

# News Release



## **BASF finalizes acquisition of Sorex pest control business**

- **Deal includes Whitmire Micro-Gen**
- **Portfolio and R&D capabilities highly complementary**

BASF announced that on December 19, it has concluded the acquisition Sorex Holdings Ltd., a leading manufacturer of branded chemical and non-chemical products for professional pest management. The transaction, which includes U.S.-based Whitmire Micro-Gen and U.K.-based Sorex Ltd., will increase BASF's presence in the two most important pest control markets worldwide, the United States and Europe. Financial details have not been disclosed.

Combining BASF's existing pest control business and research capabilities with the Sorex Group portfolio and expertise in application technology will strengthen the company on several fronts. BASF will diversify into the U.S. general insect control segment and solidify its position in Europe.

In the United States, BASF now becomes a market leader in general insect control. In the termite sector, where BASF is already the market leader in liquid treatments, its portfolio is now broadened to include the second-largest termite bait offering: Whitmire's Advance Termite Bait System. In Europe, BASF now also advances to a

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strong position in rodent and insect control solutions for professional pest managers.

The Sorex Group has an excellent reputation in the fast-growing general insect control segment and unrivalled expertise in the area of rodenticides. The company has approximately 200 employees and recorded net sales of EUR 72 million in 2007, primarily in the US and Europe. Sorex Group's portfolio and customer focus together with BASF's worldwide presence will help to grow the pest control business on a global level. Its formulation capabilities together with BASF's insecticides portfolio will enable BASF to develop tailor-made solutions for professional pest control.

Whitmire products in the US include a broad range of aerosol insecticides for general insect control, baiting systems for control of ants, cockroaches and termites as well as numerous dilutable insecticide formulations. Their strong position in pyrethrum-based insecticides and their Mother Earth<sup>®</sup> line of insect control products will give BASF a strong foothold in the fast-growing general insect control market. These product lines will be highly complementary to BASF's Termidor<sup>®</sup> and Phantom<sup>®</sup> product lines. Sorex's strong position in the European market is based on the innovative technologies, especially in rodent control, hence broadening BASF's offerings to professional pest control operators.

**About the Crop Protection division**

With sales of €3,137 million in 2007, BASF's Crop Protection division is a leader in crop protection and a strong partner to the farming industry providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve crop yields and crop quality. Other uses include public health, structural/urban pest control, turf and ornamental plants, vegetation management, and forestry. BASF aims to turn knowledge rapidly into market success. The vision of BASF's Crop Protection division is to be the world's leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing the quality of life for a growing world population. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com).

**About BASF**

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from oil and gas to chemicals, plastics, performance products, agricultural products and fine chemicals. As a reliable partner BASF helps its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF has more than 95,000 employees and posted sales of almost €58 billion in 2007. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).