

News Release

January 7, 2019

Quality paints, pest control products and lighting solutions now available online in China at BASF's first e-shop for consumer goods

- **More products to be available in the future**
- **Offers convenience and quality for Chinese consumers**

Shanghai, China – January 7, 2019 – A range of BASF products, including paints, pest control products, and interior lighting solutions are now available for online purchase in China, as the leading chemical company launches its first consumer e-store in the country. The consumer goods will be accessible on JD.com, one of China's leading e-commerce platforms.

“This online shop, which features a series of home and living products, is another milestone for BASF to expand our e-commerce presence,” said Dr. Zheng Daqing, Senior Vice President, Business and Market Development Greater China, BASF. “Almost everything can be bought with a single click in China. We want to better serve our customers by improving their accessibility to the innovative products we offer; products that help enhance quality of life and improve sustainability.”

Chinese consumers can now purchase BASF pest-control, interior painting and lighting solutions at special promotional prices from January 8-15, 2019. More consumer goods from BASF will be available on the platform in the near future.

Globally, BASF has established online connections along the entire supply chain for

suppliers and customers. In April 2018, BASF launched its flagship store on the Alibaba B2B e-commerce platform 1688.com, China's major domestic online business-to-business service. The online store offers a range of solutions from the company's performance chemicals, dispersions and resins, intermediates, and care chemicals divisions, enabling BASF to serve small and medium enterprises in a more flexible, efficient and timely manner.

About BASF in Greater China

BASF has been a committed partner to Greater China since 1885. With major investments in Shanghai, Nanjing and Chongqing, BASF is a major foreign investor in China's chemical industry, and maintains the Innovation Campus Shanghai as a global and regional research and development hub. BASF posted sales of €7.3 billion in 2017 to customers in Greater China, and employed 8,982 people as of the end of that year. For further information, please visit www.basf.com.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 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 more than €60 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.