

News Release

BASF launches Cevya fungicide in Canada

CALGARY, AB, November 19, 2019 – BASF introduces Cevya® fungicide featuring the new Revysol® fungicide active ingredient (AI) which is now registered in Canada*. Cevya fungicide offers fast and continuous control of key diseases in fruits and vegetables including apples, potatoes and sugar beets.

“Cevya fungicide is a systematic fungicide providing preventative and post infection control of key diseases for growers challenged with resistance and seeking to maximize their yields. The fungicide controls biotypes that may have developed resistance to other Group 3, 7, 9 and 11 fungicides,” said Trevor Latta, Corn, Soybean and Horticulture Brand Manager, Agricultural Solutions Canada.

Cevya fungicide, featuring Revysol fungicide active ingredient (AI), is unlike other demethylation inhibitors (DMIs) in the market as this formulation is the first isopropanol-azoles, a unique chemistry that helps ensure excellent binding capacity and adaptability through its molecule flexibility. This offers control even on plant pathogen strains that are insensitive to DMIs.

“Revysol fungicide, the active ingredient in Cevya fungicide, is the result of years of research and expertise. It was designed to help growers manage their toughest disease challenges, including resistant plant pathogens,” said Jeff Bertholet, Technical Service Manager, Agricultural Solutions Canada. “It underlines BASF’s

dedication to research and development to provide innovative crop protection solutions to our Canadian growers.”

Growers can learn more about Cevya fungicide and all other BASF Agricultural Solutions products by contacting their local BASF representative.

Always read and follow label directions.

***Cevya® fungicide is not classified for sale or use in Ontario.** Revysol® and Cevya® are registered trademarks. © 2019 BASF Corporation. All rights reserved.

About BASF's Agricultural Solutions division

With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. Working with farmers, agricultural professionals, pest management experts and others, it is our role to help make this possible. That's why we invest in a strong R&D pipeline and broad portfolio, including seeds and traits, chemical and biological crop protection, soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we connect innovative thinking and down-to-earth action to create real world ideas that work – for farmers, society and the planet. In 2018, our division generated sales of €6.2 billion. For more information, please visit www.agriculture.basf.com or any of our social media channels.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 20,000 employees in North America and had sales of \$19.7 billion in 2018. For more information about BASF's North American operations, visit www.basf.com.

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.