## **Supplementary Information**

## Water-Soluble Conjugated Polymer Brush with Multihydroxy Dendritic Side Chains

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**Fig. S1** TGA curves of PFBT-Br, PFBT-OH, PFBT-*g*-HPG, PFBT-*g*-HPG-COOH and PFBT-*g*-HPG-OA.



Fig. S2 Inverse-gated <sup>13</sup>C NMR spectrum of PFBT-g-HPG (solvent: DMSO-d<sub>6</sub>).

The technique of inverse-gated <sup>13</sup>C NMR can produce carbon signals of high qualities despite the decoupling of <sup>1</sup>H, because of long delay time up to 10 s and high number of scans. Since the dendritic, linear and terminal carbons caused signals with different chemical shifts, their inverse-gated <sup>13</sup>C NMR spectrum offered the opportunity to calculate the degree of branching. The mechanism for measuring DB of hyperbranched polyglycerol by inverse-gated <sup>13</sup>C NMR measurement can be found in literature (A. Sunder, R. Hanselmann, H. Frey, R. Mülhaupt, *Macromolecules*, 1999, **32**, 4240–4246.).



**Fig. S3** TEM image of PFBT-*g*-HPG prepared from aqueous solution at high magnification.



**Fig. S4** AFM height (a) and phase (b) images of PFBT-*g*-HPG prepared from aqueous solution.

Fig. S4





**Fig. S5** LLS result of PFBT-*g*-HPG in DMF water at  $[RU] = 20 \mu M$ .

Fig. S6



**Fig. S6** 3D confocal fluorescence image of cell line MCF–7 with incubation of PFBT-*g*-HPG ([RU] =  $1\mu$ M) for 2 h.





**Fig. S7** Confocal fluorescence image (a) and bright-field image (b) of cell line MCF–7 without incubation of PFBT-*g*-HPG.



Fig. S8

**Fig. S8** <sup>1</sup>H NMR spectra of PFBT-*g*-HPG-COOH (a) (solvent:  $CD_3OD$ ) and PFBT-*g*-HPG-OA (b) (solvent:  $CDCl_3$ ).