

News Release

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From inspiration to solution: BASF launches Creation Center in Japan

- **Brings customers and BASF experts together to transform ideas into solutions**
- **Collaboration space offers cutting-edge resources including materials, advanced digital tools for simulation and prototyping, and consultancy**

Tokyo, Japan – August 2, 2019 – BASF launched a Creation Center in Yokohama, Japan, on August 1, bringing customers and BASF’s experts together to transform conceptual ideas into creative solutions.

At the Creation Centers, equipped with world-class workshop facilities and interactive material showcases, BASF provides resources to discover, understand, and create new and improved products and solutions with BASF materials. Customers can explore innovative material solutions, use interactive digital tools such as a tablet device that enable them to learn about the materials, and participate in ideation and material consultancy workshops. Together with BASF experts, they can seamlessly collaborate from design development to advanced simulations through computer-aided engineering (CAE) through to advanced prototyping.

“We aim to help brands, companies, and manufacturers discover new possibilities through hands-on exploration in an inspiring environment. We believe that Japan is leading the innovation in Asia, particularly in the areas of automobiles, home appliances, sports equipment, and furniture, and we will further provide development support for these customers,” said Isamu Yamamoto, Director, Performance Materials, BASF Japan. “We offer a wide range of resources in unique collaborative spaces, to empower designers, engineers, and developers

to create new products using BASF's innovative material solutions, and support the emerging design requirements of the market.”

“Designers not only give a product its shape, surface, color, haptics, and ergonomics, they also decide on the materials to be used at an early stage of product development. With the Creation Center, we empower designers, engineers, and developers to explore the full potential of BASF's high-performance materials, inspiring them to create the products of the future,” said Alexandre Dreyer, Leader Creation Center, Asia Pacific, BASF.

The Creation Center is located at BASF's Yokohama Innovation Center (YIC), where it also houses BASF's Engineering Plastics Innovation Center (EPIC), providing the CAE simulation tool and prototype testing functions. These services supplement the offerings of the new Creation Center. In October 2019, BASF plans to introduce a new molding machine in the EPIC, which will enhance BASF's ability on material testing and support prototyping to meet the needs of the current market.

In Asia, the first Creation Center was launched in India in May, followed by Yokohama, Japan. It will also be introduced in Shanghai, China in August.

About BASF's Performance Materials division

BASF's Performance Materials division encompasses the entire materials' know-how of BASF regarding innovative, customized plastics under one roof. Globally active in four major industry sectors – transportation, construction, industrial applications and consumer goods – the division has a strong portfolio of products and services combined with a deep understanding of application-oriented system solutions. Key drivers of profitability and growth are our close collaboration with customers and a clear focus on solutions. Strong capabilities in R&D provide the basis to develop innovative products and applications. In 2018, the Performance Materials division achieved global sales of €7.65 bn. More information online: www.plastics.basf.com.

About BASF in Japan

BASF has been a committed partner to Japan since 1888. BASF operates 23 production sites in Japan, including 16 admixture plants of the construction chemicals division. In addition, BASF maintains a strong research and development presence in Japan, with facilities in Amagasaki, Yokohama, Chigasaki, and Naruto. As of the end of 2018, BASF employed 1,138 employees in Japan, and recorded sales of about €1.8 billion to customers in the country. Further information is available on the Internet at www.basf.com/jp.

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.