)Cl}<sub>2</sub> (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and K<sub>2</sub>CO<sub>3</sub> (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3y** as colorless oil (40.2 mg, 55%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **1H NMR** (400 MHz, CDCl<sub>3</sub>): δ 8.15-8.10 (m, 2H), 7.95-7.93 (m, 2H), 7.67 (d, *J* = 8.4 Hz, 2H), 7.64-7.61 (m, 2H), 7.49 (d, *J* = 8.4 Hz, 1H), 7.39 (d, *J* = 8.4 Hz, 2H), 6.08 (d, *J* = 16.0 Hz, 1H), 4.19 (q, *J* = 6.8 Hz, 2H), 1.27 (t, *J* = 7.2 Hz, 3H); **13C NMR**

(100 MHz,  $\text{CDCl}_3$ ):  $\delta$  197.1, 165.5, 140.8, 139.8, 136.0, 135.9, 133.9, 132.1, 131.2, 131.0, 129.1, 128.9, 128.6, 127.6, 127.0, 125.3, 124.8, 60.7, 14.7; **IR (KBr)  $\nu$**  2925, 2854, 1715, 1666, 1586, 1462, 1370, 1262, 1176, 1091, 1030, 969, 816, 761  $\text{cm}^{-1}$ ; HRMS (ESI) calcd for  $\text{C}_{22}\text{H}_{17}\text{ClO}_3$  [M] $^+$  364.0866, found 364.0865.



### **Ethyl (E)-3-(2-(4-acetylbenzoyl)naphthalen-1-yl)acrylate (3z)**

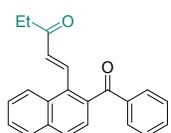
The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2q** (181.9 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3z** as colorless oil (60.6 mg, 92%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **1H NMR** (400 MHz,  $\text{CDCl}_3$ ):  $\delta$  8.14-8.10 (m, 2H), 7.98-7.95 (m, 4H), 7.79 (d,  $J$  = 7.2 Hz, 2H), 7.65-7.63 (m, 2H), 7.53 (d,  $J$  = 8.0 Hz, 1H), 6.04 (d,  $J$  = 16.0 Hz, 1H), 4.76 (q,  $J$  = 7.2 Hz, 2H), 2.63 (s, 3H), 1.25 (t,  $J$  = 6.8 Hz, 3H); **13C NMR** (100 MHz,  $\text{CDCl}_3$ ):  $\delta$  197.7, 197.4, 165.4, 141.0, 140.9, 140.1, 135.9, 134.1, 132.5, 131.0, 129.9, 129.2, 128.6, 128.4, 127.8, 127.7, 127.2, 125.4, 124.9, 60.7, 26.9, 14.2; **IR (KBr)  $\nu$**  2926, 2854, 1716, 1689, 1464, 1365, 1265, 1179, 1032, 958, 820, 767  $\text{cm}^{-1}$ ; HRMS (ESI) calcd for  $\text{C}_{24}\text{H}_{20}\text{O}_4$  [M] $^+$  372.1362, found 372.1363.



### **Butyl (E)-3-(2-benzoylnaphthalen-1-yl)acrylate (3A)**

The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2a** (156.6 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), butyl acrylate (51.3 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3A** as colorless oil (52.3 mg, 73%) (petroleum ether/ethyl acetate = 25 : 1 as

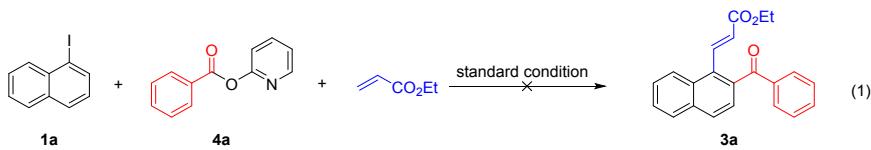
eluent). **<sup>1</sup>H NMR** (400 MHz, CDCl<sub>3</sub>): δ 8.15-8.10 (m, 2H), 7.93 (d, *J* = 8 Hz, 2H), 7.72 (d, *J* = 8 Hz, 2H), 7.63-7.60 (m, 2H), 7.59-7.51 (m, 2H), 7.41 (t, *J* = 8 Hz, 2H), 6.10 (d, *J* = 16 Hz, 1H), 4.11 (t, *J* = 8 Hz, 2H), 1.64-1.57 (m, 2H), 1.39-1.30 (m, 2H), 0.93 (t, *J* = 8 Hz, 3H); **<sup>13</sup>C NMR** (100 MHz, CDCl<sub>3</sub>): δ 198.4, 165.6, 140.8, 137.5, 136.6, 133.9, 133.2, 131.9, 130.9, 129.8, 128.9, 128.5, 128.5, 127.4, 126.8, 125.3, 125.0, 64.4, 30.5, 19.0, 13.7; **IR (KBr) ν** 2959, 2872, 1717, 1667, 1595, 1463, 1279, 1175, 967, 618, 751, 715 cm<sup>-1</sup>; HRMS (ESI) calcd for C<sub>24</sub>H<sub>22</sub>O<sub>3</sub> [M]<sup>+</sup> 358.1569, found 358.1565.



### (E)-1-(2-benzoylnaphthalen-1-yl)pent-1-en-3-one (3B)

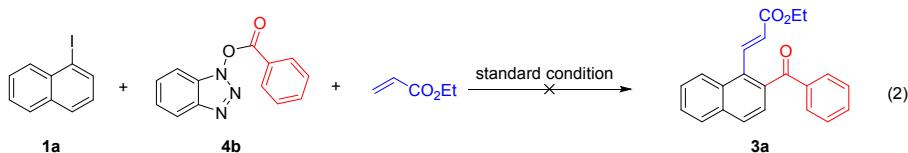
The reaction of 1-iodonaphthalene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), ester **2a** (156.6 mg, 0.60 mmol, 3.0 equiv), {Pd(allyl)Cl}<sub>2</sub> (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), pent-1-en-3-one (33.6 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and K<sub>2</sub>CO<sub>3</sub> (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h afforded **3B** as colorless oil (49.1 mg, 78%) (petroleum ether/ethyl acetate = 25 : 1 as eluent). **<sup>1</sup>H NMR** (400 MHz, CDCl<sub>3</sub>): δ 8.09 (d, *J* = 9.2 Hz, 1H), 8.02 (d, *J* = 16.0 Hz, 1H), 7.94 (d, *J* = 8.0 Hz, 2H), 7.72 (d, *J* = 7.6 Hz, 2H), 7.61 (t, *J* = 4.0 Hz, 2H), 7.57-7.52 (m, 2H), 7.41 (t, *J* = 10 Hz, 2H), 6.37 (d, *J* = 16.0 Hz, 1H), 2.49 (q, *J* = 7.6 Hz, 2H), 1.03 (t, *J* = 7.2 Hz, 3H); **<sup>13</sup>C NMR** (100 MHz, CDCl<sub>3</sub>): δ 199.8, 198.5, 138.4, 137.6, 136.4, 134.1, 133.9, 133.3, 132.3, 131.0, 129.7, 129.0, 128.6, 127.5, 125.3, 125.0, 34.1, 7.9; **IR (KBr) ν** 3058, 2935, 1668, 1618, 1462, 1330, 1280, 1189, 964, 819, 751, 714 cm<sup>-1</sup>; HRMS (ESI) calcd for C<sub>22</sub>H<sub>18</sub>O<sub>2</sub> [M]<sup>+</sup> 314.1307, found 314.1304.

## 4. Mechanistic Investigations



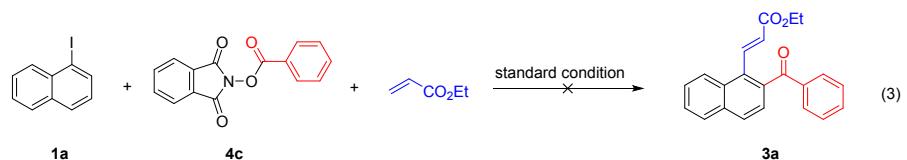
**Typical procedure using electrophile **4a**:** The reaction of 1-iodo-2,4-dimethylbenzene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), pyridine ester **4a** (119.4 mg, 0.60 mmol, 3.0 equiv), {Pd(allyl)Cl}<sub>2</sub> (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and K<sub>2</sub>CO<sub>3</sub> (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h under N<sub>2</sub> atmosphere. The mixture was detected by GC-MS, and almost no corresponding product **3a** was detected.

**Conclusion:** **3a** was not observed in the presence of pyridine ester possessing weak electron-withdrawing ability, which indicates strong electron-withdrawing ability of triazine ester is important in this reaction system.



**Typical procedure using electrophile **4b**:** The reaction of 1-iodo-2,4-dimethylbenzene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), triazole ester **4b** (143.5 mg, 0.60 mmol, 3.0 equiv), {Pd(allyl)Cl}<sub>2</sub> (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and K<sub>2</sub>CO<sub>3</sub> (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h under N<sub>2</sub> atmosphere. The mixture was detected by GC-MS, and almost trace corresponding product **3a** was detected.

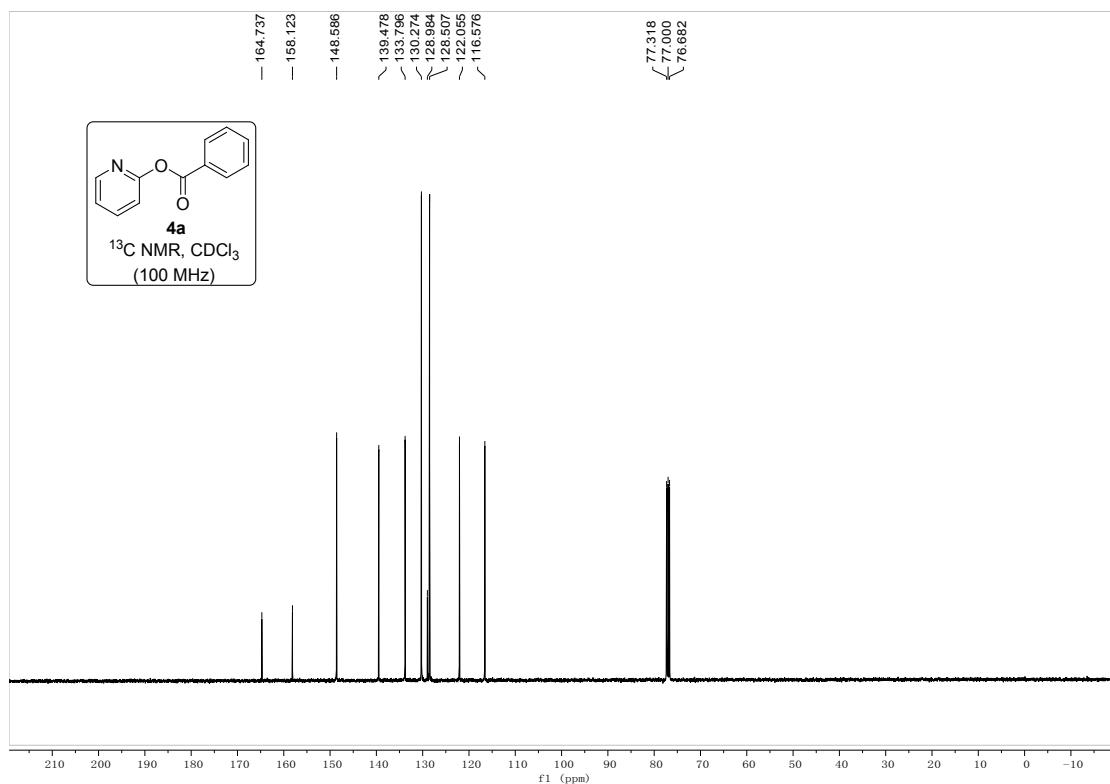
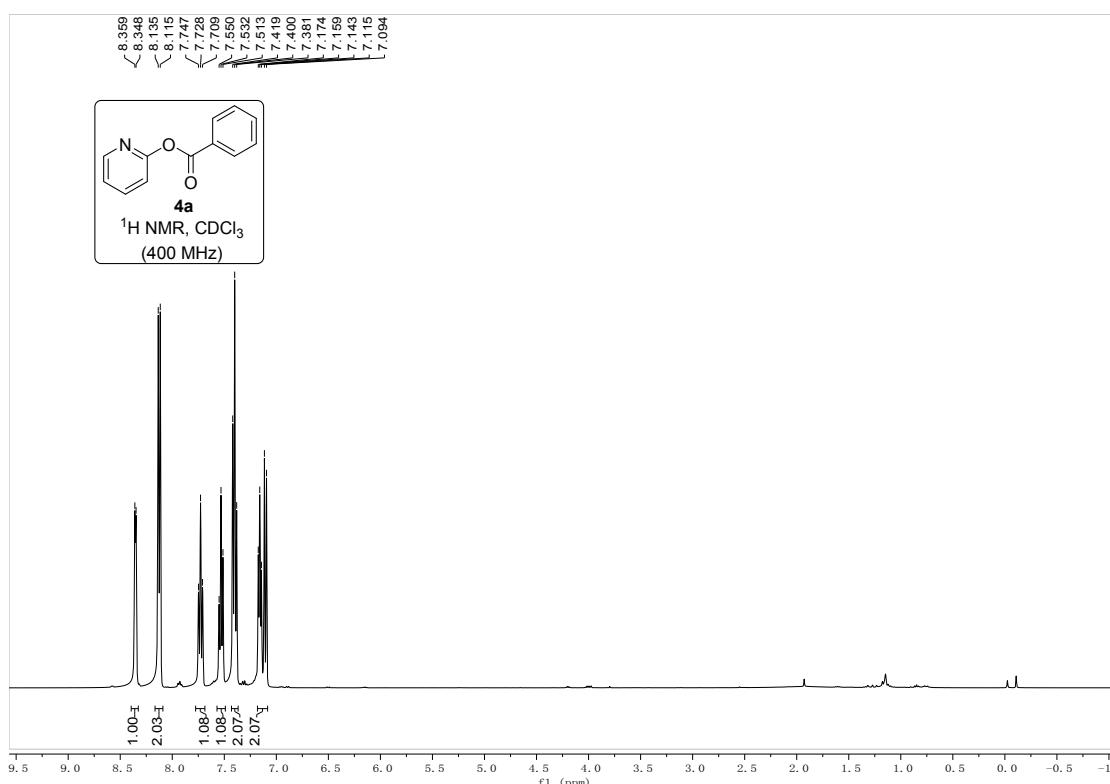
**Conclusion:** Low yield of **3a** was observed in the presence of triazole ester possessing weak electron-withdrawing ability, which also indicates strong electron-withdrawing ability of triazine ester is important in this reaction system.

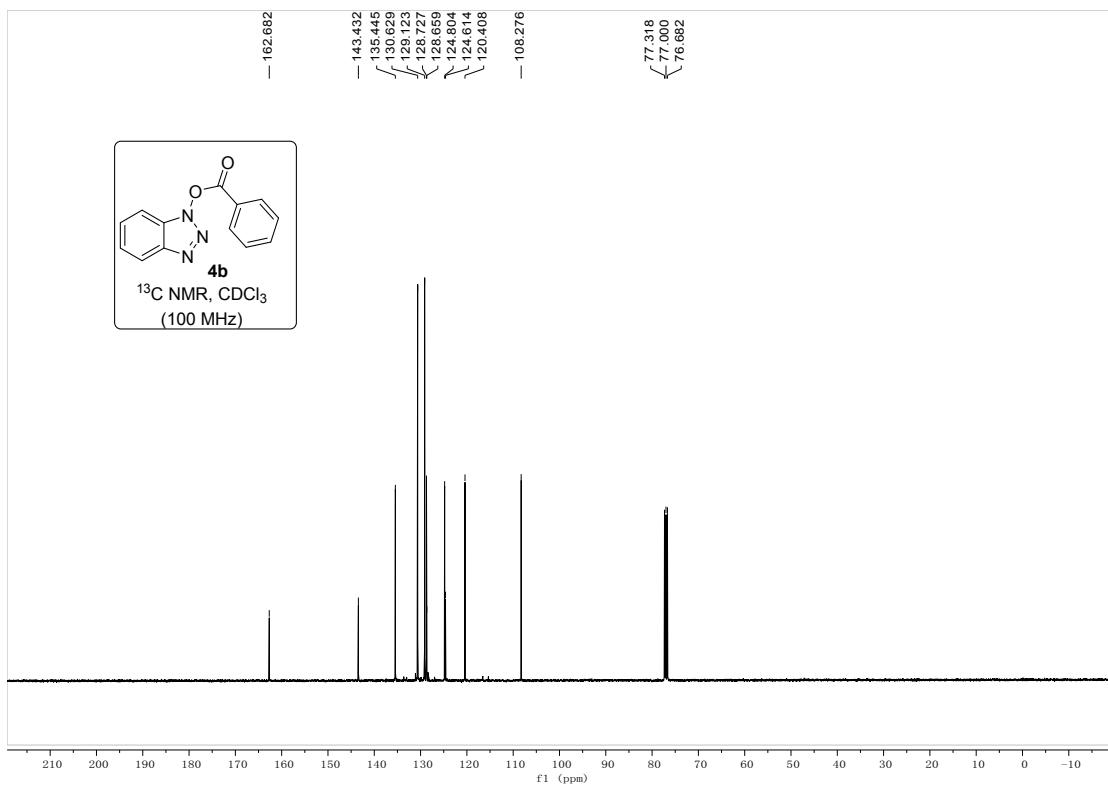
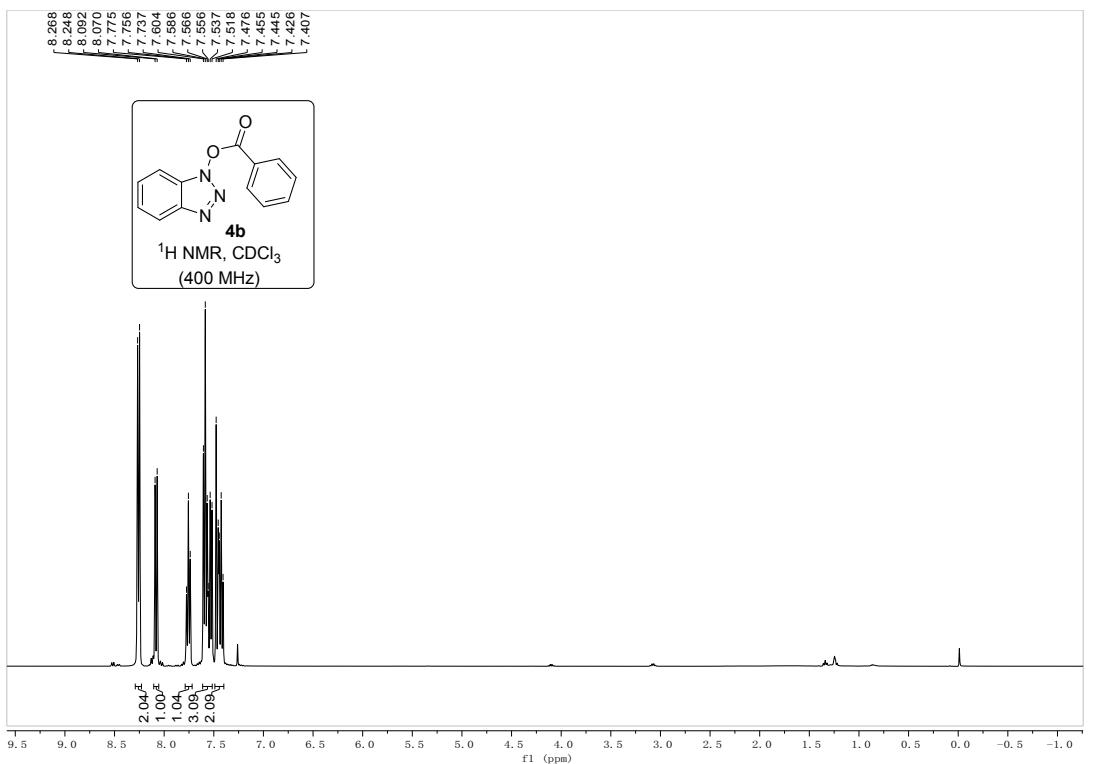


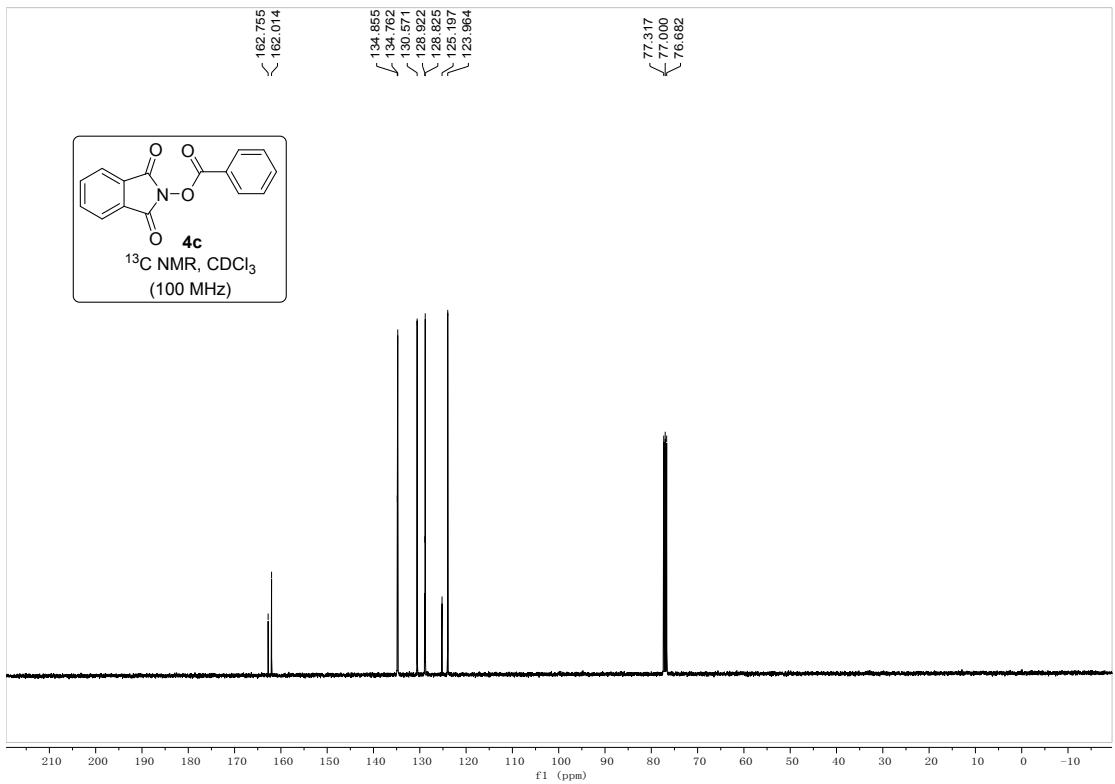
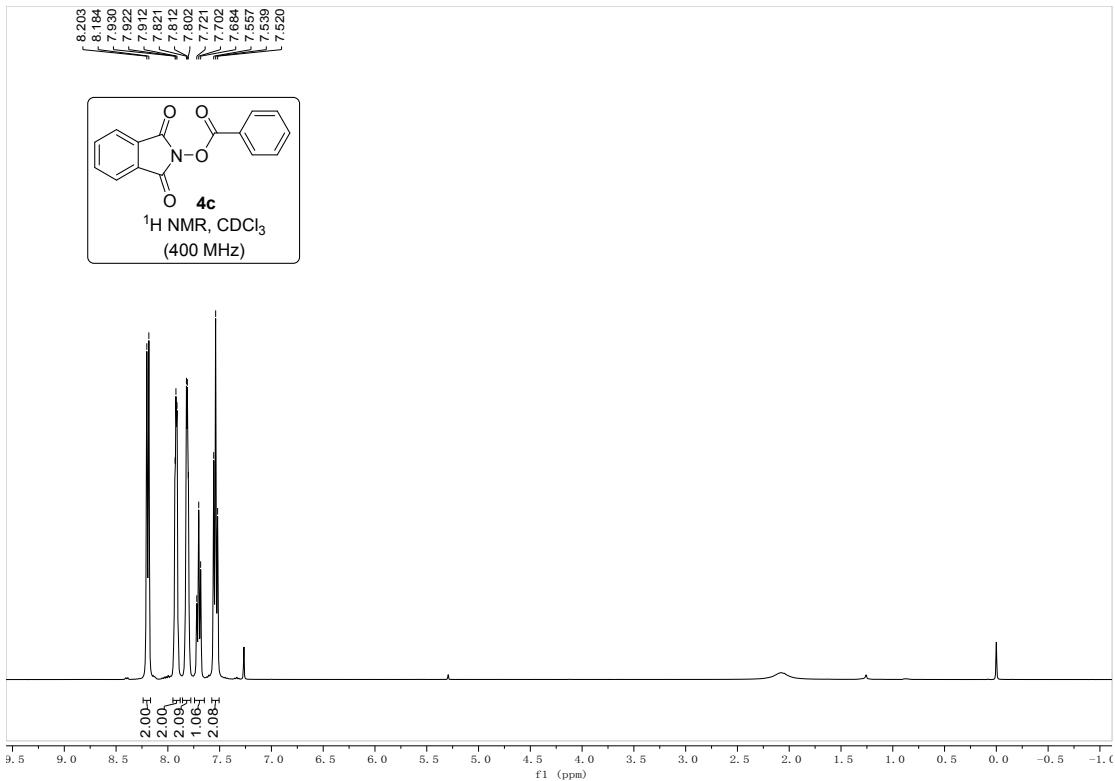
**Typical procedure using electrophile **4c** investigation:** The reaction of 1-iodo-2,4-dimethylbenzene **1a** (50.8 mg, 0.20 mmol, 1.0 equiv), N-hydroxysuccinimide ester **4c** (160.2 mg, 0.60 mmol, 3.0 equiv),  $\{\text{Pd}(\text{allyl})\text{Cl}\}_2$  (1.8 mg, 0.005 mmol, 5 mol %), TFP (4.7 mg, 0.01 mmol, 10 mol %), ethyl acrylate (40.0 mg, 0.40 mmol, 2.0 equiv), norbornene (56.5 mg, 0.60 mmol, 3.0 equiv) and  $\text{K}_2\text{CO}_3$  (55.3 mg, 0.40 mmol, 2.0 equiv) in a mixture of toluene (1.35 mL) and acetonitrile (0.65 mL), at 100 °C for 5 h under  $\text{N}_2$  atmosphere. The mixture was detected by GC-MS, and no corresponding product **3a** was detected.

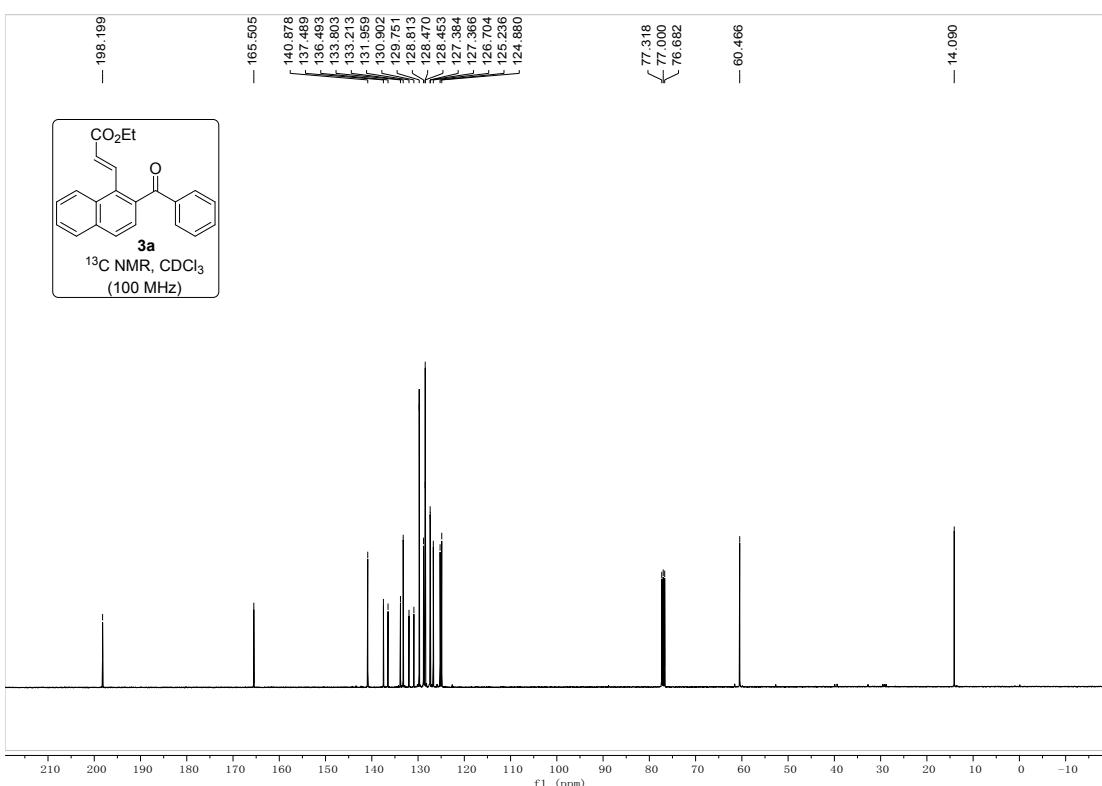
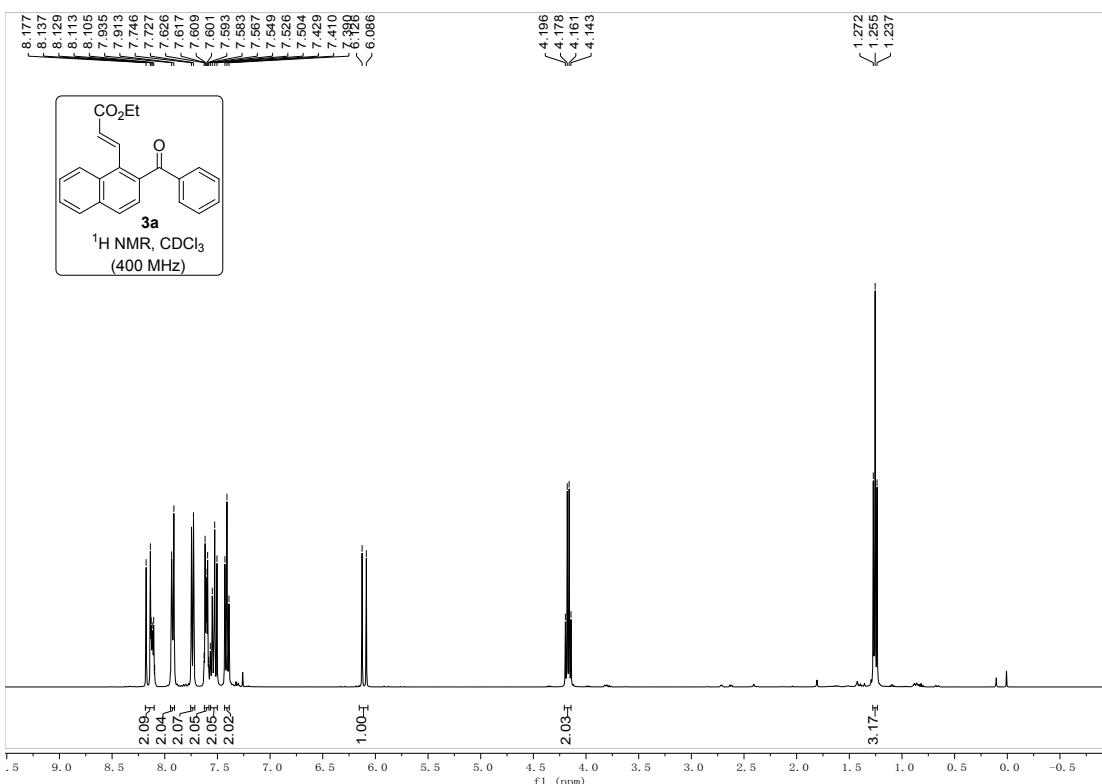
**Conclusion:** Corresponding product **3a** was not observed, suggesting strong electron-withdrawing property of activator alone could not facilitate C-O bond cleavage.

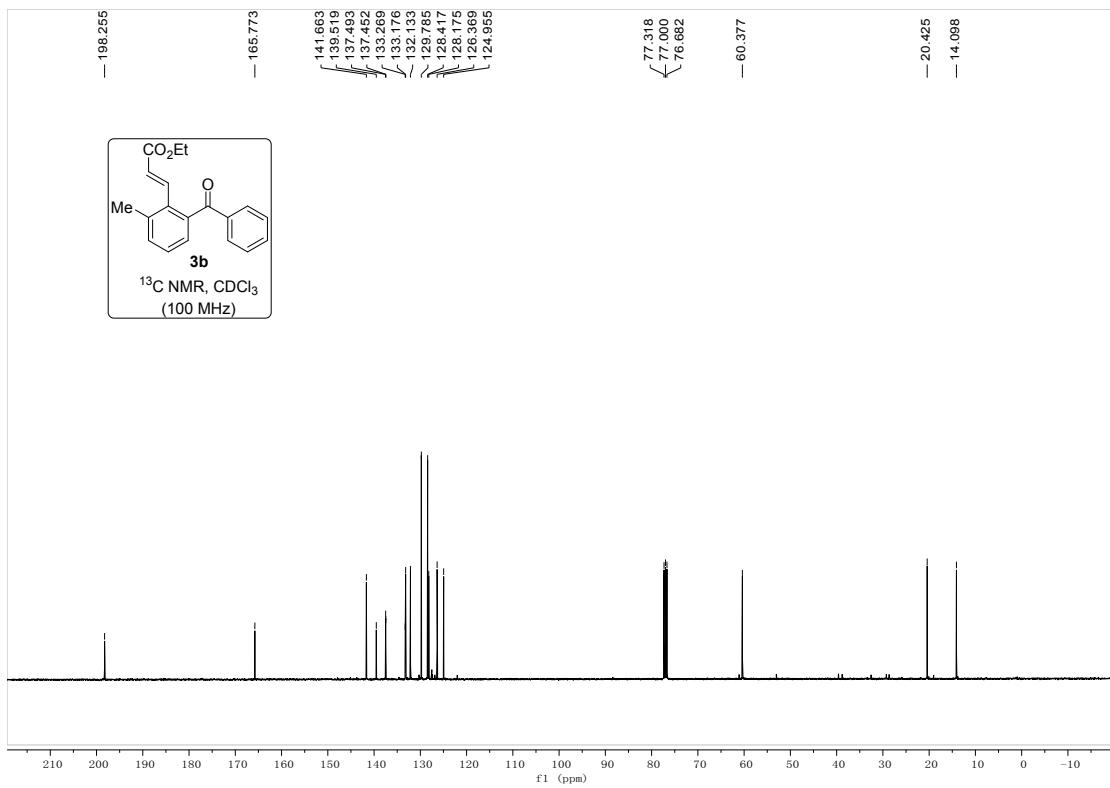
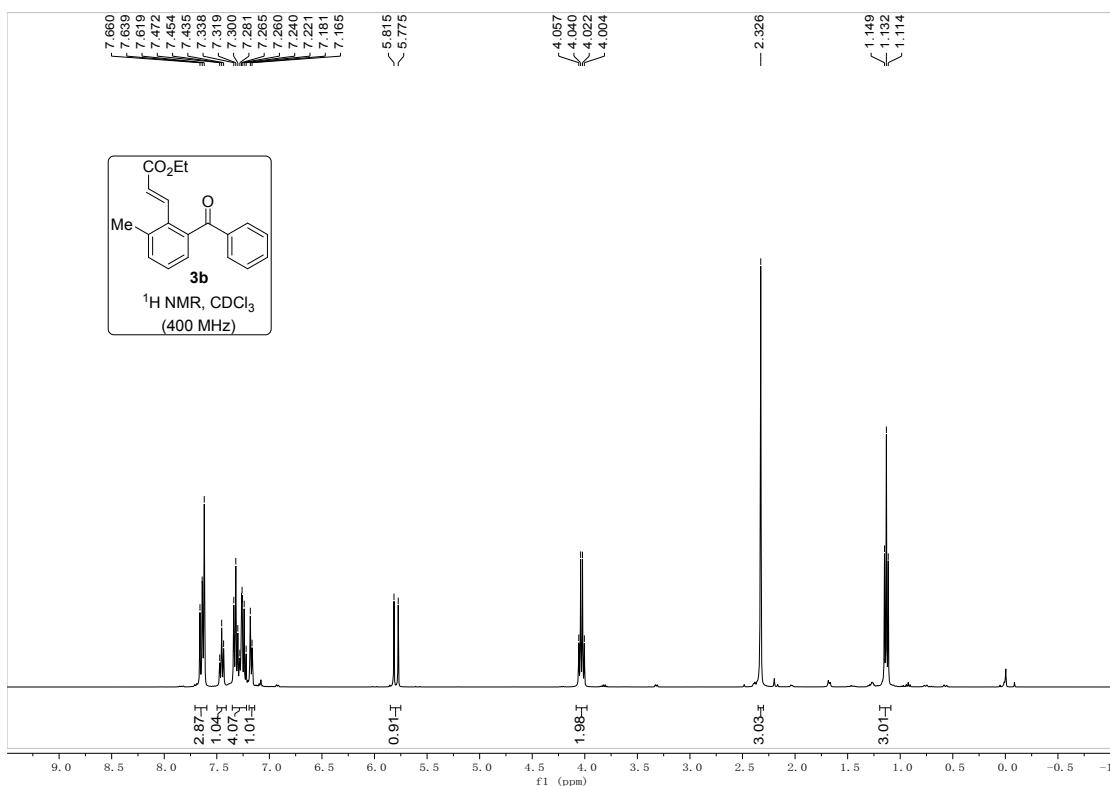
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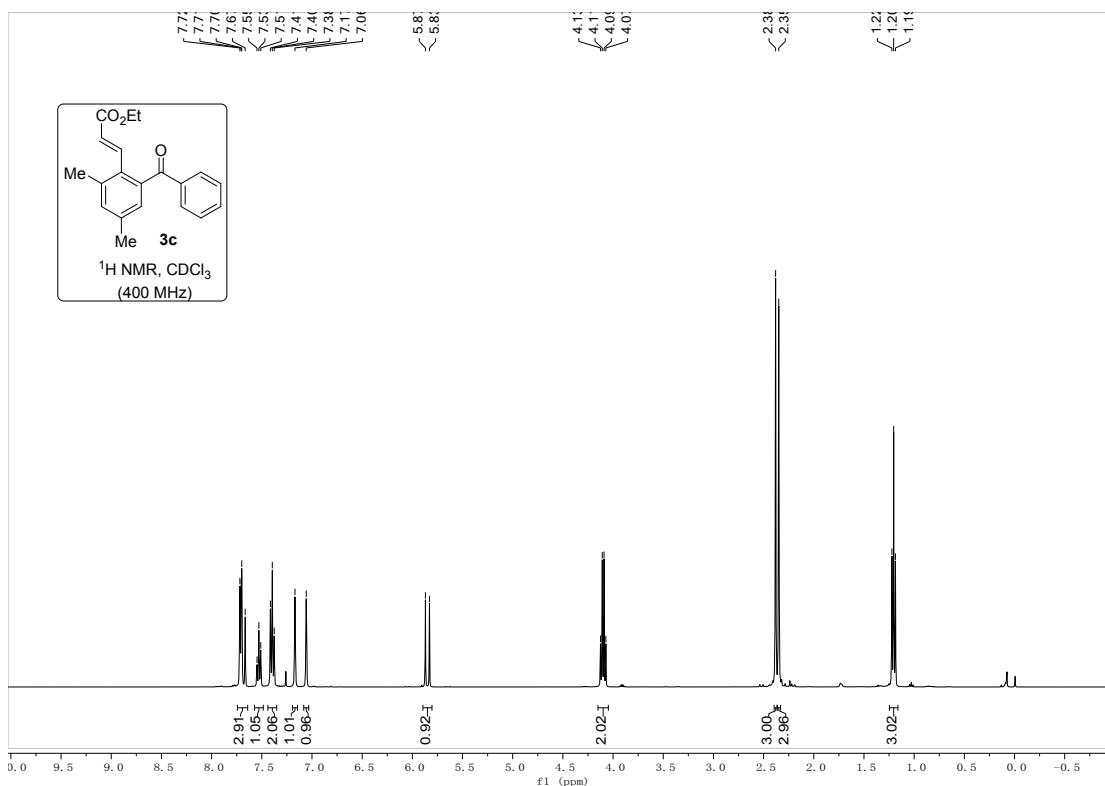


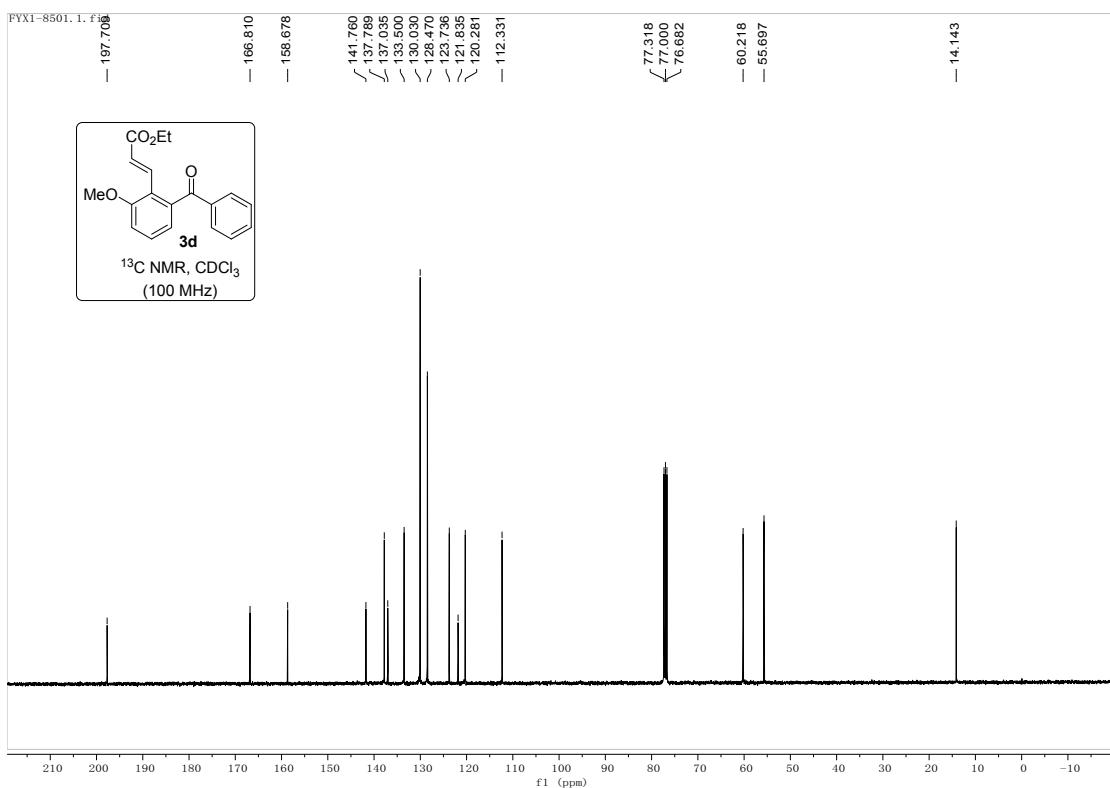
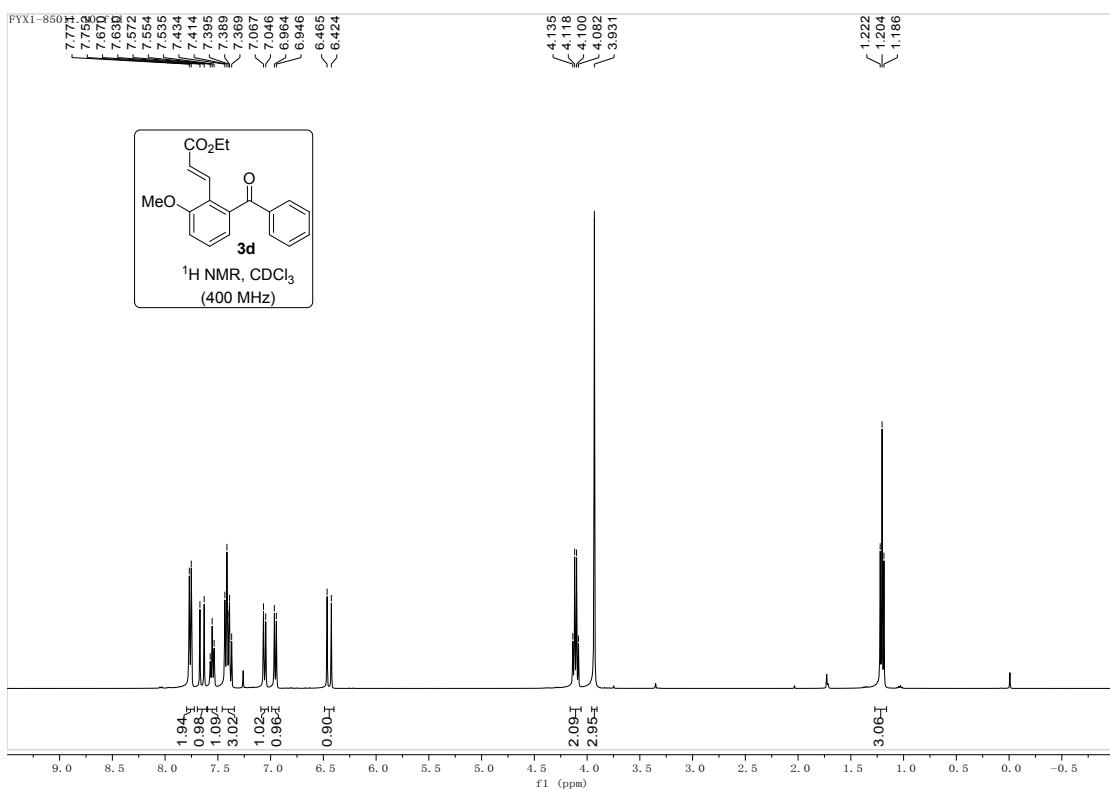


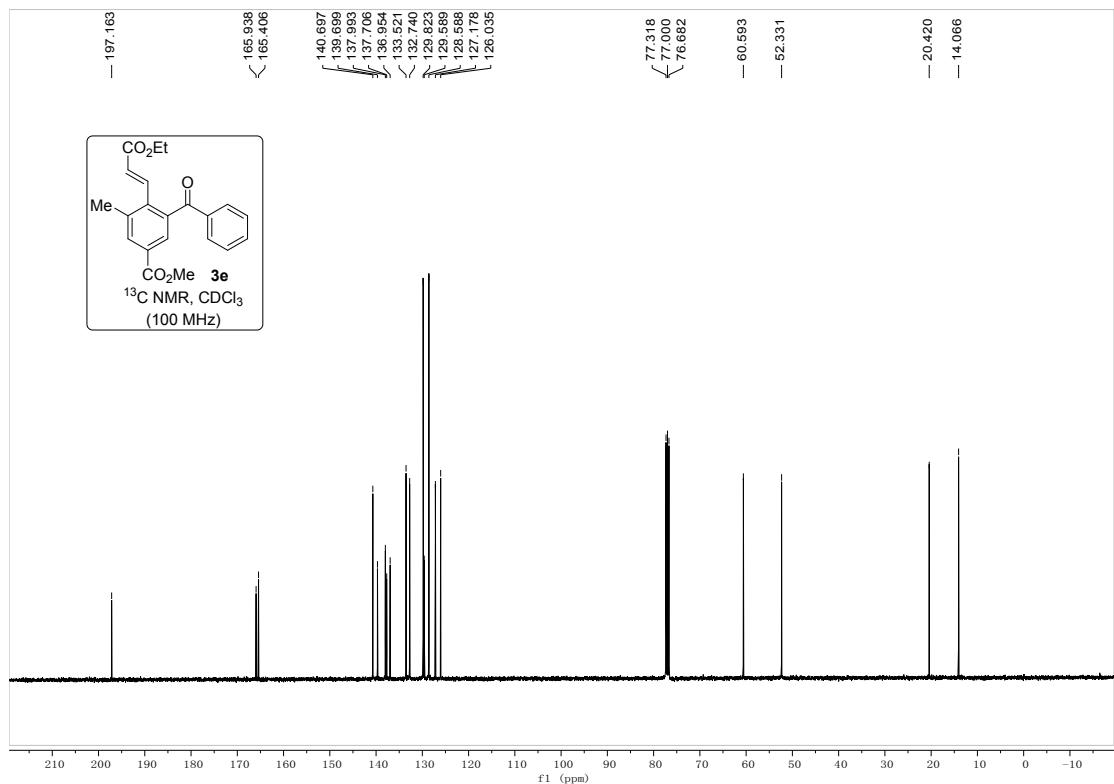
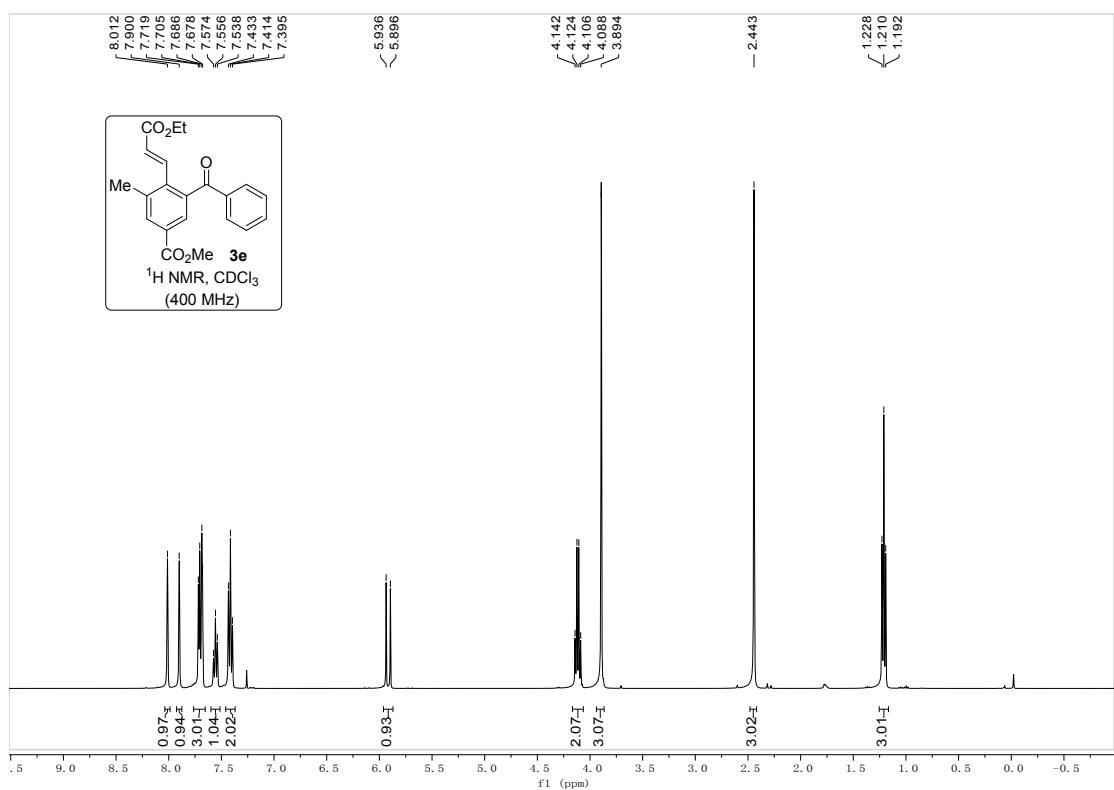


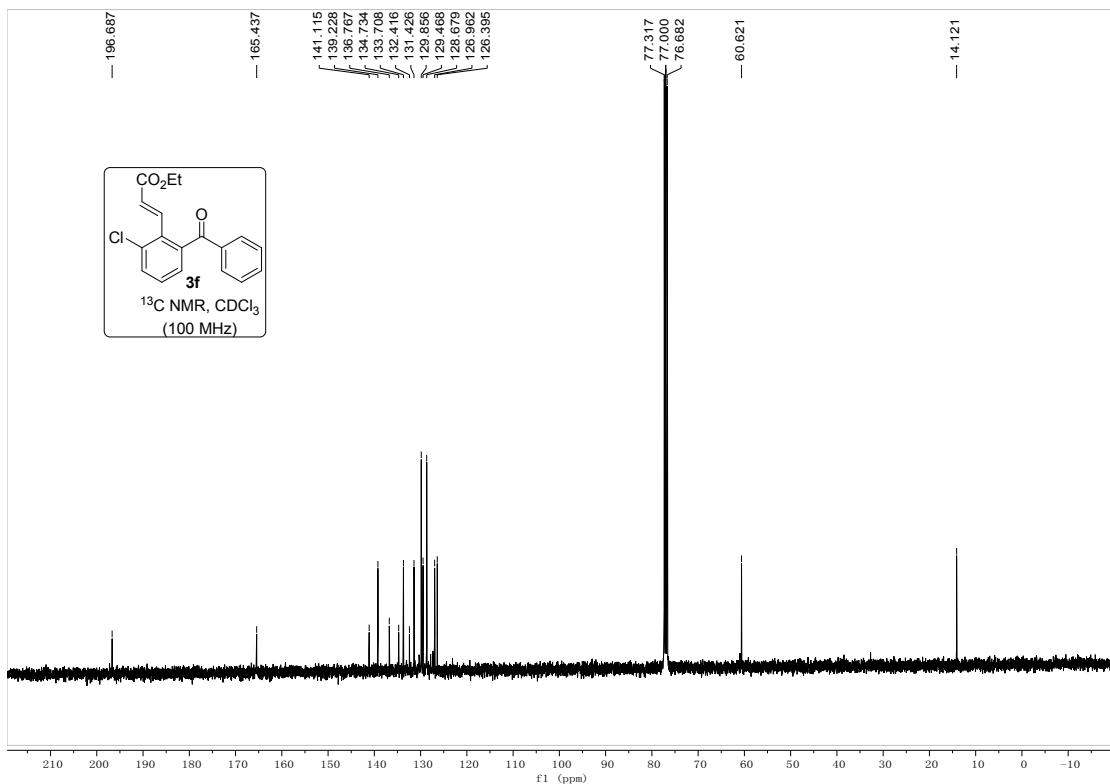
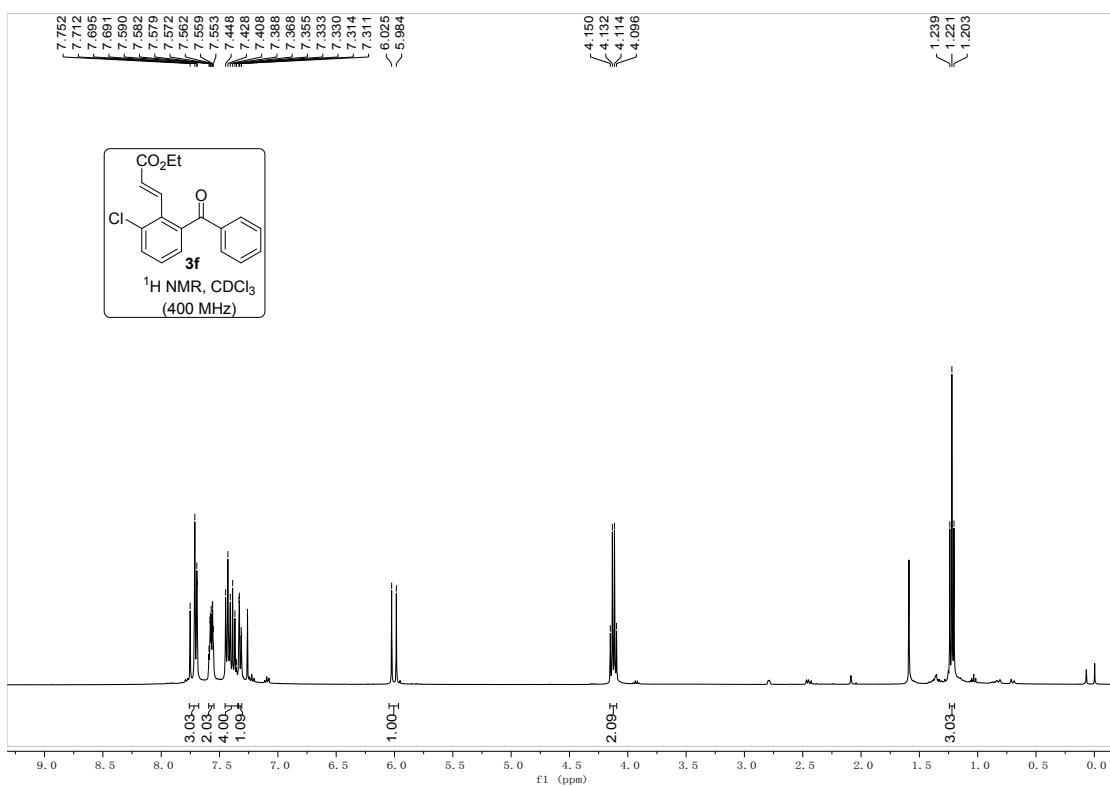


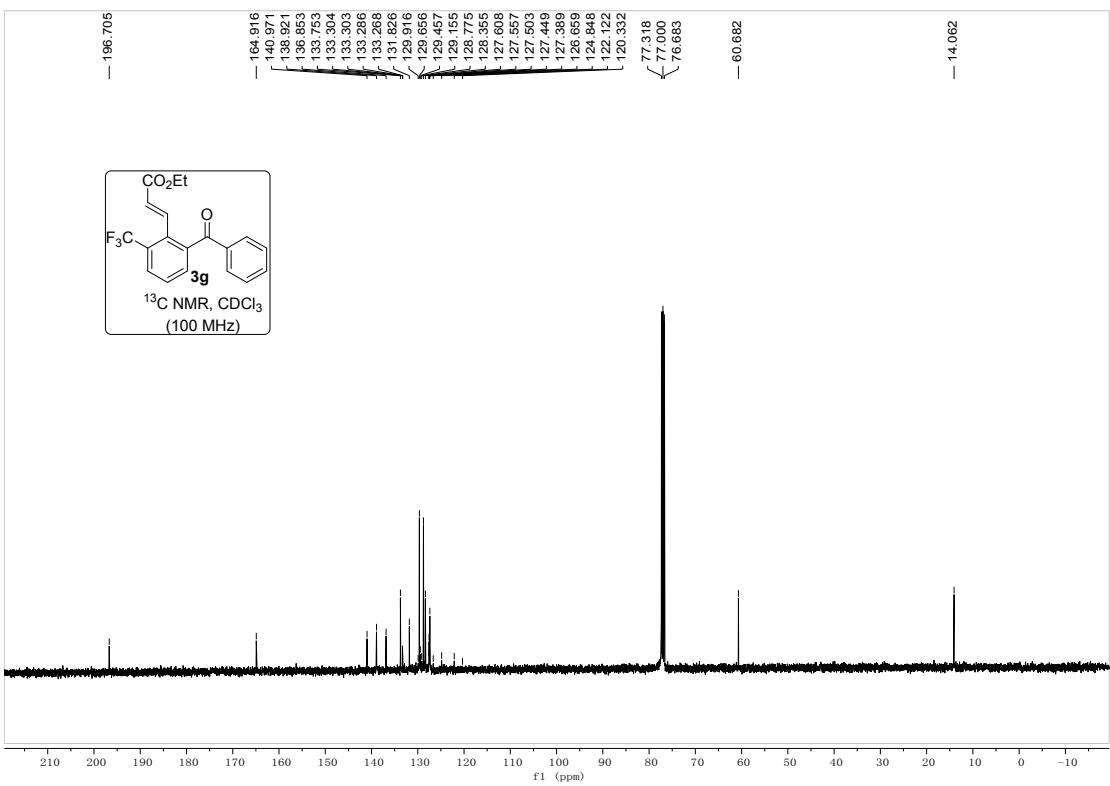
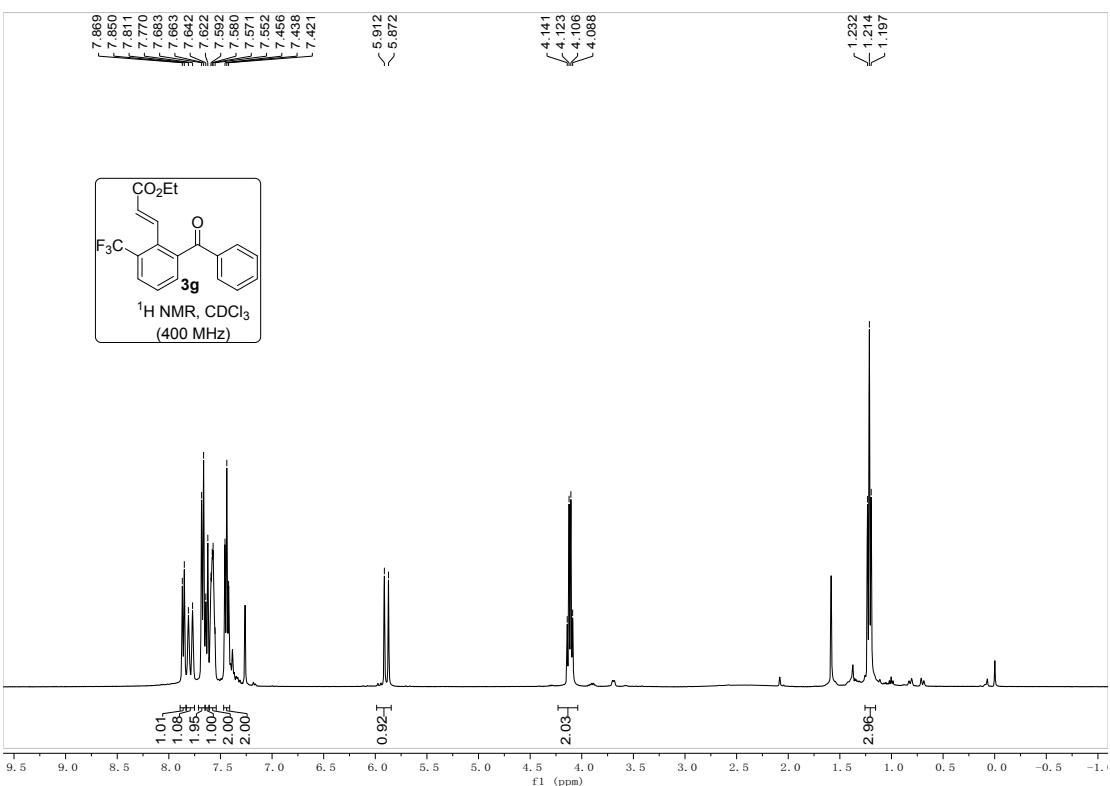


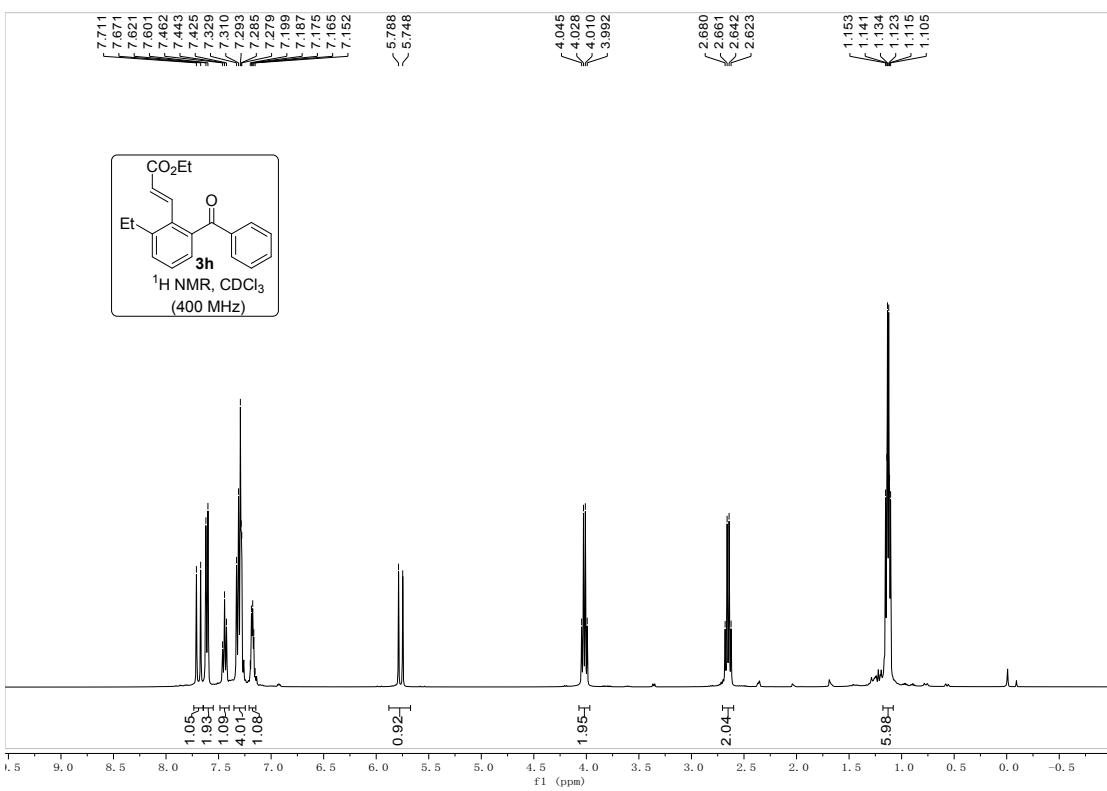
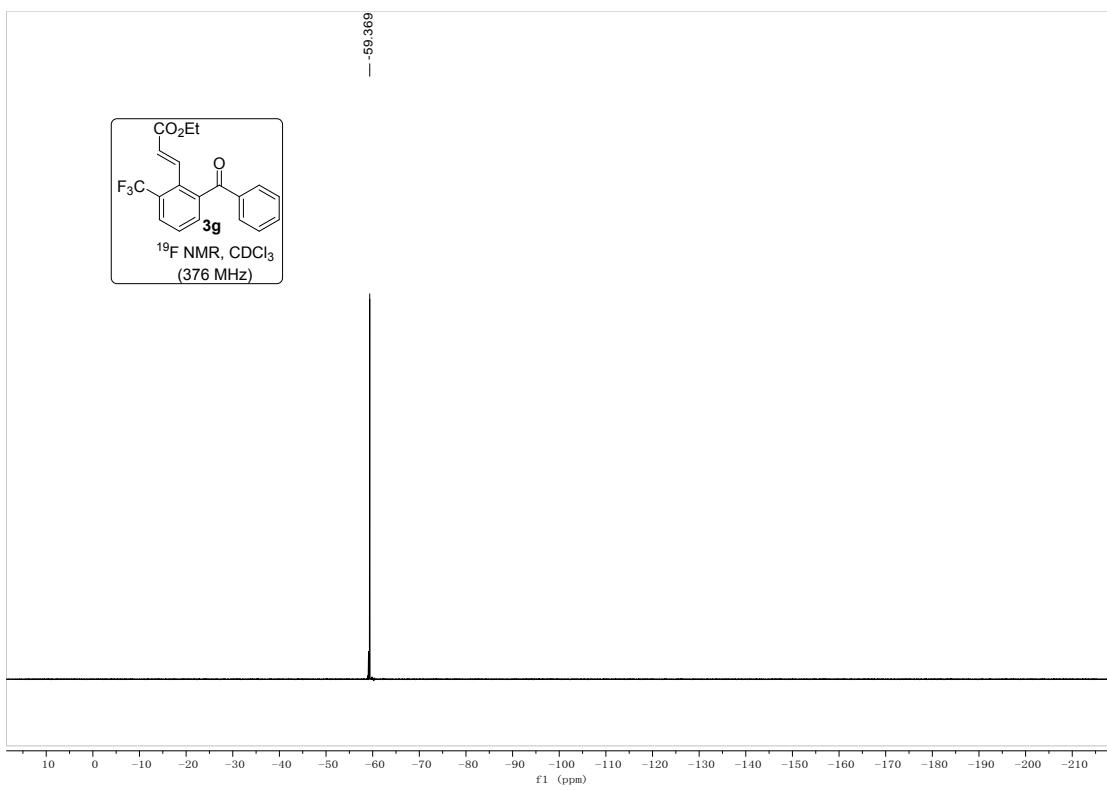


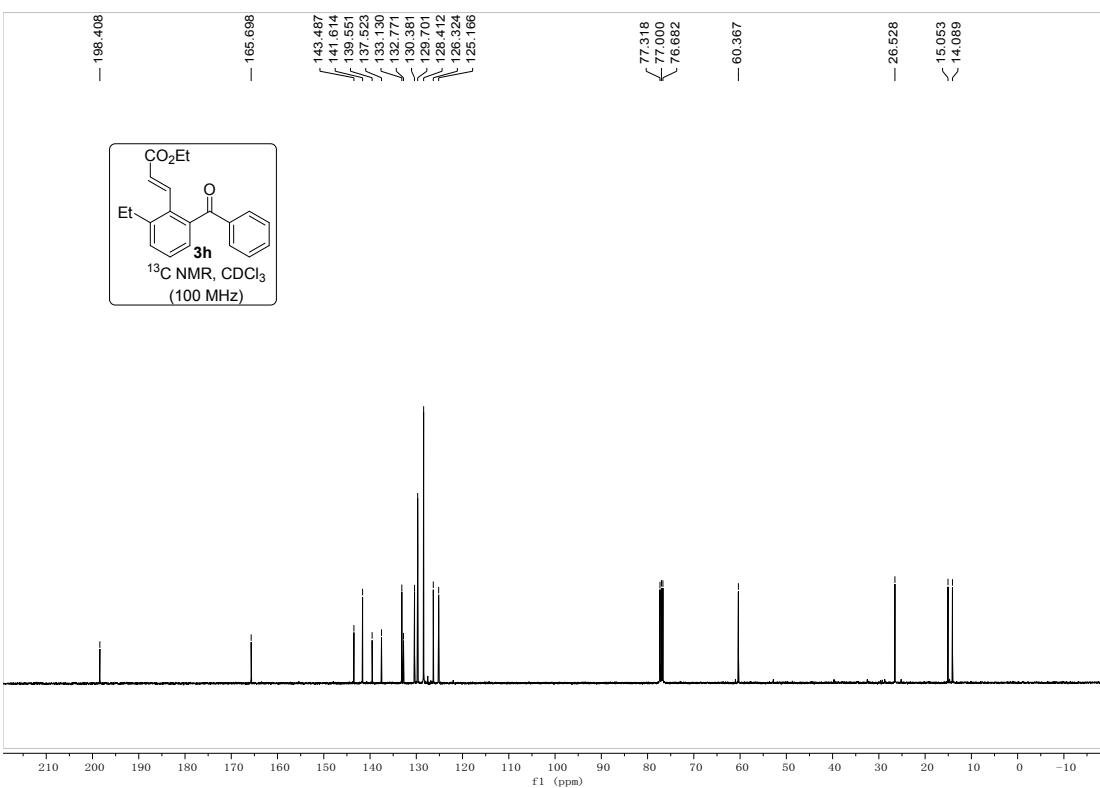


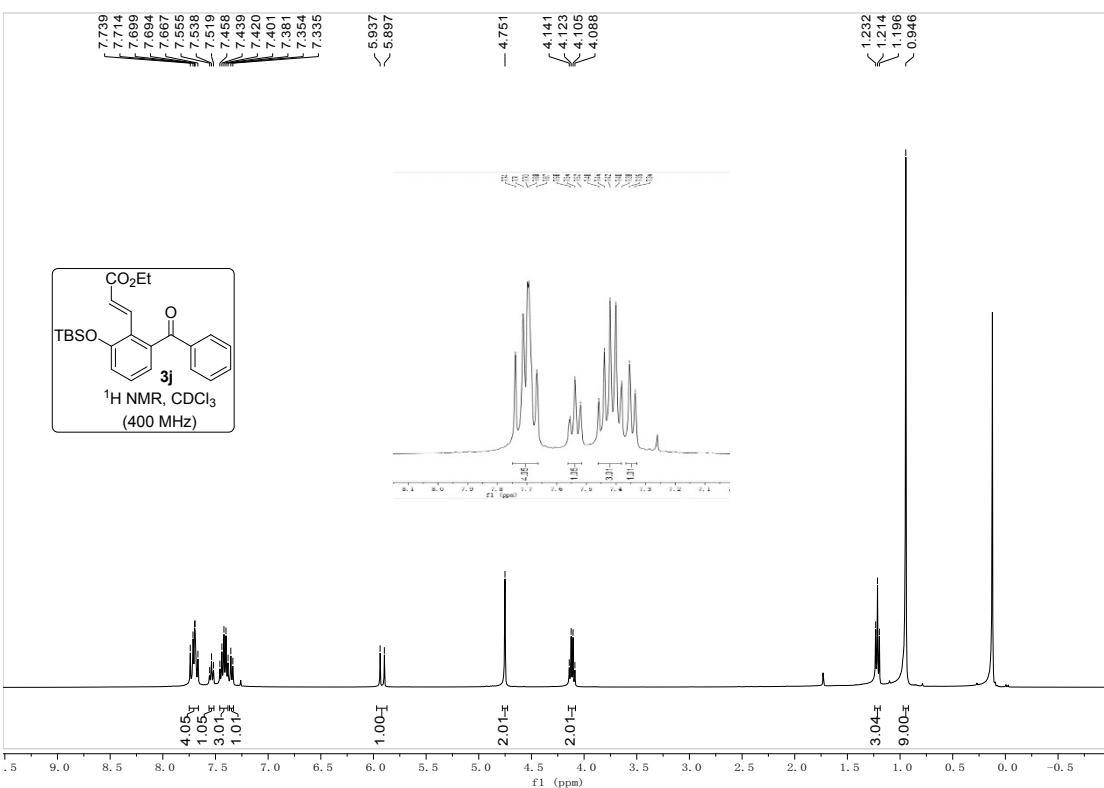
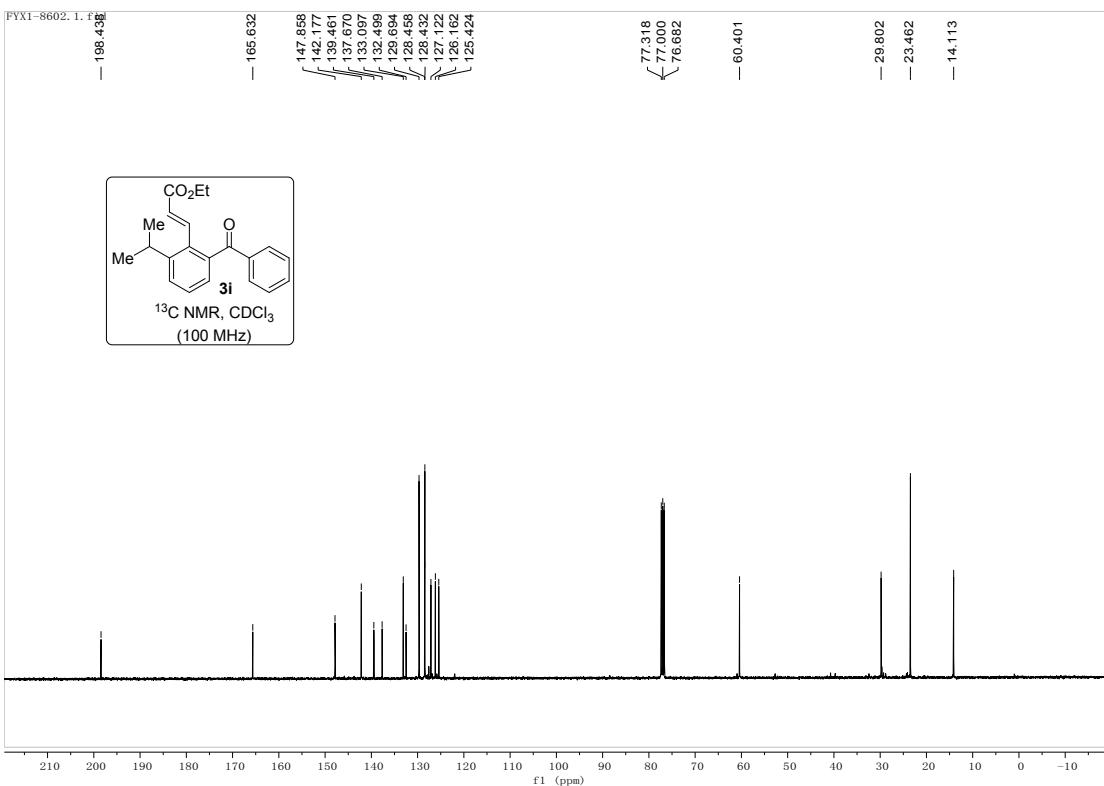


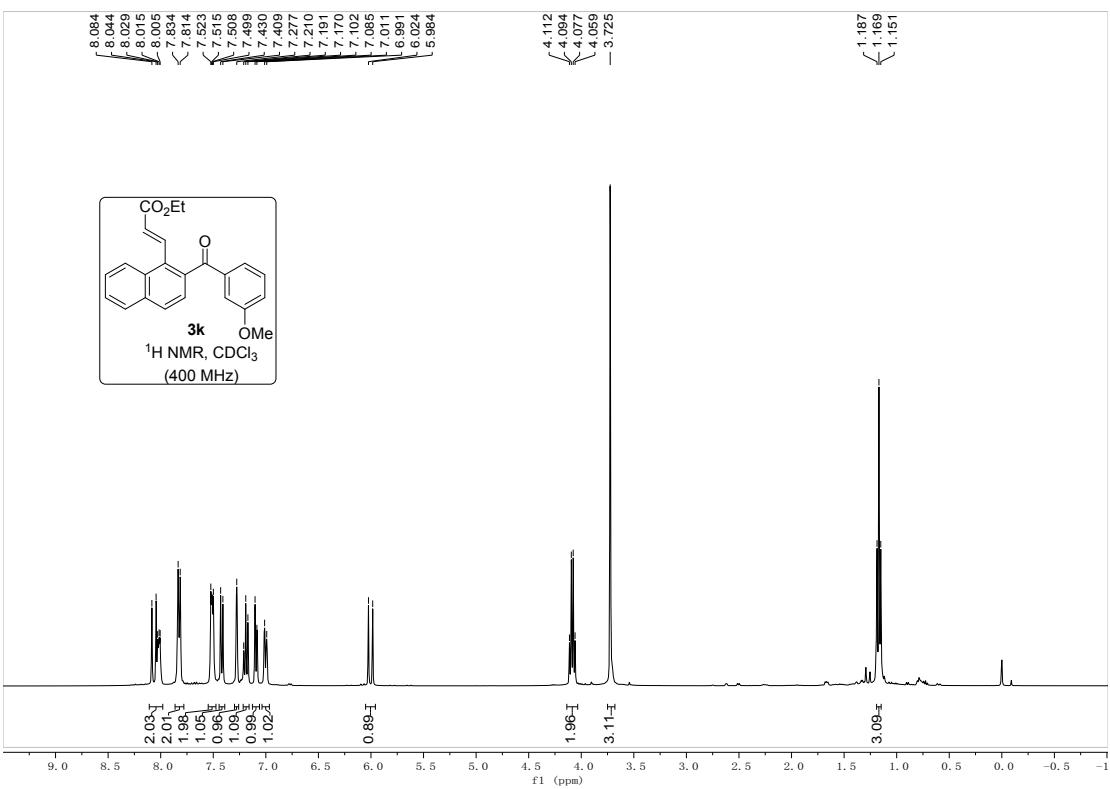
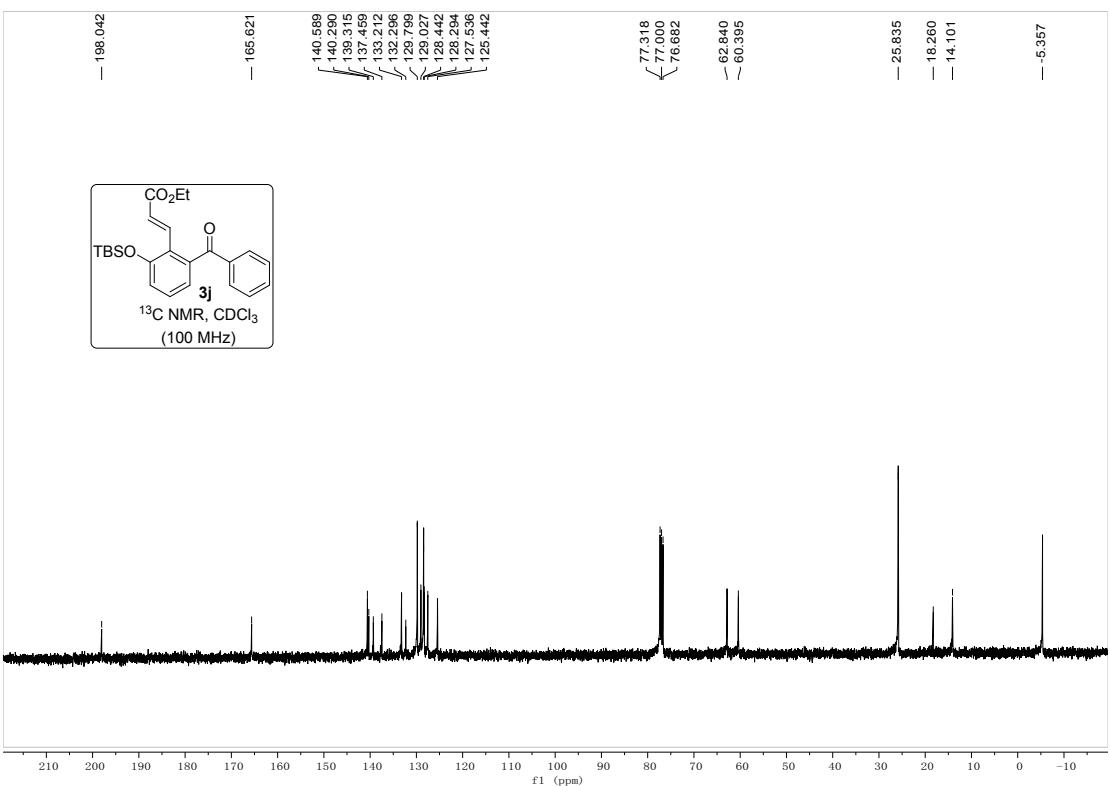


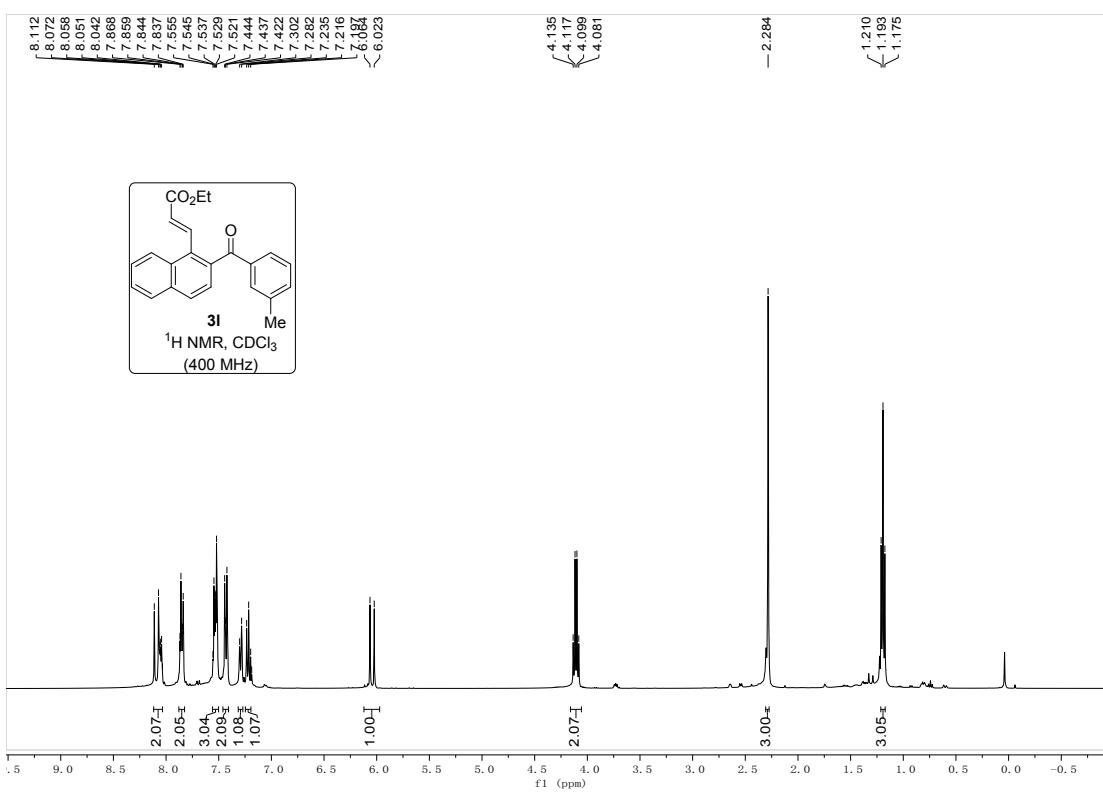
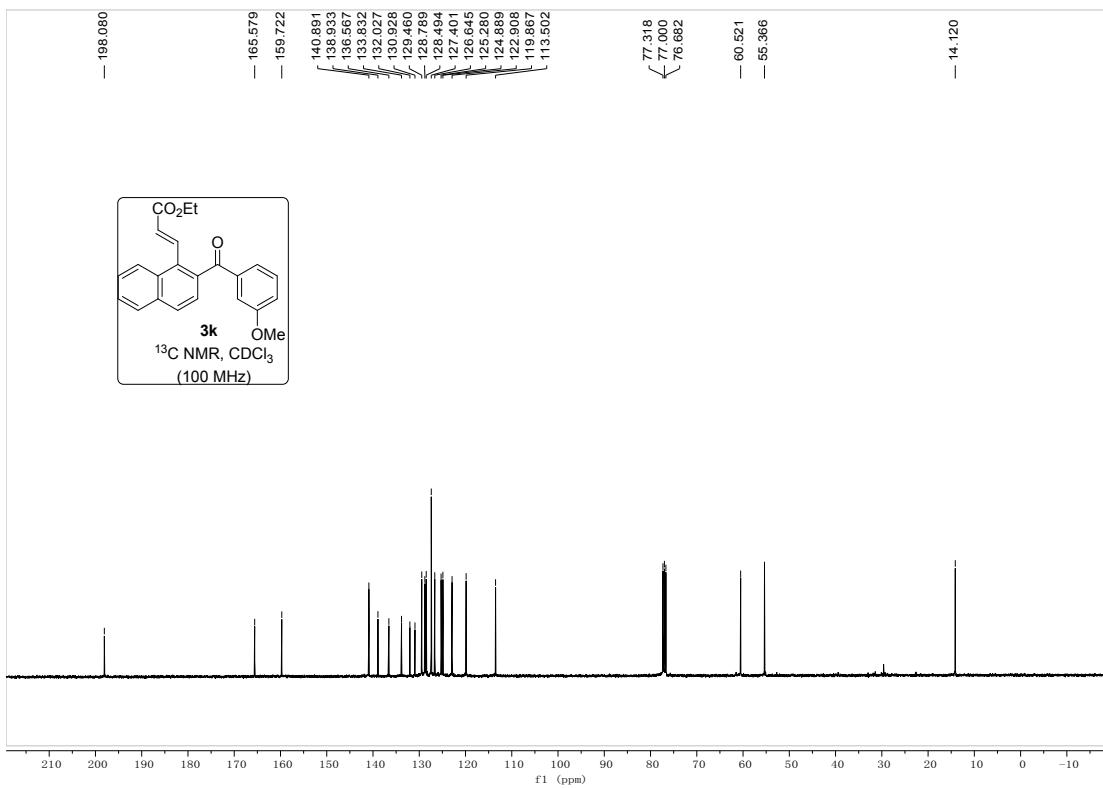


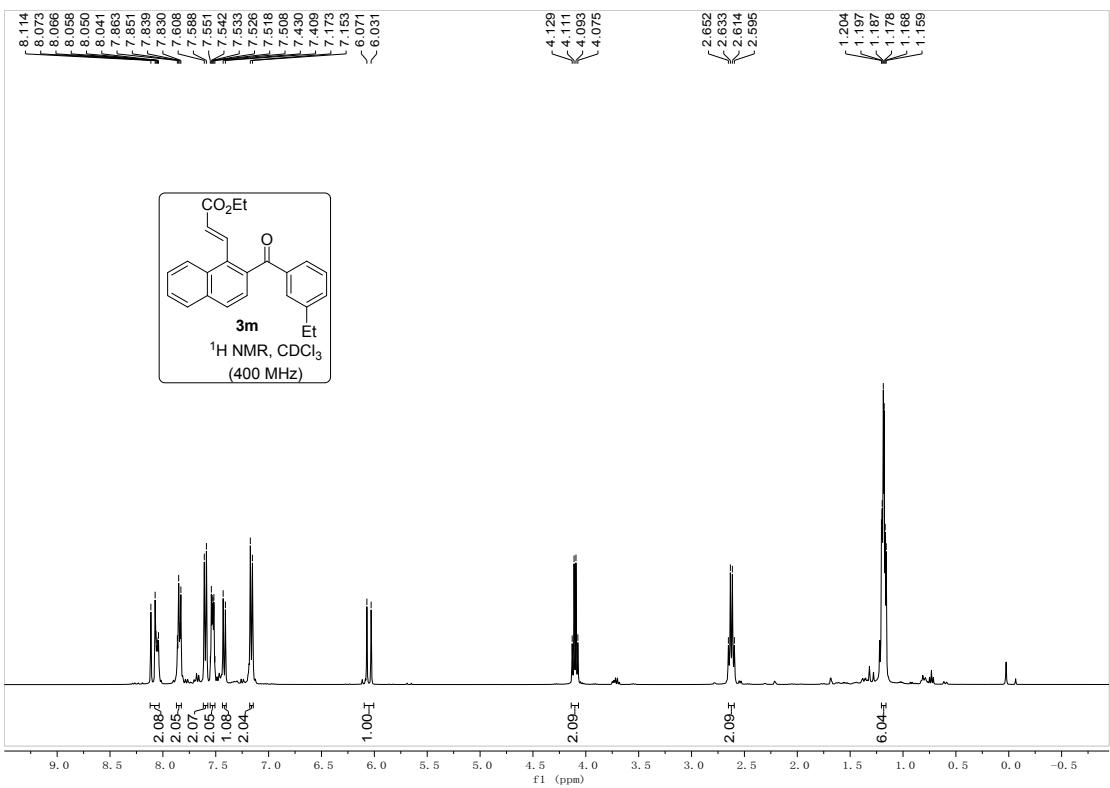
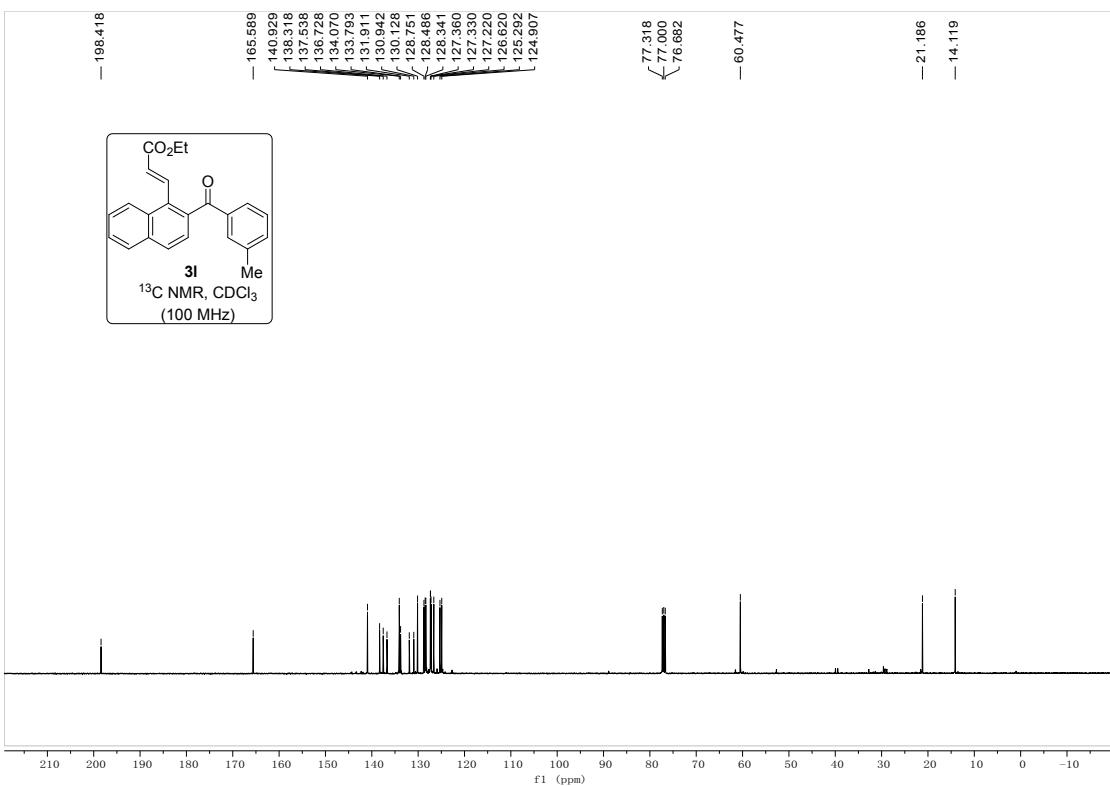


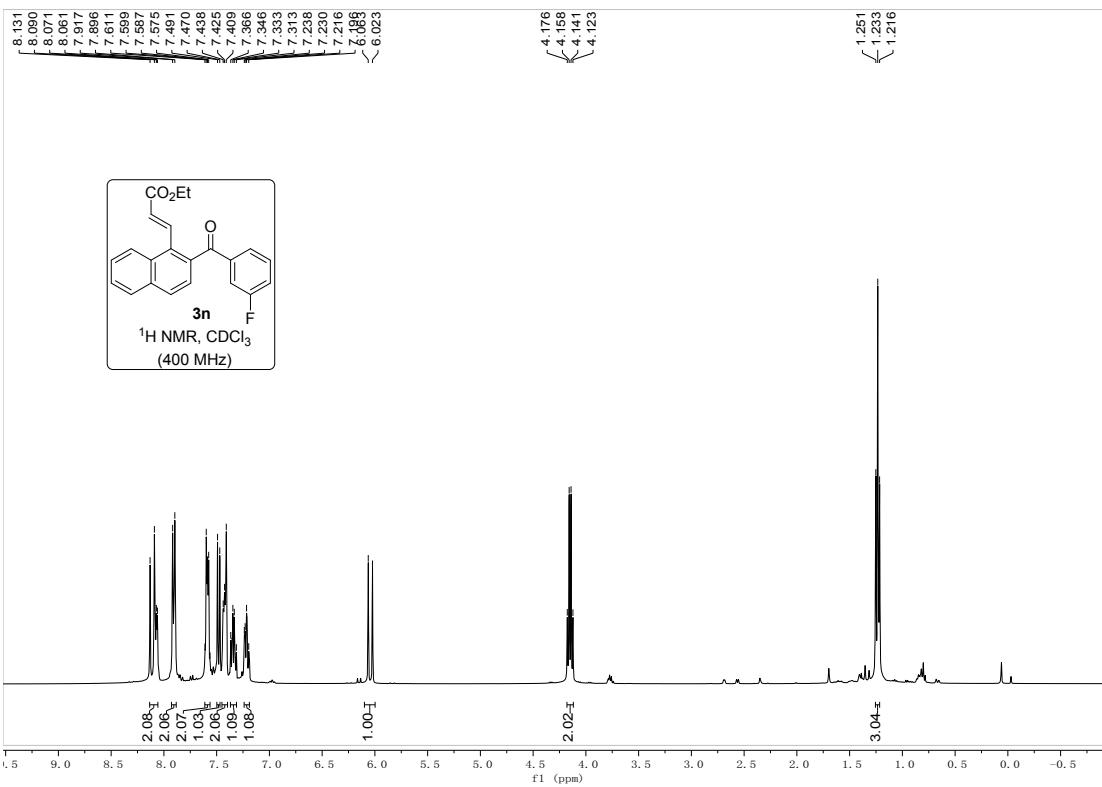
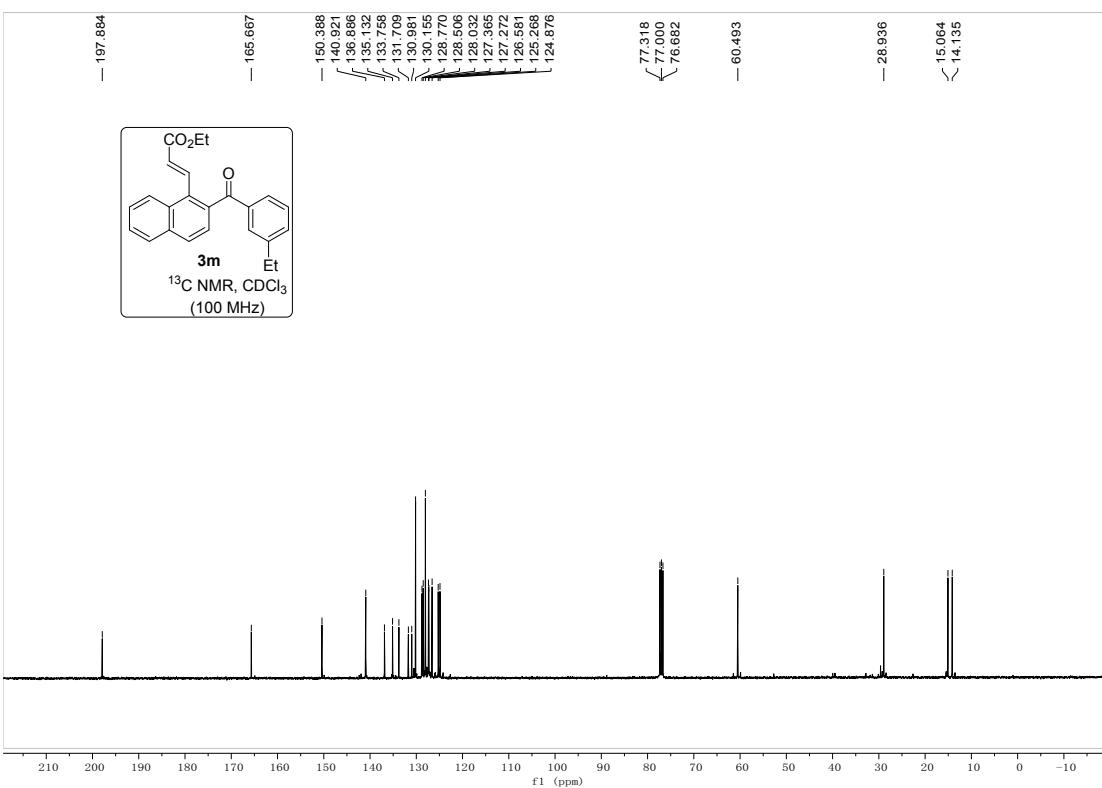


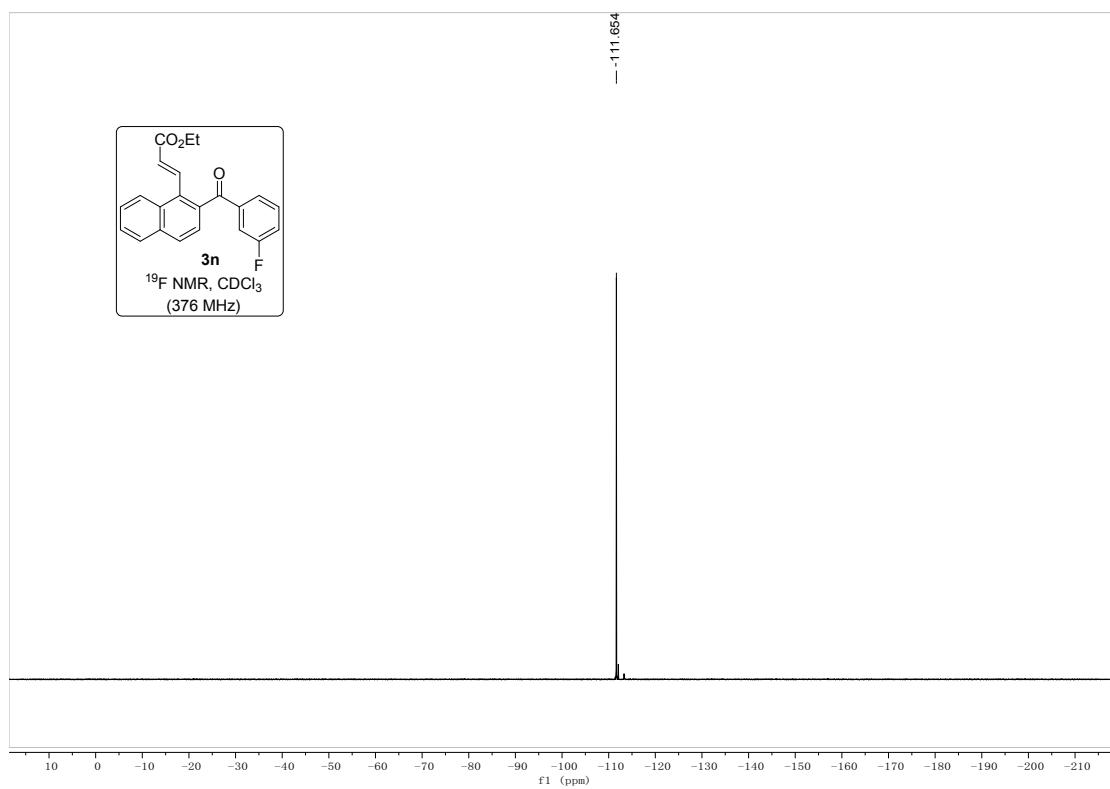
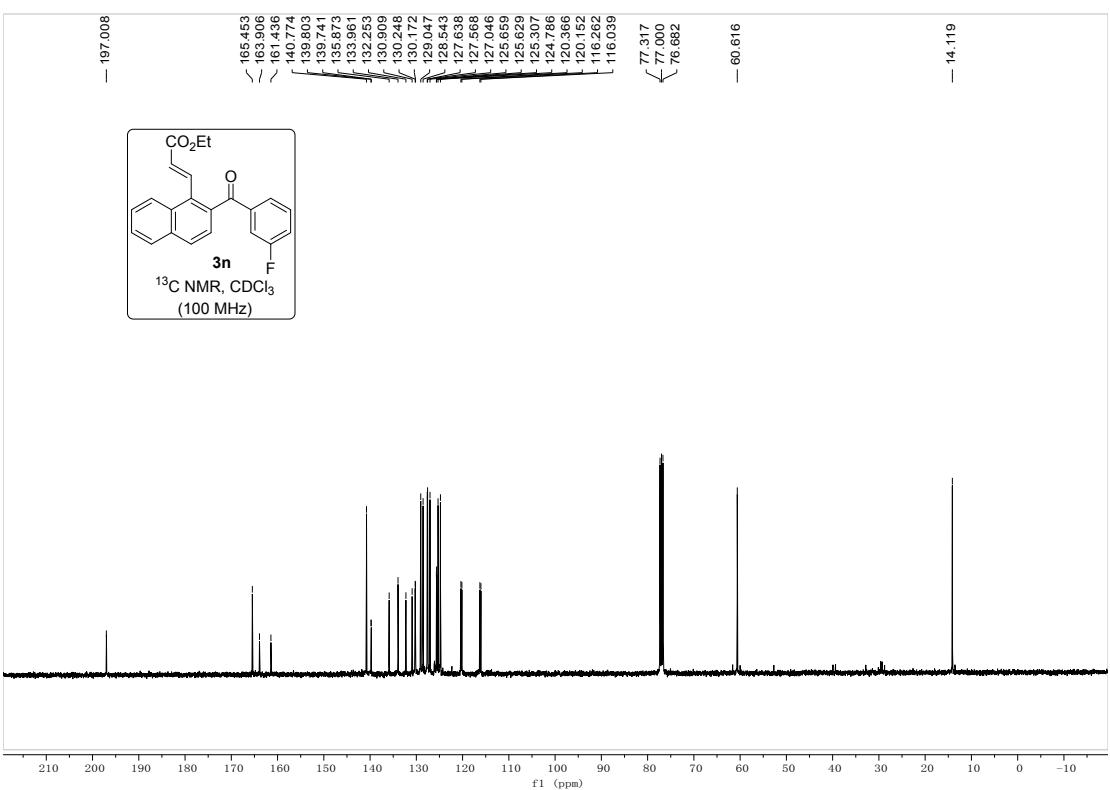


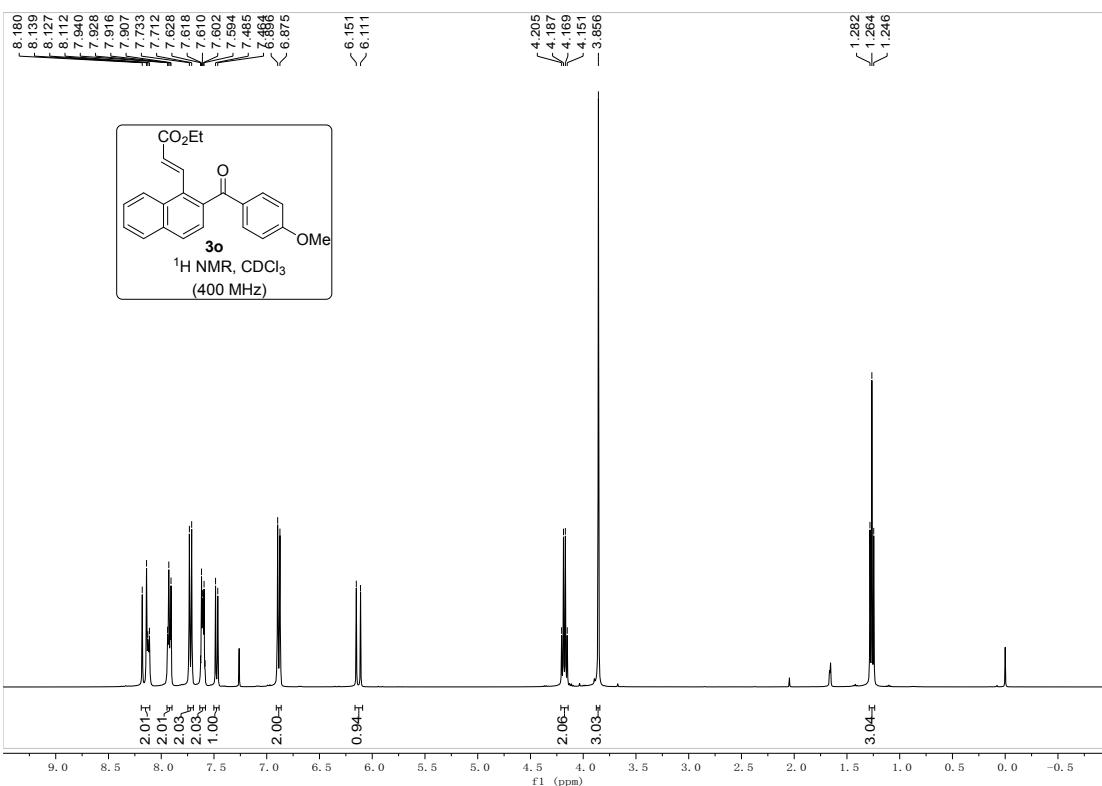


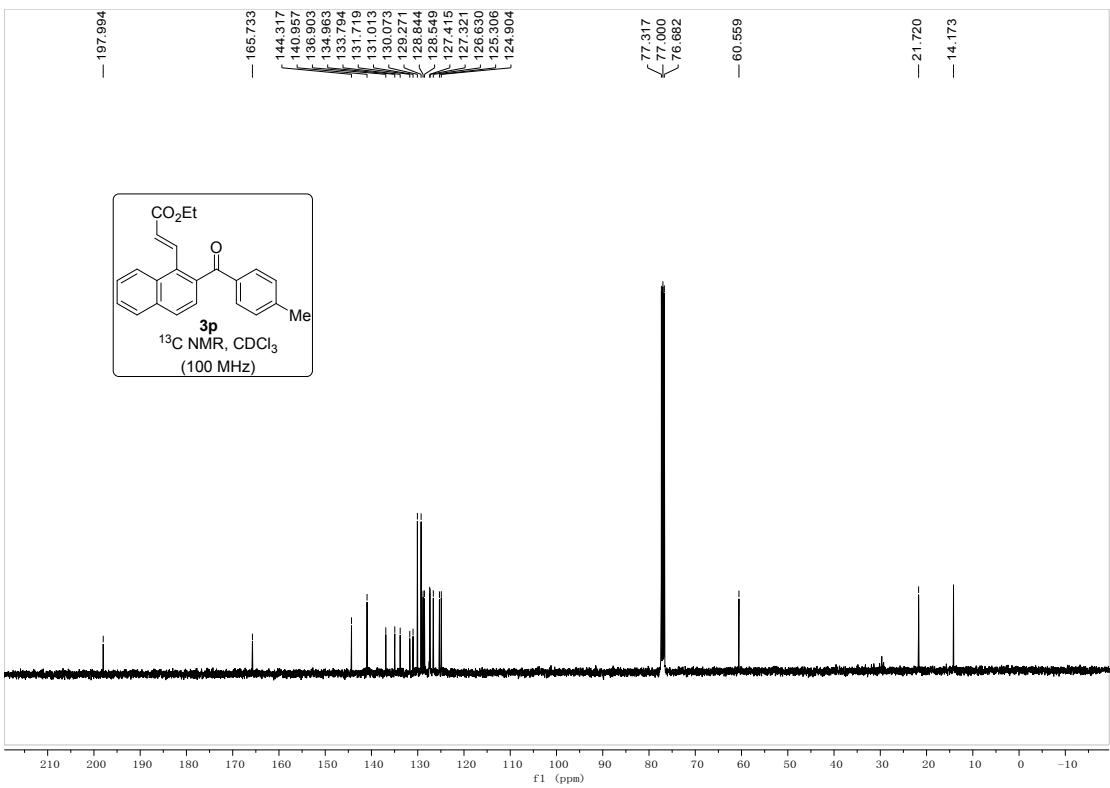
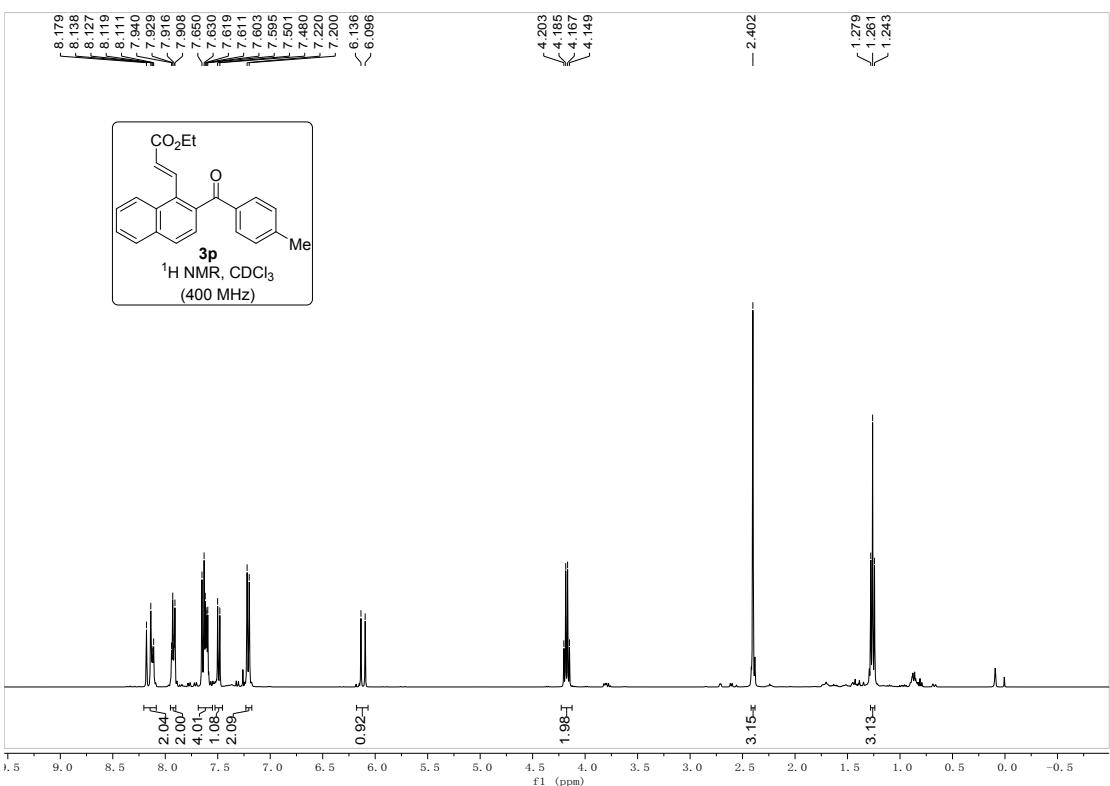


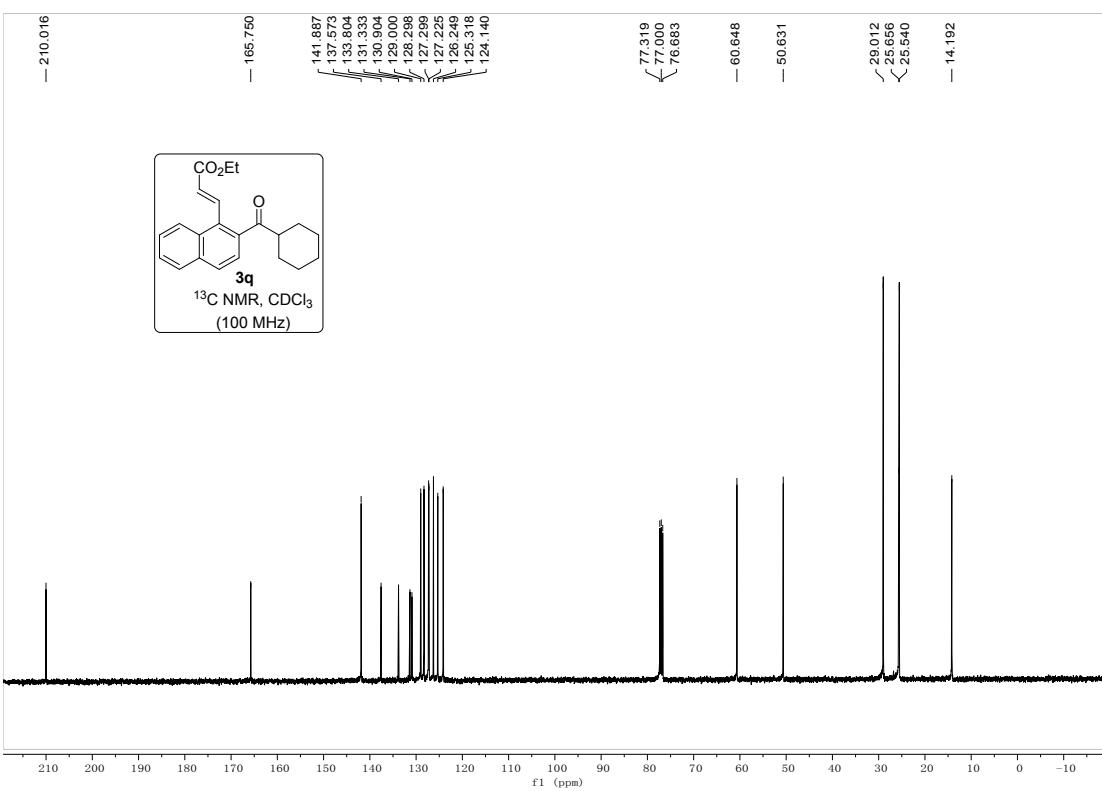
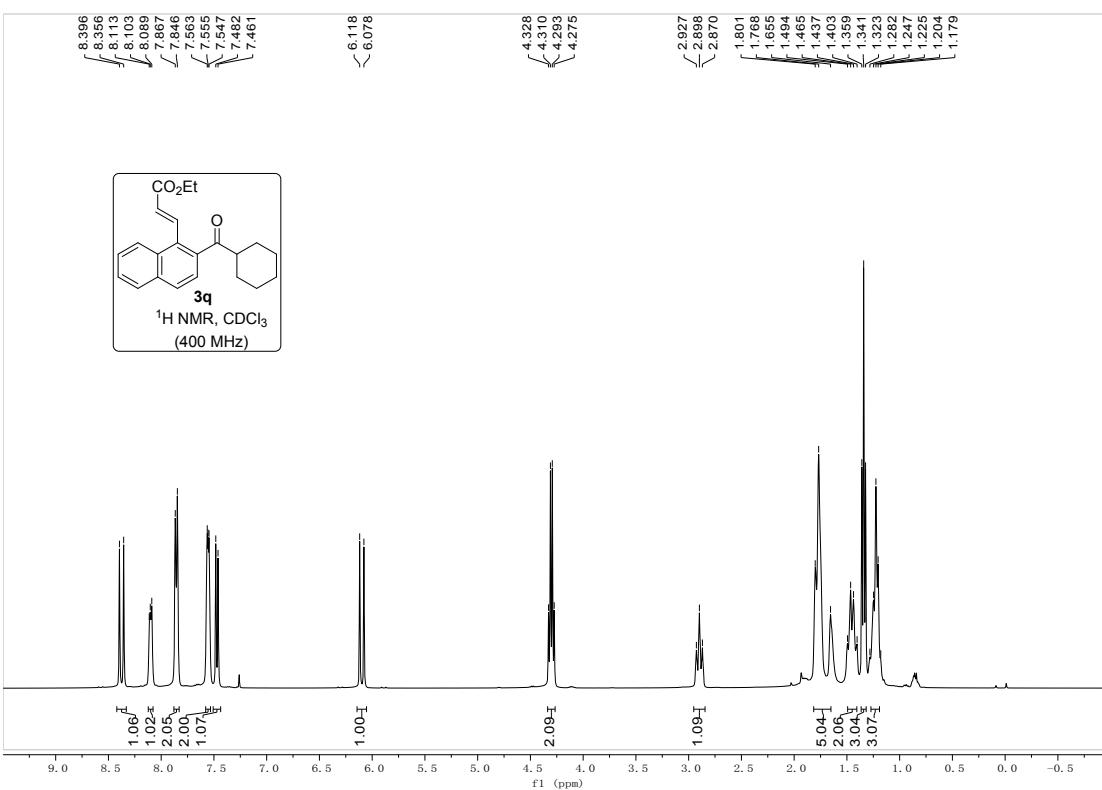


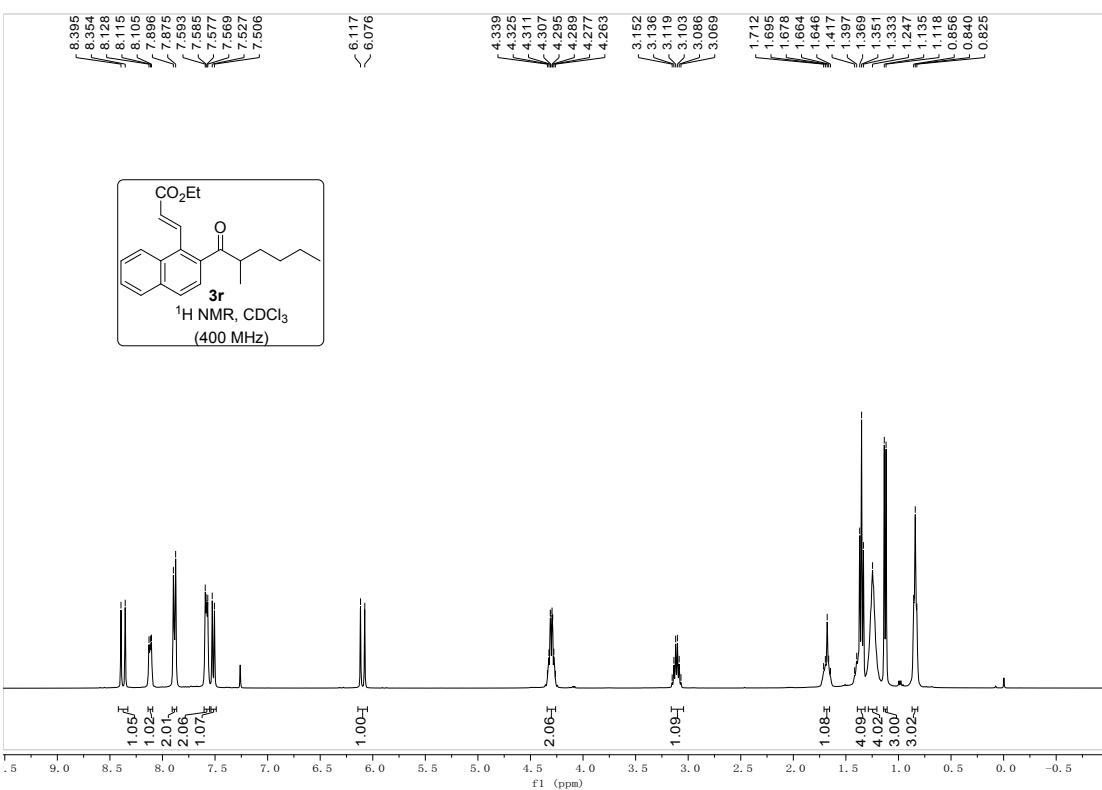


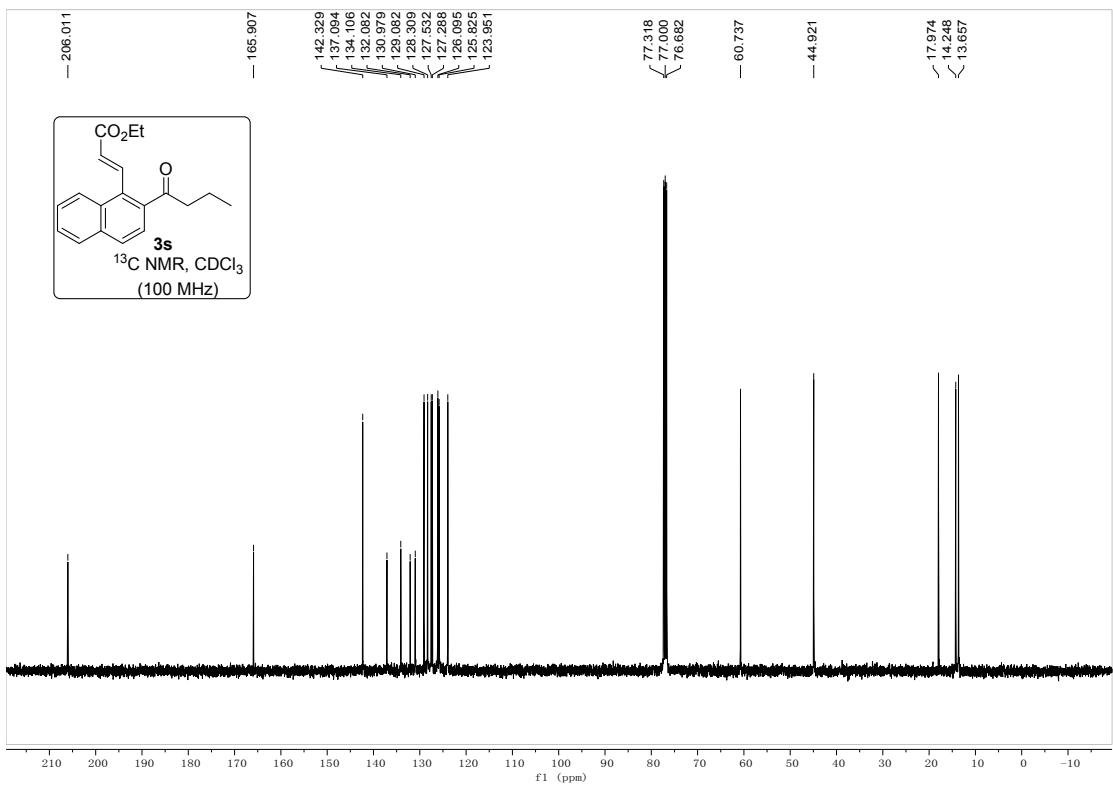
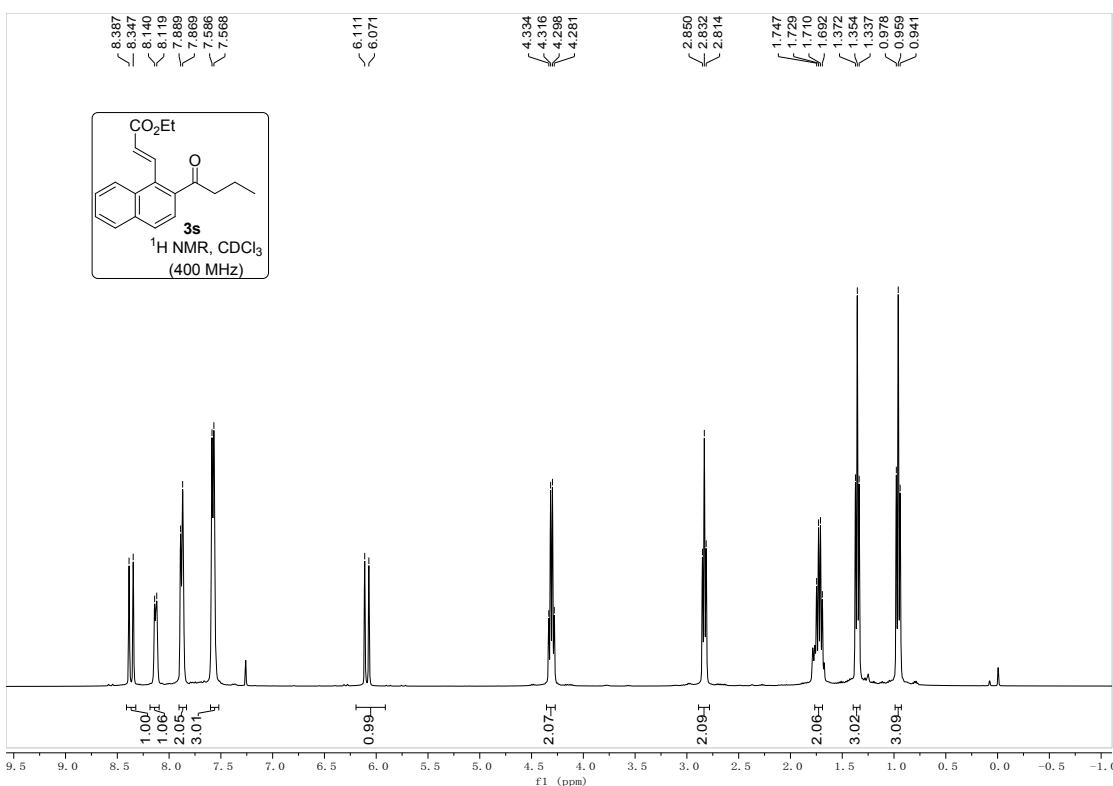


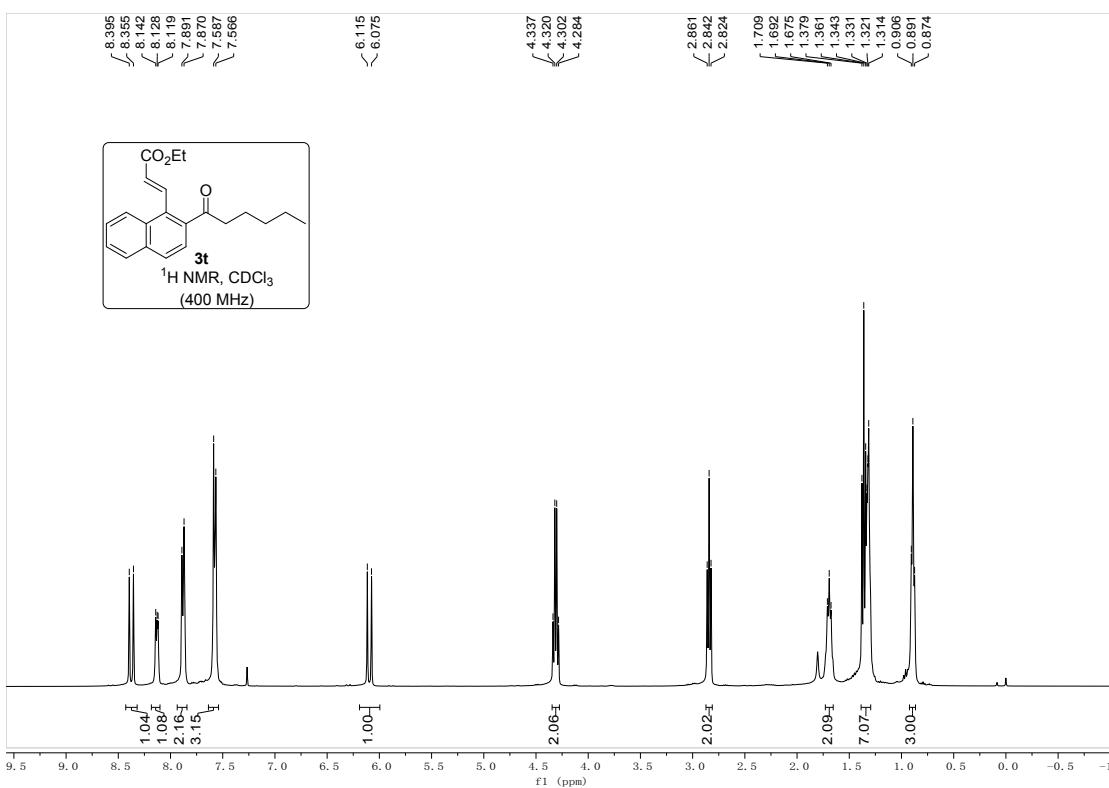


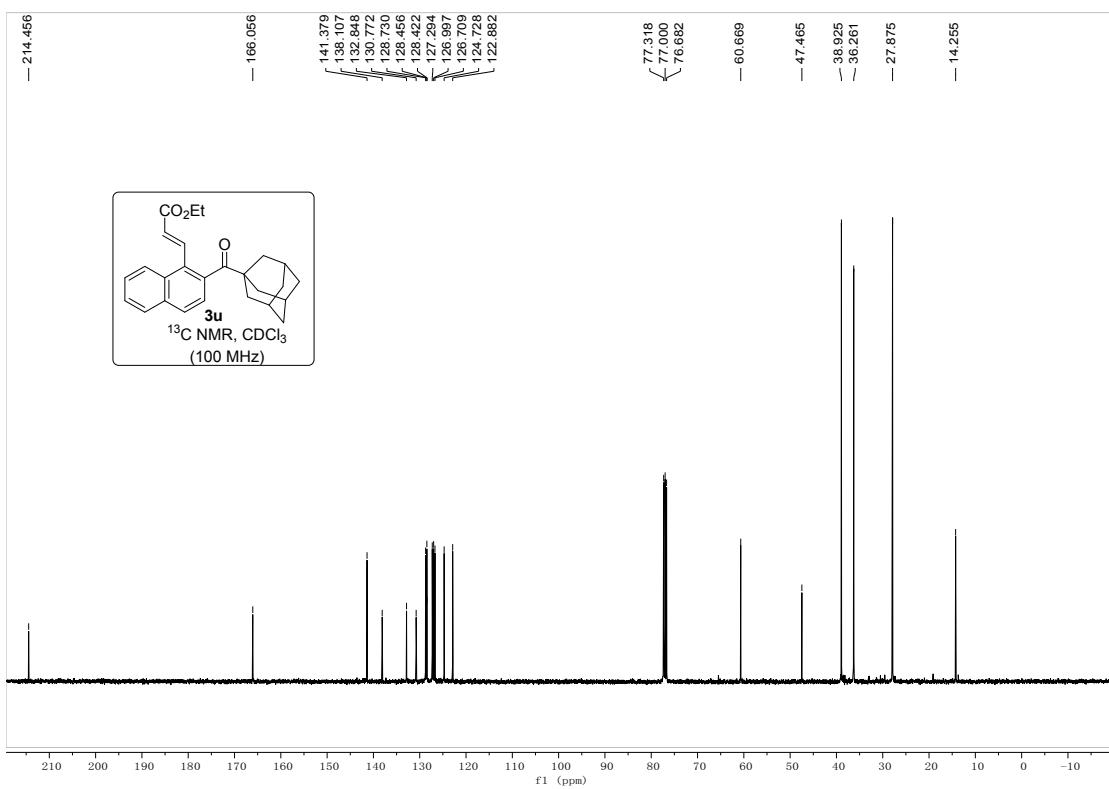
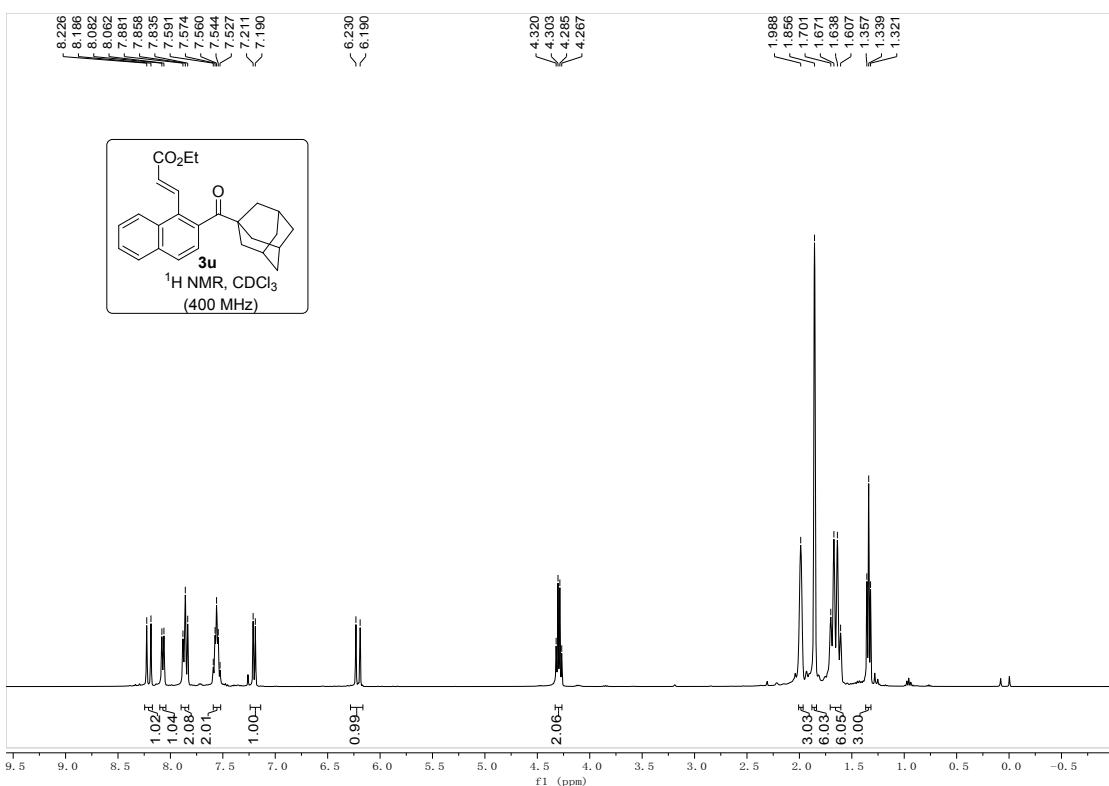


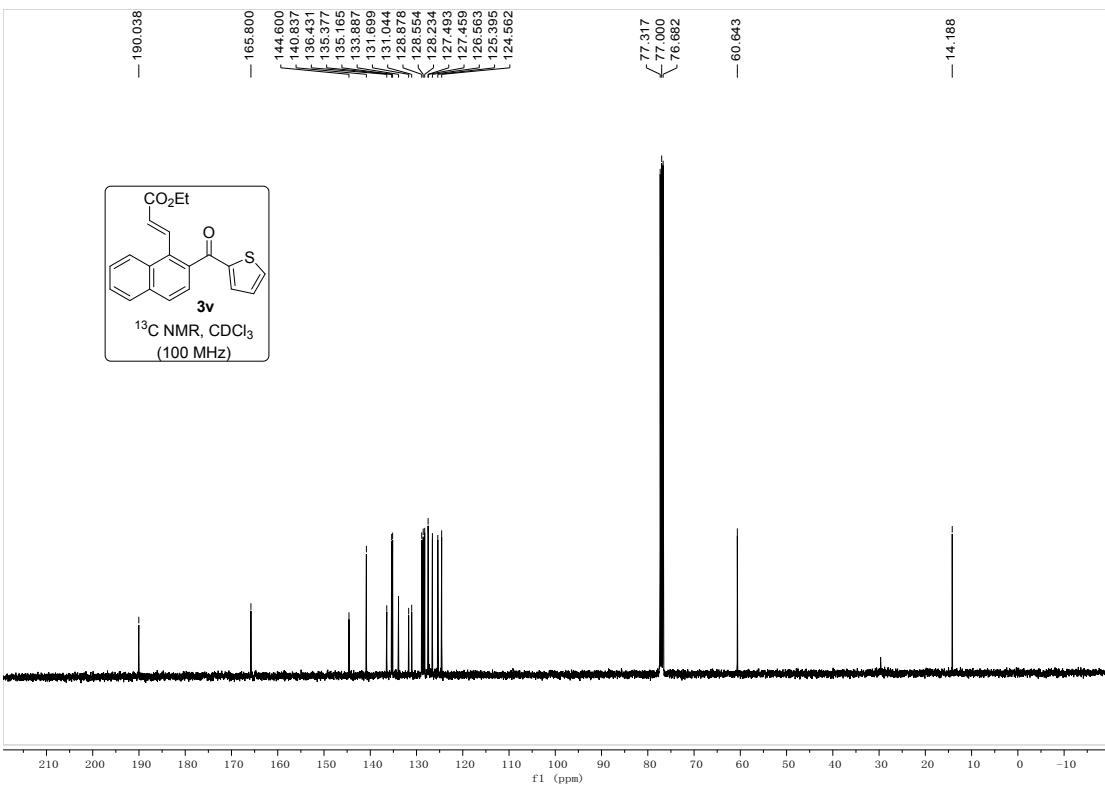
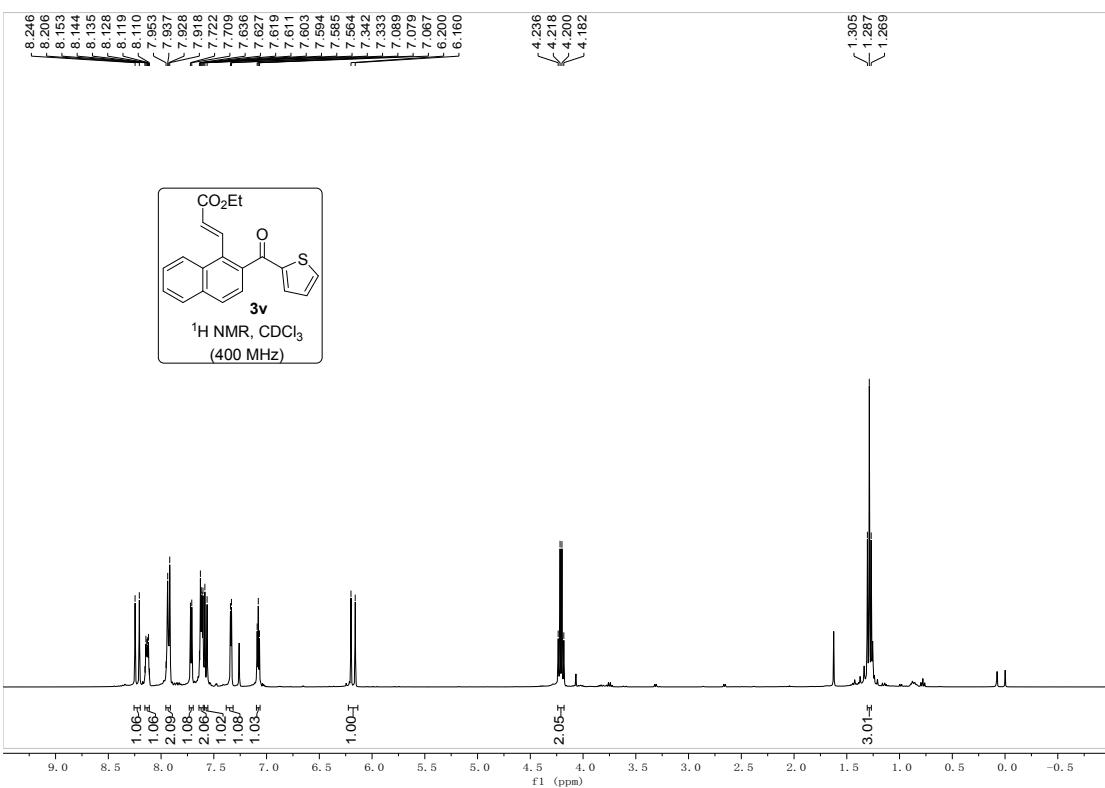


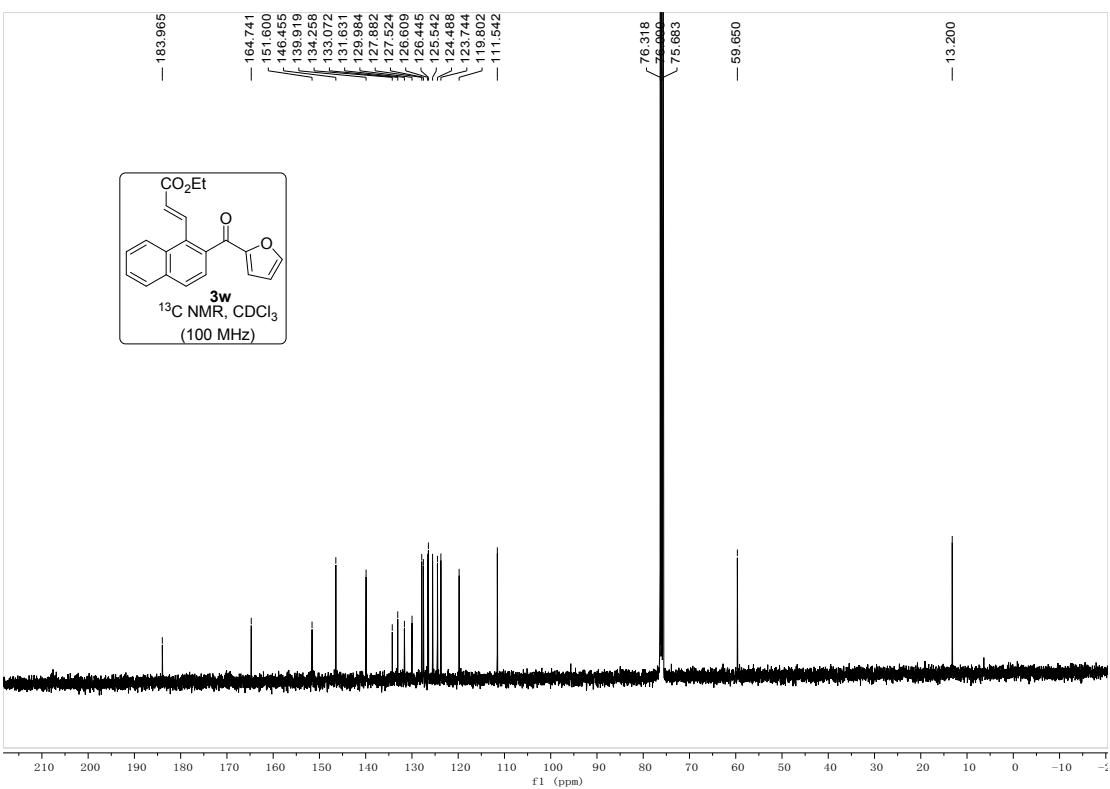
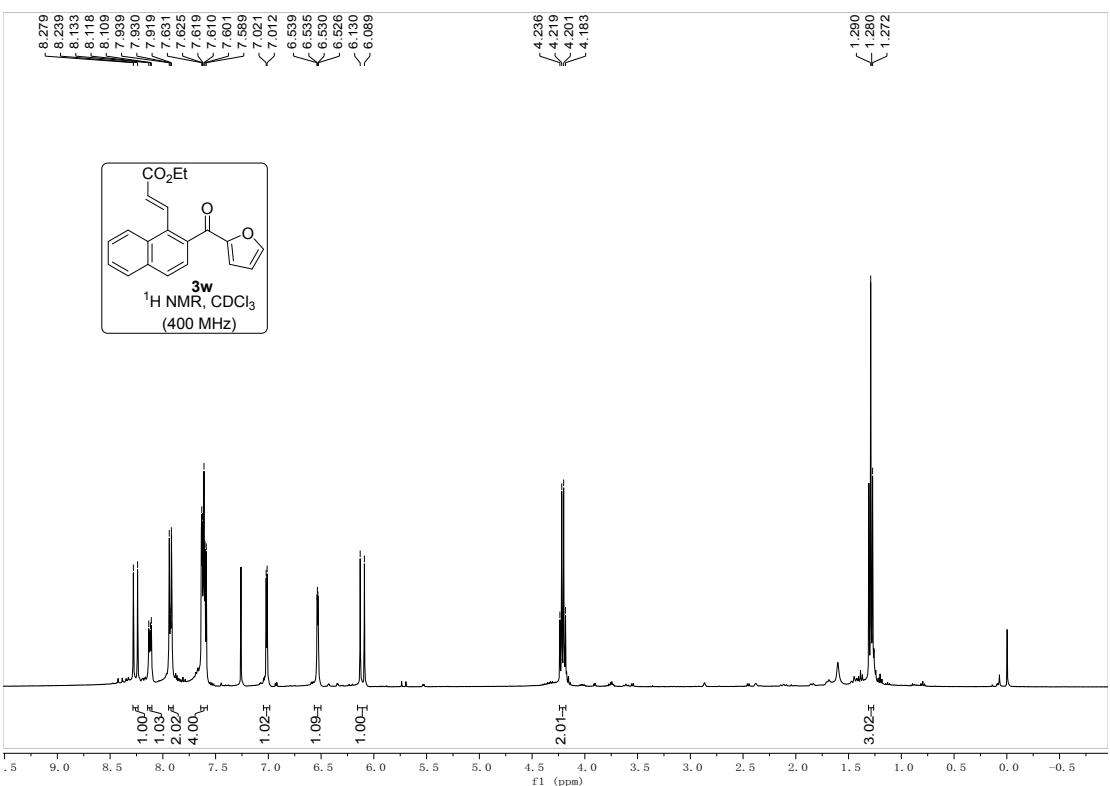


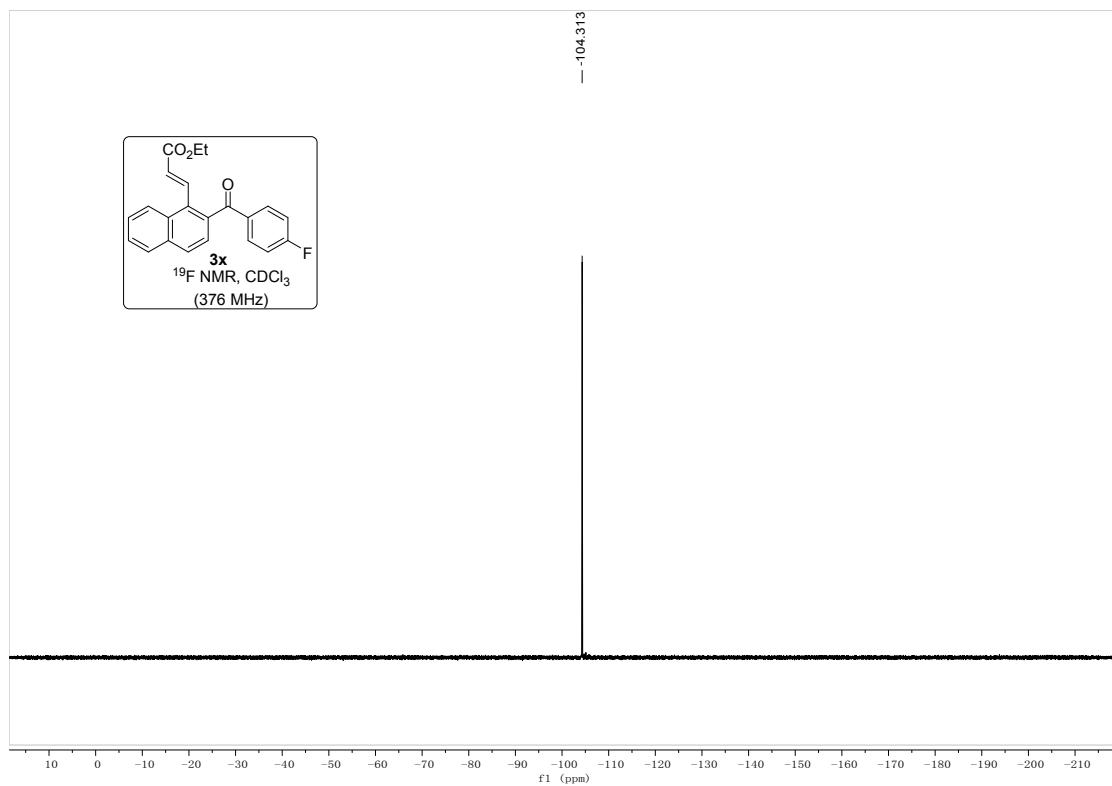
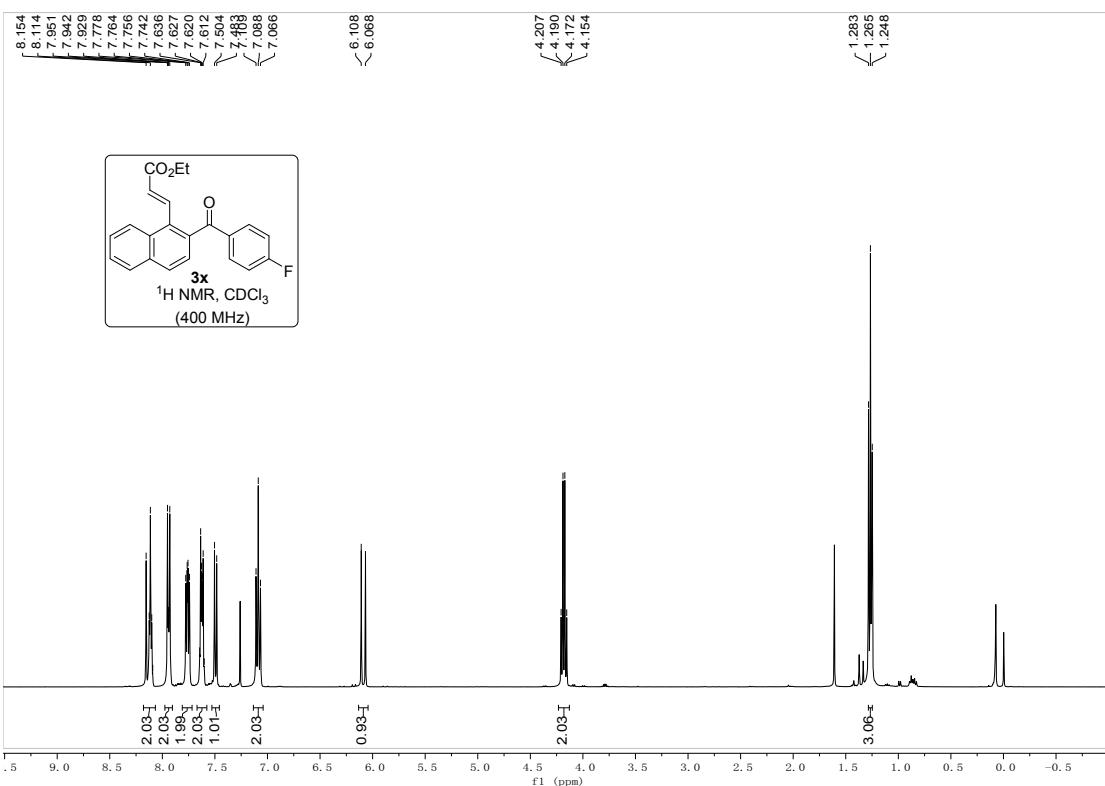


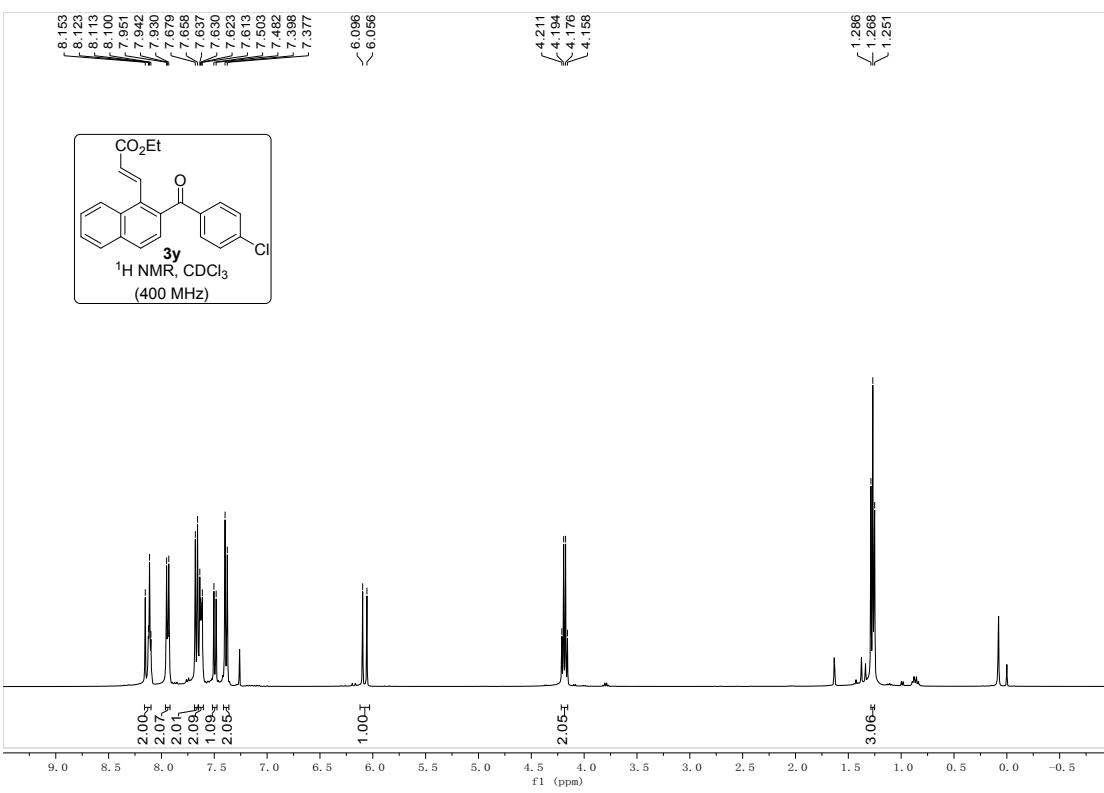
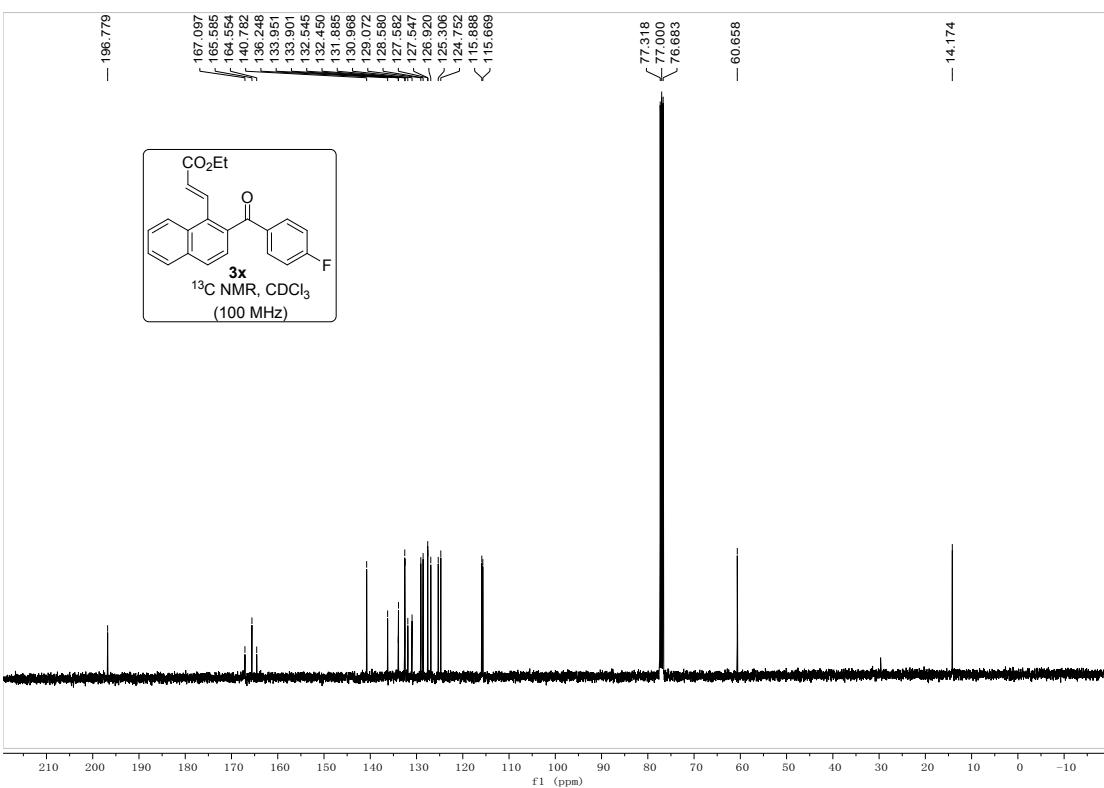


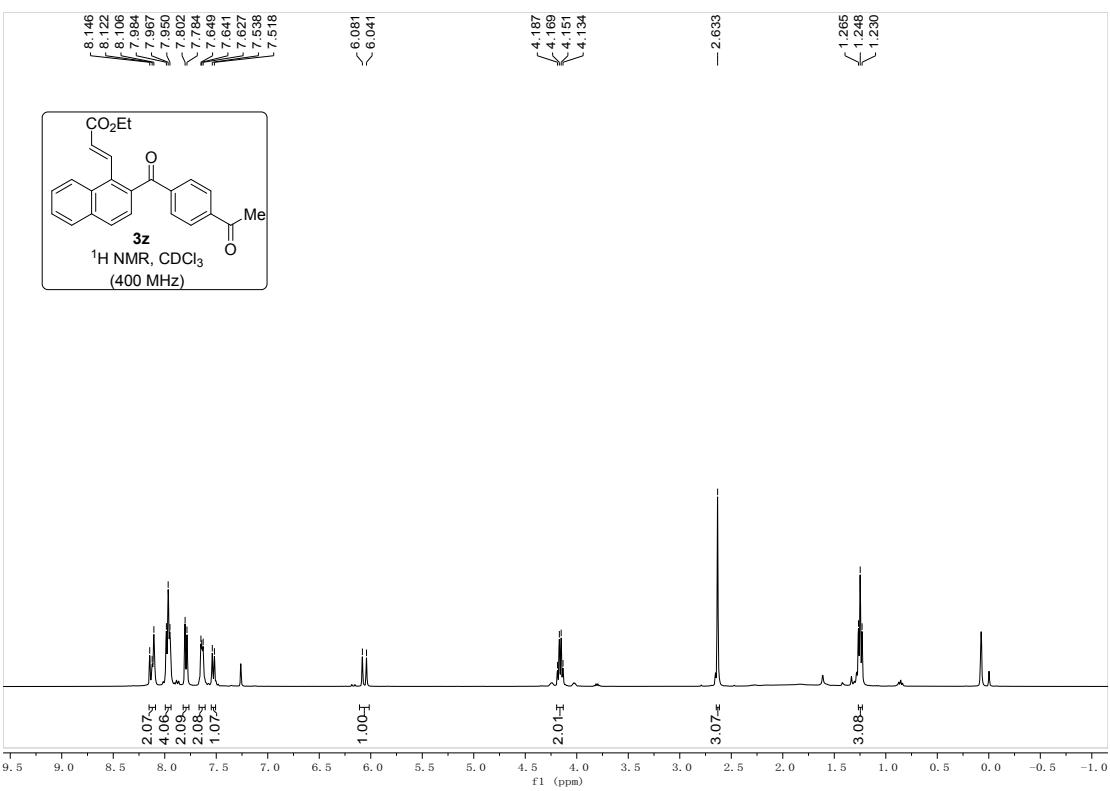
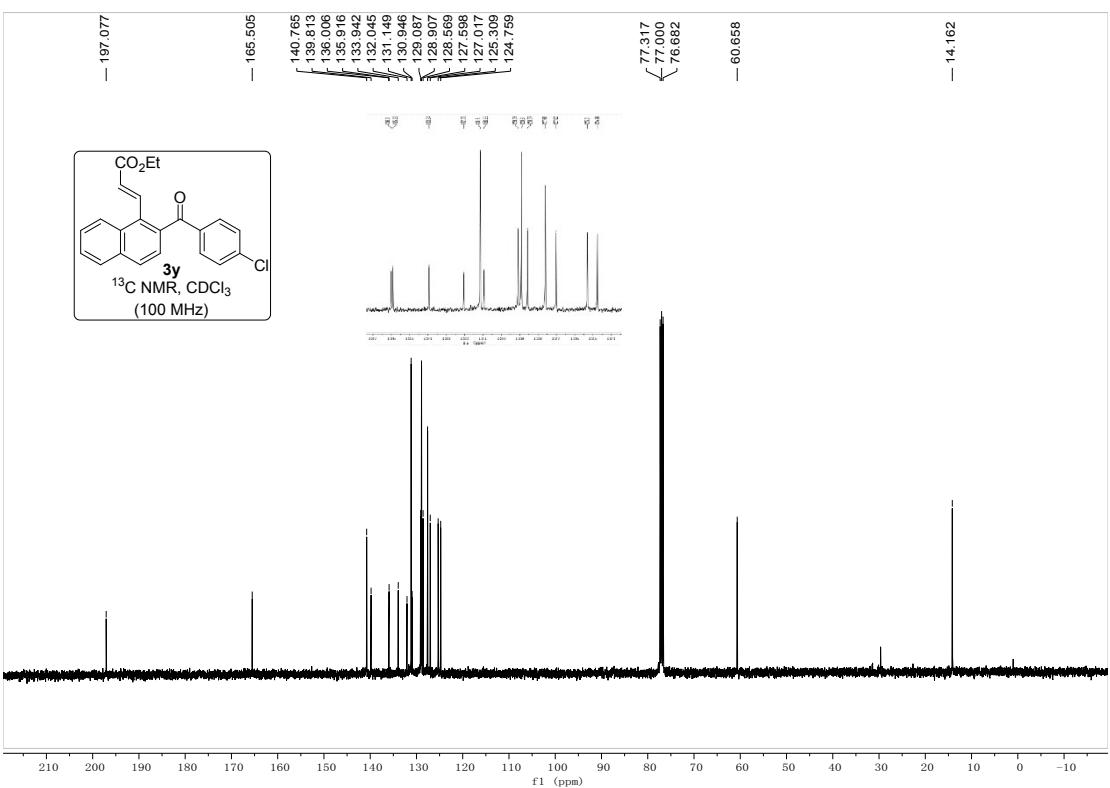


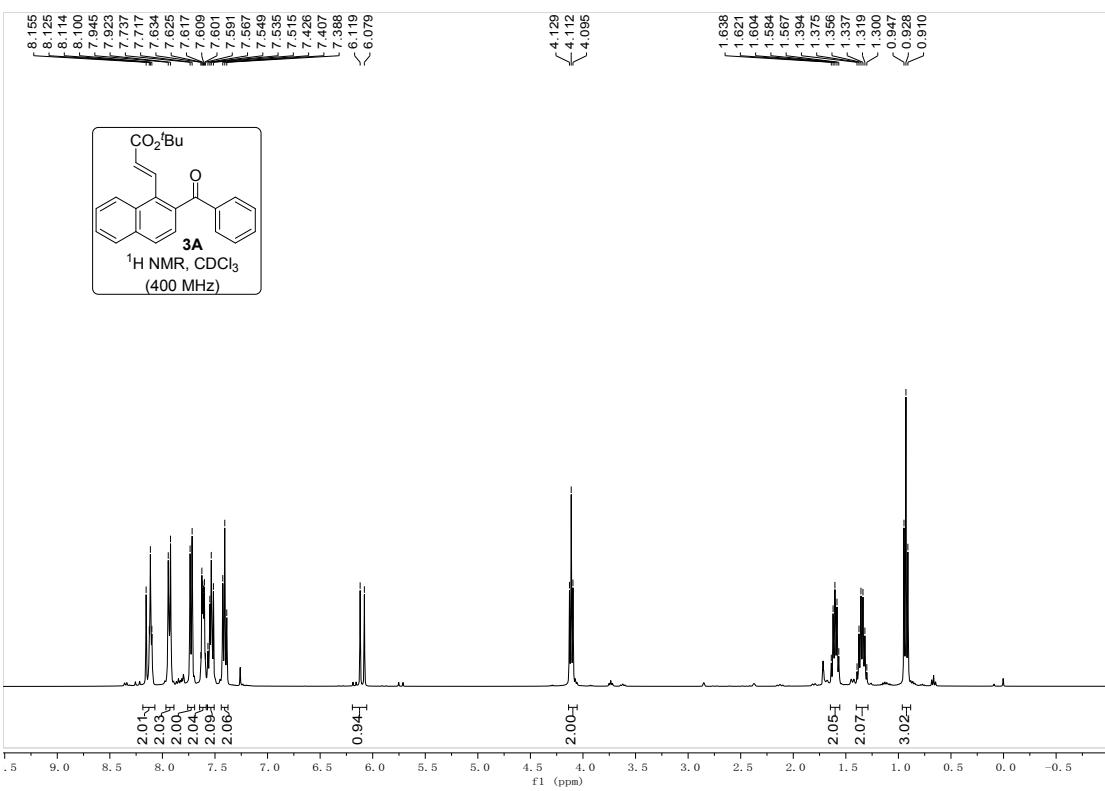
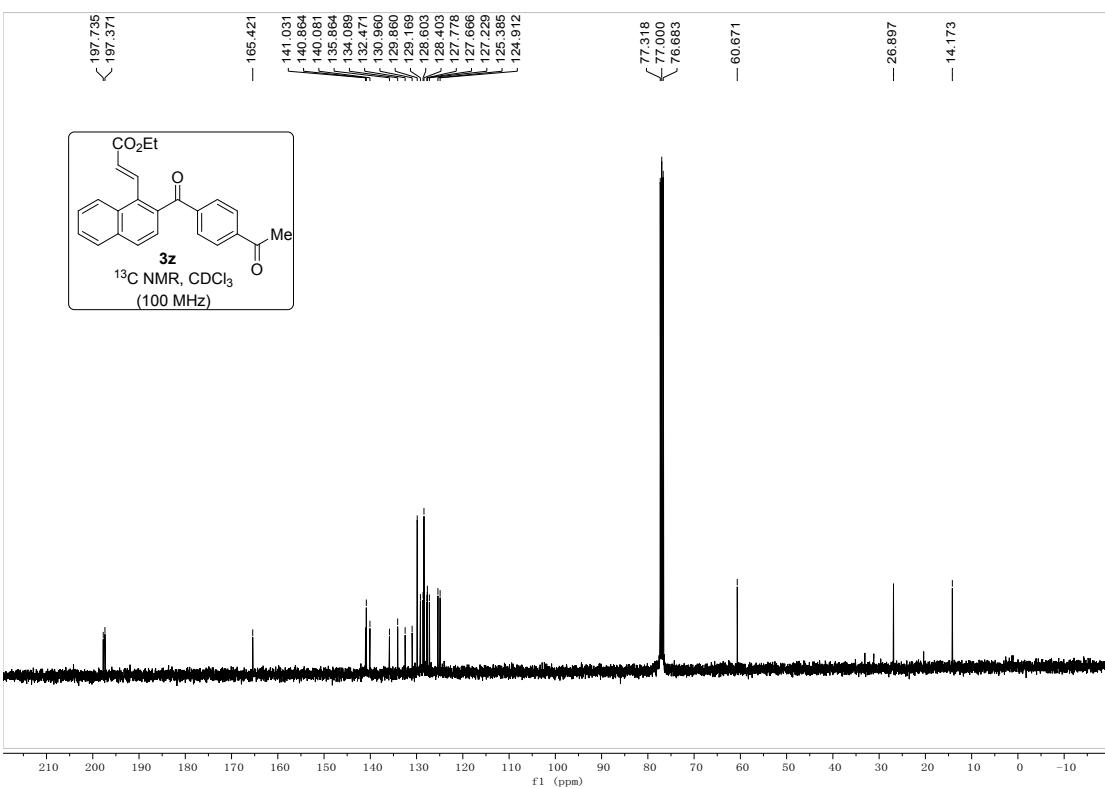


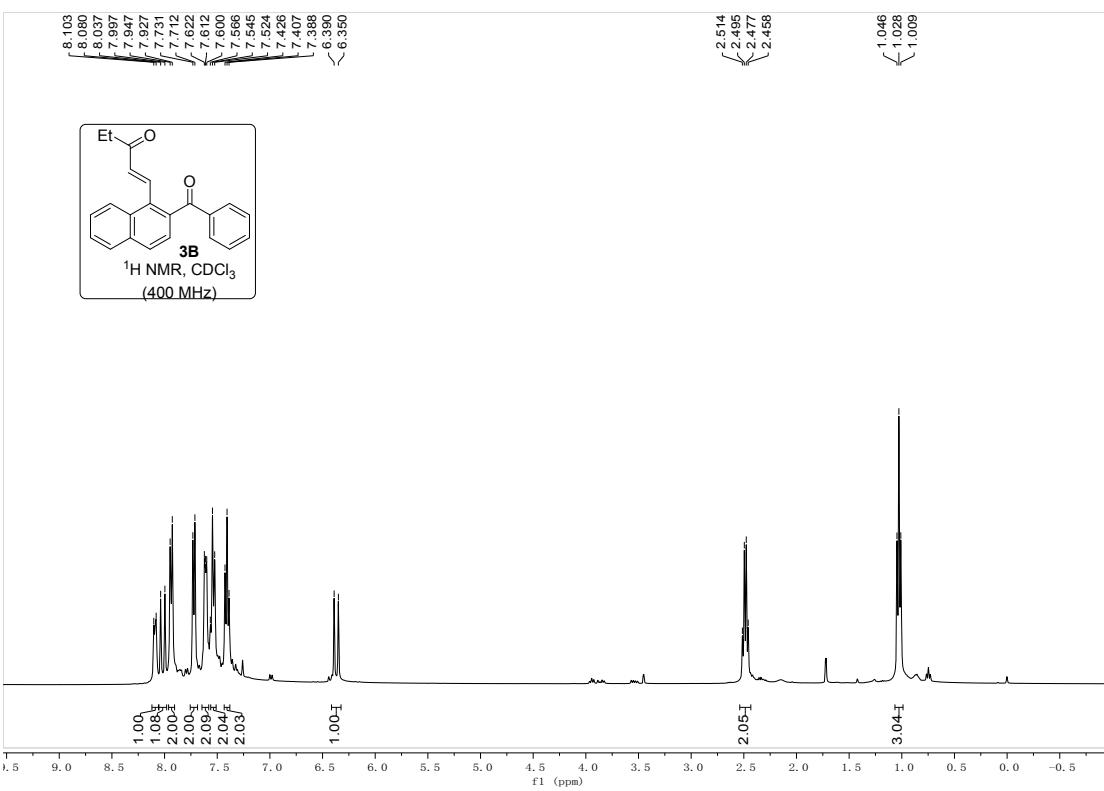
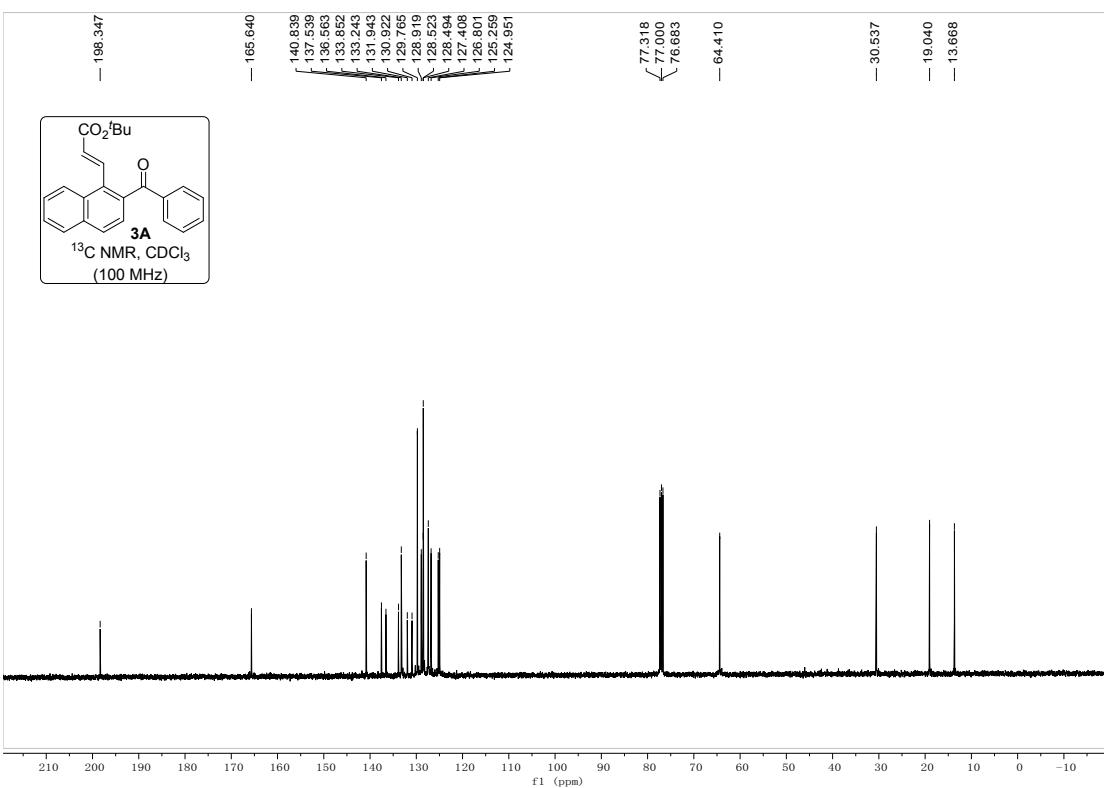


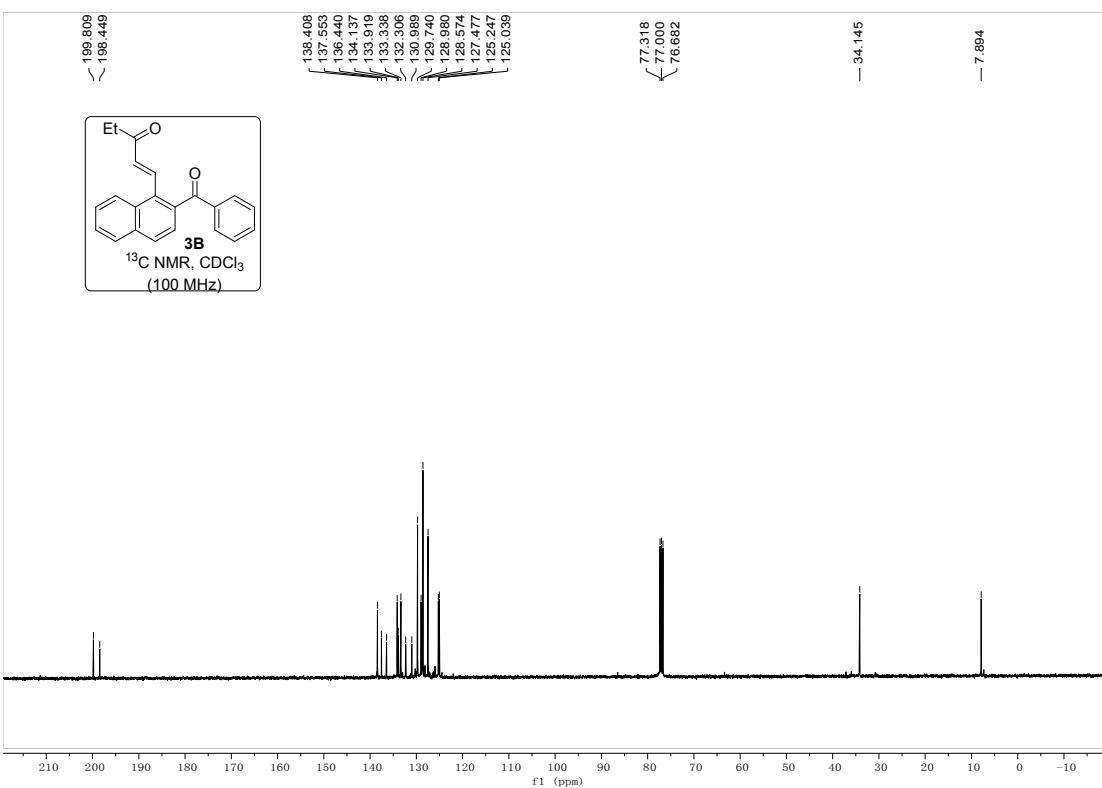












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