

News Release

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BASF's award-winning Kid's Lab scoops top awards at Scifest Africa.

- **Encouraging learners' interest in chemistry.**
- **"Clever Foodies" experiments help in making informed, healthy food choices.**

Johannesburg, South Africa – 05 April 2018. BASF, the world's leading chemical company, was awarded 'Best Exhibition Workshop Presentation' and received first prize for 'Best Exhibition Workshop' for its highly successful Kids' Lab workshops at the National Science Festival (SciFest) in Grahamstown held in March 2018.

Once again, children between the ages of 7 and 14 had the opportunity to participate in fun-filled, interactive chemical experiments to detect and identify vitamins while learning about healthy nutrition. The Kids' Lab programme, "Clever Foodies", uses storytelling and modern, practical educational methods to raise nutritional awareness on how healthy eating positively contributes to a healthy lifestyle. The BASF Kids' Lab team yet again worked in collaboration with the Sci-Bono Discovery Centre, whose fully trained team members assisted in supervising the experiments.

Since 2011, Kids' Lab has evolved into an award winning global program, with over 800 000 children having participated in the interactive experiments in 40 countries so far. In South Africa, BASF has reached out to over 20 000 children, and has been recognized with the following Scifest awards:

- 2013 – Best Newcomer Exhibition
- 2014 – Exhibitor of the year
- 2016 – Best Workshop: Outreach
- 2017 – Best Workshop: Innovation

According to Benoit Fricard, Managing Director of BASF South Africa, Kids' Lab enables young people to gain a better understanding of chemistry and encourages them to find out more about the world around them. "BASF has a strong focus on its social engagement efforts on education. Through the Kids' Lab programme, BASF aims to stimulate an interest in science and foster curiosity. The hands-on chemistry experiments encourage young girls and boys to be researchers and discover the world of science," he said.

At the end of each workshop, each child received an Experimentation Diploma as well as experiment tips and background information with classroom tips for teachers. Apart from the greater emphasis on sustainable impact, the Kids' Lab programme also contributes to the implementation of numerous United Nations development goals.

The Kids' Lab workshops are designed to encourage children's sense of discovery and teaches them good science methods and skills. Much of what they experience and learn is transferrable and will remain in the children's minds and in their everyday lives.

Scifest is an annual initiative which is supported by the Department of Science and Technology and promotes the public awareness, understanding and appreciation of science, technology and innovation in South Africa. In 2017, Scifest Africa attracted more than 62,000 visitors.

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About BASF Kids' Lab

Education is the key to the future of our children, and it plays an important role in the development of society. With our Social Engagement Strategy, we want to open up learning opportunities and to encourage children's sense of discovery and teach good science methods and skills. This helps us to meet the challenges of tomorrow and to create a sustainable future.

The BASF Kids' Lab program is an interactive, fun and free chemistry education program designed for kids aged 7 to 12 years to discover the world of chemistry through simple and safe hands on experiments. The program was established in 1997 in Ludwigshafen, Germany and has been brought to more than 30 countries across the globe, including the U.K., the U.S., Australia, Singapore, India and Japan.

About BASF – Country Cluster Southern Africa:

BASF was founded in South Africa, which is the hub into Sub-Saharan Africa, 50 years ago. Headquartered in Midrand, Johannesburg, the BASF Group in South Africa consists of five companies with main locations in Johannesburg, Durban, Port Elizabeth and Cape Town. BASF has five production sites, including a world-class automotive emissions catalysts production site in Port Elizabeth and a dispersions production plant located in Durban, which is producing and exporting acrylic dispersions. Other sites include a construction chemicals production site in Westonaria. Since 2013 BASF Agricultural Specialities, former Becker-Underwood, situated in Durban, also forms part of the South African business profile. In 2015 BASF Zambia Ltd, a sales organization, with focus on the agriculture and mining business, was inaugurated in Lusaka, Zambia. At the end of 2016 Chemetall South Africa, with a production site located in Boksburg and various offices and warehouses in Port Elizabeth, East London and Durban was added to the local portfolio. BASF has a staff complement of around 1000 people in South Africa. Further information at www.basf.co.za

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 five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of €64.5 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.

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