

News Release

BASF unveils its 5th Creation Center in Asia Pacific to drive innovations and foster co-creations

- **Brings together material expertise and consultation, to inspire product design development and co-creations under one roof**

Korea – June 18, 2025 – BASF inaugurated its fifth Creation Center in Asia Pacific, located in Ansan, Korea on June 17, 2025. Designed as a collaborative space where customers can experience the power of performance materials to inspire and jointly develop cutting-edge design solutions, the BASF Creation Center brings together the discovery and understanding of material applications in the early stage of product design development under one roof. The new Center provides an additional platform to strengthen BASF’s customer proximity and reinforces its commitment to accelerating innovation across key industries.

“With the Creation Center in Korea, we are further enhancing our position as a leading solution provider by bringing together our technical and design expertise to support customers from concept to final product,” Andy Postlethwaite, Senior Vice President, Performance Materials Asia Pacific, BASF. “This investment reflects our continued commitment to Korea as a strategic market and innovation hub for BASF in Asia.”

BASF’s Creation Centers are part of a global network designed to support customers during the early phase of product development by combining trend scouting, design thinking, and technical capabilities. From Ludwigshafen, Shanghai, Yokohama, Mumbai to Ansan, all Creation Centers provide a collaborative

environment for materials to be an integral part of the design phase as concepts for real world solutions. Creation Center Korea continues this collaborative team approach, offering customized support across industries such as mobility, consumer goods, lifestyle, and electronics - reinforcing BASF's strategy of local engagement backed by global expertise.

About BASF

At BASF, we create chemistry for a sustainable future. Our ambition: We want to be the preferred chemical company to enable our customers' green transformation. We combine economic success with environmental protection and social responsibility. Around 112,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises, as core businesses, the segments Chemicals, Materials, Industrial Solutions, and Nutrition & Care; our standalone businesses are bundled in the segments Surface Technologies and Agricultural Solutions. BASF generated sales of €65.3 billion in 2024. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at www.basf.com.

About BASF's Performance Materials division

BASF's Performance Materials division leads the transformation of the plastics industry by merging sustainability with a competitive edge. Our broad material competencies and product portfolio, backed by deep industry knowledge and understanding, make us the ideal one-stop-shop. With dedicated material-focused teams and strong R&D power, we constantly deliver industry-leading technologies and expertise to our customers worldwide. Our global network ensures a competitive advantage through superior innovations, regional proximity, and tailor-made solutions that meet local market demands. We are committed to enhancing performance and efficiency across sectors such as automotive, consumer goods, industrial applications, and construction. With BASF, our partners embark on #OurPlasticsJourney towards a more circular and sustainable future. In 2024, the Performance Materials division achieved global sales of €6.8 billion. Join #OurPlasticsJourney on LinkedIn <https://www.linkedin.com/showcase/basf-performance-materials/> and in our newsletter https://plastics-rubber.basf.com/global/en/performance_polymers/plastics-journey-newsletter