

March 2010

**BASF SE Annual Meeting on Thursday, 29 April 2010**

Dear BASF Shareholder,

The Annual Meeting of BASF SE will be held on Thursday, 29 April 2010 at the Congress Center Mannheim in Germany. You are cordially invited to participate. Should you not be able to attend this year's Annual Meeting, you can still use your voting rights.

A high level of participation at the Annual Meeting demonstrates that shareholders recognize the value and importance of their voting rights. I therefore encourage you to exercise your voting rights.

If you cannot attend our Annual Meeting in person, you have the following possibilities to exercise your voting rights:

- either by appointing a proxy or instructing your custodian to vote on your behalf; or
- by casting your vote through BASF's proxy representatives.

As you may be aware, the record date for shareholders to participate in the Annual Meeting and/or exercise their voting rights is the 21st day prior to the meeting. Therefore, all shareholders holding a position in BASF SE on the **record date of Thursday, 8 April 2010** are eligible to vote at the Annual Meeting. Any decrease or increase in BASF shares after this date will not affect the number of shares the investor is able to vote.

You must return the proxy to your agent for certification no later than **Thursday, 22 April 2010** to meet the **vote cut off date in Germany**. A deposit of shares is not necessary.

As part of this effort and to improve the quality of communication with our investors, we have retained D.F. King & Co., Ltd. to assist in this process. All relevant documents supplied by D.F. King & Co., Ltd. should be considered original and authentic.

Should you have any questions on voting at the Annual Meeting or require additional information, please contact:

**D.F. King U.K. Office**

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Alternatively, you may wish to contact:

**BASF SE Investor Relations**

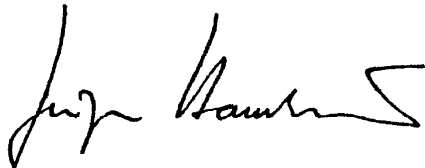
Evelyn Pox

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mail to: investorrelations@basf.com

Thank you in advance for your cooperation and vote.

Yours sincerely,



Jürgen Hambrecht

Chairman, Board of Executive Directors

BASF SE

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ISIN: DE0005151005

Sicovam: 012807

WPK: 515100