

Supporting Information

## **Reversible Chemoselective Transesterification of Vinylogous Ester Using Fe-Catalyst under Additive Free Condition**

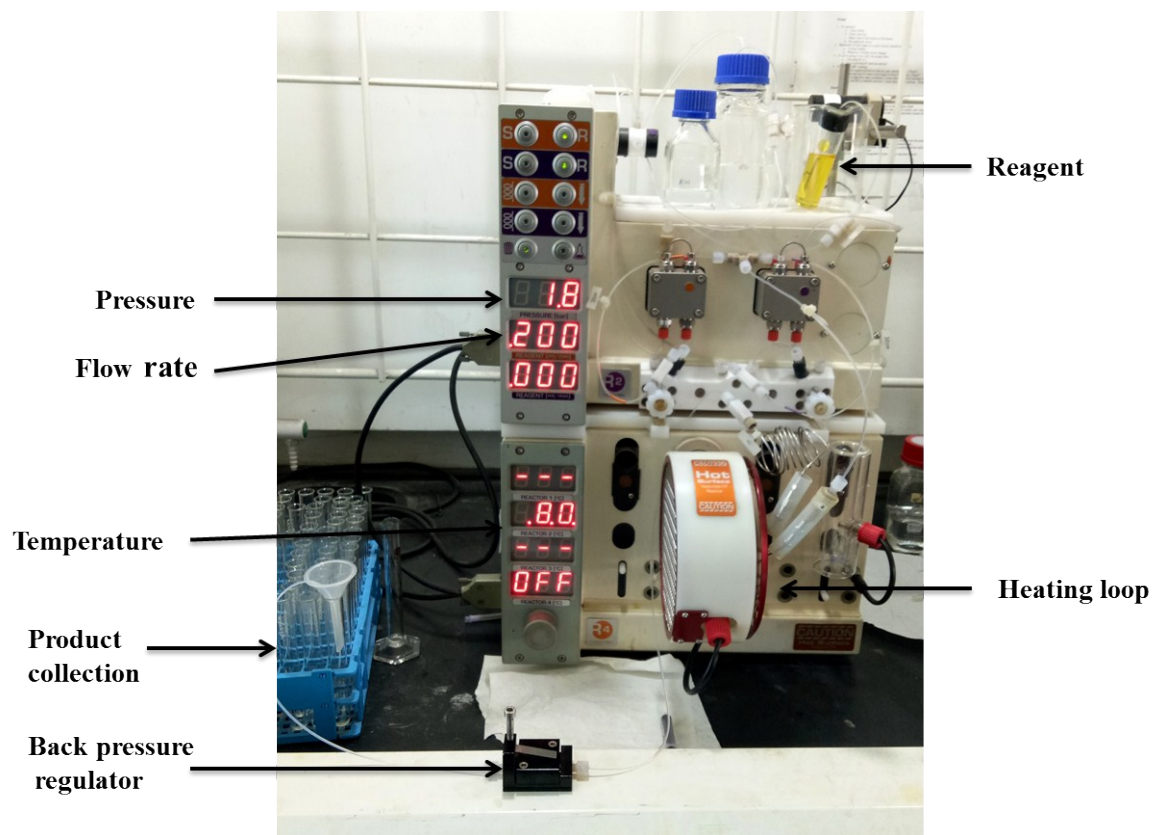
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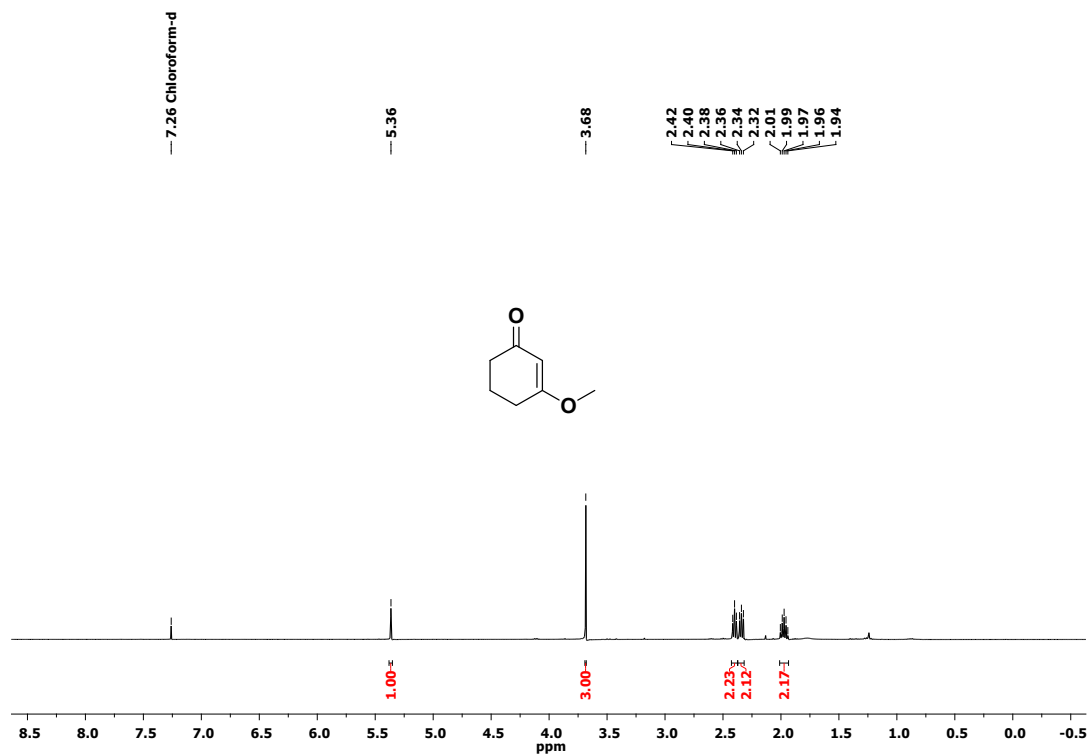
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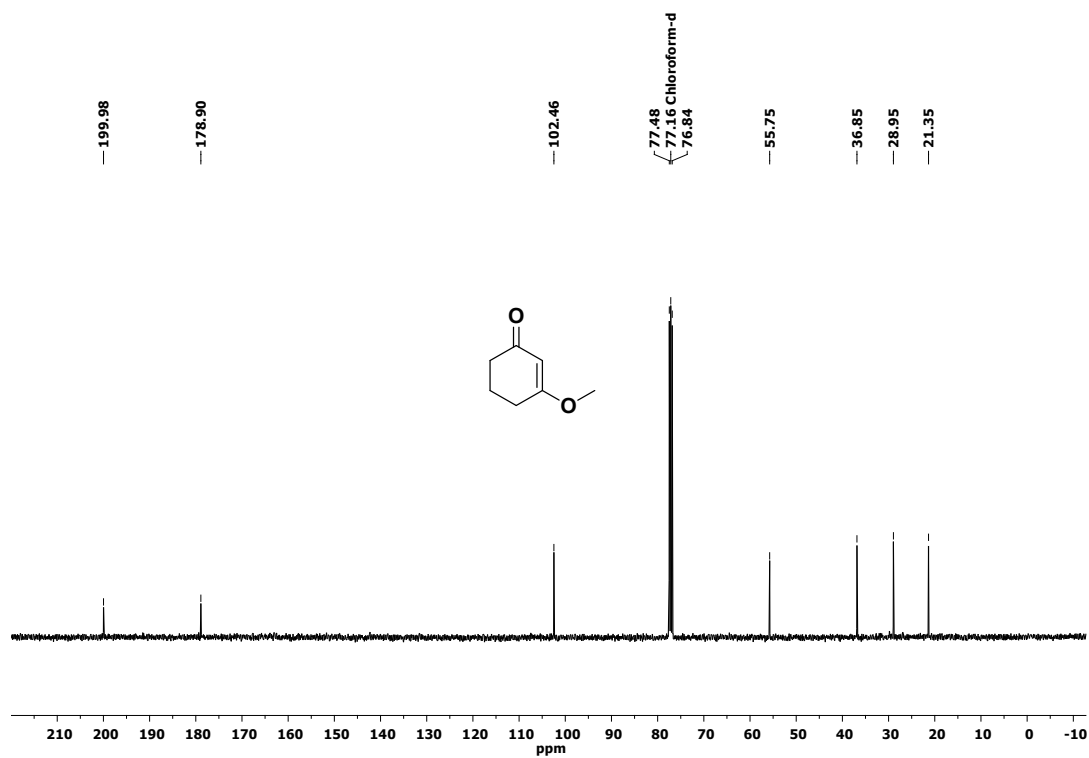


**Figure S1.** A continuous flow set up for tranesterification reaction

**Copy of the spectra for the synthesized compounds:**



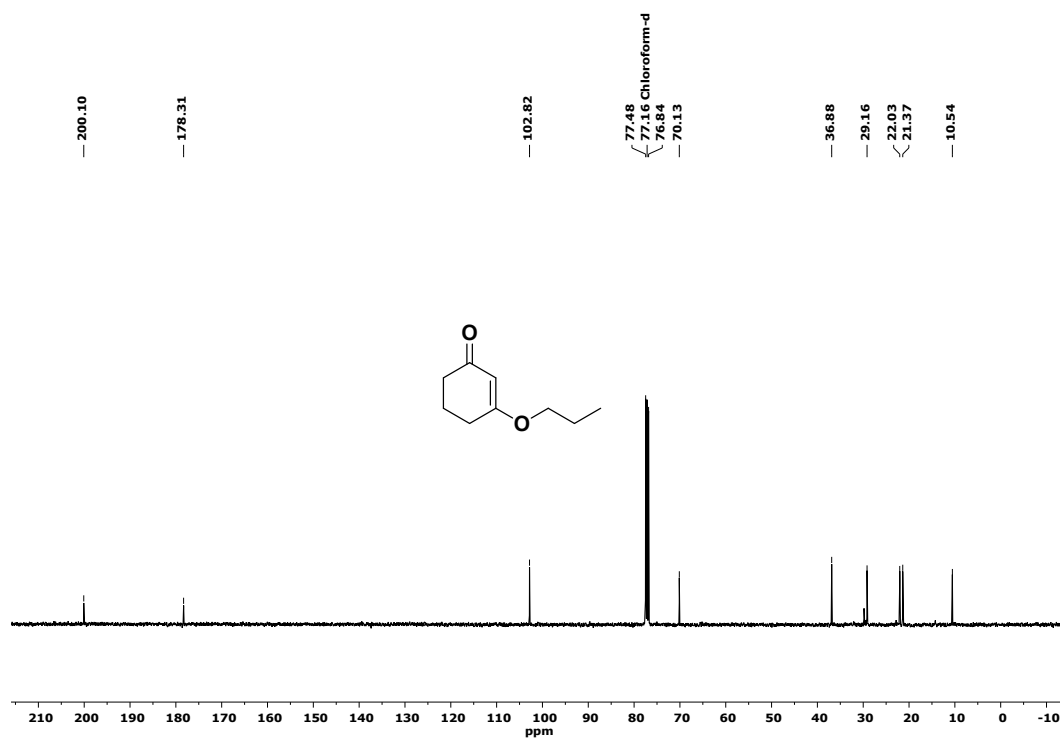
$^1\text{H}$  NMR of **2a**, 400 MHz,  $\text{CDCl}_3$



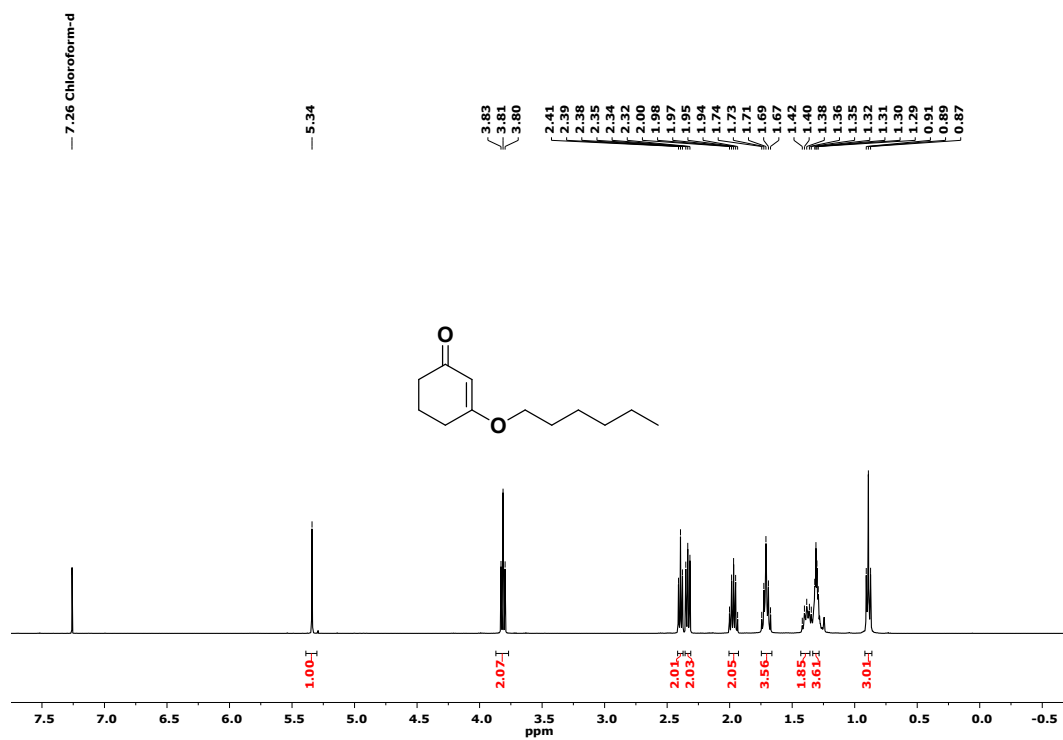
$^{13}\text{C}$  NMR of **2a**, 100 MHz,  $\text{CDCl}_3$



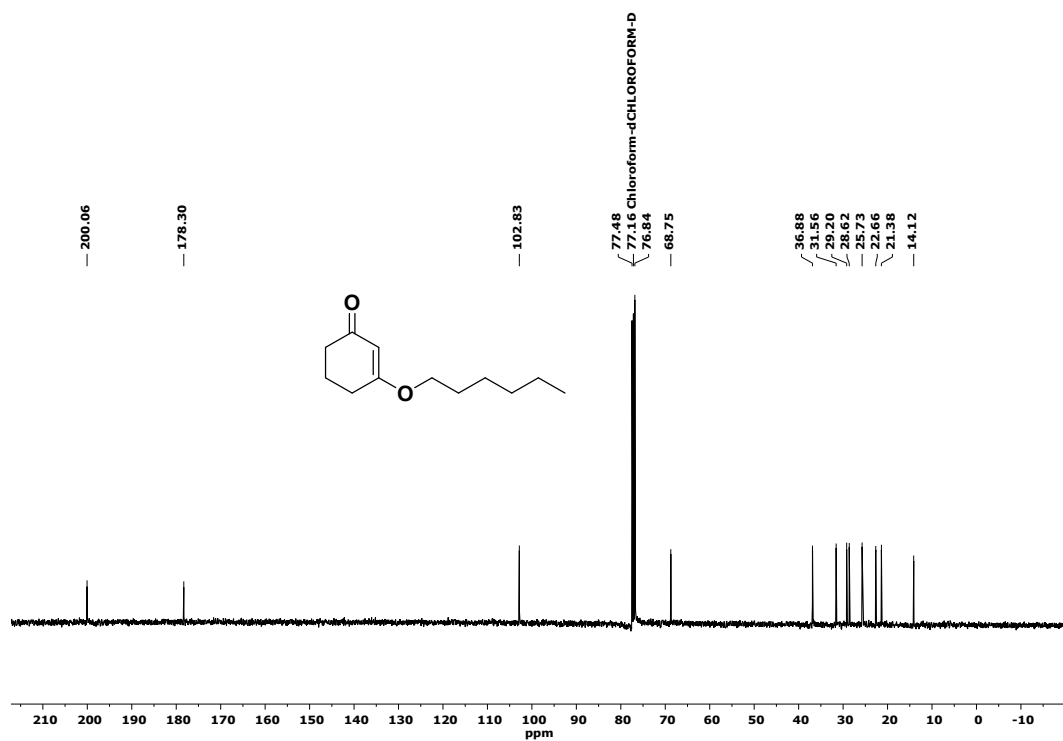
$^1\text{H}$  NMR of **2b**, 400 MHz,  $\text{CDCl}_3$



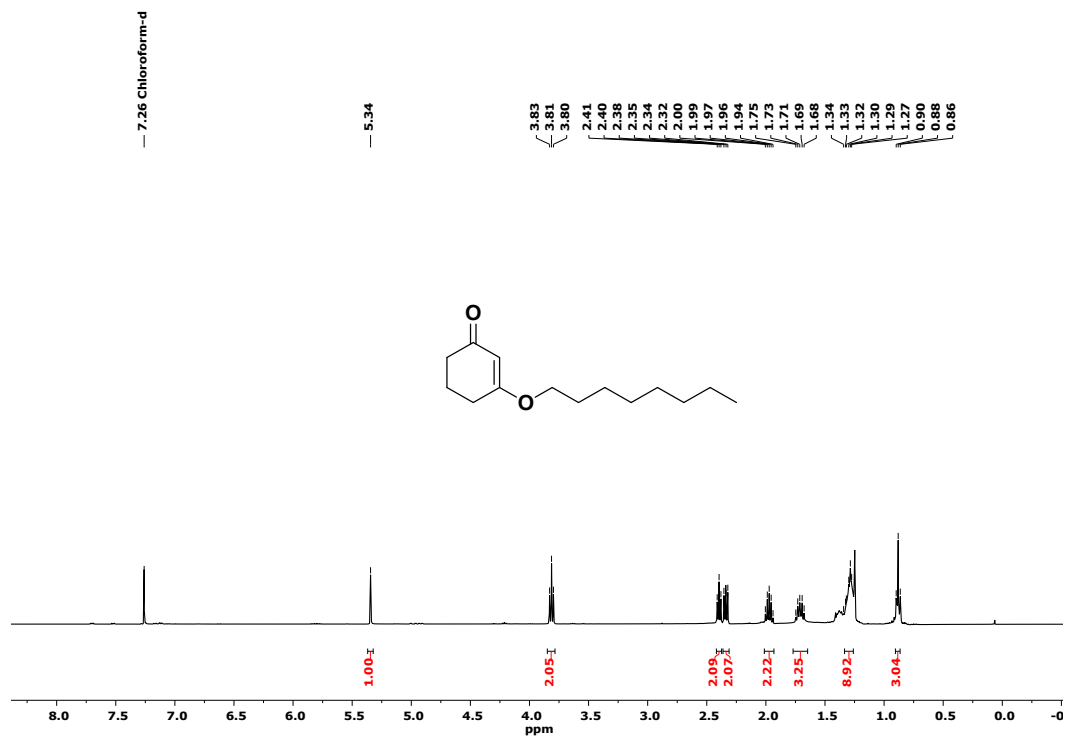
$^{13}\text{C}$  NMR of **2b**, 100 MHz,  $\text{CDCl}_3$



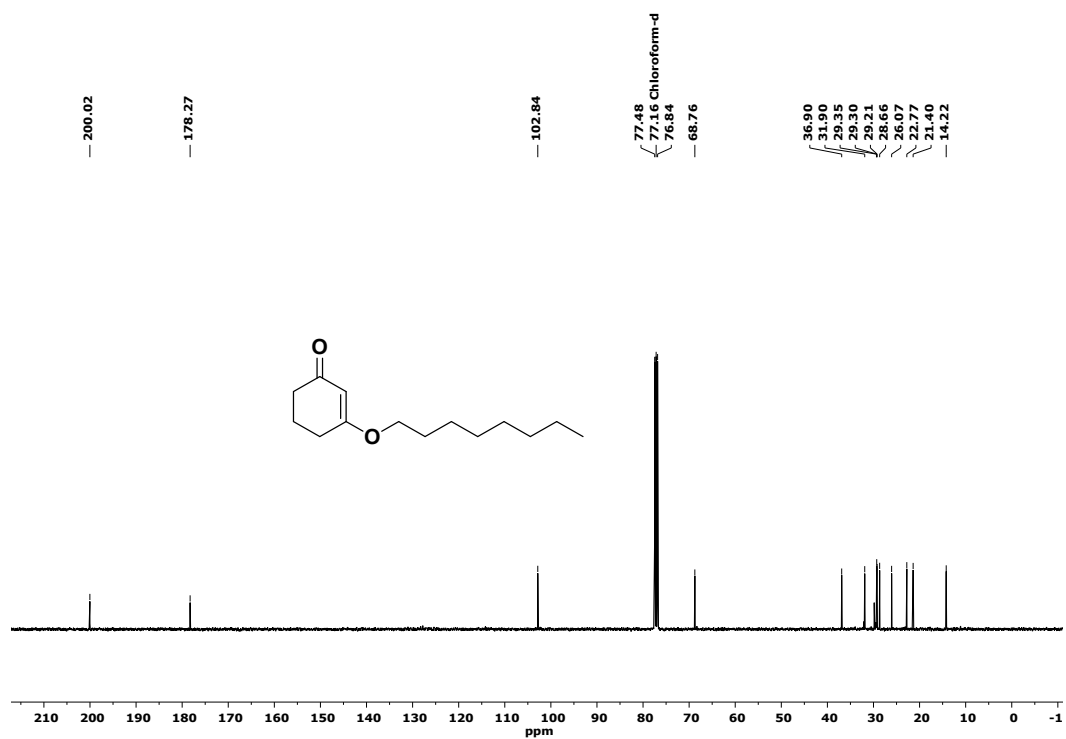
$^1\text{H}$  NMR of **2c**, 400 MHz,  $\text{CDCl}_3$



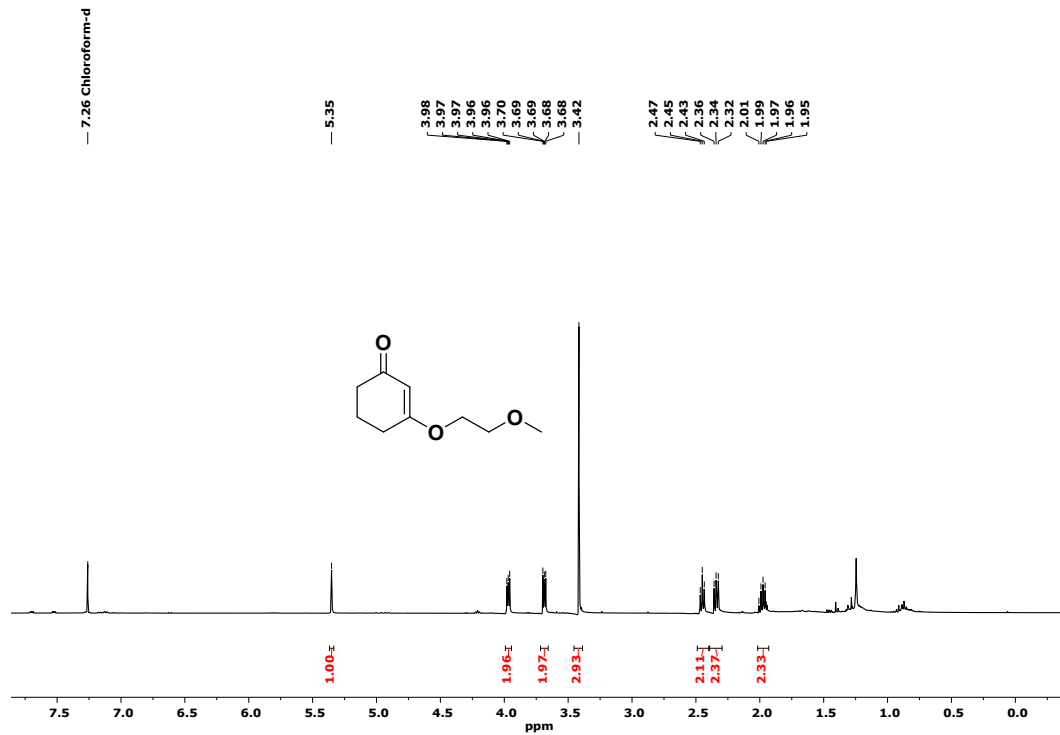
$^{13}\text{C}$  NMR of **2c**, 100 MHz,  $\text{CDCl}_3$



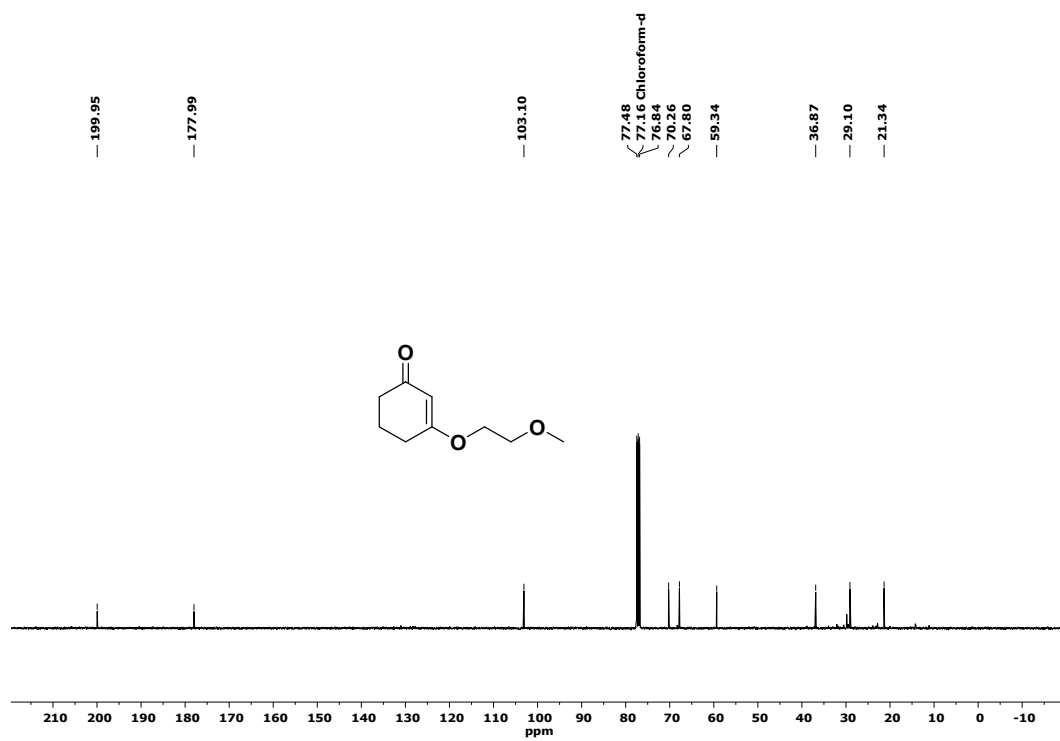
$^1\text{H}$  NMR of **2d**, 400 MHz,  $\text{CDCl}_3$



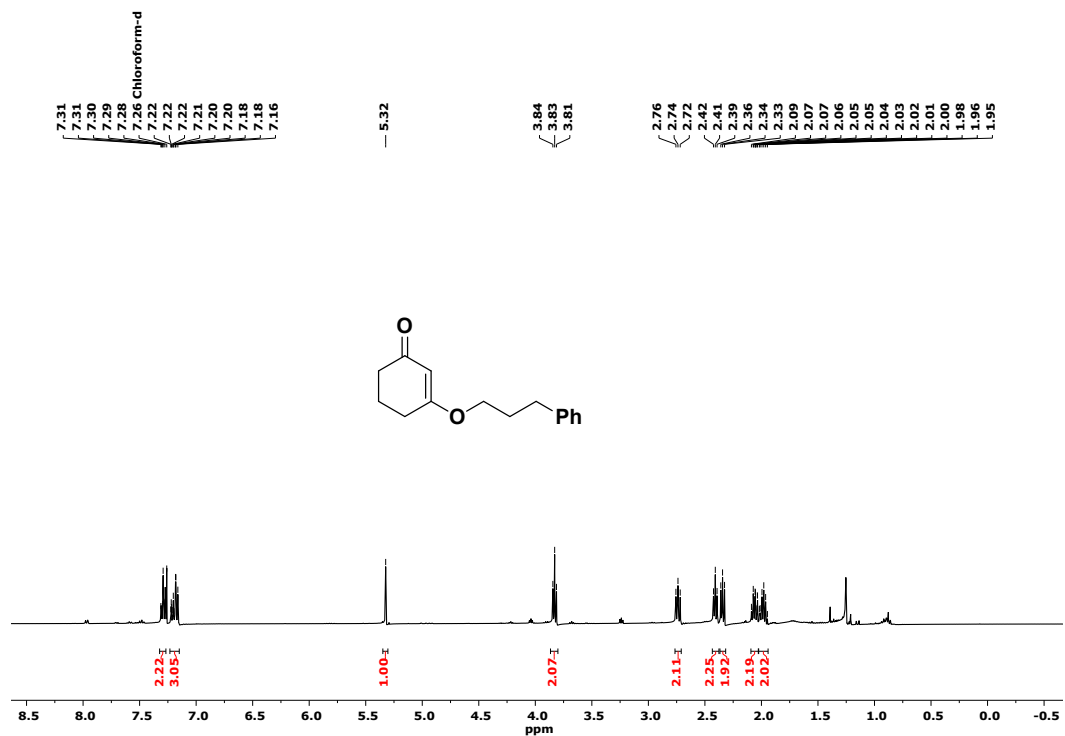
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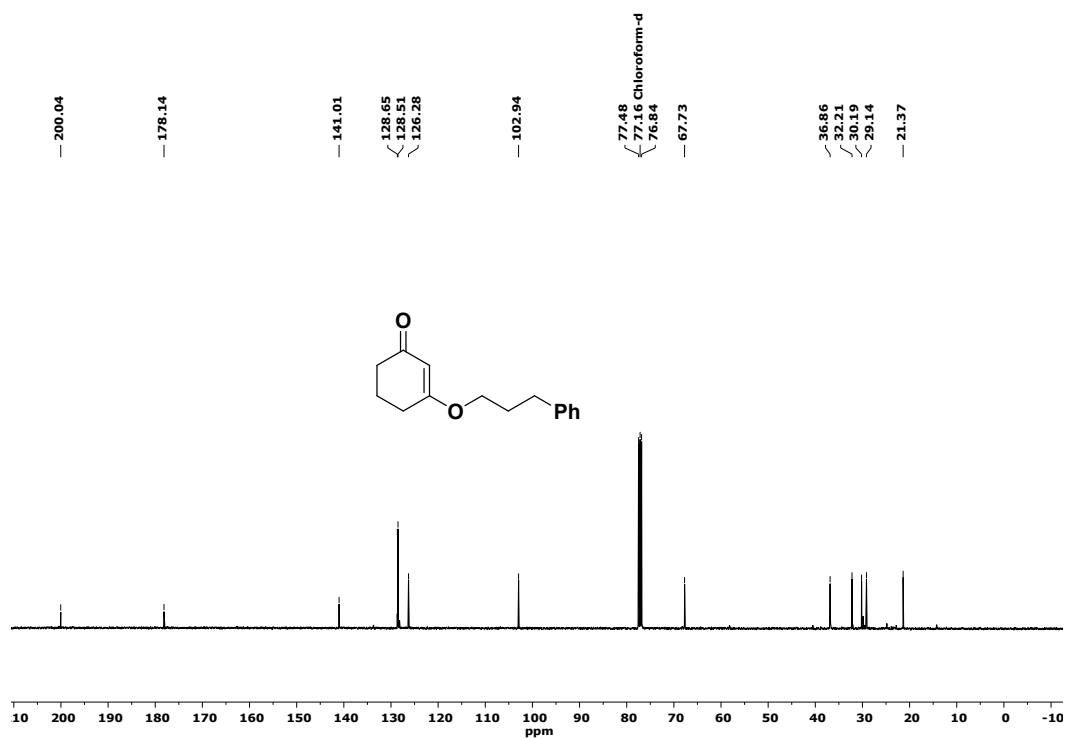
$^1\text{H}$  NMR of **2e**, 400 MHz,  $\text{CDCl}_3$



$^{13}\text{C}$  NMR of **2e**, 100 MHz,  $\text{CDCl}_3$

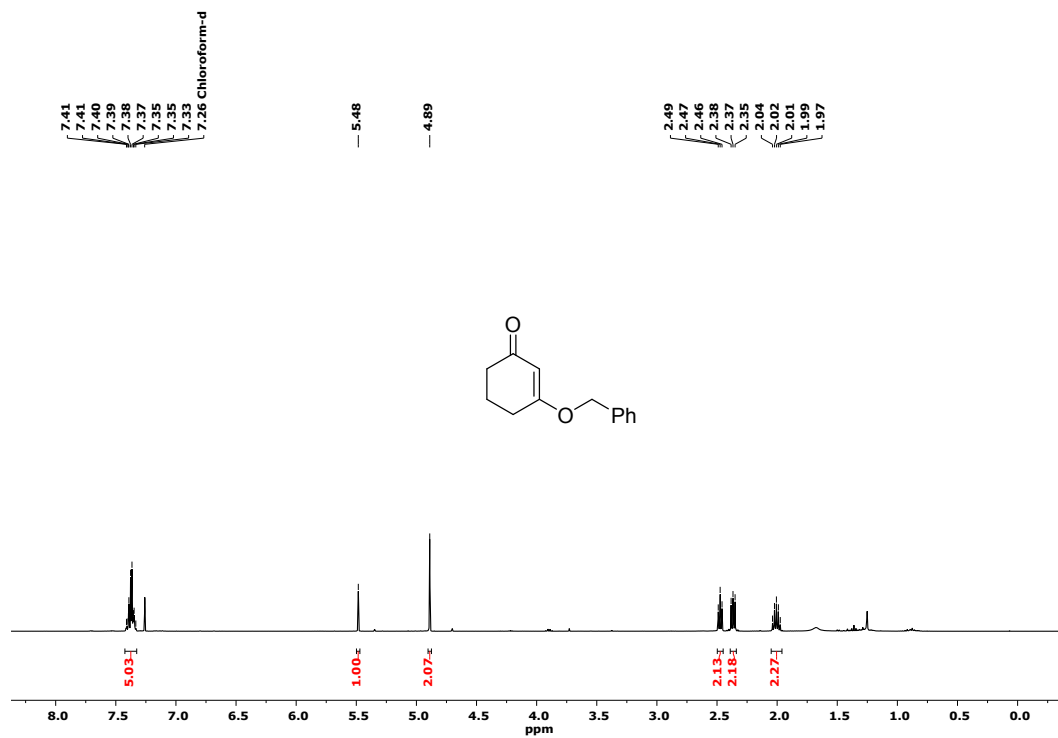


<sup>1</sup>H NMR of **2f**, 400 MHz, CDCl<sub>3</sub>

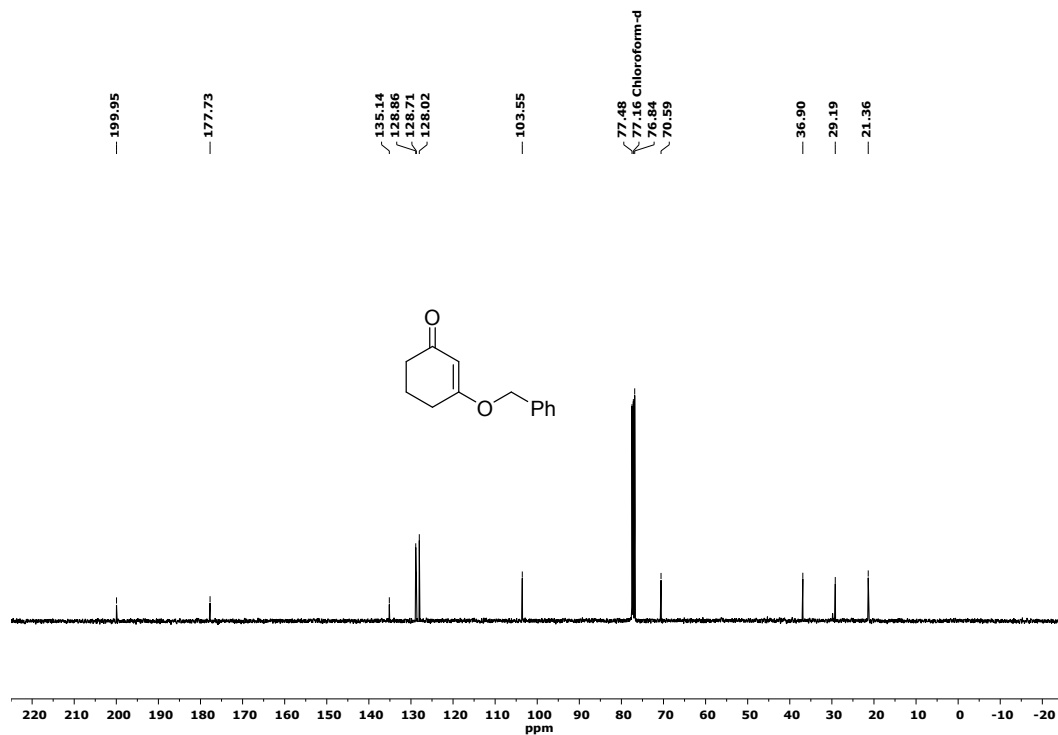


<sup>13</sup>C NMR of **2f**, 100 MHz, CDCl<sub>3</sub>

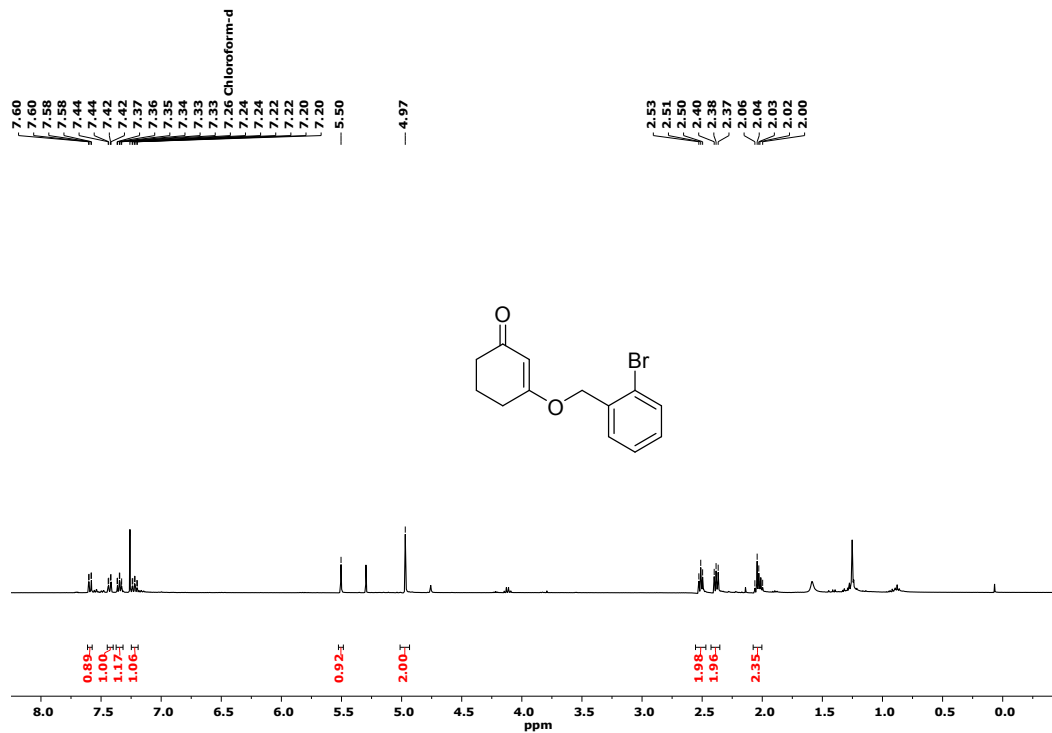




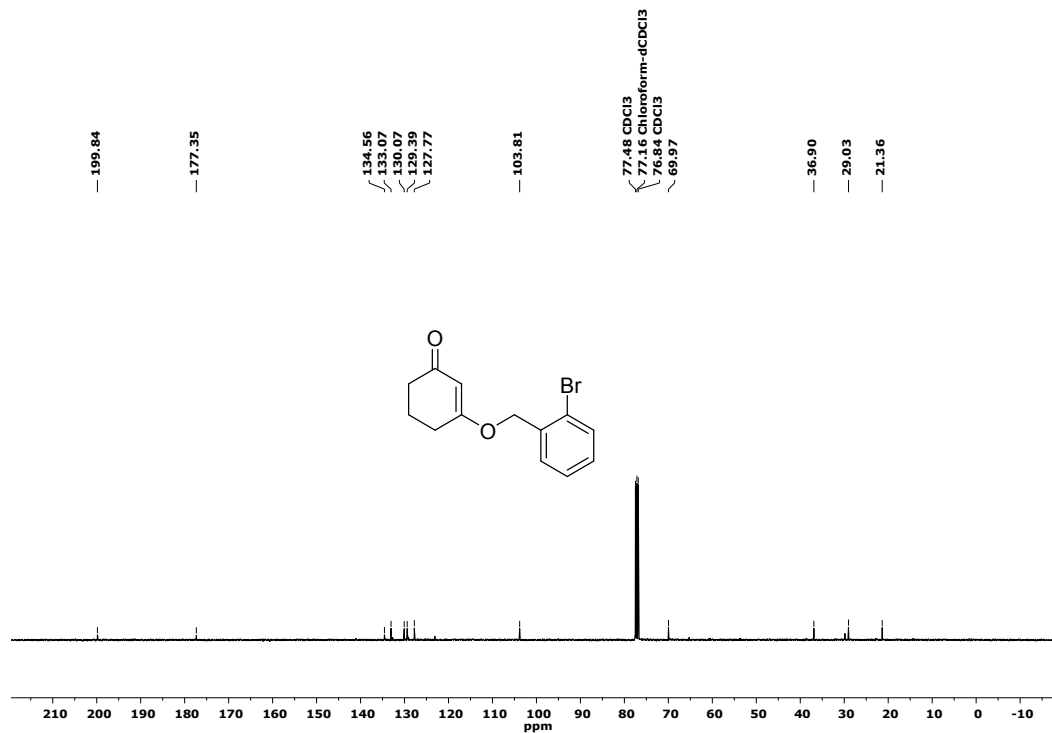
<sup>1</sup>H NMR of **2g**, 400 MHz, CDCl<sub>3</sub>



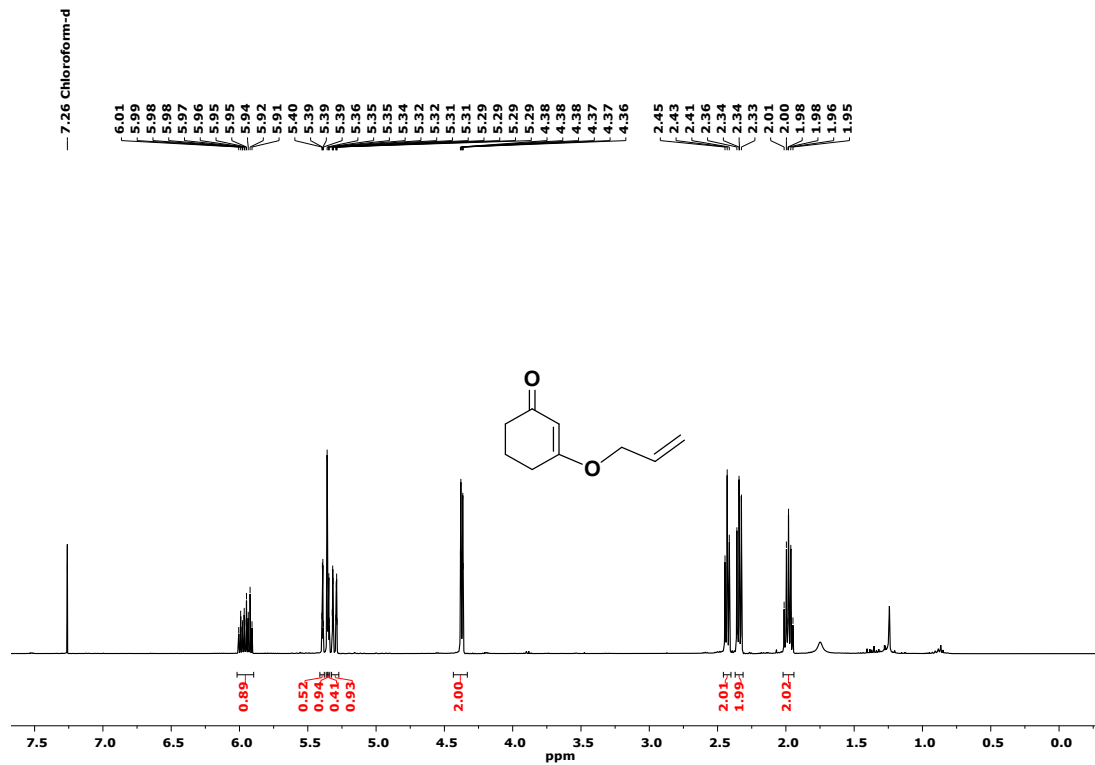
<sup>13</sup>C NMR of **2g**, 100 MHz, CDCl<sub>3</sub>



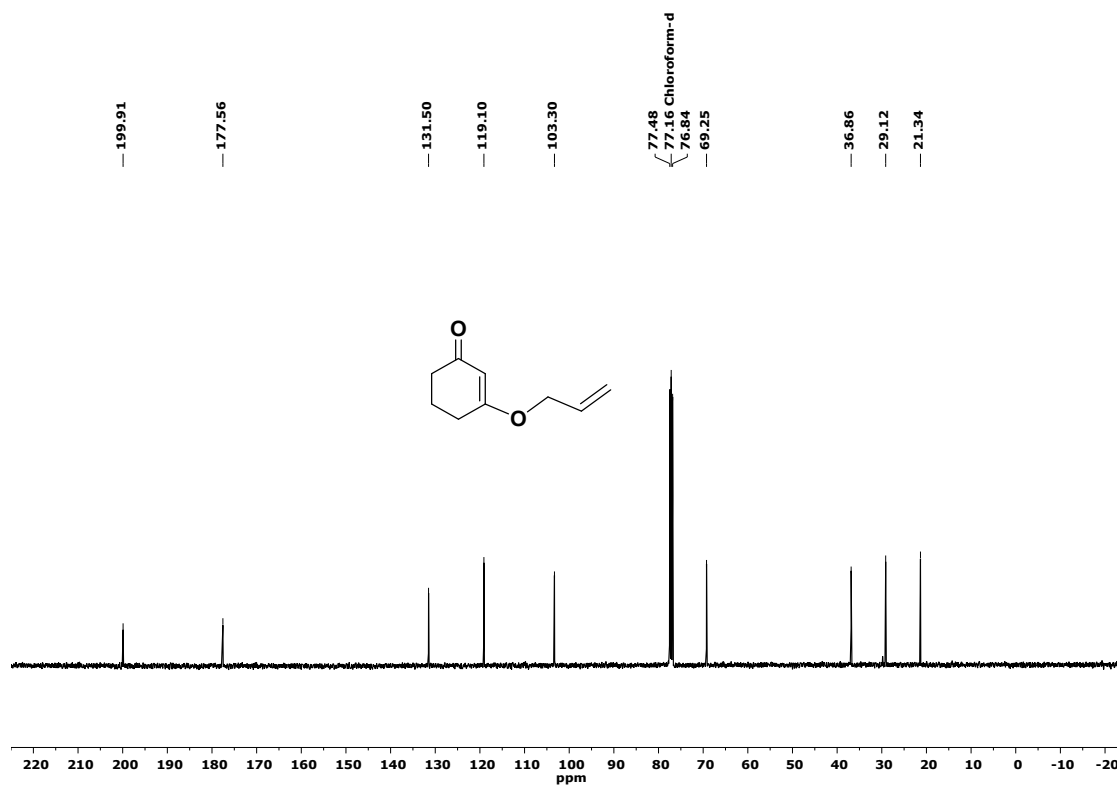
<sup>1</sup>H NMR of **2h**, 400 MHz, CDCl<sub>3</sub>



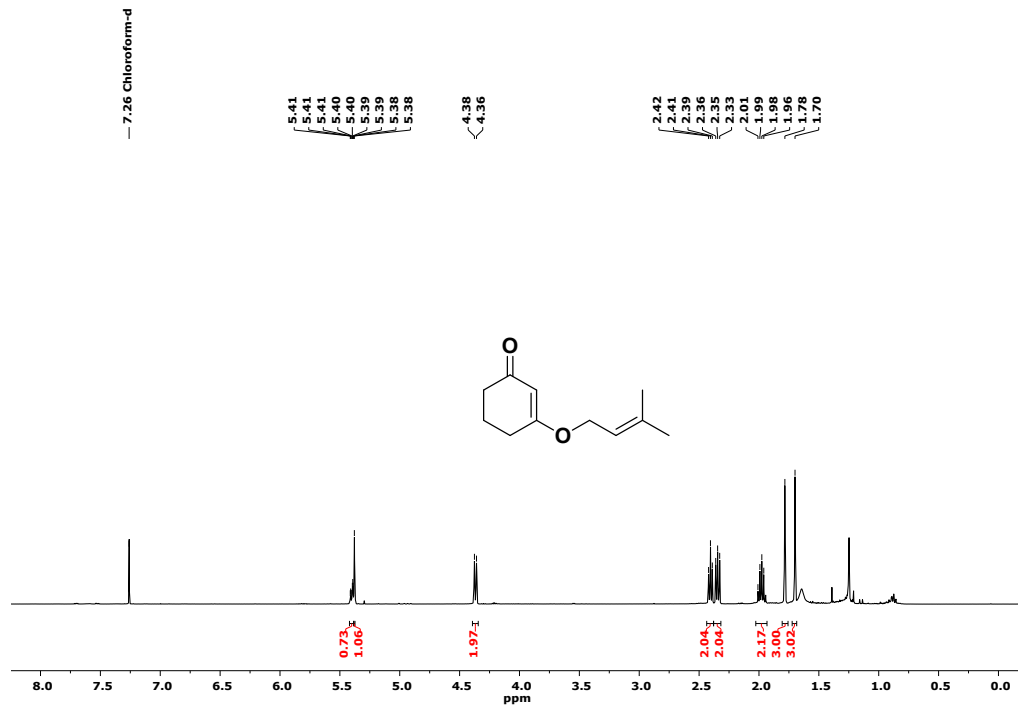
<sup>13</sup>C NMR of **2h**, 100 MHz, CDCl<sub>3</sub>



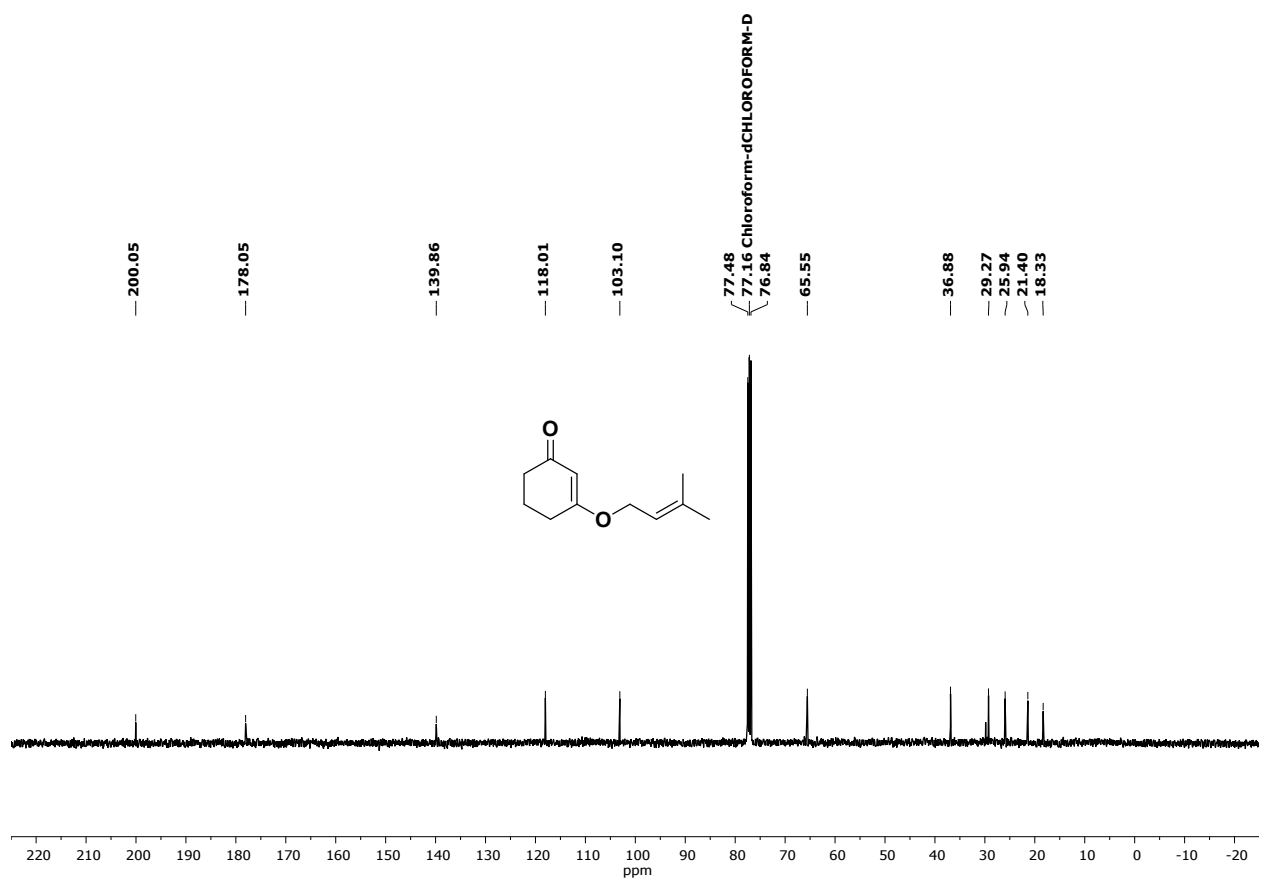
$^1\text{H}$  NMR of **2i**, 400 MHz,  $\text{CDCl}_3$



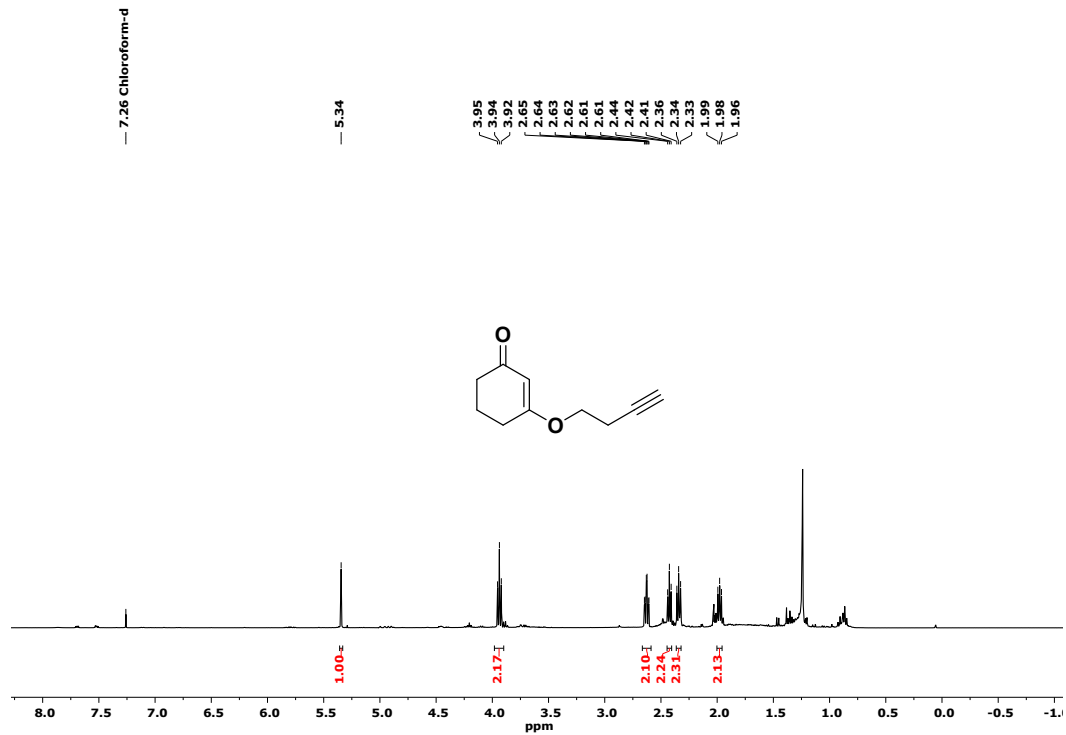
$^{13}\text{C}$  NMR of **2i**, 100 MHz,  $\text{CDCl}_3$



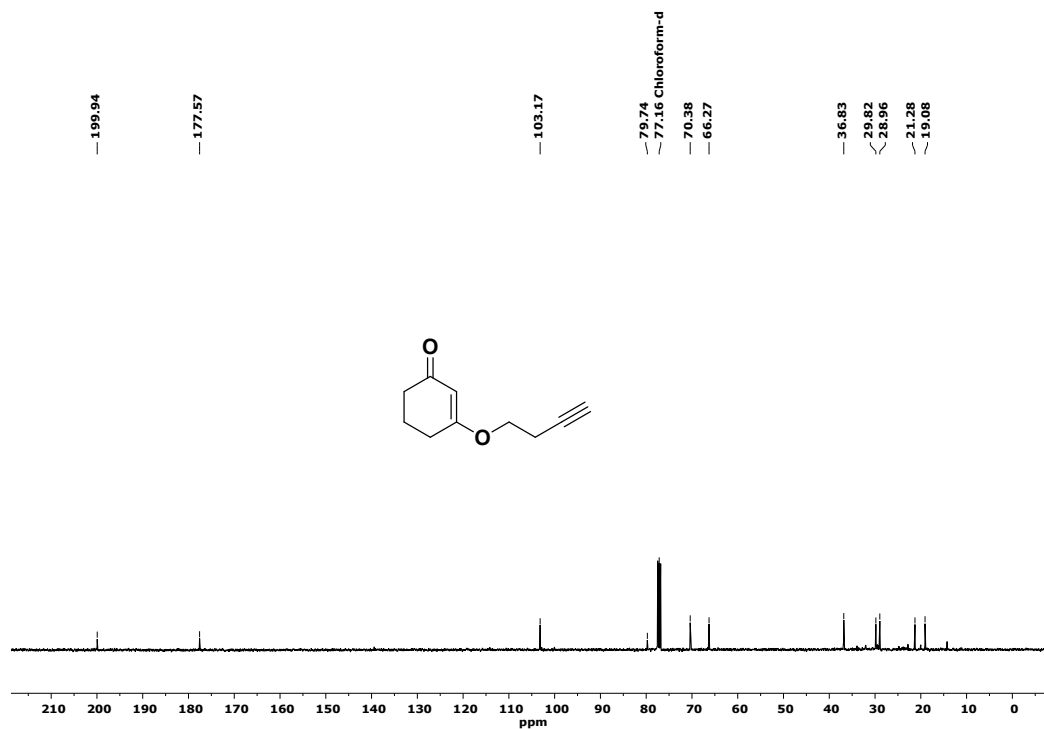
$^1\text{H}$  NMR of **2j**, 400 MHz,  $\text{CDCl}_3$



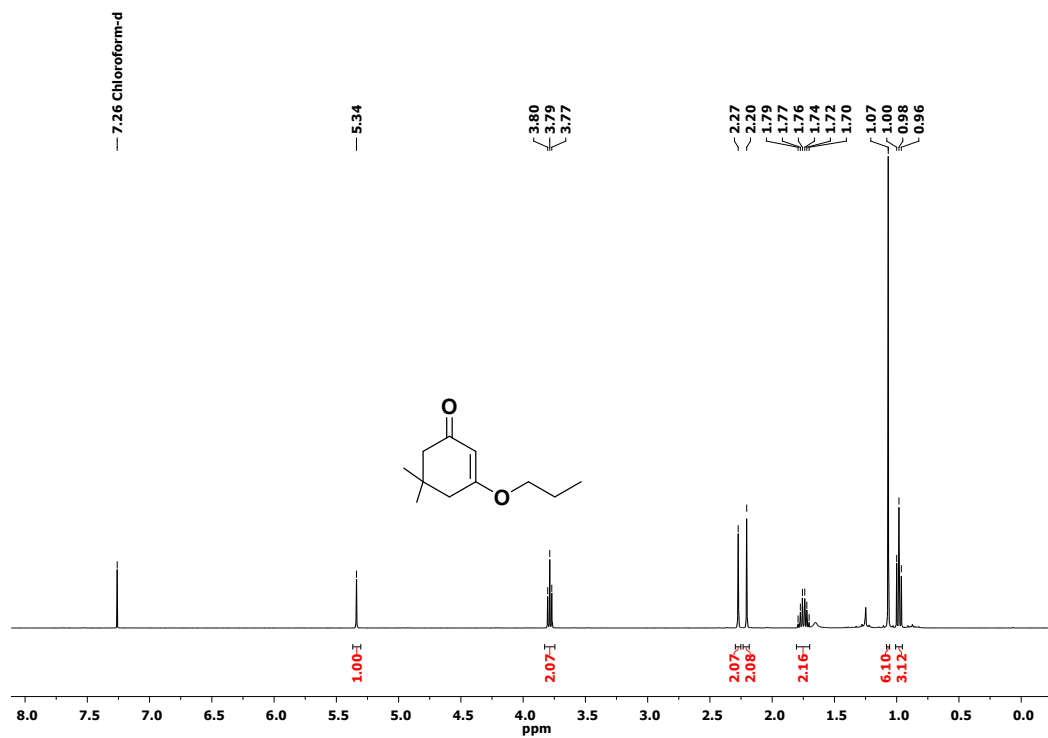
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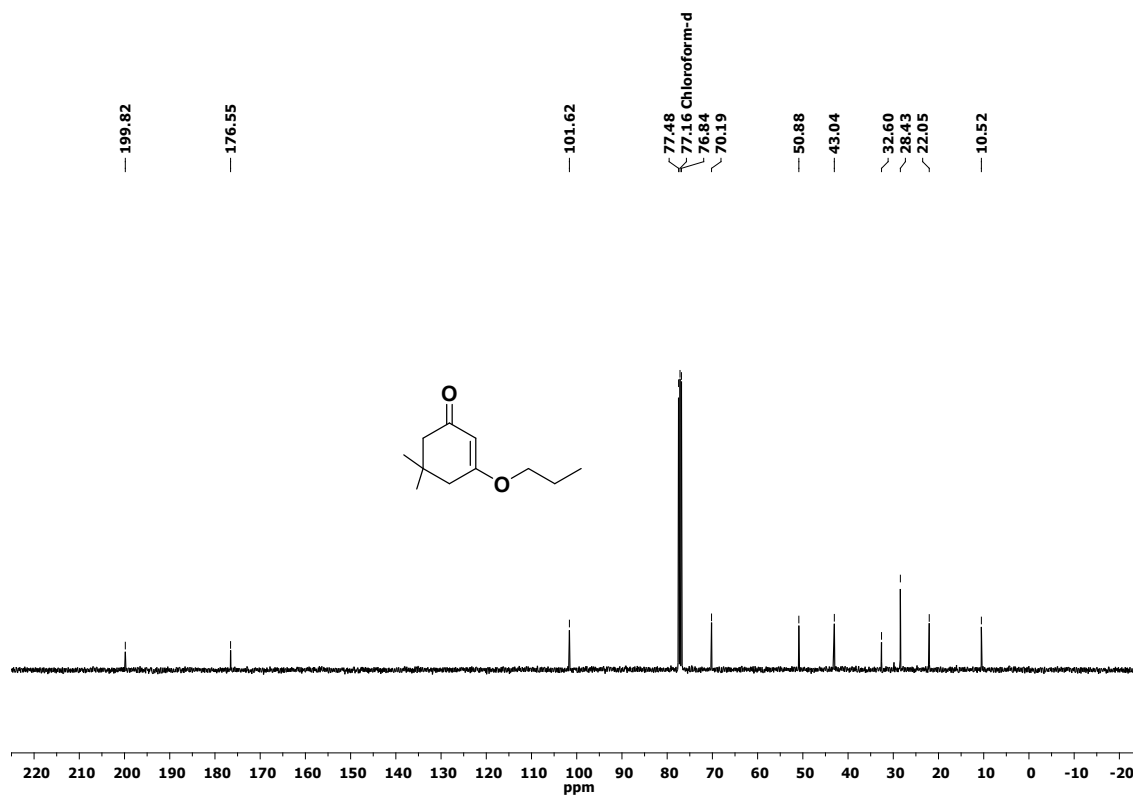
$^1\text{H}$  NMR of **2k**, 400 MHz,  $\text{CDCl}_3$



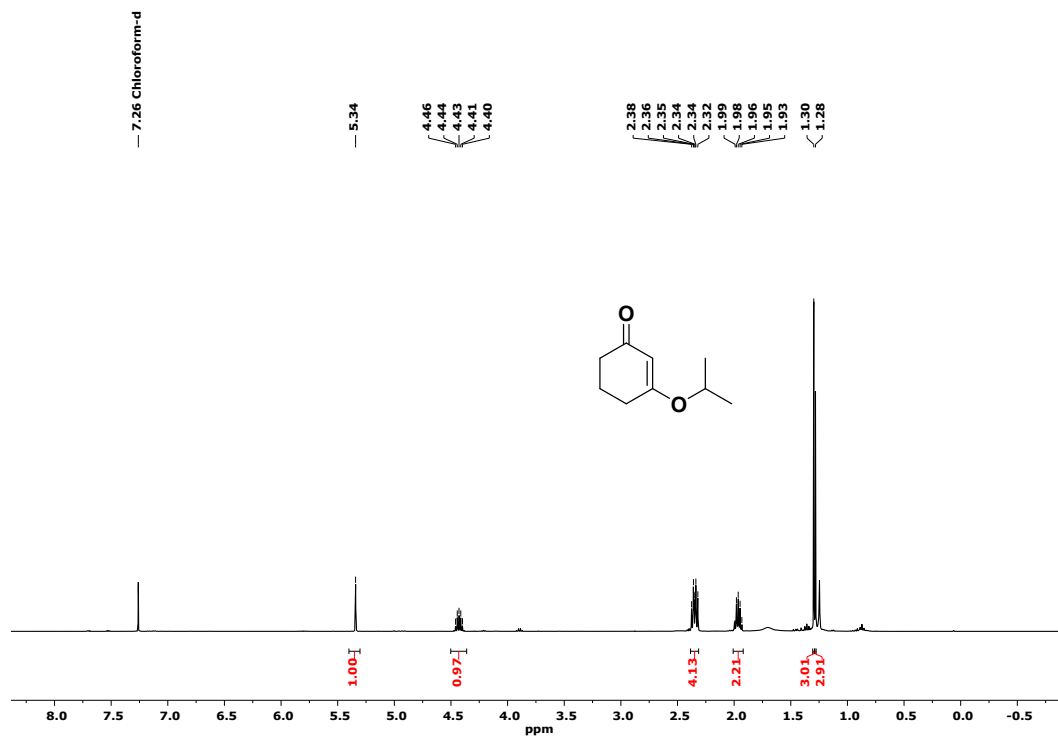
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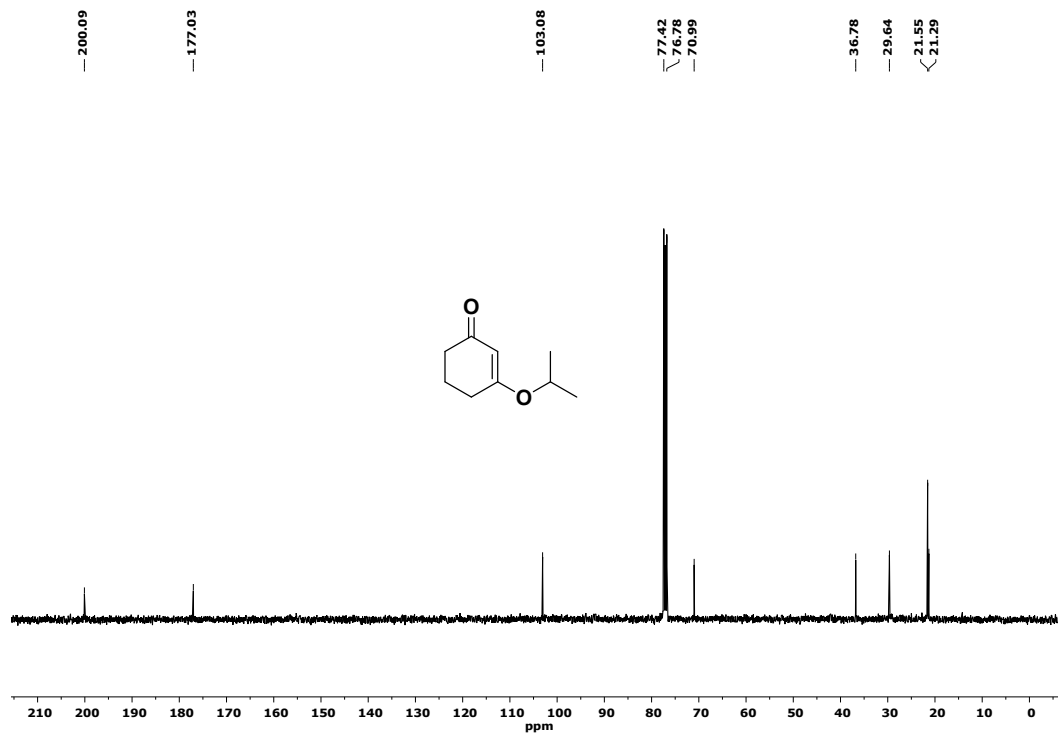
$^1\text{H}$  NMR of **21**, 400 MHz,  $\text{CDCl}_3$



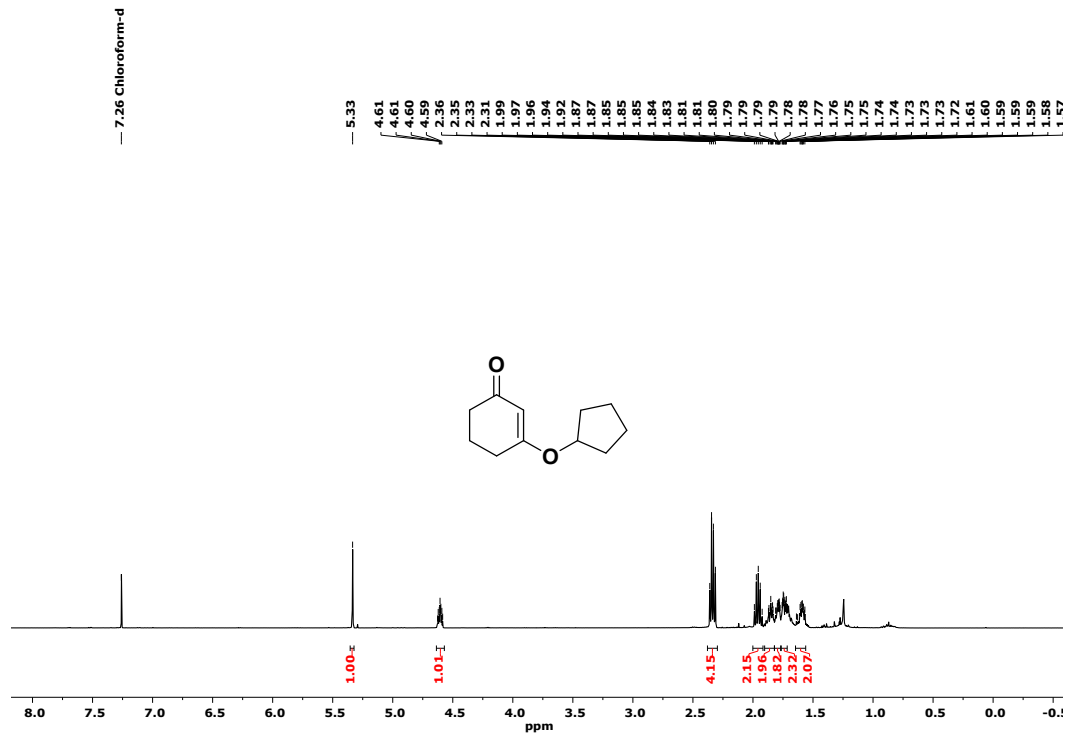
$^{13}\text{C}$  NMR of **21**, 100 MHz,  $\text{CDCl}_3$



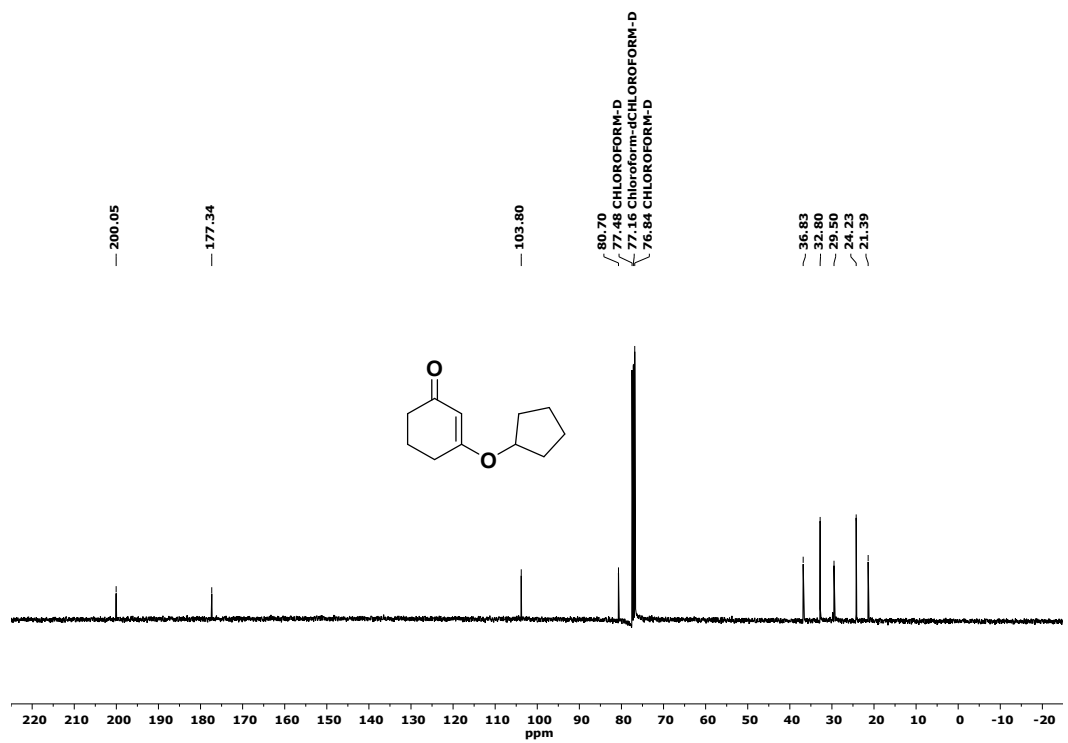
$^1\text{H}$  NMR of **2m**, 400 MHz,  $\text{CDCl}_3$



$^{13}\text{C}$  NMR of **2m**, 100 MHz,  $\text{CDCl}_3$

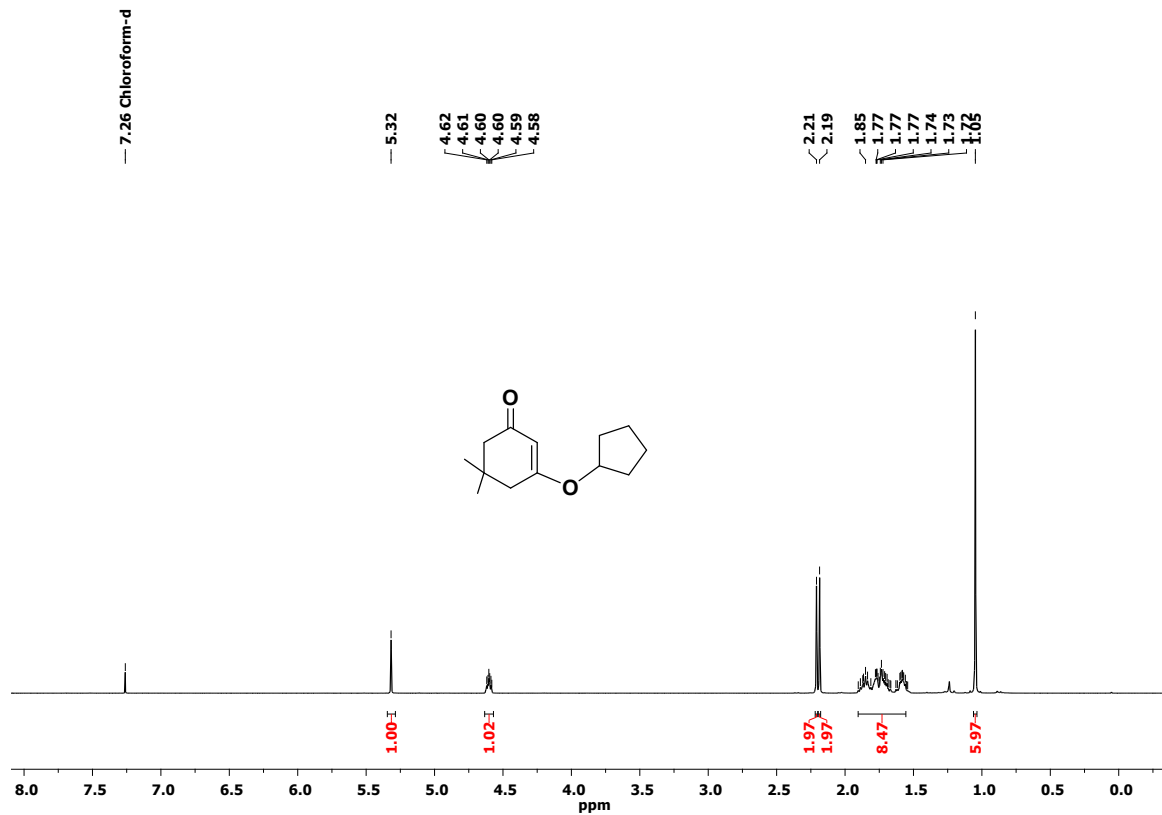


$^1\text{H NMR}$  of **2n**, 400 MHz,  $\text{CDCl}_3$

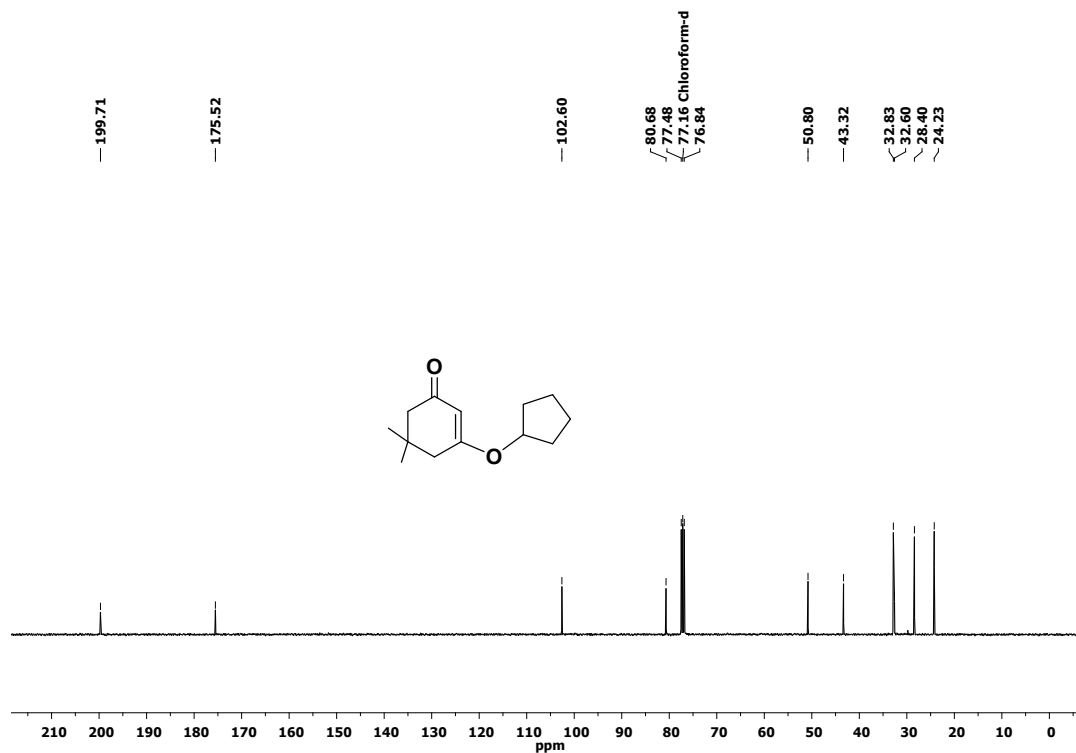


$^{13}\text{C NMR}$  of **2n**, 100 MHz,  $\text{CDCl}_3$

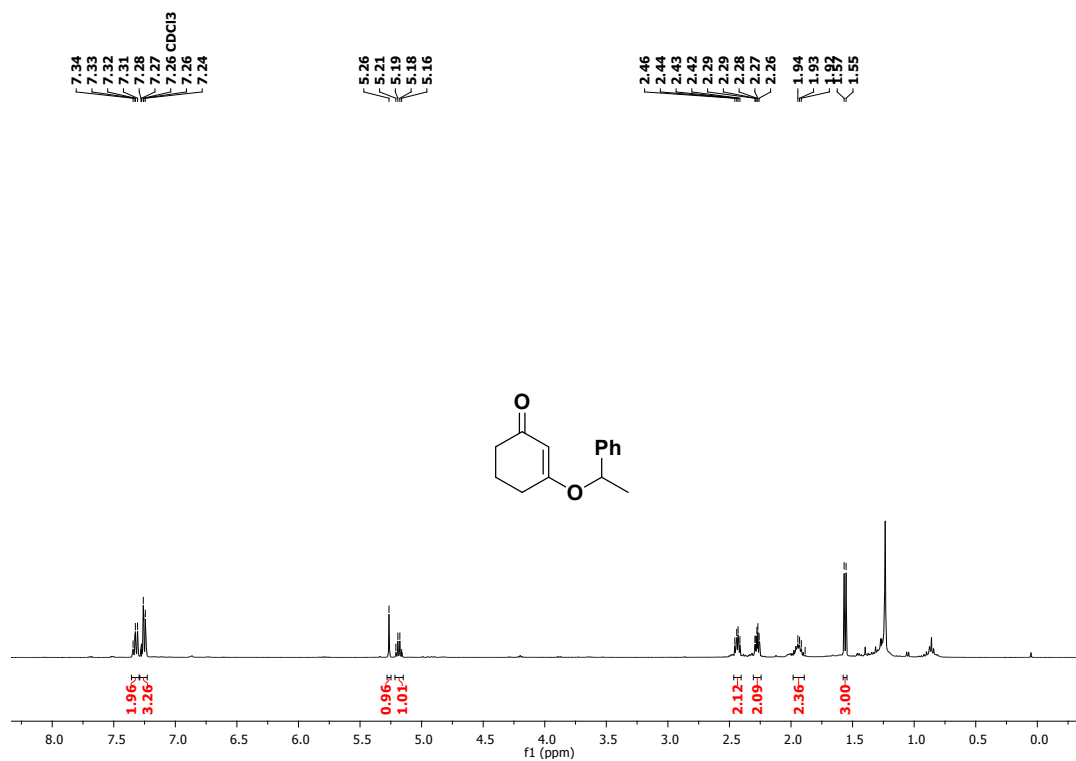




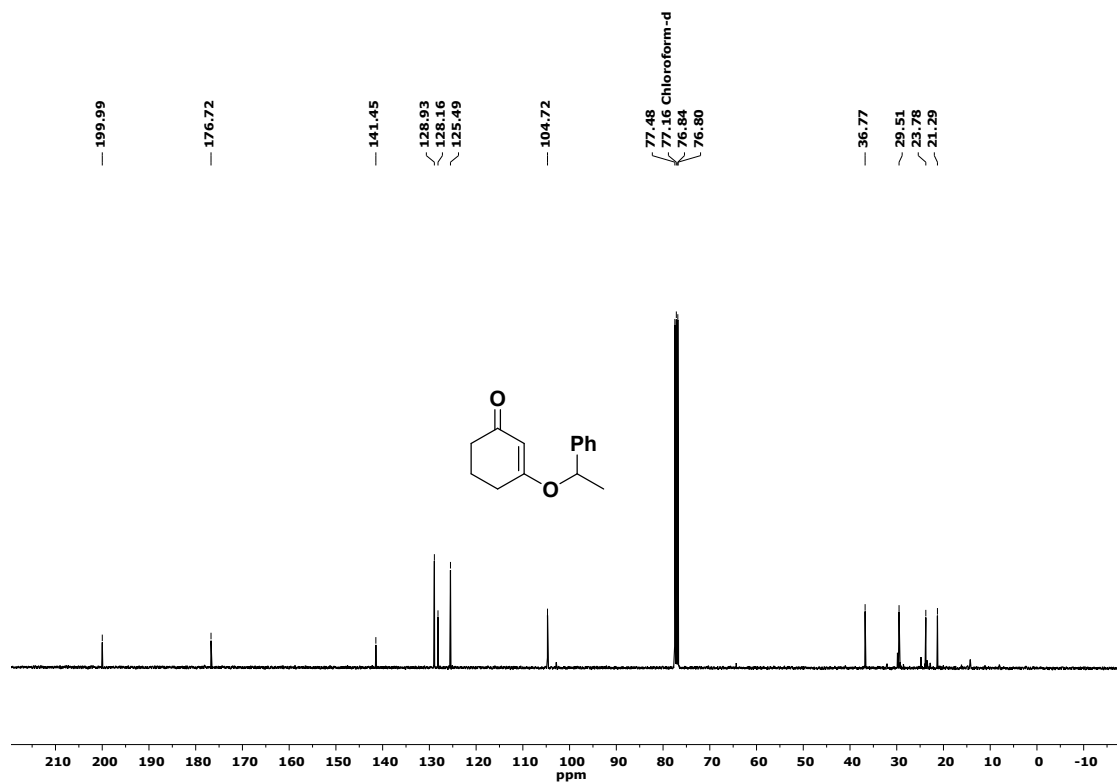
$^1\text{H}$  NMR of **2o**, 400 MHz,  $\text{CDCl}_3$



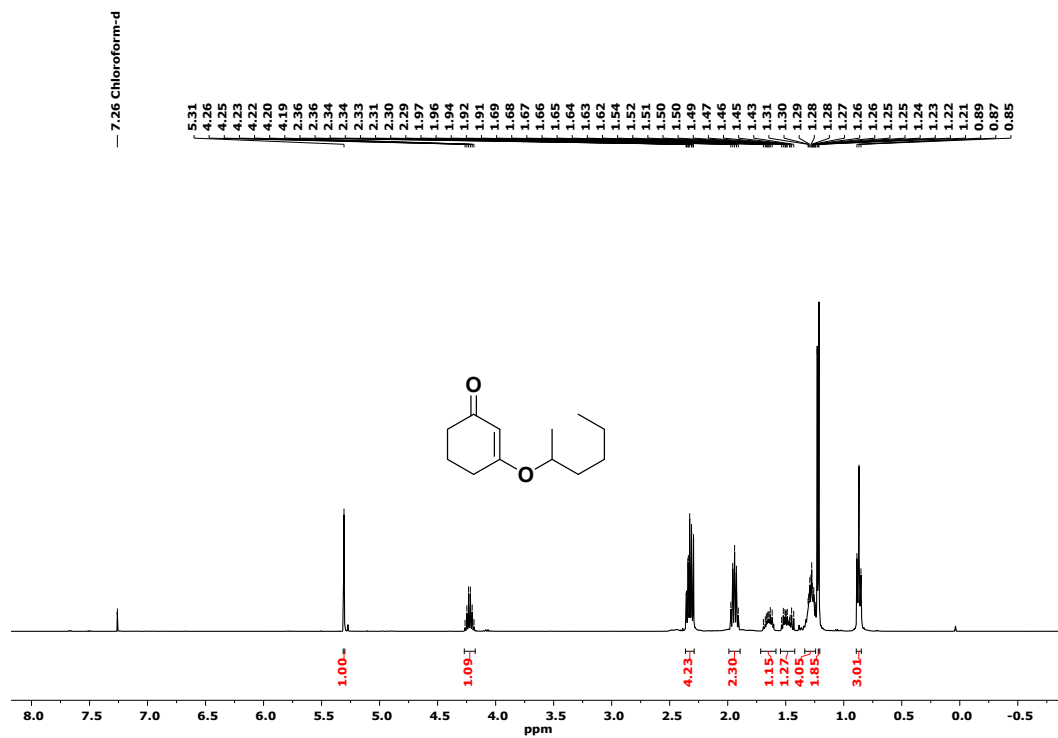
$^{13}\text{C}$  NMR of **2o**, 100 MHz,  $\text{CDCl}_3$



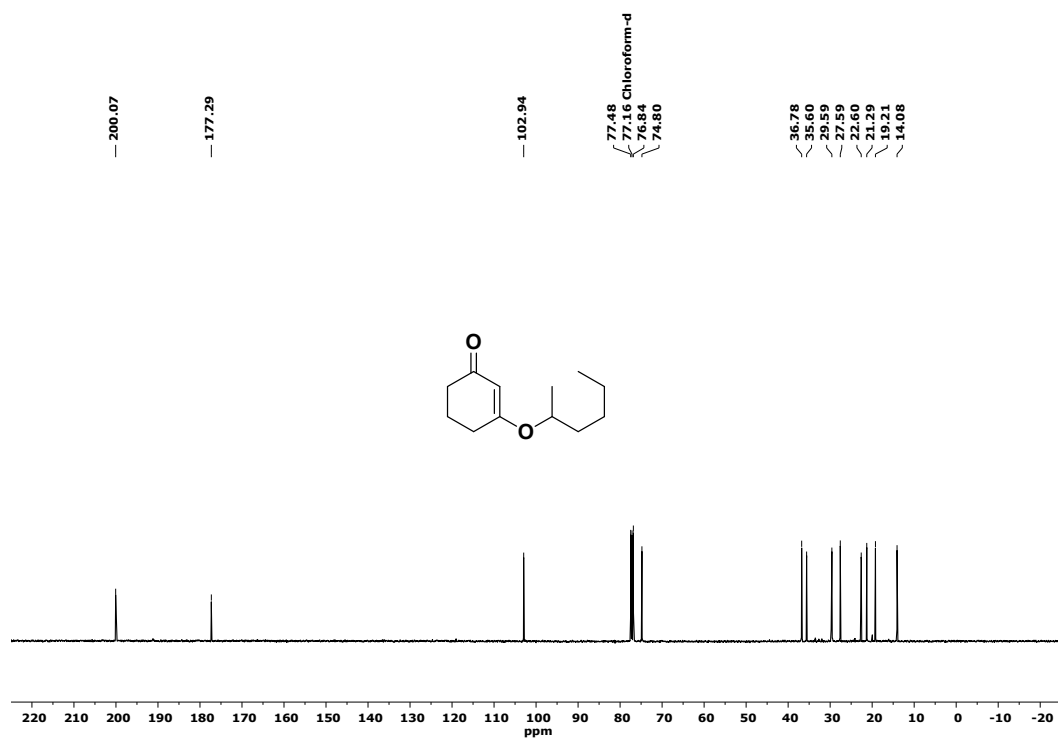
<sup>1</sup>H NMR of **2p**, 400 MHz, CDCl<sub>3</sub>



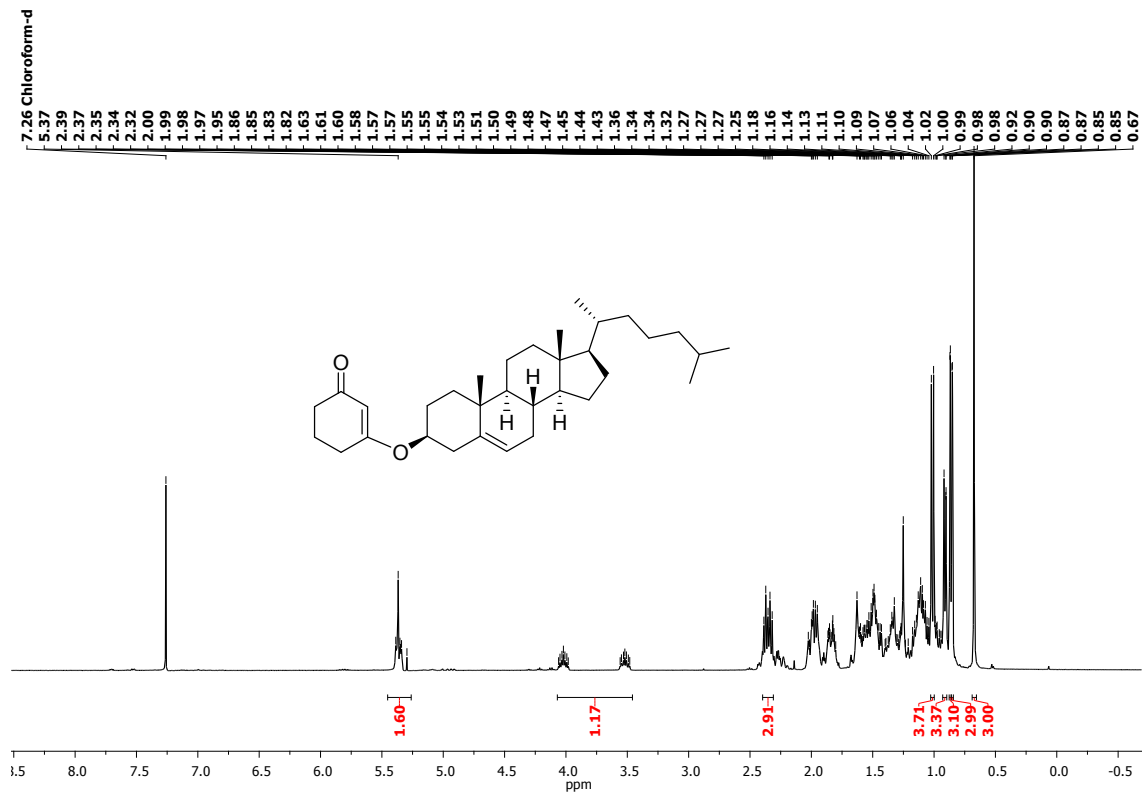
<sup>13</sup>C NMR of **2p**, 100 MHz, CDCl<sub>3</sub>



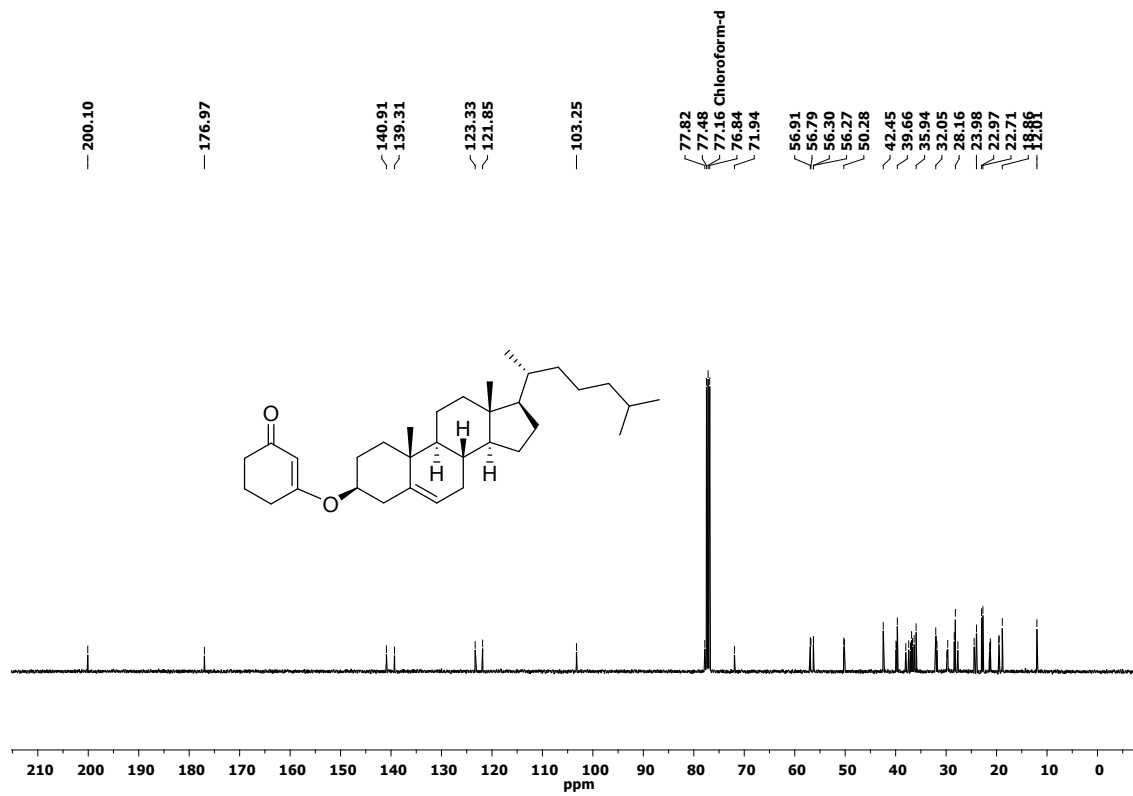
$^1\text{H}$  NMR of **2q**, 400 MHz,  $\text{CDCl}_3$



$^{13}\text{C}$  NMR of **2q**, 100 MHz,  $\text{CDCl}_3$



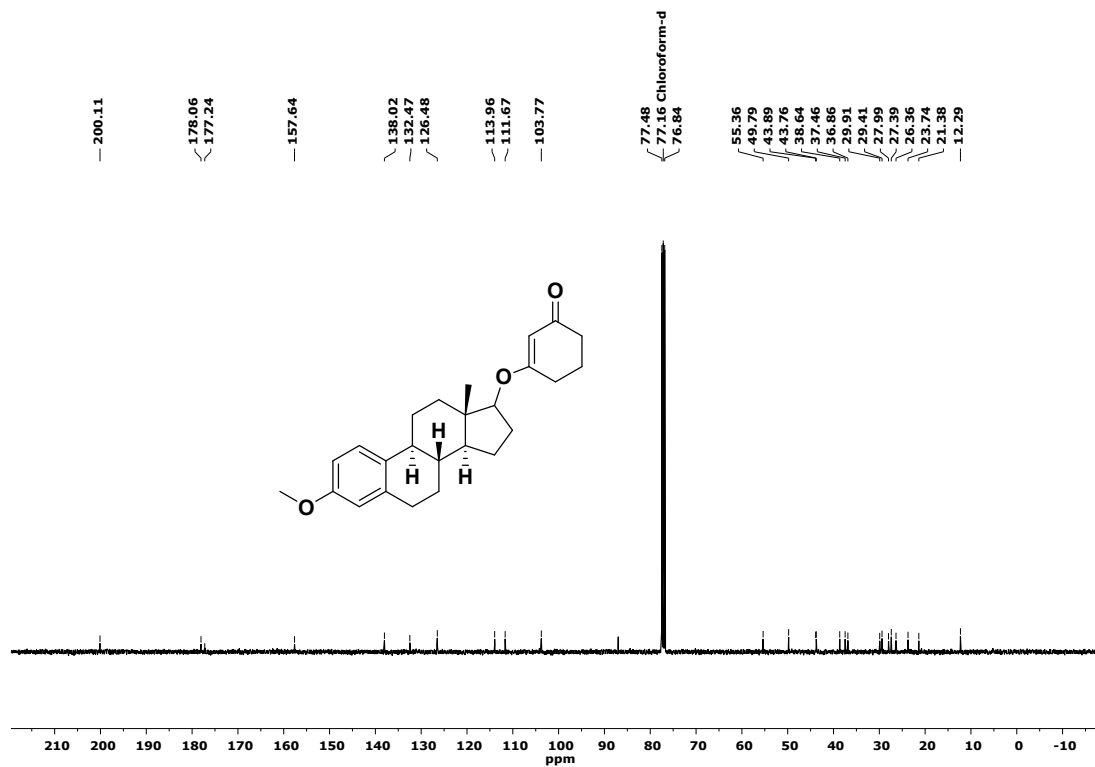
$^1\text{H}$  NMR of **2r**, 400 MHz,  $\text{CDCl}_3$



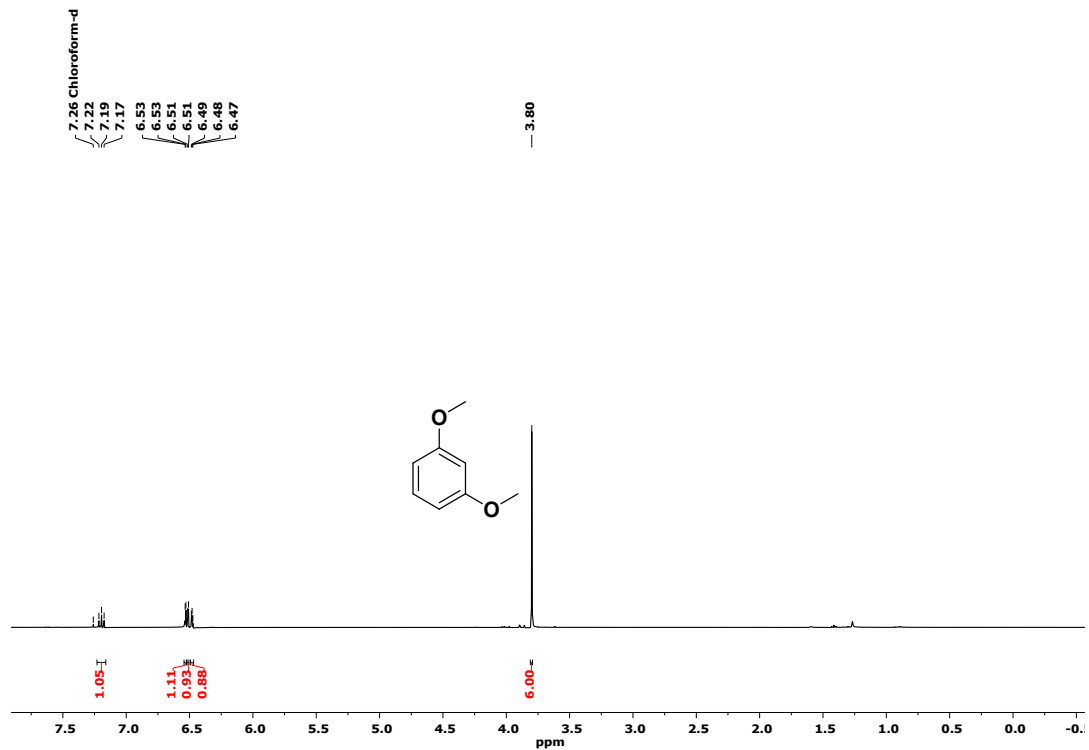
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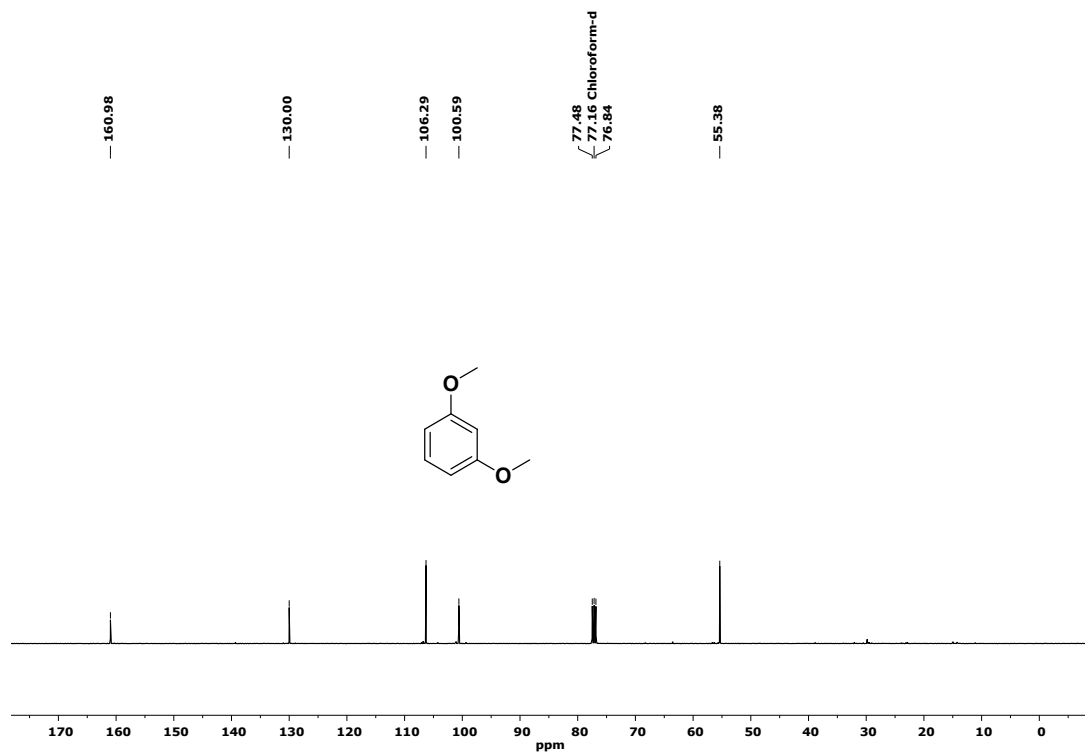
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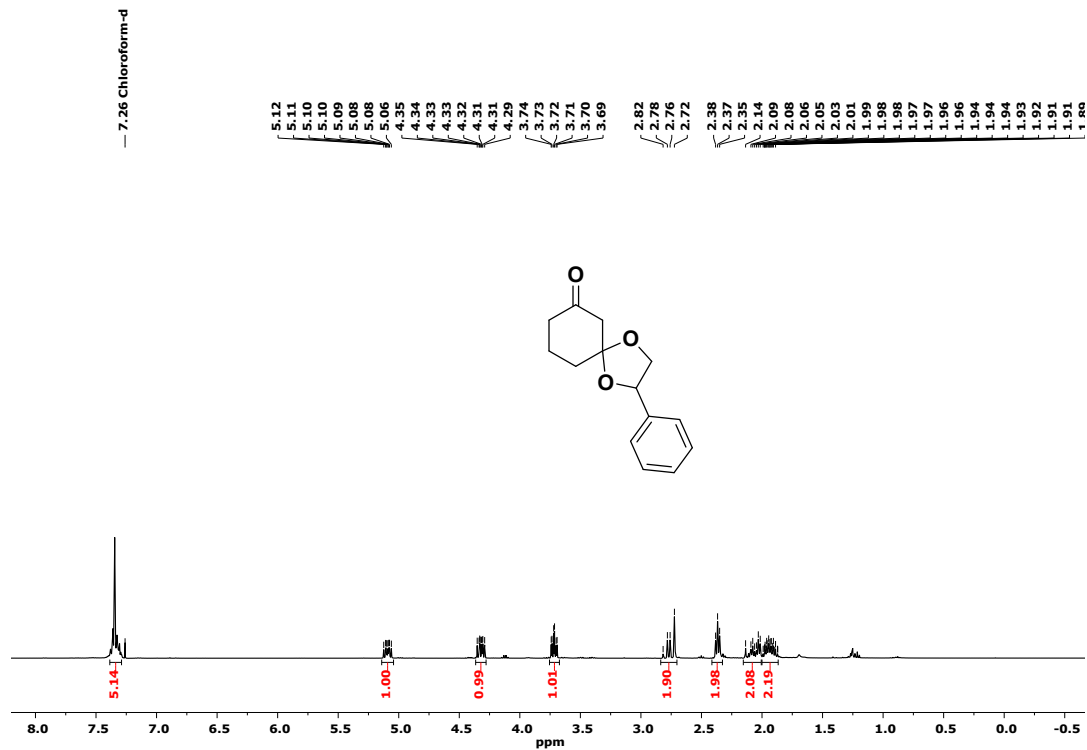
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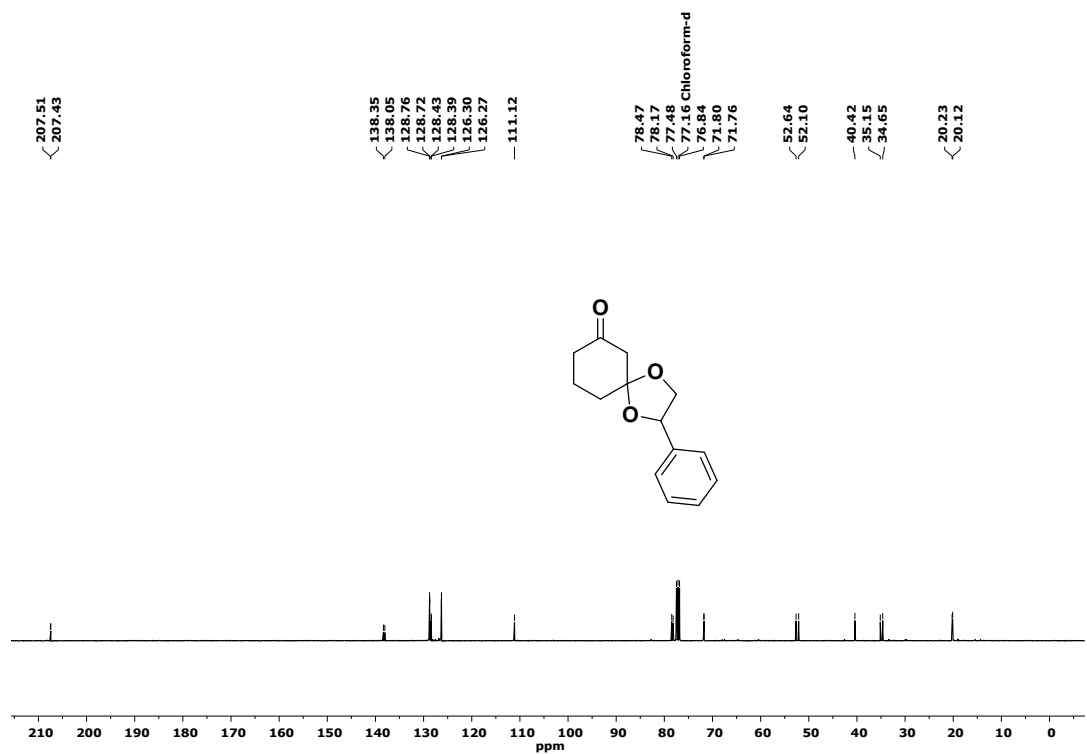
$^1\text{H}$  NMR of **3**, 400 MHz,  $\text{CDCl}_3$



$^{13}\text{C}$  NMR of **3**, 100 MHz,  $\text{CDCl}_3$



$^1\text{H}$  NMR of 4, 400 MHz,  $\text{CDCl}_3$



$^{13}\text{C}$  NMR of 4, 100 MHz,  $\text{CDCl}_3$

