



We create chemistry

# News Release

April 30, 2019

## Paints, pest control products and interior lighting solutions now available at Tmall.com

- **BASF expands both B2C and B2B e-commerce presence in China, with new shop and new products online**
- **More than 20 new products added to BASF's online shop on 1688.com, Alibaba's B2B e-commerce platform**

Shanghai, China – April 30, 2019 – BASF is further expanding its e-commerce presence in China, to bring convenience and speed to both business and consumer customers.

Consumers in China, whether they are looking for paints, pest control products, or interior lighting solutions, can now purchase BASF products conveniently online. BASF, the leading chemical company, today launched a store on Tmall.com – its second e-store targeting consumers. Tmall.com is a major business-to-consumer (B2C) retail platform of the e-commerce giant Alibaba Group. In January, BASF launched its first consumer e-commerce shop at JD.com.

Business buyers in China will also be able to access a greater range of BASF's product portfolio via online platforms. BASF plans to introduce more than 20 new products to its online store at 1688.com, a business-to-business (B2B) platform under Alibaba. Launched last year, BASF's e-shop on 1688.com now features over 40 products from the company's performance chemicals, dispersions and resins, intermediates and care chemicals divisions. Among others, BASF's renowned light

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stabilizer Tinuvin®, antiscalant Sokalan®, and surfactant Glucocon® will be introduced in April and May.

“We are firmly committed to broadening our e-commerce activities in China, so that we can serve our customers and end users in a more flexible, efficient and timely manner,” said Dr. Zheng Daqing, Senior Vice President, Business and Market Development Greater China, BASF. “Complementing our traditional sales channels, our pioneering e-commerce platforms have already reached significant milestones in a short period of time.”

#### **About BASF in Greater China**

BASF has been a committed partner to Greater China since 1885. With larger production sites in Shanghai, Nanjing and Chongqing, BASF is a major foreign investor in the country's chemical industry, and operates the Innovation Campus Shanghai, a global and regional research and development hub. BASF posted sales of over €7.3 billion in 2018 to customers in Greater China, and employed 9,317 people as of the end of that year. For further information, please visit [www.basf.com/cn/en](http://www.basf.com/cn/en)

#### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €63 billion in 2018. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).